

AUTOMOTIVE

55pc of consumers planning future EV purchase, BMW Group finds

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The survey was completed in partnership with Florida-based market research firm Big Village. Image credit: BMW Group

By ZACH JAMES FOR LUXURY DAILY NEWS SERVICE

Germany's BMW Group is revealing new insights on the electric vehicle market in the United States.

This week, the company unveiled the results of a survey of 1,007 American adults, finding that 92 percent believe that continued innovation in EV technology is "important," with 30 percent saying it is "very important." More than half expect to purchase an electric vehicle at some point in the future.

"The Ultimate Driving Machine' tagline is a brand promise that applies to every BMW whether it is one of our highly efficient internal combustion vehicles or a fully electric BEV and it goes beyond driving performance to include everything from range and charging speed to quality, fit and finish," said Andreas Meyer, VP of product management in the Americas at **BMW Group**, in a statement.

"As more consumers make the switch and realize that there is no compromise to doing so, it will become even more clear that electric vehicles are the future for many customers."

Powering up

Down 5 points compared to 2023, 62 percent of respondents consider buyers of electric cars "early adopters."

Affordability is the leading reason for consumers not purchasing an EV, with 40 percent citing this as such; despite this, nearly one in five of those surveyed plan to bring an EV home in the next five years. Hybrids remain a more popular option, with two-thirds of American adults considering plug-in hybrids over battery-electric vehicles.



The online omnibus study was conducted between May 7-9, 2025. Image credit: BMW Group

Looking forward, 58 percent of Americans are receptive to hydrogen fuel cell vehicles.

Next year, BMW will introduce its next-gen EVs to the U.S. market. Dubbed "Neue Klasse," the collection will include improved battery technology, increased range, reduced emissions and a more dynamic performance.

EV sector sales have leveled out lately, as have luxury auto revenues across the board ([see story](#)).

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