



Shell
ENERGY

NEWS RELEASE

UK REACHES ELECTRIC VEHICLE TIPPING POINT – OVER TWO-THIRDS (70%) OF BRITISH DRIVERS CONSIDERING GOING ELECTRIC FOR THEIR NEXT CAR

- Shell Energy Retail partners with Jodie Kidd to dispel myths around EV ownership
- Charging misconceptions are rife – some think EVs run off AA batteries
- Launch of new offer with 2,000 free miles and discounted home charging point at £299

19 February 2020: New research from Shell Energy Retail reveals that the UK has reached a tipping point when it comes to electric cars, with the majority of consumers (70%) now ‘considering’ purchasing one for their next vehicle.

The findings come further to the Government announcing plans to bring forward the ban on the sale of new petrol, diesel and hybrid vehicles by five years from 2040 to 2035.

Colin Crooks, CEO of Shell Energy Retail, said: “We support the need for the UK to move faster to meet climate targets and our research shows that there is also public support for the earlier ban on traditional car sales. It shows a big shift in the level of consideration for an EV as a next car but that there is a lack of understanding, particularly around how they are charged and potential impact on energy bills. At Shell we want to help this transition by making it easier for customers to choose an EV, with confidence in their ability to charge both at home and on the go.”

Of those surveyed who said they would consider an EV as their next car, 80% stated that a desire to ‘do their bit for the planet’ made an EV more appealing. Additional reasons identified for considering an electric vehicle are:

- They are quiet (75%)
- Cheaper fuel costs (56%)
- Petrol and diesel will be phased out soon (55%)
- Sets a good example to children (50%)

The research shows however that the enthusiasm for an EV is tempered by concerns. While vehicle cost (80%) is cited as the main barrier to buying one, the study reveals there are also misconceptions around charging.

Almost 4 in 10 (38%) are worried that they don’t know how to charge an electric car; 59% worry that it takes too long to charge; and higher electricity bills are a concern for 62% of survey respondents – although higher electricity bills can be mitigated by lower overall running costs. To highlight the level of misconception, almost one in ten (9%) believe that EVs run off AA batteries.

In order to help overcome such concerns around charging, Shell Energy Retail has partnered with petrol-head turned EV evangelist Jodie Kidd to help dispel the myths.

Jodie Kidd, commented, “Electric power is the future for cars. I am already a convert and have already felt the benefit of having an electric vehicle. EV’s are getting cheaper and with special offers like Shell Energy Retail’s 2,000 free miles, they are becoming more accessible and affordable. It is marvellous to see that over two thirds of the country are now considering buying electric – but we really need to do more to bust the misconceptions that still linger and put some off.”

Shell Energy Retail offers discounted charge post and 2,000 miles

The findings come as Shell Energy Retail launches a new offer for electric car owners:



Shell ENERGY

- A discounted home smart-charger, installed, for just £299, powered by 100% renewable electricity. A smart charge point for home usage supplied by Shell-owned NewMotion provides 7kW of power, charging a typical EV in five hours. It also comes with access to a 24/7 helpdesk where EV specialists will be ready to help.
- A dedicated EV tariff which includes 2,000 miles worth of charge to use over 12 months.
- Through the Shell Recharge app, customers will also have access to 135,000 charge points in Europe and over 2,000 in the UK.

EV drivers can also access an increasing number of Shell Recharge points on Shell forecourts, with 200 expected by the end of 2020. These are a mix of 50kW chargers and the new 150kW high-powered charger that can deliver power up to three times faster and charge most electric cars to 80% in as little as 10 minutes.

ENDS

NOTES TO EDITORS:

Independent research conducted amongst 1,003 UK adults in October 2019.

The NewMotion home charge point and installation retails for £349 and is exclusively discounted to £299 for this offer - a saving of 14%.

2,000 free miles

- 2,000 miles of charge is based on an average cost of 4p per mile for EV drivers.
- The 2,000 miles allowance is equivalent to £80 annual credit based on the average cost of 4p per mile. Actual mileage will vary by car and driving style.
- Using Nissan Leaf as an example, the battery size is 30kWh and the driving range is around 120 miles.
- Cost of charging EV divided by distance will give us the cost per mile $30\text{kWh} \times \text{£}0.17\text{per kWh} / 120\text{ miles} = \text{£}0.0425\text{ per mile}$.
- This will be delivered via a £6.67 credit being applied to your Shell Energy account each month for 12 months, up to a maximum total credit of £80
- Full terms and conditions can be found [here](#)

For further information and pricing visit: <https://www.shellenergy.co.uk/smart-home/ev-charging>

ENQUIRIES

Shell Media Relations: +44 (0) 20 7934 5550

Shell Energy Retail Ltd Media Relations: 07885 966 269

About Shell Energy Retail Ltd

Shell Energy Retail Ltd, trading under the Shell Energy brand, supplies 100% renewable electricity, as well as gas, smart home technology and broadband to households across Britain. The Shell Energy brand is also shared by Shell's energy marketing and trading business. This separate entity provides more and cleaner energy solutions across a global portfolio of gas, power, environmental products and energy efficiency offers to meet current and future energy needs of Shell's large-scale customers: energy producers, asset owners, traders, wholesalers, and large industrial customers.

About Royal Dutch Shell plc

Royal Dutch Shell plc is incorporated in England and Wales, has its headquarters in The Hague and is listed on the London, Amsterdam, and New York stock exchanges. Shell companies have operations in more than

Headquarters
Royal Dutch Shell plc
Carel van Bylandtlaan 30, 2596 HR The Hague
The Netherlands
www.shell.com



Shell
ENERGY

70 countries and territories with businesses including oil and gas exploration and production; production and marketing of liquefied natural gas and gas to liquids; manufacturing, marketing and shipping of oil products and chemicals and renewable energy projects. For further information, visit www.shell.com.

Cautionary note

The companies in which Royal Dutch Shell plc directly and indirectly owns investments are separate legal entities. In this release “Shell”, “Shell group” and “Royal Dutch Shell” are sometimes used for convenience where references are made to Royal Dutch Shell plc and its subsidiaries in general. Likewise, the words “we”, “us” and “our” are also used to refer to subsidiaries in general or to those who work for them. These expressions are also used where no useful purpose is served by identifying the particular company or companies. “Subsidiaries”, “Shell subsidiaries” and “Shell companies” as used in this release refer to companies over which Royal Dutch Shell plc either directly or indirectly has control. Entities and unincorporated arrangements over which Shell has joint control are generally referred to as “joint ventures” and “joint operations” respectively. Entities over which Shell has significant influence but neither control nor joint control are referred to as “associates”. The term “Shell interest” is used for convenience to indicate the direct and/or indirect ownership interest held by Shell in a venture, partnership or company, after exclusion of all third-party interest.

This release contains forward-looking statements concerning the financial condition, results of operations and businesses of Royal Dutch Shell. All statements other than statements of historical fact are, or may be deemed to be, forward-looking statements. Forward-looking statements are statements of future expectations that are based on management’s current expectations and assumptions and involve known and unknown risks and uncertainties that could cause actual results, performance or events to differ materially from those expressed or implied in these statements. Forward-looking statements include, among other things, statements concerning the potential exposure of Royal Dutch Shell to market risks and statements expressing management’s expectations, beliefs, estimates, forecasts, projections and assumptions. These forward-looking statements are identified by their use of terms and phrases such as “anticipate”, “believe”, “could”, “estimate”, “expect”, “goals”, “intend”, “may”, “objectives”, “outlook”, “plan”, “probably”, “project”, “risks”, “schedule”, “seek”, “should”, “target”, “will” and similar terms and phrases. There are a number of factors that could affect the future operations of Royal Dutch Shell and could cause those results to differ materially from those expressed in the forward-looking statements included in this release, including (without limitation): (a) price fluctuations in crude oil and natural gas; (b) changes in demand for Shell’s products; (c) currency fluctuations; (d) drilling and production results; (e) reserves estimates; (f) loss of market share and industry competition; (g) environmental and physical risks; (h) risks associated with the identification of suitable potential acquisition properties and targets, and successful negotiation and completion of such transactions; (i) the risk of doing business in developing countries and countries subject to international sanctions; (j) legislative, fiscal and regulatory developments including regulatory measures addressing climate change; (k) economic and financial market conditions in various countries and regions; (l) political risks, including the risks of expropriation and renegotiation of the terms of contracts with governmental entities, delays or advancements in the approval of projects and delays in the reimbursement for shared costs; and (m) changes in trading conditions. There can be no assurance that future dividend payments will match or exceed previous dividend payments. All forward-looking statements contained in this release are expressly qualified in their entirety by the cautionary statements contained or referred to in this section. Readers should not place undue reliance on forward-looking statements. Additional risk factors that may affect future results are contained in Royal Dutch Shell’s 20-F for the year ended December 31, 2018 (available at www.shell.com/investor and www.sec.gov). These risk factors also expressly qualify all forward looking statements contained in this release and should be considered by the reader. Each forward-looking statement speaks only as of the date of this release, April 19, 2019. Neither Royal Dutch Shell plc nor any of its subsidiaries undertake any obligation to publicly update or revise any forward-looking statement as a result of new information, future events or other information. In light of these risks, results could differ materially from those stated, implied or inferred from the forward-looking statements contained in this release.

We may have used certain terms, such as resources, in this release that United States Securities and Exchange Commission (SEC) strictly prohibits us from including in our filings with the SEC. U.S. Investors are urged to consider closely the disclosure in our Form 20-F, File No 1-32575, available on the SEC website www.sec.gov.

Headquarters
Royal Dutch Shell plc
Carel van Bylandtlaan 30, 2596 HR The Hague
The Netherlands
www.shell.com