



Alex Pawlowski – Regulatory Strategy
Kia America

Understanding the suite of EV features to capture the next customers

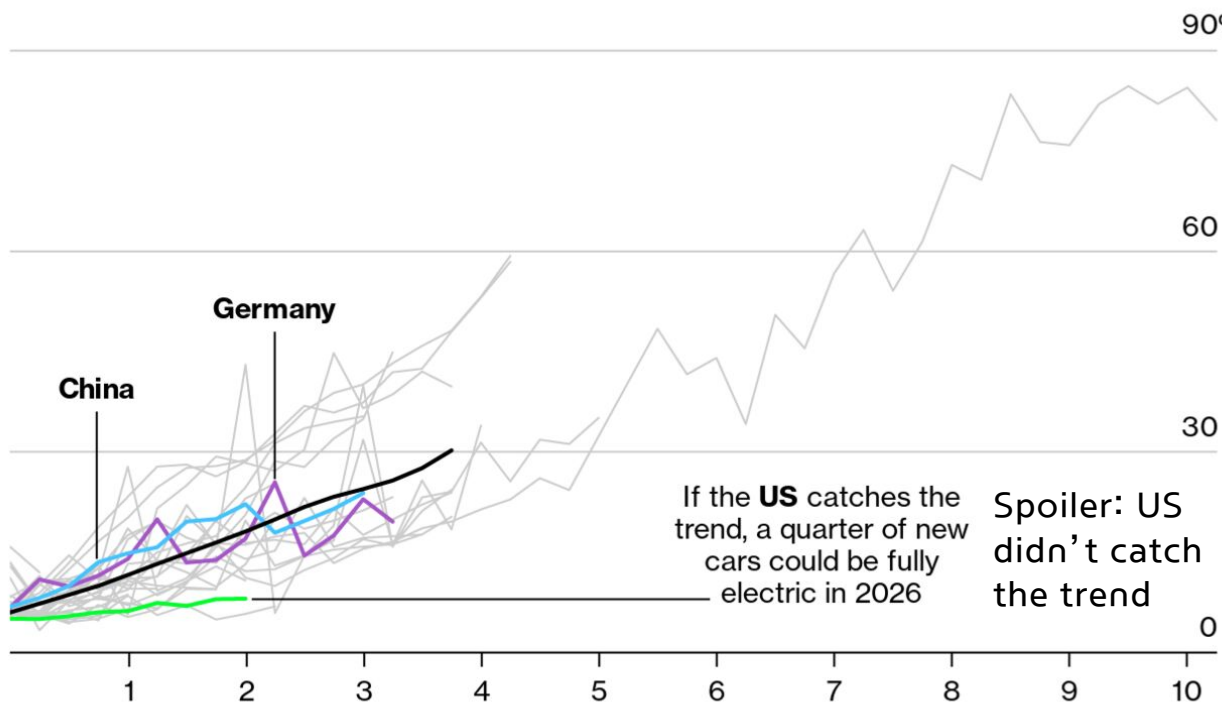


How Fast Is the Switch to Electric Cars?

31 countries have reached the 5% tipping point—then everything changes

12-month moving average

EV share of new vehicles (BEV) ▼



► Years after crossing 5% threshold

Sources: Bloomberg Green, BloombergNEF, BI, Marklines, JATO, ACEA, CATARC, Australia FCAI, New Zealand Transport Ministry

Note: Excludes plug-in hybrids. Data through Q4 2023

Opportunity to showcase other benefits of EVs

Bloomberg

Rejection Reasons	Rk	ICE	Rk	Hybrid	Rk	PHEV	Rk	EV
FINANCE (cost, value, resale, interest, etc.)	1	36.4%	1	32.0%	1	33.9%	1	36.5%
Other	2	13.4%	2	11.7%	3	8.8%	2	9.7%
Missing Specific Features I Wanted	12	2.6%	14	2.2%	11	2.7%	3	4.9%
Manufacturer's Reputation	5	3.8%	4	4.5%	6	3.2%	4	4.8%
Range	30	0.1%	27	0.4%	14	1.8%	5	4.4%
Lack of Convenient Fuel/Charging Stations	33	0.0%	33	0.0%	19	1.2%	11	2.4%

Source: IPSOS. Oct 2024-Sept 2025 New Vehicle Consideration Survey

2023, was #3 + #4 rejection


Best Combined Reasons to Own an EV	D	I	R
Never paying for gas	69	53	46
Good for environment	60	44	20
Government Rebate	22	13	26
New Technology is appealing	24	28	32



Source: [EVs for All America 2026](#). National Survey of 600 Voters with HH Income of \$50K+ representing 67% of U.S. 2020 Electorate

Paul M. Cuenin
@P_M_Cu

The Kia was able to power the fridge, the coffee maker, charging hub, and air fryer. Didn't even think about this when buying but it was very helpful.



2:07 PM · Sep 28, 2024 · 76K Views

OldJuddian Discussion starter
18 posts · Joined 2022


#1 · Dec 4, 2022

In the Seattle/Redmond area there has been a power outage where I live on the hills, and one morning I was stuck on the snow, and this is just the stock tires to get off the hill I live on and back again.

Then on the morning without power it was a nightmare. The freezer working, charging phones and even the internet would buy this car! A real vehicle to home through the second loss of power in 10 years.

r/KiaEV6 · 2 yr. ago
eepluribus

Using EV6's V2L to power the essentials during Hurricane Ian!



r/electricvehicles · 3 mo. ago
simplethingsoflife

EV's, V2L, and surviving hurricane Beryl in Houston

Discussion

Hi everyone! I'm an EV6 driver in Houston who is writing this to you all using power from my Kia's V2L powering my bedroom. I have a window ac, tv, internet, lights, fridge, and freezer being powered by my 1200w solar & EV6 into a solar generator with transfer switch. These devices average 800w during the day and 300w at night when sleeping. The solar covers me during the day, and the EV6 covers me at night (on day two and at 85%).

Many gas stations in Houston are either closed (no power) or have long lines. I just drove around and saw people scrambling to find gas to refill their generators and vehicles. Meanwhile, my EV has allowed me to keep my family comfortable, fed, and not stressed. V2L is something manufacturers should add to every EV going forward. It's incredibly useful and works perfect.

Edit 7/10/2024: Still no power and the EV6 continues to perform flawlessly. Car was at 71% and even though I could have lasted several more days before recharging... I found an open fast charger so was able to quickly top off. We're still surviving off V2L three days now.

Edit 7/15/2024: We got power back yesterday. My power consumption actually ended up increasing because I decided to run my security server and POE cameras as well (there were rumors of breakins at night). I burned about 20% of charge a day because we also had very little sun. My V2L worked great because I was able to recharge elsewhere and bring power back to the house. My plan for next time is to double my solar so I get better performance on less sunny days. Overall, I'm extremely happy with how my setup performed!

- 🇺🇸 Had pre-order process early Spring 2025
 - Installations in multiple states with multiple utilities, helped us learn pain points of utility interconnection with bleeding edge early adopters
 - timelines and requirement vary widely
- ▶️ Opened order process mid-October 2025
 - State programs in CA, MA, CT get access with upfront incentives covering most or all of product + installation cost
- 🌸 Spring 2026 – installing and getting permission to operate
- ✨ **Actively pursuing State, Utility, and Energy Provider programs to increase uptake**
 - Reduce upfront cost (like the automatic transfer switch home generator market)
 - Explore customer participation programs to actively incentivize customers to be a DER that utilities can rely on
 - BRIDGE is an opportunity to deploy and optimize with multiple devices within a home for grid export

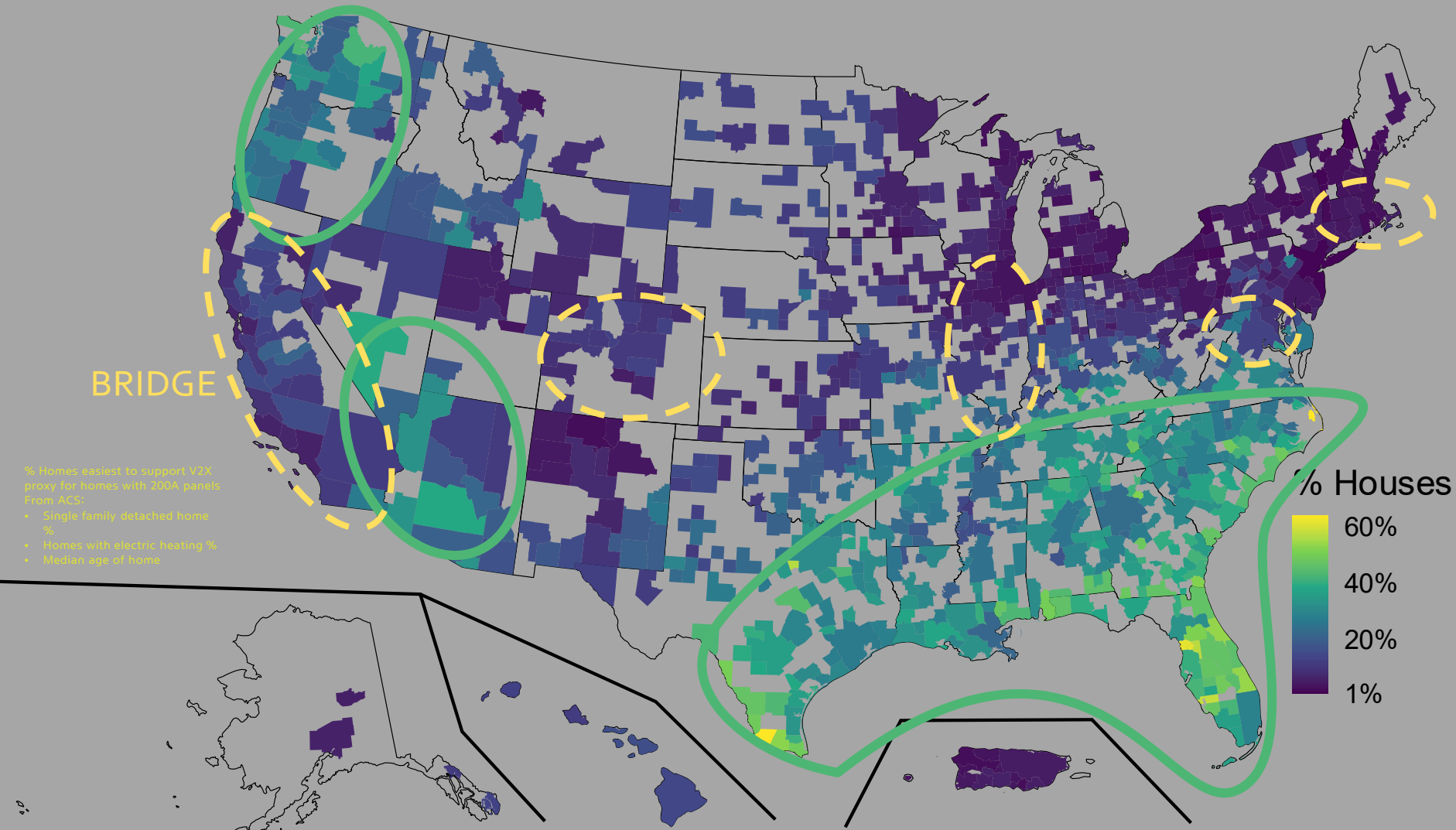


- Kia understands it's early days for Vehicle 2 Everything, with glimmers toward V2G.
- We have the product; we are looking to build programs to boost uptake

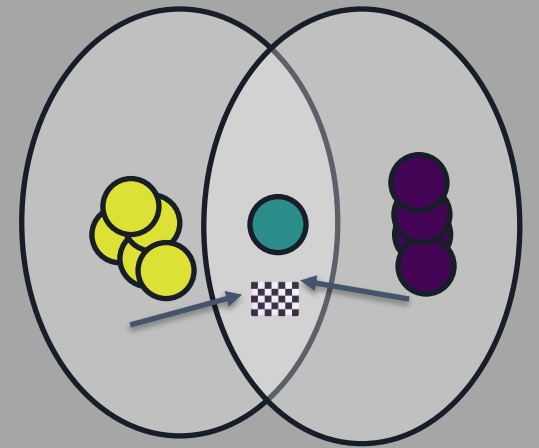
Scan to learn more



Need for an alignment 🚗 of areas **easiest to install** Vehicle to Everything with **supportive policies**: 🏃



🚗 With lack of federal support, will be a race of areas with supportive incentives to install quickly vs easy to install areas gaining incentives



Ease of Install

Supportive incentives; rate structures

Source: 2021 U.S. Census Bureau, American Community Survey (ACS)