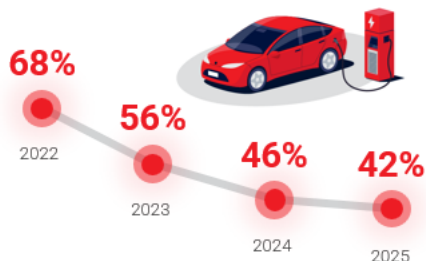


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## 42 pages of must-read EV and battery news for mobility decision makers

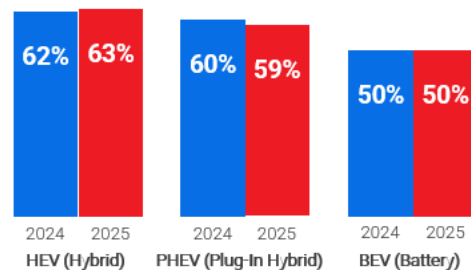
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- Americans are [losing interest in electric cars](#), polling shows
- [The hybrid detour](#). Why automakers are shifting from full EVs to hybrids
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- Electric Vehicle Sales Have [Stumbled](#). What Went Wrong?
- [Only 15%](#) of Canadians plan to buy an EV as their next vehicle
- B.C. battery gigafactory halted in [latest blow](#) to Canada's EV ambitions
- Canada's EV gamble looks even more [foolish](#) with Trump retaking White House
- **"I will end the electric-vehicle mandate on [day one](#)."**
- America's EV Revolution [Collides](#) With A Second Trump Era
- EV demand [crumbles](#) — what's pushing buyers back to hybrids?

**Consumer Interest in EVs**  
Continues to Dip (Non-EV Owners)



In the most recent AutoTrader study examining interest and intent for EVs, 42% of non-EV owners are open to buying an EV for their next car, which is down from 46% in 2024, 56% in 2023, and 68% in 2022.

**Hybrid & Plug-In Hybrid**  
Remain Popular (EV Intenders)



63% of EV intenders are open to buying a hybrid (HEV), while 59% would consider a plug-in hybrid (PHEV), and 50% are interested in a battery electric vehicle (BEV).

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