

### Demand drivers & Critical Uncertainties

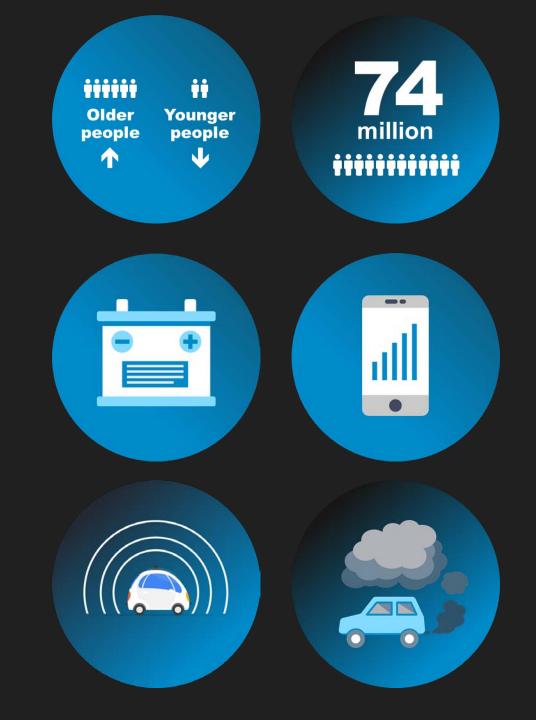
Societal change

Technological uptake

**E**conomic sustainability

**Environment and wellbeing** 

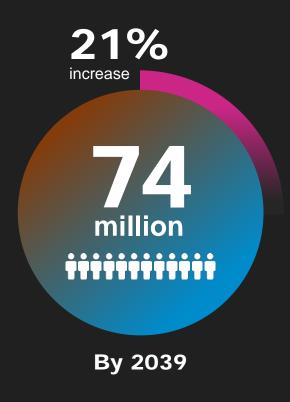
**Politics** 





# Societal change

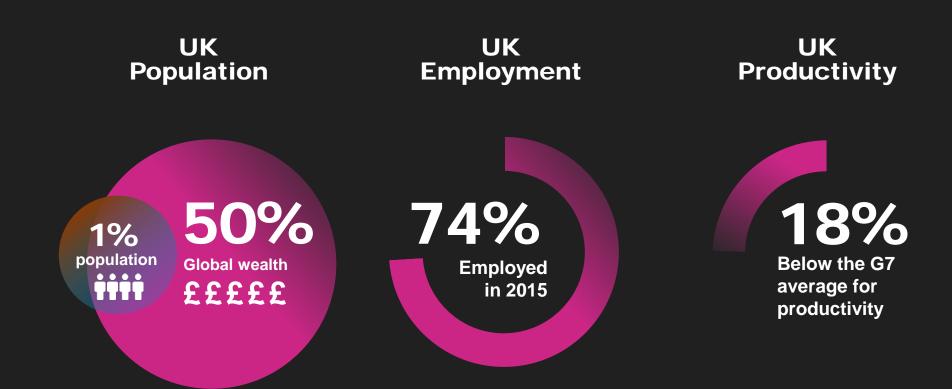




#### **UK Urbanisation**



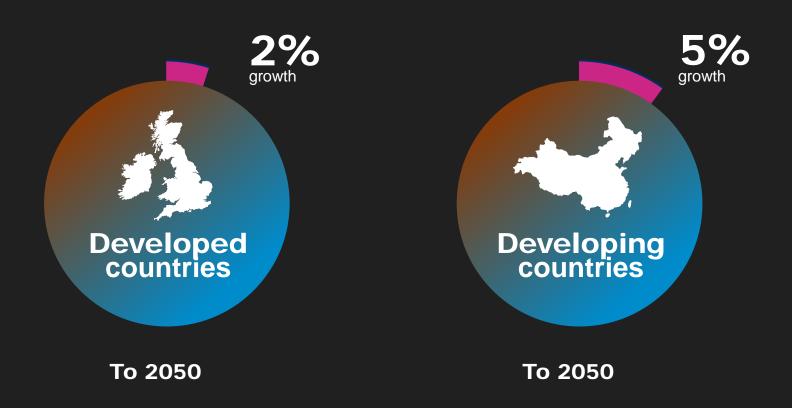
### **Economic sustainability**





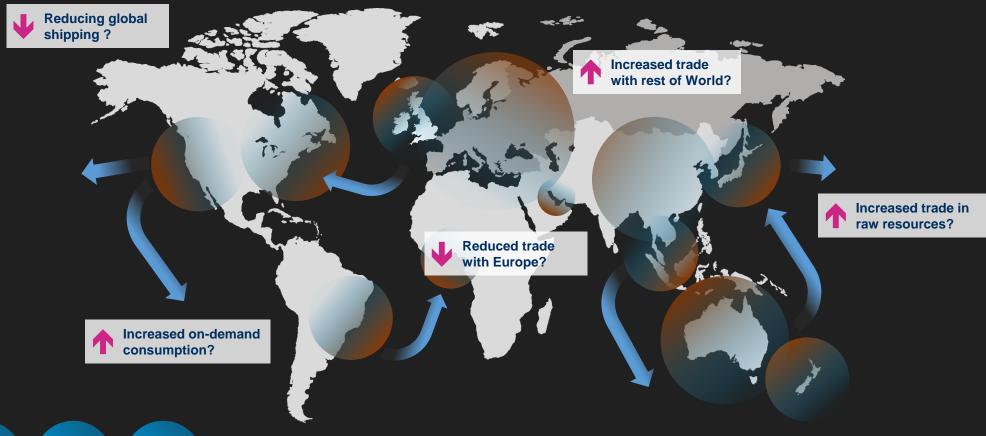
# **Economic sustainability**

#### **Predicted economic growth**



# **Economic sustainability**

#### **Trade & Borders**











### **Environment & wellbeing**

#### **Emissions and Climate Change**







More than

# two thirds

of transport-related greenhouse gas emissions are from road transport

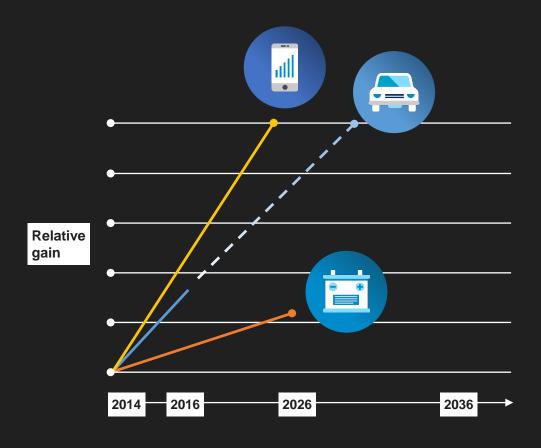
### Environment & wellbeing



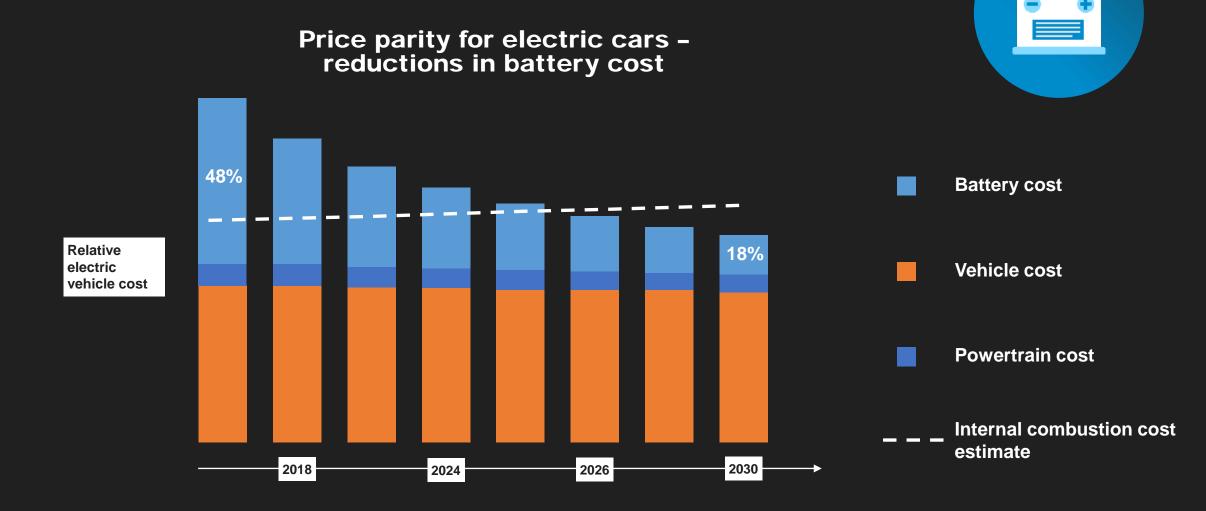
**Expected days of extreme heat events in every 1000 days** 



# Technological development



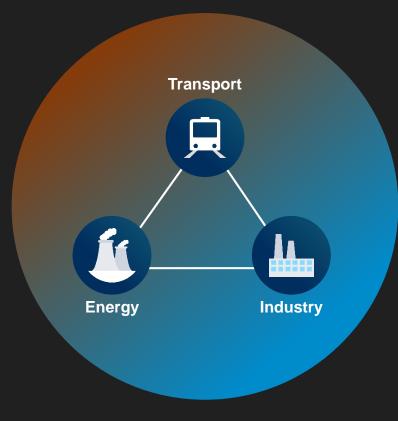
### Technological development



Bloomberg New Energy Finance (April, 2017) When Will Electric Vehicles be Cheaper than Conventional Vehicles?
Estimated \$US pre-tax retail sales price for battery-electric vs internal combustion vehicles (similar mid-sized family vehicle)

# Political

### **Policy integration**



### Regulation

