



Our environment

Minimise our impact on the environment, thereby protecting our business from the impact of climate change.

Drive change across our own operations and supply chain, but also use our capabilities and voice to influence the automotive industry to support urgent action to tackle climate change.



Task Force on Climate-related Financial Disclosures ('TCFD') compliance statement

The Group has prepared its TCFD disclosures in line with guidance from the 2021 updates to the TCFD Final Report and Annex, including the supplementary guidance for all sectors. At the time of publication, the Group has made climate related financial disclosures consistent with the TCFD recommendations set out on pages 30 to 34. We have built on our progress from previous years to develop a net zero strategy and we continue to identify the risks and opportunities to our business as a result of climate change and their potential financial impact.

TCFD: Governance

We have integrated climate governance into our existing governance processes and sought to embed responsibility for the risks associated with climate change throughout our business, adopting a climate change focused mindset. There is a clear commitment from the Board to deliver on our environmental commitments and ensure relevant accountability across the business. Our environmental strategy was initiated to ensure a joined up approach across the business considering the risks and opportunities climate issues pose and how we are responding to them.

TCFD: Strategy

As the world transitions to a low carbon economy, regulatory change and changes in consumer behaviour will have an impact on the automotive market, meaning we need to develop and adapt our business strategy accordingly. Reducing the impact our business has on the environment is embedded into our wider business strategy of acting responsibly and we are committed to being a net zero business by 2040. As well as reducing our own emissions, we are also raising environmental awareness with both our customers and consumers, encouraging them to reduce their own environmental impact.

We use our breadth of expertise, data and market insight to accelerate the transition to low carbon transport, working with the automotive industry.

How we govern this area



1. BOARD RESPONSIBILITY

The Corporate Responsibility Committee is responsible for holding the Executive Directors to account with respect to climate risks and their impacts on the business. Our environmental strategy is a standing agenda item for all Committee meetings.

2. EXECUTIVE RESPONSIBILITY

The responsibility for assessing and managing climate related risks sits at both executive and Board level. Executive responsibility for climate change impact is held by all our Executive Directors, who have responsibility for overseeing our climate change agenda and are responsible for ensuring that climate related risks are integrated into our existing business strategy. Responsibility for the consideration of climate related risks on the financial performance of the Group and compliance with environmental reporting rests with our CFO, Jamie Warner.

3. RISK FORUM

Our Risk Forum undertakes a review of climate related risks with our Operational Leadership Team ('OLT').

4. REMUNERATION COMMITTEE

The Committee introduced ESG related targets into the Performance Share Plan ('PSP') for the first time in 2021. In 2022, the PSP included a performance target linked to a reduction of our GHG emissions and it will also be included in the 2023 PSP.

5. THIRD-PARTY ASSURANCE

Our GHG emissions have been independently assured by EcoAct using ISO 14064-3 for all scopes of our carbon footprint.

6. ENVIRONMENTAL WORKING GROUPS

Our environmental strategy not only focuses on our own environmental impact, but also aims to support our customers, consumers and the industry in which we operate and, as a result, various parts of the business play a part in delivering our ambitions. Different parts of the business are brought together through our various working groups, which are supported by members of our OLT. Key activities and milestones are set for each financial year and these are shared with the Corporate Responsibility Committee. The working groups meet individually as required but meet collectively on a quarterly basis:

- Net Zero working group (sponsored by Jamie Warner, CFO): responsible for our commitment to net zero in line with our SBTi targets.
- Environmental strategy working group (sponsored by Ian Plummer, Commercial Director): responsible for helping consumers make more environmentally friendly vehicle choices.

7. EMPLOYEE GUILDS & NETWORKS

Our employees play a fundamental role in the success of our environmental strategy. Our Sustainability Network comprises passionate individuals from across the business who are focused on making life at Auto Trader more sustainable through increasing employee awareness and driving impactful changes for both individuals and our business, supporting our overall goal of reducing our carbon emissions.

Climate related risks and opportunities

To build climate resilience into our business strategy we identify climate related risks and opportunities. As an online marketplace, we have a relatively small carbon footprint and our business model is sustainable in a low carbon environment. However, with the acquisition of Autorama, our emissions have increased due to the vehicles sold by Autorama that temporarily pass through their balance sheet. The nature of the risks and opportunities that we face depends not just on the physical aspects of climate change, but also on transition risks. These are driven by the trajectory of our customers and consumers in responding to climate change and the regulations applied to the market we operate in.

During the year we refined our assessment of the risks and opportunities posed by climate change and how they might impact our business. We considered the transitional and physical climate risks and opportunities presented by rising temperatures, climate related policy and emerging technologies. We agreed the methodology for assessing and quantifying financial impacts. For the purposes of our assessment, the time horizons we used were as follows:

- Short term: 0-5 years
- Medium to long term: 5 years +

In each case, the likely impact on costs or revenues was assessed. We have assessed how the risks can be better managed, reduced or mitigated in line with the Group's risk management framework and business strategy. The risks identified during our analysis are more likely to present themselves in the medium or long term.

Having assessed and modelled the risks, we believe that there is no immediate material financial risk or threat to our business model. Even though there is uncertainty around the time horizon over which climate risks will materialise, stakeholder expectations and regulatory attention could develop at pace, impacting the rate at which the business may need to cut carbon emissions.

We recognise that we will need to keep abreast of future climate change legislation as well as consumer preferences and retailers' ability to adapt. However, we have a strong track record of quickly evolving.

The results of our scenario analysis inform our long-term strategic business planning and are overseen by the Corporate Responsibility Committee.


Climate related scenario analysis




To further understand and explore how potential climate risks and opportunities could evolve and impact our business over the medium to longer term, the TCFD recommends undertaking climate scenario analysis, which includes a '2°C or lower scenario' in line with the 2015 Paris Agreement.

We examined three climate scenarios against two timeframes for the purposes of our analysis. The three scenarios we considered were as follows:

Scenario	Description
Disorderly transition	Rapid change in policy and legislation to encourage businesses to rapidly achieve reductions and avoid climate change - UK takes immediate and substantial action - governments make dramatic policy interventions to make up for a late start.
Orderly transition	Additional policy and legislation introduced to limit climate change - UK does not take immediate and substantial action - gradual and deliberate shift towards a low carbon economy.
Hot house world	Business as usual - no change in climate policy and legislation - UK takes limited or no action - continuation of current projection of carbon emissions without any significant abatement or mitigation.

Impact	Mitigation/response	Financial impact	Inherent likelihood
Physical risk: Increased frequency/severity of extreme weather and climate related natural disasters			
<ul style="list-style-type: none"> Offices closed. Data centre disruption. Customers cannot open their showrooms. 	All technology infrastructure is cloud based. Disaster recovery/business continuity planning in place, including tools and guidance to support our people in emergency situations. COVID-19 proved the sales process can be completed without physical showrooms, plus development of digital retailing will enable all retailers to compete on our digital marketplace.		Low
<ul style="list-style-type: none"> Weather has the potential to disrupt the supply chain and limit vehicles entering the UK car parc. 	We have experienced the impact of disrupted supply chains as a result of recent external catastrophic and geo-political events. These significant supply side challenges have constrained new and used car transactions for much of the past three years. However, our business has remained healthy as market dynamics have adjusted and OEMs and retailers learnt to adapt their business models. We would anticipate weather related disruption to be more intermittent and comparatively less severe than the disruption caused by recent events.		Low
<ul style="list-style-type: none"> Costs - increased operational costs such as heating/aircon, insurance, cloud costs. 	In order to have a significant impact on our business, costs would need to increase significantly. We are continually reviewing our cost base such that any increases can be managed and profit margins retained.		Medium
Transition risk: Increased regulation relating to climate change			
<ul style="list-style-type: none"> Regulation banning the sale of new internal combustion engine ('ICE') vehicles from 2030 is existing UK regulation that the industry is already working towards. 	We already closely monitor the implementation of policies relating to our core business. We will continue to monitor policies with a view to identifying potential risks and opportunities and related financial impacts. We are already evolving our product offering and provision of information to support the effectiveness of EVs on our marketplace and will continue to meet changing preferences of car buyers.		High
<ul style="list-style-type: none"> Increased regulatory scrutiny and introduction of new legislation could result in increased reputational risk but also increased compliance costs. Failure to deliver against our environmental commitments would undermine our reputation as a responsible business and may result in loss of revenue, legal exposure or regulatory sanctions. 	We have formed a Corporate Responsibility Committee to oversee our environmental commitments. We will report in line with the TCFD recommendations and report progress towards our net zero ambitions against our science based targets.		Low

Impact	Mitigation/response	Financial impact	Inherent likelihood
Transition risk: Regulation ramping up of internal combustion engine ('ICE') vehicle taxation			
<ul style="list-style-type: none"> • Cost of ownership increases, making ICE vehicles less appealing. • Consumers stop buying petrol or diesel vehicles, demand switches over to electric. • If EVs remain expensive some consumers could be priced out of the market presenting a risk to demand. 	We will continue with our strategy to adapt our marketplace to meet changing preferences of all car buyers. It is likely that used car prices will continue to move in line with supply and demand dynamics such that lower demand will make vehicles more affordable.		Low/Medium
Transition risk: Demand for sustainable products & services			
<ul style="list-style-type: none"> • Risk: Consumers' preferences shift away from ICE vehicles; steep decline in purchase of petrol or diesel vehicles in favour of EVs. • Opportunity: Help our audience to find the sustainable options they are seeking. 	We will continue with our strategy to adapt our marketplace to meet changing preferences of all car buyers and continue to be the largest marketplace for EVs.		Low/Medium
Transition risk: Increased reputational risk associated with the automotive industry and misrepresenting environmental claims			
<ul style="list-style-type: none"> • As consumer consciousness around climate change rises, there is increased scrutiny on our industry's role on the environment. • Failure to appropriately demonstrate that as a business we are committed and moving towards net zero carbon emissions could negatively impact our brand and also impact our ability to operate and/or remain relevant to our customers and consumers. 	As part of our goal to be net zero by 2040 we will focus not only on our own operational footprint but also on how we can positively support our industry. We have set clear reduction targets for our own operations and report progress to stakeholders. We work with customers, suppliers and the industry on education and policy.		Low
Transition risk: Achieving resource efficiency through cutting our carbon footprint and improving energy efficiency			
<ul style="list-style-type: none"> • Reduced costs associated with energy use and avoid increased costs associated with carbon taxation. 	Reduction initiatives to reduce our absolute carbon usage, including moving our technology infrastructure to the cloud.		Medium
Transition risk: Increase in towns and cities introducing pedestrian zones/Ultra Low Emission Zones ('ULEZs') supported by government scrappage schemes and/or improvements in public transport			
<ul style="list-style-type: none"> • Risk: Consumers stop buying ICE vehicles as they no longer require a vehicle. • Opportunity: Consumers' desire/need to switch to EV. 	Likely the risk and opportunity would be taken together, and stock/demand would be maintained as the desire for personal transportation/vehicle ownership remains strong. We will continue with our strategy to adapt our marketplace to meet changing preferences for all car buyers and continue to be the largest marketplace for EVs.		Low/Medium

 Minor  Moderate  Major

We intend to periodically review the scenarios and timeframes we choose to apply in our analysis and refine them as needed. The risk management recommendations arising from our climate change scenario analysis were:

- Policy/regulation: it is likely that increased policy and regulation will have the most significant financial impact on Auto Trader over the longer term. The most significant action we can take is to reduce our exposure to this risk and continue with our strategy to adapt our marketplace to meet the changing preferences of all car buyers. We also need to make sure we continue to remain abreast of regulatory requirements to ensure we are compliant with all relevant reporting obligations.
- Market: climate change is expected to impact the supply and demand for ICE vehicles and EVs. Auto Trader can mitigate this risk by continuing to develop its strategy to be the destination of choice for consumers searching for a more environmentally friendly vehicle.

TCFD: Metrics and targets

Methodology

The Group is required to measure and report its direct and indirect greenhouse gas ('GHG') emissions by the Companies (Directors' Report) and Limited Liability Partnerships (Energy and Carbon Report) Regulations 2018. The GHG reporting period is aligned to the financial reporting year. The methodology used to calculate emissions is based on the financial consolidation approach, as defined in the Greenhouse Gas Protocol, A Corporate Accounting and Reporting Standard (Revised Edition). Emission factors used are from the UK Government's Department for Business, Energy and Industrial Strategy ('BEIS') conversion guidance for the year reported.

We have calculated our footprint using the official UK Government conversion factors. For general procurement categories, an Environmentally Extended Input Output database methodology was used to calculate the GHG footprint across total spend in the year. For vehicle purchases, a bottom-up, life cycle assessment-based approach has been used.

We have approximated and rounded up where necessary, reflecting this is a 'scoping exercise' to indicate the broad quantum of emissions rather than a precise calculation. The accuracy of our footprint will get better each year as we revisit and refine the methodology and underlying dataset. We have reported our Scope 2 emissions using both a location based and market based approach, with the latter taking into account renewable energy consumed.

Rebasing of our calculations

During the year we acquired Autorama and we have therefore undertaken work to calculate their emissions and include them within our base year (2019/20) and every year thereafter. We have also undertaken work to identify more accurate data in relation to our suppliers and include this in our calculations. The data resulted in a change of more than 5% in our emissions and so we have recalculated our base year and every year thereafter using the updated data.

We have disclosed our rebased base year, prior year and current year to take into account these changes and will be updating our climate targets accordingly.

Independent verification of our GHG emissions

EcoAct has independently assessed and verified Auto Trader's GHG emissions following verification standard ISO 14064-3:2019. Based on the data and information provided by Auto Trader and the processes and procedures followed, nothing has come to EcoAct's attention to indicate that the GHG emissions totals for all years reported are not fairly stated and free from material error.

TCFD: Risk management

The Board is collectively responsible for determining the nature and extent of the principal risks which may impact the business as it seeks to achieve its strategic objectives. We recognise climate change as a principal risk (see page 51) as it poses a threat to our business and supply chain, mainly through regulatory changes. We have updated our risk management process to enhance our assessment of the potential implications of climate change on our business and its operations. Our risk management framework, including the processes for identifying, assessing and managing risk, is described on pages 48 and 49.

Our total CO₂ emissions¹

	2023		2022		2020 (base year restated)	
	UK	Global	UK	Global	UK	Global
Scope 1	342	363	276	294	441	487
Scope 2 (location based)	297	310	368	385	510	542
Total (Scopes 1 and 2)	639	674	644	679	951	1,029
KWh ('000s)	2,714	2,775	2,618	2,767	3,462	3,766
Purchased goods & services		19,537		23,562		50,149
Capital goods		498		794		477
Fuel and energy-related activities		133		196		244
Upstream transportation & distribution		72		115		210
Waste generated in operations		5		16		16
Business travel		365		63		1,141
Employee commuting (inc. working from home)		1,746		1,004		716
Upstream leased assets		129		106		33
Use of sold products		56,323		102,807		302,267
End of life treatment of sold products		31		50		191
Investments		26		27		29
Scope 3 (total)		78,865		128,740		355,473
Total (Scopes 1, 2 and 3)		79,540		129,419		356,502
Revenue ³		£510.4m		£491.1m		£458.9m
Tonnes of CO ₂ equivalent per FTE ²		68.5		107.9		334.1
Tonnes of CO ₂ equivalent per £million turnover ³		155.8		263.5		1,091.9
Scope 2 (market based)		3		91		N/A
% renewable		99% ⁴		76% ⁴		N/A

1. Scopes 1, 2 & 3 are reported in tonnes of CO₂ equivalent.

2. Based on average number of employees in the Group throughout the year (2023: 1,160, 2022: 1,199, 2020: 1,067). The average number of employees included Autorama FTEs for the period 1 April to 31 March for each period reported.

3. This includes Autorama revenue for the period 1 April to 31 March for each period reported.

4. Emissions from our data centres are included within our Scope 2 emissions. It has been confirmed by our provider that our data centres continue to be powered by 100% renewable - we have received a certificate covering the period to 31 December 2022 and the period 1 Jan to 31 Mar 2023 is currently being verified by a third party.

Our pathway to net zero

Overview

We want to minimise our impact on the environment, thereby protecting our business from the impact of climate change. Our strategy is to put the brakes on carbon, not only across our own operations and supply

chain, but also using our capabilities and voice to influence the automotive industry to support others in the transition to a low carbon economy and take urgent action to tackle climate change.

1. Our net zero commitment

In June 2021, we signed up to the Science Based Targets initiative ('SBTi') Business Ambition for 1.5°C. By doing so, we are committed to achieving net zero before 2050 and to reducing emissions in line with the Paris Agreement goals. Net zero refers to the balance between the amount of greenhouse gas produced and the amount removed from the atmosphere. We reach net zero when the amount we add is no more than the amount taken away. Our near and long-term net zero targets have both been approved by the SBTi.

We have committed to reach net zero greenhouse gas emissions across our value chain by 2040, committing to:

- Reduce absolute Scope 1 and 2 GHG emissions by 50% before 2030 from a 2020 base year.
- Reduce absolute Scope 3 GHG emissions by 46.2% over the same timeframe.
- Reduce absolute Scope 1, 2 and 3 GHG emissions 90% by 2040 from a 2020 base year.

How we're taking action

To meet the SBTi's definition of net zero, we need to reduce our emissions by at least 90% and then use carbon removal initiatives to neutralise any limited emissions that cannot yet be eliminated. It is therefore essential that we fully understand the source of our emissions and undertake

targeted actions. The make up of our carbon emissions is heavily weighted towards Scope 3, and within that, purchased goods and services and use of sold goods are the biggest contributors. During the year, our GHG emissions totalled 79.5ktCO₂e. Whilst this represents a significant reduction from our restated 2020 baseline year (2020: 356.5k CO₂e), it was principally due to a reduction and mix of vehicles passing through Autorama's balance sheet. Further work is required to understand the emissions associated with these vehicles. In respect of our other emissions, we have a committed climate action plan and our targets and progress are set out below:

Metric	Emission type	Target year	Our progress	Current status
Switch 100% of our fleet vehicles (Auto Trader fleet) to be EV or low emission.	SCOPE 1	2030	Base year Current year 240 tCO ₂ e 91 tCO ₂ e	ON TRACK
Auto Trader data centres to be fully migrated to the cloud.	SCOPE 2	2024	Base year Current year 168 tCO ₂ e 74 tCO ₂ e	ON TRACK
Energy: reduce overall electricity use by 50% (against a 2020 baseline) and procure 100% renewable energy for our remaining needs.	SCOPE 2	2030	Base year Current year 542 tCO ₂ e 310 tCO ₂ e	ON TRACK
Business travel emissions: achieve a 50% reduction (against a 2020 baseline).	SCOPE 3	2030	Base year Current year 1,141 tCO ₂ e 365 tCO ₂ e	ON TRACK
Commuting emissions (including emissions generated from working from home): achieve a 50% reduction (against a 2020 baseline).	SCOPE 3	2030	Base year Current year 716 tCO ₂ e 1,746 tCO ₂ e	MORE WORK NEEDED
Suppliers: require 50% of suppliers, by spend, to have meaningful carbon reduction targets.	SCOPE 3	2030	• Overall significant reduction in Scope 3 but more work is needed on supplier engagement. • Ethical procurement questionnaires completed covering 75% of our supplier spend. • 20% of Auto Trader suppliers by spend have CDP responses.	MORE WORK NEEDED
Autorama Scope 3 emissions	SCOPE 3	2030	• The first phase of recalculating our emissions to include the impact of Autorama is complete. • As can be seen from our restated emissions, the acquisition of Autorama has resulted in a significant increase in our Scope 3 emissions as we are required to account for the projected life time carbon emissions of vehicles held temporarily on the balance sheet. Further work will be undertaken in 2024 to form relevant metrics to monitor reduction of their emissions.	ON TRACK

Developing the first ever industry-specific Carbon Literacy Toolkit

Developed in partnership with the Carbon Literacy Trust, the toolkit is the first of its kind, being carefully designed in close collaboration with leading retailers and manufacturers, including: Nissan, Marshall Motor Group, Lookers, Motorpoint, AvailableCar and SYNETIQ.

Available for any organisation, of any size, working within the automotive industry, it has been developed with the purpose of supporting individuals and businesses in their journey towards reducing their carbon footprint.



Carbon Literacy Project



2. Supporting the automotive industry

Our aim is to support the industry in the transition to the mass adoption of electric vehicles ('EVs').

The automotive industry is under enormous pressure to reduce its carbon emissions and whilst many manufacturers and retailers have bold commitments to reduce emissions, many are still very early on in their sustainability journeys and are actively seeking support to help them develop a carbon reduction plan. Therefore, our partnership with the Carbon Literacy Trust, and the resulting Automotive Carbon Literacy Toolkit we created, has been well received. 114 organisations have now completed the training (as at 31 March 2023) which many see as an important step in their sustainability strategy, as well as a key initiative to engage their workforces. Once an individual in a business has been accredited as 'carbon literate', the business is then provided with training content and trainer manuals that enable them to run their own one-day Carbon Literacy training. Over 1,000 people in these businesses have now completed the training.

In addition to the training, we launched a new sustainability themed series of events where we invite businesses to share their sustainability journeys, ask questions and share ideas with the aim of inspiring action and motivating businesses to be more sustainable. We've hosted two in the year and are planning our third in the autumn.

The production and distribution of electric vehicles is also a key part of many businesses' sustainability strategies, so in order for retailers to feel equipped to sell these vehicles, we launched a 'Retailer Performance Module' focusing on EVs.

We also support the National Franchise Dealership Association's 'Electric Vehicle Accreditation' scheme; once retailers become accredited, we add their badge to their Auto Trader profile and adverts on our marketplace, enabling them to promote their knowledge to consumers.

As manufacturers and retailers become more focused on their own environmental impacts, we felt it was important to start recognising those who are leading the way as another way to inspire others to do more. We therefore introduced sustainability-focused awards at both our Retailer Awards and New Car Awards. The categories are self-nominated and attracted a high level of entries.

The government's mandate to ban the sale of new petrol and diesel cars by 2030 has created huge levels of change in the industry, and a lot needs to happen in the coming years to ensure the mass adoption of electric vehicles. We regularly meet with various government departments to share our data and insights to help guide policy required to support the mass adoption of EVs.

CELEBRATING SUSTAINABILITY IN THE AUTOMOTIVE INDUSTRY

To celebrate and support the industry's efforts to do business more sustainably, we have introduced new sustainability awards at both our New Car Awards and Retailer Awards.

114

organisations have engaged with the Carbon Literacy Automotive Toolkit training during the year

Our wealth of data and insight gives us a unique view of consumer car buying intentions, and particularly consumer EV buying intentions. This data forms the basis of our 'Road to 2030' Reports, which are extremely valuable to not only the government, but also to media and the industries involved in the transition to EVs. The Report is widely reported in national press and is regularly presented at key industry events.



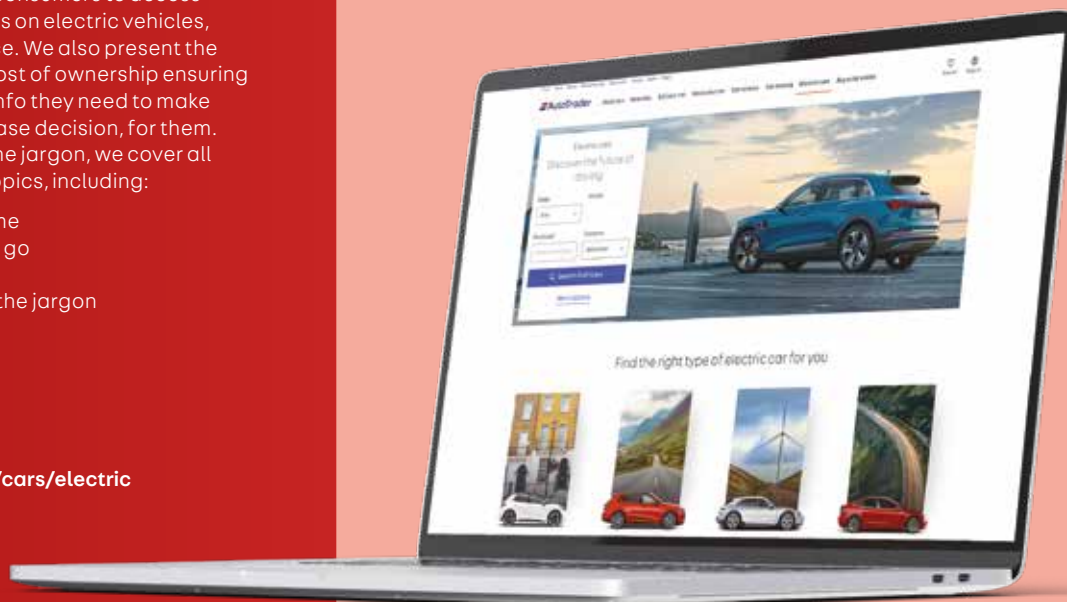
Evolving our dedicated EV hub

The dedicated EV hub on our marketplace makes it easy for consumers to access articles and videos on electric vehicles, reviews and advice. We also present the facts regarding cost of ownership ensuring they have all the info they need to make the correct purchase decision, for them. Cutting through the jargon, we cover all of the pertinent topics, including:

- Charging at home
- Charging on the go
- Range
- Understanding the jargon
- Battery life



[autotrader.co.uk/cars/electric](https://www.autotrader.co.uk/cars/electric)



3. Supporting consumers

Our aim is to support consumers in making the switch to more environmentally friendly vehicles and be the number one electric car destination in the UK.

We have increased the coverage and exposure we give EVs across all our platforms. On our marketplace, we have taken steps to make it easier for car buyers to search for EVs, so the filters now reflect the key attributes of an EV. Our EV adverts now include more information about battery range and charge time, which are key to helping consumers to make the switch. The number of EV models listed on Auto Trader has grown from 84 to 129 in the year and over 23,000 adverts appeared on our site on average across the last year.

We launched an EV hub on site which has new content and tools added to it all the time, so consumers can get the information they need to decide whether an EV is right for them, right now.

The team have published more than 110 electric-themed editorial reviews, news, help and advice articles on site (2022: 91). Across our tracked electric keyword set as a whole, including consumer FAQs, our share of voice grew from 27% to 33%. As part of this we grew our electric make model terms share of voice by 11% over the year, giving us the third highest market share in this area.

EVs have been a key marketing focus in the year, with new partnerships formed and campaigns launched. The EV monthly giveaway continued and achieved over 3.5 million entries, and we achieved a Guinness World Record which saw the team host the largest online quiz to promote EVs. We developed 'Electric Sceptics', our first original social content series with full marketing mix support, and signed a three-year partnership with Green TV to build association with EVs, both with consumers through their World EV Day and EV Live events and with the industry at the EV Summit.

23,000

EV adverts appeared on our site on average across 2023

SUPPORTING WOMEN AND NEW AUDIENCES IN MAKING THE SWITCH TO EVS

Our research shows that women are more likely to say they don't like the car buying process and they don't feel confident in buying a car. They are also less likely to consider buying an electric vehicle. So we are actively trying to change this by engaging the media that influence women and changing the conversation so that women feel more empowered about buying their next car, be that electric or otherwise.

