

# The Canadian Guide to EV Purchasing

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With more car companies investing in electrification, car buying is becoming increasingly complex for the consumer. Globe Drive will examine the complexities around owning an electrified car. We will look at what electrification means and how consumers should navigate their buying decisions.

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**Electrification Intenders are leading the charge towards electric vehicle ownership. They care about the environment and are early adopters of technology.** You are 11% more likely to find shoppers looking to acquire an electric vehicle within the next 12 months on The Globe Alliance.

Source: comScore Plan Matrix - September 2019

