


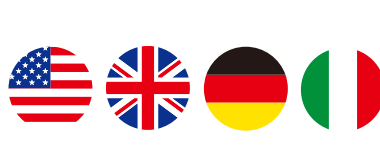

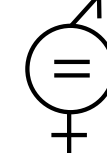

Global market research agency Savanta and AEHRA™, the first pure-play Electric Vehicle (EV) manufacturer in Italy, have teamed up to conduct one of the world's most sophisticated and in-depth customer surveys related to potential purchasing behaviors of luxury EVs.

The results were *astounding*.

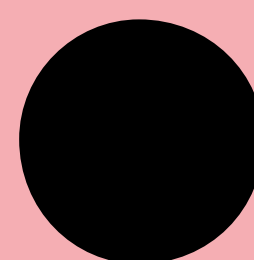
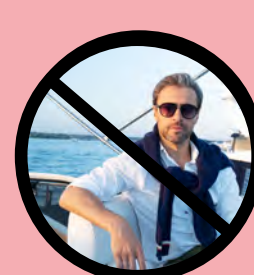


AEHRA has been created to deliver a step-change in the design, customer, and ownership experience of ultra-premium electric vehicles (EVs). Headquartered in Milan, AEHRA is a privately funded global company that disrupts the existing automotive ecosystem by distilling the values of Italian design, world-class engineering, and American customer service to leverage the advantages of next-generation EV powertrain packaging and technology.

Methodology

-  **5,058** Quantitative Surveys
-  **4** Countries
-  **4** Generations
-  **all** Genders
-  **3** Months April-June 2022

Findings Prove That Premier EVs Aren't For The Super-Rich Or Middle-Aged Anymore




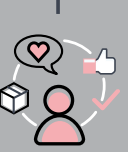






7 distinct segments emerged

- 1 All Around Aficionados**
Average age 42, Car Enthusiast, Luxury Brand-Centric
- 2 Buyers and Choosers**
Average Age 37, Car Enthusiast, Personal Touch, Luxury Brand-Centric
- 3 The Prestige Pursuers**
Average Age 34, Luxury Brand-Centric, Personal Touch
- 4 Custom Car Chasers**
Average Age 51, Car Enthusiast
- 5 The Wanting Aspirationalists**
Average Age 42, Personal Touch
- 6 Old Fashioned Standards**
Average age 56, Appeal Of EV
- 7 Time Trusted Traditionalists**
Average Age 53, Car Enthusiast

How AEHRA will use this data:

This insight will guide AEHRA's marketing strategy allowing them to develop innovations which appeal to their target audience in order to create a more personalized experience along each segment's customer journey.

-  Awareness
-  Interest
-  Consideration
-  Evaluation
-  Purchase
-  Service
-  Loyalty
-  Repurchase

“

The research results that Savanta has delivered to AEHRA provides us a literal roadmap for how we best approach each customer segment. Instead of just one homogeneous group of potential buyers, we now have much richer and deeper insight into who our potential buyers are, and how to best reach them.

-Andy Abramson,
Global Chief Marketing Officer for AEHRA

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It's a combination of Top Gear love of cars and my (& others) love of a sustainable future. Savanta is empowering Aehra to make evidence based, better decisions. Using deep behavioural understanding, the work brings to life clear market constituencies and media activation guidance to support Aehra's launch plans. After all research has no value unless it is used.

-Dr. Nick Baker,
Savanta Chief Global Research Officer




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Want to learn more?

For more information on Savanta, see <https://savanta.com>.

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For more information on AEHRA and to register interest in one of their forthcoming models, see www.aehra.com.

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About Savanta:

Savanta is a fast-growing, global, data, market research and advisory company that informs and inspires its clients through powerful data, empowering technology, and high-impact consulting, to enable its clients to make better decisions and achieve faster progress.