

PHANTASIA



*1-Minute Automotive Brand Strategy*

# Why Electric Mobility Is Misunderstood



# **The new era of mobility is presumably electric.**

A vastly improved second generation of products is already available – why does demand still favor petrol cars?

If costs were the answer, the current hefty discounts would solve the problem.

**But the problem is emotional, and it's not engine sound.**

Traditional OEMs switched to electric only to meet regulations.

**They were driven by outside, legal requirements – not excitement for the technology.**

**The forced transition led to misconceptions about the true potential of electric mobility and its real customer benefits.**

**What's more, the OEMs aimed right at the volume market, not at their enthusiasts.**

Electric SUVs might deliver the highest overall profit in the short run – but these models actually harm the brands.

**SUVs are probably the worst segment to stir excitement for electric mobility.**

Their higher drag requires larger, heavier batteries, outweighing the electric dynamics and ease.

**A new and exciting technology should first create desire, not rationality.**



# **Electric mobility is fun, not sacrifice.**

Its abundant torque, its linear power delivery, and its ease are customer benefits disguised by compulsory sustainability.

**It's time for a new generation of BEVs that fully play to the strengths of the technology and create true excitement for electric mobility.**

It all starts with the brands and their meaning. How can electric mobility embody their DNA in a sustainable future?

PHANTASIA is a creative consultancy building holistic marketing strategies for the automotive and motorcycle industry.

**We help automotive brands decode their meaning beyond technology to continue their legacy in a new era of mobility.**

Thank you for reading  
*Why Electric Mobility  
Is Misunderstood!*

If you want to learn more, read **"Automotive Darwinism: How Petrol Brands Can Evolve Into Electric"** on our website.

If you have specific questions regarding your brand, contact us at [info@phantasia.consulting](mailto:info@phantasia.consulting).

*Coming up next week:*

# Why Have Car Ads Become So Generic?

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Automotive Brand Strategy and  
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