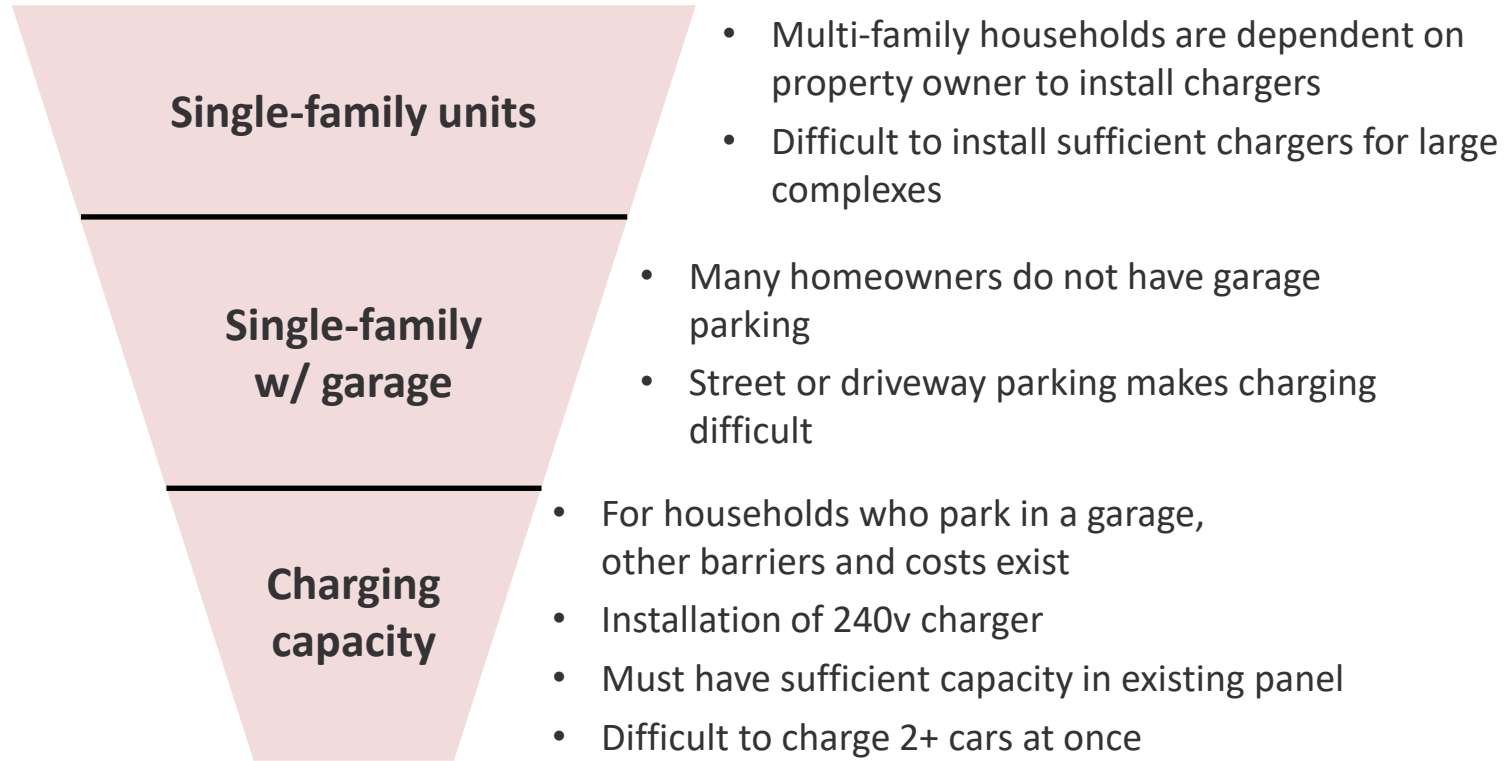
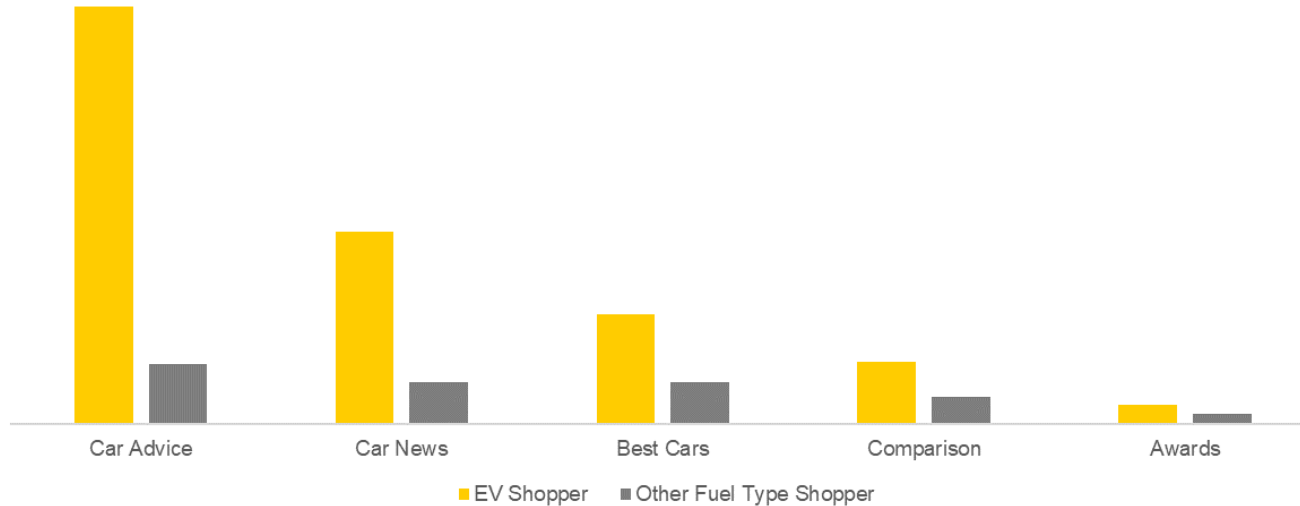


# Cost & Convenience Barriers to EV adoption



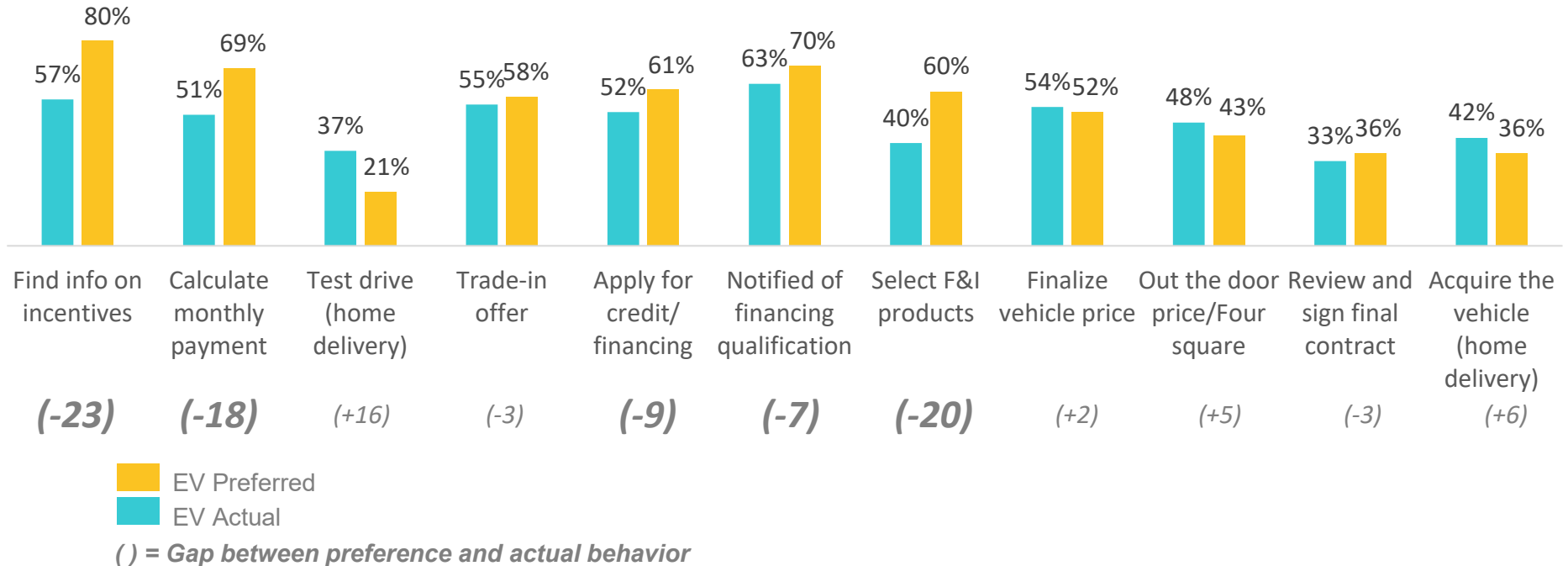
# EV Shoppers Do Serious Research

KBB Shoppers: Editorial



Source: Kelley Blue Book.

# F&I More Critical Yet More Complex

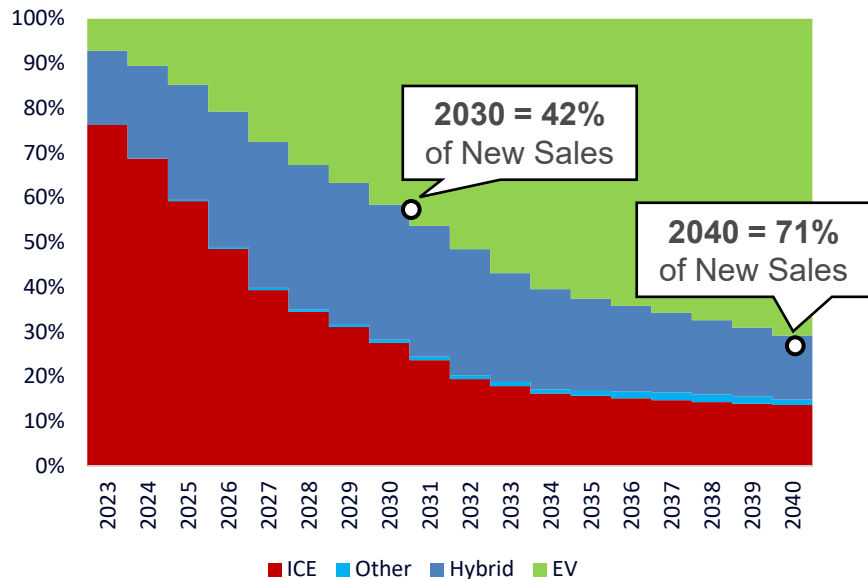


Source: 2023 Digitization of End-to-End Retail Study and 2023 Cox Automotive Car Buyer Journey Study.

# Used Market Follows Car Parc

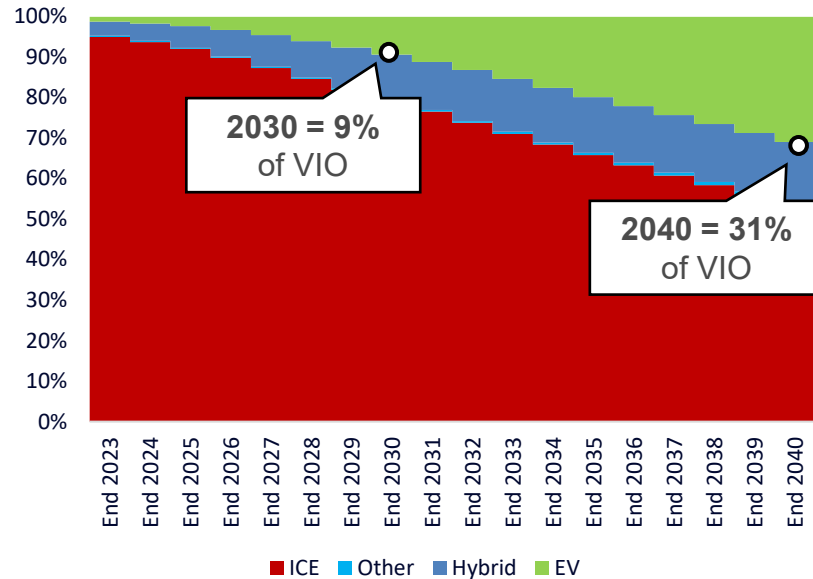
## NEW CAR SALES

### Light-Duty Sales by Powertrain



## VEHICLES IN OPERATION

### Light-Duty VIO by Powertrain



Source: Cox Automotive Forecast