

CONSUMERS WANT A FASTER SHIFT TO LOW CARBON TRANSPORT SOLUTIONS SAYS NEW RESEARCH STUDY PUBLISHED TODAY

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EU consumers are concerned by climate change and a clear majority (72%) think we should reach net zero emissions by 2050, but this does not translate to an ability or willingness to adopt lower carbon forms of transport, according to new research from transport and research consultancy SYSTRA.

Whilst transport industry experts interviewed for the study anticipate the future of personal and passenger transport as a blend of autonomous, connected, electric and shared (ACES), consumers find this harder to relate to, with one in four unable to see any ACES technology commonplace by 2030.

Despite recognition by industry experts and consumers that a move from car ownership towards user-ship will reduce carbon emissions, consumers struggle to imagine a world in which they do not own a car, with just a third (38%) thinking they will be car-free in 2050 – about as many as those who expect flying taxis to exist (34%).

Two thirds of European consumers (69%) say reducing the carbon footprint of their journeys is important to them. Electric vehicles form one part of the solution to lowering carbon emissions, but there are still key barriers identified in the study to their uptake: purchase cost, the availability of charging points, battery life and charging time.

These are the results from a 12,000-strong consumer survey across 4 European countries - UK, Germany, Spain and The Netherlands, 22 in-depth interviews with leading industry experts and 10 case study interviews in the UK and Germany. The research was undertaken by SYSTRA and commissioned by BP.

SYSTRA Transport Planning Director, Katie Hall said, “Our research demonstrates that to have a real impact we must incentivise consumers to make lower carbon choices through improved infrastructure, government and business partnerships and an integrated transport network.”

Andrew McNaughton, SYSTRA UK Chairman said, “This research study is timely. Providing the right mix of transport solutions will tackle one of the most important issues facing our planet - climate change. It has to be our collective ambition to move more quickly towards a low carbon future.”



Tufan Erginbilgic, BP's Downstream chief executive said, "As this research makes clear, there is no single solution for reducing emissions in road transport. Technology and energy businesses, governments and OEMs all need to work closer together if we are to make a real difference.

"At BP, we want to enable our customers to make lower carbon transport choices. That's why we're leading the way to roll out the UK's largest public network of ultra-fast chargers - which will replicate today's customer experience and help overcome the barriers to EV adoption - as well as growing biofuels businesses and developing more efficient fuels and lubricants."

About *On the Move*:

Transport and research consultancy SYSTRA was commissioned to deliver a report to gain more of an insight into expert and consumer opinions on the future of transport, particularly focusing on what barriers consumers face to adopting lower carbon transport alternatives. SYSTRA conducted 22 stakeholder interviews with industry experts, surveyed 12,000 consumers in the UK, Germany, Spain and the Netherlands and conducted 10 in-depth case study interviews in the UK and Germany in 2019.

For more information please visit: www.onthemove.eu.com

About SYSTRA:

SYSTRA keeps the world moving through connecting people and places. By enabling mobility, our work strengthens communities, increases social inclusion and improves people's access to employment, education and leisure opportunities. Our specialist social and market research team undertake evidence-based transport research to provide consumer and stakeholder insights, supporting policy developments and developing transport solutions that enhance movement, places and the quality of people's lives.

For more information please visit: <https://www.systra.co.uk/en/>

About BP:

BP is a global energy business delivering heat, light and mobility products and services in ways that will help to drive the transition to a lower carbon future. By using its scale, experience and partnerships, BP aims to play a leading role in helping to decarbonize the transport system. Recognizing that there is no single mobility solution, we are working to provide easy access to ultra-fast charging, to develop sustainable biofuels, and to support investment and policies that encourage emissions reductions.

For more information, please visit: <https://www.bp.com/futureoftransport>

Notes to Editor:

1. SYSTRA was commissioned by BP in April 2019 as part of its Future of Transport Campaign. The full report entitled **On The Move** can be found here.
2. The interviews and surveys which formed the basis of this research were developed by SYSTRA and conducted throughout the summer of 2019.



3. SYSTRA Director and sustainable transport expert, Katie Hall will describe the findings at BP's Future of Transport panel discussion today at Plexal, Queen Elizabeth Olympic Park, London.

