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Zemo Partnership's Andy Eastlake

Good information is just the start in EVs

When considering a new (or used) vehicle, we all probably look for slightly different things. But there are some key “pieces of truth” that should be the starting point to really understand what matters. For EVs the range and energy consumption (how far you can go and how much it'll cost) are pretty crucial. But even these are often difficult to find, interpret, understand or believe (even if you're, like me, a pedantic engineer with 40 years automotive experience).

We've all seen the many interpretations of 'real world range' given by various media outlets and even OEMs themselves. And energy consumption (and consequent cost per mile) is frequently published omitting the 10-15 per cent charging losses you invariably pay for.

Zemo has worked in this space for over 18 years and, with the move to EVs, a new focus is needed on getting the right information to the right people in the right form so they can better understand how this technology works and fits.

Our recent work (published on page 19) shows how difficult it can be for the prospective van buyer and we are continuing to work on getting to 'one truth' as the starting point for new and used car and van drivers.

FURTHER INFORMATION

www.zemo.org.uk