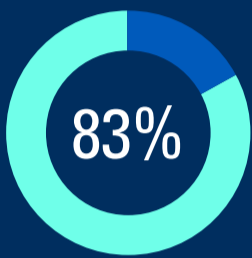




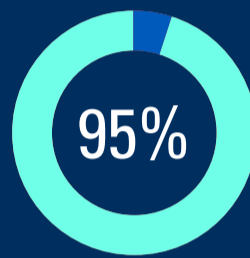
Luxury EV Buyers Demand Latest Technology

A new research study conducted by TideWatch, an independent market research firm, identified wireless electric vehicle charging technology as a key disruptor in brand loyalty among luxury electric (EV) buyers. For the majority of luxury EV buyers, wireless EV charging technology represents the fulfillment of their brand's promise.

603 LUXURY EV BUYERS SURVEYED



expect to purchase an EV in the next 18 months



plan to consider their current luxury brand first



More than 50% worry that they will forget to charge



50% don't want wires, large cords, and bulky charging equipment in their garage



97% are interested in wireless charging

“A premium EV should include advanced options like wireless charging.”



75% of luxury owners prefer an EV with wireless charging over one that does not have it



Nine out of 10 people would consider switching brands to get wireless charging



Luxury owners would pay more for wireless charging to elevate their ownership experience



More than 80% say the availability of wireless charging makes it more likely they'll purchase from their vehicle brand

Luxury EV buyers want wireless charging. Not only do they want it, they're willing to pay more for wireless charging as a factory-installed option and even switch brands if their brand of choice doesn't offer it.

For complete survey results, visit:
info.witricity.com/luxury-survey-whitepaper