Electric Cars: Then & Now

Adam Lee
Chairman, Lee Auto Malls
The Electric Car

Early Growth & Demise

1832
Overseas
Scottish Inventor Robert Anderson invents first crude electric carriage, powered by non-rechargeable cells.

1889
Stateside
William Morrison, from Des Moines, Iowa, creates the first successful electric vehicle in the U.S.

1897
Growth
The first electric taxis hit the streets of New York City. The Pope Manufacturing Co. is the first large-scale American electric automobile manufacturer.

1900
Peak
One-third of all cars on the road are electric.

1908
Decline
Henry Ford introduces the Model T. It is priced at $650, less than half the cost of its electric competitors.
Electric Cars Today

Many Models from Major Manufacturers

- Tesla Model 3
- BMW i3
- Tesla Model S
- Nissan Leaf
- Kia Soul EV
- Hyundai ioniq Electric
- Jaguar I-Pace
- Volkswagen e-Golf
- Ford Focus Electric
- FIAT 500e
- Hyundai Kona Electric
- Chevrolet Bolt
- Smart electric drive
- Mitsubishi i-MiEV
- NIO EP9
- Renault Zoe
2018 Plug-In EV Sales (U.S)

361,307 Sales
+81% YOY

Plus 15 More That Wouldn’t Fit on the Slide!
What’s Holding EVs Back?
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1) Versatility
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1) Versatility

LIGHT TRUCKS ARE NOW A RECORD 69 PERCENT OF THE U.S. MARKET
Light trucks dominate new vehicle sales, while car sales go back in time to 1958 records

JANUARY 7, 2019

U.S. sales for each of the five largest auto brands — Ford, Toyota, Chevrolet, Honda and Nissan — declined in 2018. But the No. 6 brand, Jeep, grew enough to keep the entire industry in the black for the year.

Jeep’s 18 percent surge propelled U.S. light-vehicle volume to 17.3 million, 0.6 percent more than in 2017 and the fourth-highest of all time.

All together, automakers sold about 96,000 more vehicles than the previous year. Jeep alone gained by nearly 145,000.

"Clearly, Jeep's been killing it," said Charlie Chesbrough, senior economist at Cox Automotive. Chesbrough said Jeep, a brand synonymous with rugged utility, had the 'right portfolio at the right time.'

Subaru, with its all-wheel-drive wagons and crossovers, also hit it big in a year when light trucks accounted for a record 69 percent of the market. The Japanese automaker leapfrogged Hyundai to rank seventh with a 10th consecutive year of record U.S. sales.

Going into 2018, most analysts expected the market to soften. But healthy consumer confidence, low fuel prices and higher fleet deliveries helped push sales above 17 million vehicles for the fourth year in a row.

Fiat Chrysler America led the way among major automakers, with both Ram and Jeep contributing to an 8.4 percent gain.
What’s Holding EVs Back?

1) Versatility
2) Price
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2019 Nissan LEAF
MSRP: $35,400
- $10,275
Price: $25,000
Lease: $450/Mo.
Range: 150 Miles

2019 Nissan Kicks
MSRP: $22,000
Lease: $326/Mo.
MPG: 32
Range: 320 Miles
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3) Range
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The car of the future

OF COURSE WE WILL COME AND VISIT YOU MOTHER IN LAW .... WHEN YOU GIVE US AN EXTENSION CORD

battery problems and a range of max. 100 km per charge, are the electric car's biggest problems
What’s Holding EVs Back?

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3) Range

The Good News is....
It’s Getting Better All The Time!
It’s Getting Better All The Time!

More Choices....
It’s Getting Better All The Time!

More Choices....

Lower Prices....

![First Look Rivian R1T](image)

![Cost of 200 mile range EV](chart)
It’s Getting Better All The Time!

More Choices….

Lower Prices….

More Chargers
It’s Getting Better All The Time!

More Choices….

Lower Prices….

More Chargers

…Thank you VW!
And in the Meantime...
And in the Meantime...

Today’s Hybrids Are Better & More Fuel Efficient

Toyota Prius Prime
MSRP: $28,600
Range: 25 miles All-Electric / 650 Gas
Fuel efficient cars are now the norm

**Toyota Corolla Hybrid**
- MSRP: $25,000
- MPG: 50
- Range: 660 miles

**Toyota Camry Hybrid**
- MSRP: $32,000
- MPG: 50
- Range: 660 miles

**Toyota Corolla**
- MSRP: $20,000
- MPG: 35
- Range: 462 miles

**Toyota Prius AWD**
- MSRP: $27,500
- MPG: 50
- Range: 660 miles
Keys to Continued Progress
Keys to Continued Progress

Maintain Fuel Economy Standards
Keys to Continued Progress

Maintain Fuel Economy Standards

Preserve California’s Clean Air Act Waiver
Questions?

No, we don’t give away cars.