EVDX Persona/Segment: **Multi-family Suburban**

MARIA AND ROBERT

Maria is an **environmentally conscious** high school teacher.She is married to Robert, an **environmentally agnostic** construction worker.

Both Maria and Robert are **considering purchasing EVs,** but for different reasons.

LOCATION	OCCUPATIONS	FAMILY SIZE
Sacremento, California	Maria is a high school teacher Robert is a construction worker	2 Adults



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EVDX Persona/Segment: **Income-Qualified Urban**

JAMES RODRIGUEZ

James is a pragmatic, family-oriented individual who values **sustainability and making eco-friendly choices.** He faces **unique challenges** when it comes to exploring energy-efficient and environmentally friendly changes on account of a limited budget. and lack of availability for used EVs.

LOCATION	OCCUPATIONS	FAMILY SIZE
Stockton, California	James is a skilled tradesman His wife, Deanna, works as a part-time seamstress	2 Adults 2 Daughters



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AE SP

EVDX Persona/Segment: **Suburban Family with Accessibility Needs**

JAMAR AND SHANDRA

Jamar and Shandra are both kept extremely busy between their demanding careers and parenting their daughter.

They have **strong environmental values** and are interested in renewable energy and EVs, but they're anxious about finding models that can accommodate their daughter Tareen's wheelchair accessibility needs.

LOCATION	OCCUPATIONS	FAMILY SIZE
San Diego, California	Shandra is a physician/medical school teacher Jamar is a customer service department director for a telecommunications company	2 Adults 3 Daughters



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EVDX Persona/Segment: **Urban Multi-family, Active Young Single**

DYLAN

Dylan is a 30-year-old software engineer. He feels **environmentally conscious** and wants to do more but currently lacks clear actionable steps to better align his beliefs with his lifestyle.

He bikes during the week, drives a car on the weekends, and is considering upgrading to a Tesla, but is **unsure whether that's the right move for his situation.**

LOCATION	OCCUPATION	FAMILY SIZE
Santa Monica, California	Software Engineer	1 Adult



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EVDX Persona/Segment: **Rural Retired**

DAVID AND DOREEN

David and Doreen are retired and living in Ramona, a rural community outside San Diego. They provide some financial support to their 4 children.

They installed solar panels on their home for energy self-sufficiency. Doreen is open to an EV but **worries about their range.**

LOCATION	OCCUPATIONS	FAMILY SIZE
Ramona, a rural community outside San Diego, California	David and Doreen are retired, but lead active lifestyles	2 Adults 2 Daughters 2 Sons 6 Grandkids



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EVDX Persona/Segment: **City Fleet Director**

CLAIRE THOMPSON – FLEET DIRECTOR

Claire is an ambitious and highly experienced professional tasked with spearheading the city's goal of **transitioning 20% of its fleet to electric** vehicles by 2040. With a passion for sustainability and a commitment to engaging all stakeholders, she's well poised to deliver on the **city's mission to create a greener future.**

LOCATION	OCCUPATION	OPERATIONS GOAL
City in Southern California	Fleet Director	Transition 20% of the city's fleet to electric vehicles by 2040



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EVDX Persona/Segment: **Small Business Fleet Owner**

KATY – SMALL BUSINESS FLEET OWNER

Katy is a small business owner who's interested in replacing her current fleet with electric vehicles. Though **environmentally conscious,** she has to balance her decision with **practical and financially-focused factors,** such as distance limitations of electric vehicles and whether the charging costs could outweigh the benefits of fuel savings.

LOCATION	OCCUPATION	BUSINESS SIZE
San Luis Obispo, California	Katy owns and operates a flower delivery business	4 fleet vehicles 9 employees



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AE SP

EVDX Persona/Segment: **Large Internet Retailer**

EMILY – LARGE INTERNET RETAILER

Emily Greenfield is the VP of Operations of a large internet retailer headquartered in Oakland, California. Emily is committed to environmental sustainability and recognizes the urgent need to reduce the company's carbon footprint. With a desire to lead by example and contribute to a greener future, her CEO has set the ambitious goal of transitioning the entire company fleet to electric vehicles (EVs) as part of a larger corporate carbon-reduction strategy.

LOCATION	OCCUPATION	OPERATONS GOAL
Oakland, California	VP of Operations	Transition the company's entire fleet to electric vehicles



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THE EV DRIVER EXPERIENCE

EVDX PERSONA/SEGMENT

Rural Retired
DAVID AND DOREEN



LOCATION	OCCUPATIONS	FAMILY SIZE
Ramona, a rural community outside San Diego, California	David and Doreen are retired, but lead active lifestyles	2 Adults 2 Daughters 2 Sons 6 Grandkids

Multi-family Suburban
MARIA AND ROBERT



LOCATION	OCCUPATIONS	FAMILY SIZE
Sacremento, California	Mario is a high school teacher Robert is a construction worker	2 Adults

Suburban Family with Accessibility Needs
JAMAR AND SHANDRA



LOCATION	OCCUPATIONS	FAMILY SIZE
San Diego, California	Shandra is a physician/ medical school teacher Jamar is a customer service department director for a telecommunications company	2 Adults 1 Daughter

Urban Multi-Family, Active Young Single
DYLAN



LOCATION	OCCUPATION	FAMILY SIZE
Santa Monica, California	Software Engineert	1 Adult

Income-Qualified Urban
JAMES RODRIGUEZ



LOCATION	OCCUPATIONS	FAMILY SIZE
Stockton, California	James is a skilled tradesman His wife, Deanna, works as a part-time seamstress	2 Adults 2 Daughters

Large Internet Retailer
EMILY – LARGE INTERNET RETAILER



LOCATION	OCCUPATION	OPERATONS GOAL
Oakland, California	VP of Operations	Transition the company's entire fleet to electric vehicles

City Fleet Director
CLAIRE THOMPSON – FLEET DIRECTOR



LOCATION	OCCUPATION	OPERATIONS GOAL
City in Southern California	Fleet Director	Transition 20% of the city's fleet to electric vehicles by 2040

Small Business Fleet Owner
KATY – SMALL BUSINESS FLEET OWNER



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