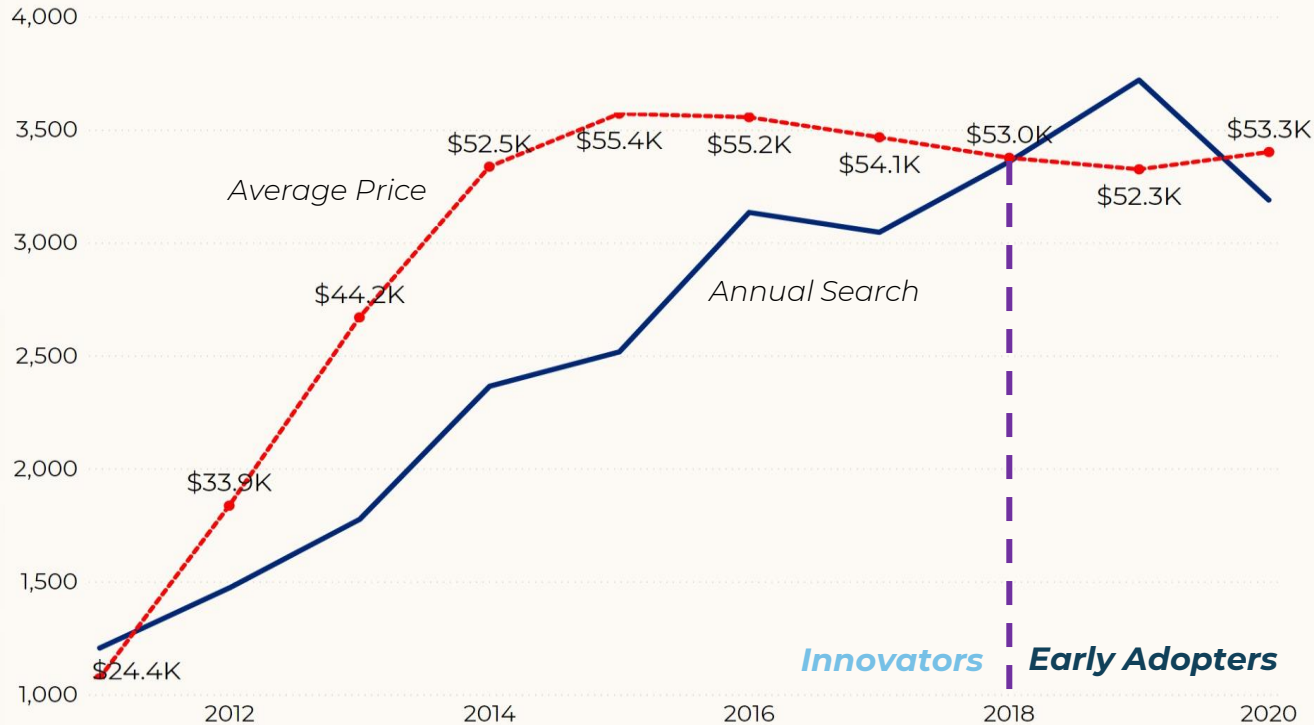


Mindset motivated Innovators through 2018 when Colorado surpassed 2.5% EV penetration

The more expensive cars became, the more innovators purchased them until 2.5% market penetration exhausted the innovator segment (+.95 Correlation Price to Purchases)

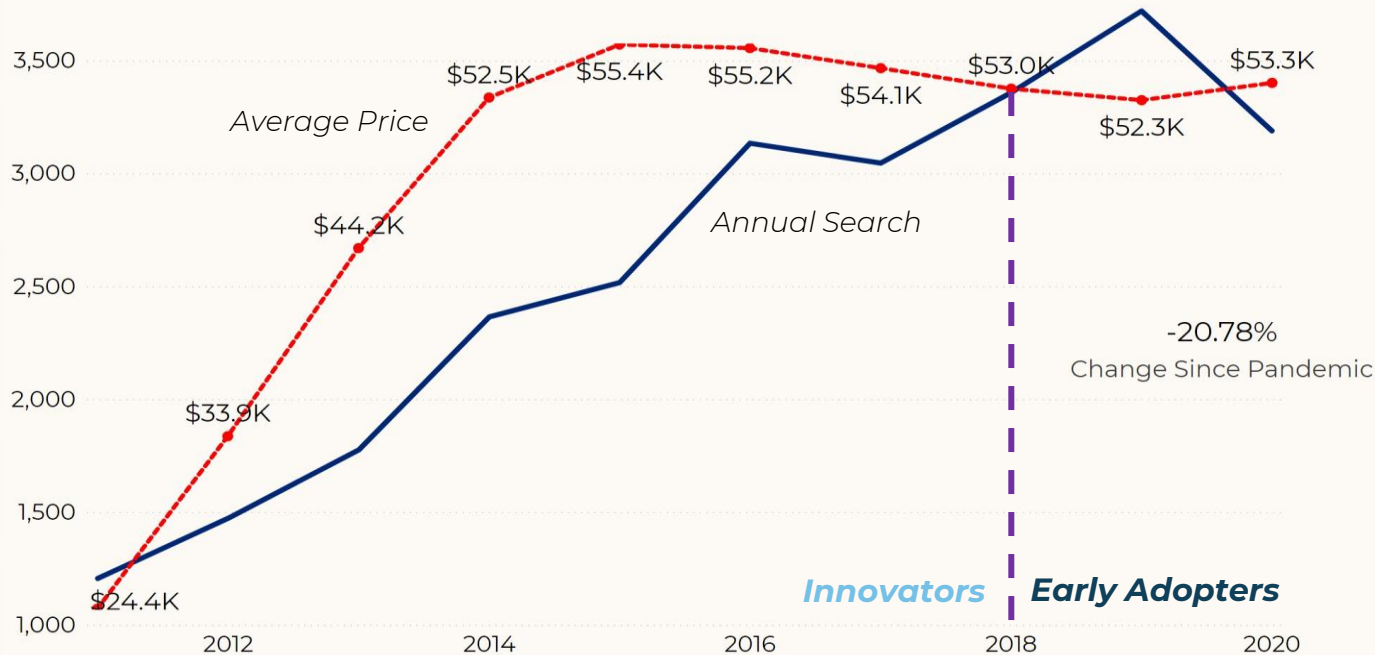
Range important to innovators (+.76 Correlation Range to Purchases), but cost was not at all important



Early adopters motivated by mindset and price, more than range improvement

The less expensive cars became, the more that early adopters purchased them between 2017-2019 (-.94 Correlation Price to Purchases)

Range improvements less important to early adopters (+.3 Correlation Range to Purchases) than innovators (+.76 Correlation Range to Purchases)




Brand Preference By Age

 Ranking of the top-5 brands by each age group

Rank	25 to 34	35 to 44	45 to 64	65+
1	Fiat	Volkswagen	BMW	Tesla
2	Cadillac	Cadillac	Tesla	BMW
3	Ford	Ford	Cadillac	Porsche
4	Chevrolet	Chevrolet	Ford	Audi
5	Nissan	Nissan	Chevrolet	Nissan

Brand Preference By Ethnicity

 Ranking of the top-5 brands by each ethnicity

Rank	Asian	Black	Hispanic	Other Races, non Hispanic	White	White, non Hispanic
1	Cadillac	Porsche	Porsche	Porsche	BMW	BMW
2	Ford	Audi	Audi	Audi	Tesla	Tesla
3	Chevrolet	Nissan	Nissan	Nissan	Cadillac	Cadillac
4	Nissan	Chevrolet	Chevrolet	Chevrolet	Ford	Ford
5	Audi	Ford	Ford	Ford	Chevrolet	Chevrolet