

PHANTASIA



1-Minute Automotive Brand Strategy

Ignition On: The Role of Petrol Cars in the Electric Era



Fossil fuels have powered the 20th century.

Electric will advance the 21st to sustainability.

Yet the fascination for petrol cars remains unbroken.

What role will the combustion engine play in the future?

The petrol car is planned to go extinct by 2035.

If it wasn't for the buyers.

The recent slump in EV sales shows that the transition to electric will take longer than projected.

OEMs start to rethink their visions of an all-electric future.

Price cuts for BEVs to increase demand decrease their already low margins.

In a cut-throat market, they can't afford to miss out on profits.

After all, e-fuels are another way to sustainable mobility.

Yes, efficiency is significantly lower – considered from a tank-to-wheel approach.

From a well-to-wheel or even cradle-to-cradle perspective, the knockout arguments become less obvious.

But the greatest flaw in this heated debate is the fallacy that individual mobility is all about efficiency and costs.

Cars are not mere vessels to commute.

Cars exude personality.

The Swiss watch industry offers a future scenario for the combustion engine that contrasts the often-quoted Nokia-moment dreaded by traditional OEMs.

In the 1970s, quartz technology revolutionized the watch.

More precise, substantially smaller, at a fraction of the cost of a mechanical movement, it became apparent that the next Moonwatch will be digital.

Half a decade later, Haute Horlogerie is a booming segment, selling the very same models of the past for unprecedented prices.

The mechanical watch has transcended the rat race of continuous improvement and become a timeless piece of art.

The petrol car has similar potential.

In an essentially electric future, it will become an attraction – and one of the most profitable segments.

**Electric makes mobility easy,
effortless, and efficient.**

**And there will be scores of
thrilling electric cars.**

**But the combustion engine
wont stall.**

**After decades of ubiquity, its
allure is refueled sustainably.**



PHANTASIA is a creative consultancy for the automotive and motorcycle industry.

We are strategic partners for product managers, designers, and advertising agencies.

Our holistic strategies give brands a meaning – an essential pattern across brand, product, and communication.

This collective understanding of the brand enables separate departments to seamlessly collaborate through the same strategic platform – and create an amazing and consistent brand experience.

Thank you for reading

*Ignition On: The Role
of Petrol Cars in the
Electric Era*

If you want to learn more, read
**"Car Brand Positioning in a
New Era of Mobility"** on our
website.

If you have specific questions
regarding your brand, contact us
at info@phantasia.consulting.

Coming up next:

The Raw Fascination of Motorcycles

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Automotive Brand Strategy and
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