THE HANSEN REPORT ON AUTOMOTIVE ELECTRONICS

Editorial Notes

Dear Reader,

Not to be outdone by Tesla and its sky-high stock valuations, major carmakers are making huge investments in new electric vehicles. I applaud the apparent commitment to a lower emission future, but I worry that OEMs are being more responsive to the looming competition from Tesla and multiple new electric vehicle entrants than they are to consumers. According to multiple surveys, consumers' biggest concern about electric vehicles is still the lack of charging infrastructure.

Consumers who can charge overnight at home and rarely need to range more than 100 miles, or so, make up the most promising market segment for EVs. From there, the market needs to be greatly broadened. For example, the vast majority of urban dwellers won't soon have access to chargers either at home or on the street. In the USA, more than 80 % of the population lives in cities, and that percentage is growing. Charging outlets are needed where people live and work; fast charging is needed where they shop and where they travel. The lack of charging infrastructure is the biggest roadblock to electric vehicle proliferation.

Tesla is building its own fast-charging network, which only vehicles of their brand can use. According to Bloomberg,

com, in the USA there are slightly more Tesla charging outlets than all the other fast-charging networks combined. Thus far, other carmakers are not creating their own charging networks. Instead they are choosing to rely on partnerships with other OEMs, with government agencies and with utilities to build out the EV charging infrastructure. That will take years of multi-billion-dollar investments and will continue to severely limit demand for the numerous electric vehicles that are presently on the drawing board.

Cordially,

Paul Hansen
Editor

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