

PRESS RELEASE

Paris, 21/10/2022

71% of the citizens of 4 European countries in favour of eco-serviced vehicles being allowed to drive unrestricted in major urban areas.

Converting to electric or adopting sustainable maintenance: mixed opinions in Europe, according to an EQUIP AUTO Paris/Ipsos survey.



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With Paris Automotive Week (*) currently in full swing, the trade show EQUIP AUTO Paris reveals, in a survey(**) conducted in association with Ipsos on the Ipsos.Digital platform, the opinions of citizens in response to the energy transition in four major European countries.

The citizens of the four countries with the most automobiles (France, Germany, the UK and Italy) were surveyed on their choices with respect to the purchase and use of automobiles, and on the government policies deployed in response to climate change.

The acquisition of an electric vehicle is not always self-evident. The effectiveness of support mechanisms to help people buy them attracts universal criticism - which sheds light on the announcement by French President Emmanuel Macron on 17 October of an increase in the (means-tested) eco-bonus to €7,000.

The ban on the sale of vehicles with fossil fuel engines in 2035 receives mixed reactions from the citizens of the four countries, and is considered particularly contentious by the French.

The use and servicing of the automobile reveal a clear awareness in favour of eco-friendly and sustainable maintenance, and the desire to allow eco-serviced vehicles to drive in major urban areas. The retrofitting of fossil fuel vehicles to convert them to electric is an emerging subject.

(*)Paris Automotive Week brings together the Paris Motor Show (*Mondial de l'Automobile*) and the tradeshow EQUIP AUTO Paris, from 17 to 23 October at Paris Expo Porte de Versailles.

(**)Ipsos.Digital survey for EQUIP AUTO conducted from 22 to 23 September 2022 among a sample of 1,200 people surveyed in Germany, France, Italy and the UK.

THE FUTURE OF THE AUTOMOBILE ON THE BACKDROP OF CLIMATE CHANGE

Measures targeting fossil fuel vehicles and promoting the low-carbon transition: clearly marked positions

- 82% of the sample of the 4 countries have vehicles fitted with a conventional fossil fuel powertrain: 33% diesel engines and 49% petrol;
- 11% are owners of hybrid, plug-in hybrid or battery electric vehicles;
- the remainder is made up of owners of vehicles running on bioethanol, gas, LPG and hydrogen.

Restricting vehicle access in CAZ

An average of **62%** of respondents agree with the progressive restrictions on fossil fuel vehicle traffic, in particular on diesel cars and vans, in clean air zones (CAZ) in large urban areas (eco-stickers, zone tolling, etc.) but France and Germany are divided (50%), while Italy (76%) and the UK (73%) approve the most of these measures.

Banning fossil fuel engines in 2035: "yes" for only 2 in 5 French people

- Agreement with the ban is disparate depending on the country.
- The decision to ban sales of combustion engine vehicles in the European Union in 2035 meets with the approval of 50% of those surveyed across the four countries of the survey, with scores of 65% in the UK, 63% in Italy, but **49%** in Germany and **39%** in France.

Encouraging electric vehicles

As regards electric vehicles, 63% on average of those surveyed approve of the current steps currently taken by governments to encourage people to buy electric vehicles (in particular trade-in bonuses which promote the purchase of low or zero carbon emission vehicles), breaking down into 77% of Italians, 65% of Brits, 59% of Germans and 54% of the French.

But only **38%** believe that governments are effective in supporting the transition of the on-road fleet towards electric, with the weakest approval rating being in France (**28%**) compared with 46% in Italy, 41% in the UK, and 36% in Germany.

The main government-led stimulus measures seen as priorities to accelerate the development of electric vehicles would be higher purchasing incentives according to 62% on average, a higher density charging station network for 61% (and even 68% of Germans) and a cap on energy prices, according to 50%.

Will the next vehicle be electric?

In practical terms, with regard to their next new vehicle, an average of **43%** say it will be electric: 62% in Italy, 48% in the UK, 38% in Germany and... 25% in France. Looking forward to the next ten years, 19% plan to buy a new electric vehicle (11% in Germany, 20% in France, 22% in the UK, and 28% in Italy, with an average of 25% saying they do not know).

One of the reasons for these results is the existence of other alternatives to electric vehicles, with 27% considering the purchase of a vehicle running on new energy other than 100% electric (e.g., an LPG, hybrid or super ethanol vehicle), particularly in Italy (41%) and France (**34%**).

General measures to combat climate change: it is deemed difficult to go without one's vehicle.

What general measures designed to combat climate change would they find it easy to adopt themselves?

- **Drastically reduce food waste** arrives in first position, with an average score of 78% (the same as in Italy), and 80% in the UK, 77% in France and 75% in Germany.
- **Reduce maximum speeds** (2nd place) of cars is seen as easy to adopt by 71% of the sample, with two thirds of the French (65%) saying it is feasible (and 76% of Germans).
- **Reduce their energy consumption** (3rd place) is deemed easy by 70% of the sample, but with the lowest score in France (59%) as against 72% in the UK.
- **Encourage sustainable mobility modes** (4th position) does not seem to be a problem for 63% on average in the 4 countries, with 56% of French respondents approving, and the UK and Italy appearing more enthusiastic still (66%).
- **Reduce the production and consumption of animal proteins** (5th place) is an adoptable solution for 58% on average: 64% of British, 79% of Italian, 57% of French and 54% of German respondents.
- **Use public transport when possible** (6th position) is seen as easy by 52% of French people.

This measure is considered easy to adopt by an average of 55% of those surveyed: 54% of Germans, 58% of Italians and 60% of Brits.

- **Reduce motorised journeys** comes seventh and last in the survey, and is seen as being easy by only **48%** of French people.

The score is slightly higher for the average of the four countries, but only reaches 53%, showing how problematic it is to go without one's vehicle.

CAR SERVICING TODAY AND TOMORROW

- **58%** of the sample say they have their vehicle services every year or at regular intervals (including 60% of French people); 28% when they take their roadworthiness test, 6% only in the event of a breakdown, and 8%... never.

Eco-servicing and traffic in high density zones

- **63%** on average say they are sensitive to a proposal for eco-diagnosis or eco-servicing (i.e., getting tier vehicle upgraded to standards compared with its original pollution level), including 54% in Germany, 60% in the UK, 61% in France and 76% in Italy.
- **59%** on average think that a grant from the government would motivate them to finance any conversion work that an eco-service might involve. This is the case for 75% of Italian respondents and 51% in Germany (57% in France and 55% in the UK).
- **71%** on average would approve of eco-serviced vehicles being allowed to circulate in large urban areas (69% in France, 80% in Italy) without any restrictions (in particular in mobility clean air zones in France, known as ZFE-m).

Battery electric retrofitting

- The conversion to electric of a fossil fuel vehicle already on the road (an electric retrofit) has been heard of by **44%** of the sample (39% in Germany, **44%** in France, 46% in the UK and 48% in Italy).
- **53%** would be interested in retrofitting their vehicle: 65% in Italy, 61% in the UK, **44%** in France and 41% in Germany.

The reservations expressed are those concerning possible technical complications (67% on average), lower range than that of a real electric vehicle (57%) the ageing of the other components of the car (56%) the lack of an aftersales network (37%) and the fact that retrofitting only applies to automobiles over the age of five and two-wheelers over the age of three (29%).

Tomorrow, hydrogen?

64% on average say that they believe in the potential of hydrogen vehicles, with a gap between Germany (68% with 33% of "Yes absolutely") Italy (67%), the UK (64%) and France with **56%**.

[View the results](#)

"This fascinating survey confirms that while our fellow citizens are prepared to accept significant changes dedicated to the low-carbon transition, they also expect to receive support commensurate with the challenge. For most of the respondents, the car remains a central part of their everyday lives and, in France and Europe-wide, changing mentalities and behaviours will simultaneously require information, financial support and a realistic management of the operational timeline. This is a clear message to governments, and one that we have fully taken into consideration in the programme of EQUIP AUTO Paris 2022 in order to mobilise the entire industry vertical," says **Philippe Baudin**, chairman of EQUIP AUTO.

"The results of our survey illustrate the extent to which European citizens are torn between their desire to combat global warming and the difficulties that they perceive in transitioning to an electric car. Even though they are aware that they must take action, and are prepared to adjust a wide range of their behaviours, they are still divided on the ban on fossil fuel vehicle sales in 2035. In this respect, interest for eco-servicing, the retrofit concept or hydrogen vehicles shows that they have an appetite for alternative solutions that can help to square the circle between wanting to act and being able to act to decarbonise their mobility," adds **Alexandre de Saint-Léon** – Global Service Line Leader, Automotive & Mobility at Ipsos.

Visit EQUIP AUTO Paris from 18 - 22 October 2022
at Paris Expo Porte de Versailles

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About EQUIP AUTO

"Reinventing services for mobility": the trade show EQUIP AUTO is, within the EMEA zone, the leading international event for innovation in aftersales and services relating to connected mobility.

It places **innovation, expertise, dialogue and conviviality** at the heart of its ambition, assembling all the automotive value chain's players and know-how in the aim of shaping, developing and delivering the mobility services of the future. EQUIP AUTO is an exhibition by the Federation of Vehicle Equipment Industries (**FIEV**) and the French Bodywork Federation (**FFC**), and the **Comexposium Group**.

It takes place every two years at the Paris Porte de Versailles exhibition centre and **brings together more than 1,000 exhibitors and brands and 80,000 professionals**.

In **alternate** odd-number years it organises EQUIP AUTO On Tour with its regional meetings around France.

EQUIP AUTO | 

Paris Automotive Week

For the first time, from 17 to 23 October 2022 at Porte de Versailles, the two flagship events of the automotive sector, and the Paris Motor Show (Mondial de l'Auto) the exhibition EQUIP AUTO, come together under the same banner by creating Paris Automotive Week.

About Ipsos

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Our research professionals, analysts and scientists have built unique multi-specialist capabilities that provide powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. Our 75 business solutions are based on primary data coming from our surveys, social media monitoring, and qualitative or observational techniques.

"Game Changers" – our tagline – summarises our ambition to help our 5,000 clients to navigate more easily our deeply changing world.

Founded in France in 1975, Ipsos has been listed on Euronext Paris since July 1st, 1999. The company is part of the SBF 120 and the Mid-60 indices, and is eligible for the Deferred Settlement Service (SRD).

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