



Unique Data. Expert Analysis. Innovative Solutions. One Platform.

#ShareofVoice

Top 10 companies among EV discussions: Q1 2022

Using Social Media Analytics Platform

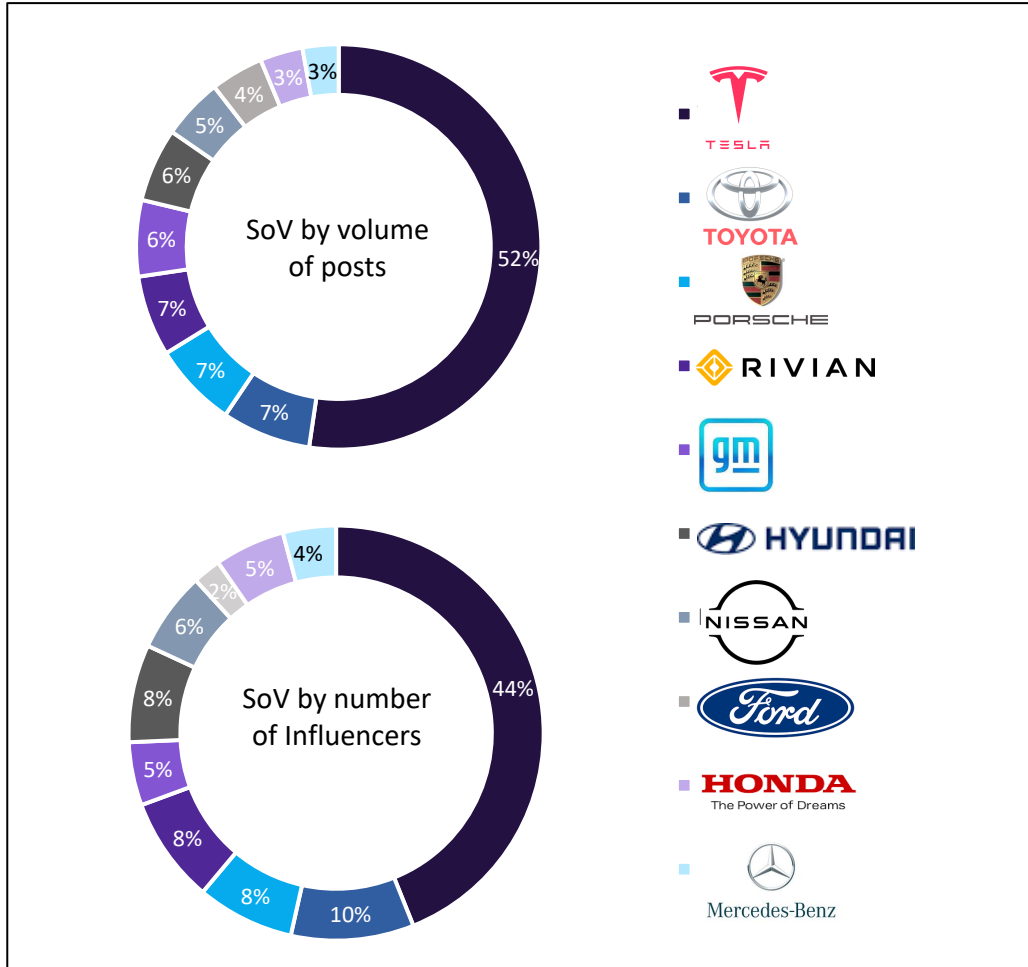
April 2022



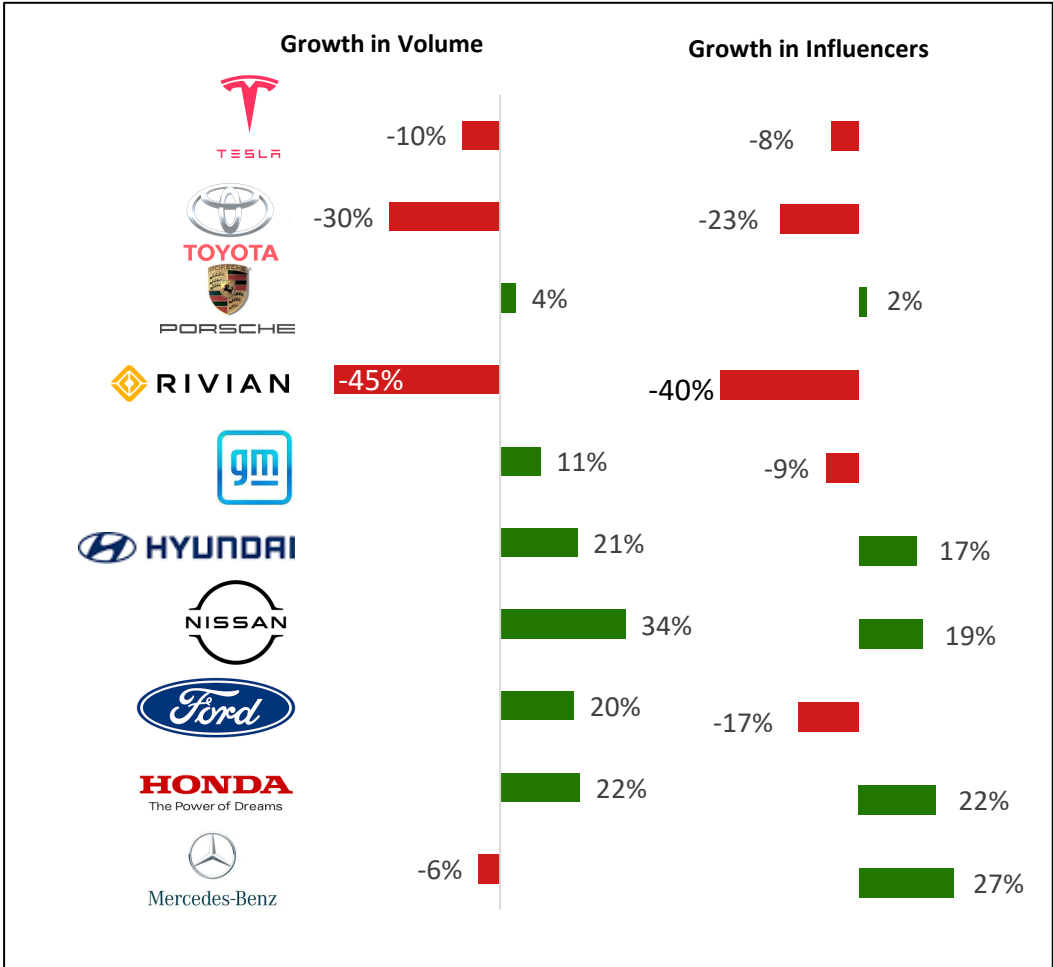
Top 10 companies mentioned | Share of Voice (SoV) Analysis



Share of Voice for Top 10 Companies among EV discussions (Q1 2022)



Growth % (Q1 2022 vs Q4 2021)



For Growth%, Data is compared with Q4 2021 (date range: 1st Oct 2021 – 31st Dec 2021)

#ShareofVoice: Top 10 companies among EV discussions



Social Media Analysis

- Date range: 1st Jan 2022 – 31st Mar 2022
- Data is compared with date range 1st Oct 2021 – 31st Dec 2021



TESLA

Total Posts
13,145
-10%

Total Contributors
5,387
-8%

Net Sentiment
0.57
-10%

Trendline



Key Highlights

1. Social media conversations spiked for Tesla in beginning of the year when it reached a record high sales for electric vehicles in fourth quarter beating the sales of previous quarter.
2. Another spike in tweets appeared when Tesla stock dropped 8%, 30% down from its record high in November, due to supply chain shortages.

Trending Concepts and Hashtags

Concepts	Posts	Hashtags	Posts
Electric Vehicles	12,936	#EVs	1,611
Batteries	1,615	#Lithium	734
Tesla Model 3	1,262	#Elonmusk	200
Lithium	1,109	#Batteries	167
Tesla Model S	878	#TeslaAI Day	77

Top Influencers with Global Score

	Elon Musk @elonmusk	100		Eric Feigl-Ding @drEricDing	87
	Vala Afshar @Valaafshar	76		Lyn Alden @LynAldenContact	68

What Influencers say

Gary Black
@garyblack00

\$TSLA likely to become US largest auto mfr by 2025 if EV adoption continues to accelerate at same rate. 4Q unit share: **\$GM** 14.6%, **\$F** 12.5%, **\$TSLA** 4.0%. With US EV adoption likely to soar from current 4.3% to 20% by 2025 (+46% CGR), TSLA share >15% by 2025.

Gary Black
@garyblack00

China is far more competitive than US, with four strong EV players up against **\$TSLA**. TSLA is clearly holding its own in China, with 116M deliveries in 4Q alone. TSLA China uses targeted ads, videos, and PR to educate and build its brand equity where needed (here, service).

#ShareofVoice: Top 10 companies among EV discussions



Social Media Analysis

- Date range: 1st Jan 2022 – 31st Mar 2022
- Data is compared with date range 1st Oct 2021 – 31st Dec 2021



Total Posts

1,785

-30%

Total Contributors

1,175

-23%

Net Sentiment

0.55

-2%

Trendline



Key Highlights

- 1 Social media conversations on Toyota spiked during Jan when two giants, Volkswagen AG and Toyota Motor Corp, laid out a \$170 BILLION worth of investments into electric vehicle segment to beat Tesla in the EV segment.
- 2 Another spike appeared when Toyota decided to skip Japanese market for its first mass produced EV due to slow acceptance of electric cars among Japanese drivers
- Influencers were seen in favor of Toyota's patent for EV with manual transmission and clutch, as they think it will outperform among other EV makers

Trending Concepts and Hashtags

Concepts	Posts	Hashtags	Posts
Electric Vehicles	1,677	#Toyota	18
Batteries	295	#Evs	15
Plug In Hybrid	130	#Automotive	4
Electric Cars	86	#GreenHydrogen	2
Toyota RAV4	53	#PushToPlugIn	2

Top Influencers with Global Score

	Marques Bownlee @MKBHD	76		Evan Kirstel @EvanKirstel	56
	Ronald Van Loon @Ronald_vanLoon	56		Gary Black @garyblack00	48

What Influencers say



Nat Bullard
@NatBullard

Norway new car sales in 2021:
65% pure electric
22% plug-in hybrid
6% hybrid
4% diesel
4% petrol
The hybrid Toyota RAV4 is the *only* car in the top 10 with an internal combustion engine



Esther Schindler
@estherschindler

Toyota Patents Plans For EV With Manual Transmission And Clutch. A special controller alters the EV's torque to make it seem more gas car-like, and to reproduce the feeling and the fun of a manual transmission in a vehicle that does not need it.



Social Media Analysis

PORSCHE

Total Posts

1,699

+4%

Total Contributors

932

+2%

Net Sentiment

0.79

+5%

Trendline



Key Highlights

- 1 The social media conversations spiked for Porsche when the company announced its plan to make 80% of its cars electric by 2030. Porsche has also announced to revamp its 718 roadster into an EV by 2025.
- Another conversation driver for Porsche was related to its plan to build out company's own global network of electric vehicle charging stations.

- Date range: 1st Jan 2022 – 31st Mar 2022
- Data is compared with date range 1st Oct 2021 – 31st Dec 2021



Trending Concepts and Hashtags

Concepts	Posts	Hashtags	Posts
Macan	47	#emobility	43
Charging Station	46	#SelfDrivingCars	29
Auto Makers	42	#Porsche	21
Electrification	34	#eTron	11
Cayenne	28	#transportation	10

Top Influencers with Global Score

	Vala Afshar @ValaAfshar	76		Carl Quintanilla @carlquintanilla	59
	Evan Kirstel @EvanKirstel	56		Glen Gilmore @GlenGilmore	56

What Influencers say

Ross Gerber ✓
@GerberKawasaki

Porsche Taycans are the most popular Porsche now. Automakers need to go all in with EV and they will win.

Sabine VanderLinden
@SabineVdL

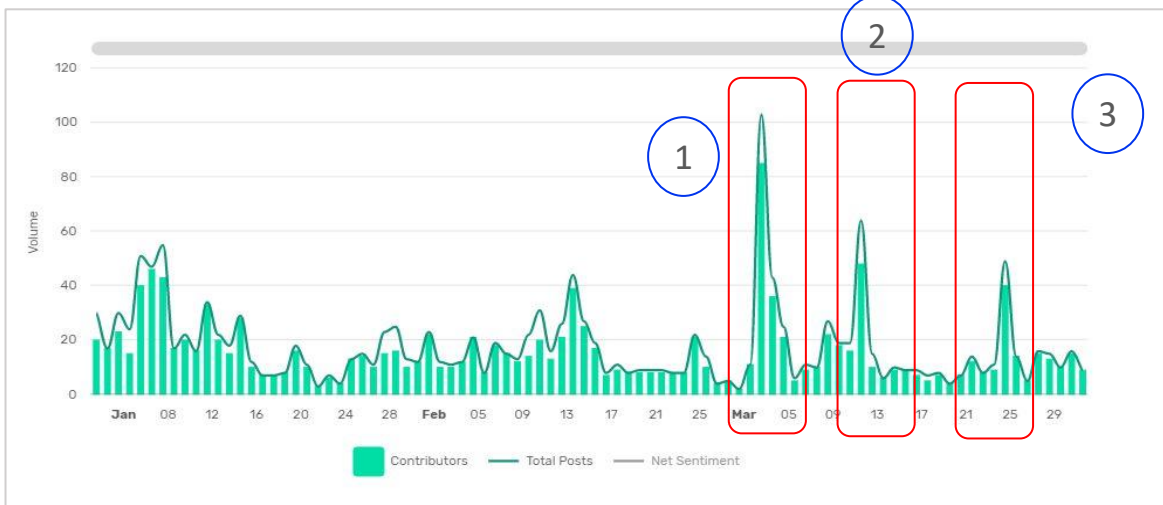
Porsche is turning its mid-engine 718 roadster into an EV by 2025 techcrunch.com/2022/03/18/porsche-718-ev/ @TechCrunch #GrowthTech

#ShareofVoice: Top 10 companies among EV discussions



Total Posts 1,617 -45%	Total Contributors 1,012 -40%	Net Sentiment -
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Trendline



Key Highlights

- 1 Rivian caught attention on social media when the company decided to raise EV prices by 20% including its R1T truck and R1S SUV and that the new prices would apply to nearly all pre orders, inviting outrage of its customers.
- 2 Another major spike in conversations emerged when Rivian reported a net loss of \$2.5 billion in the fourth quarter of 2021 and \$4.7 billion for the full year citing supply chain snags. Rivian stock plummeted 60% in 2022 and is down 76% since peaking at \$172.01 in 2021.
- 3 Influencers were also seen mentioning how Rivian has adopted outsourcing strategy for its electric motors, making it one of the few EV companies to do so.

Trending Concepts and Hashtags

Concepts	Posts	Hashtags	Posts
Pricing	250	#EV	116
Stock	186	#stocks	66
Startup Company	129	#Rivian	22
Supply Chain	33	#startup	8
Pre-Order	5	#Automotive	7

Top Influencers with Global Score

	Alvin Foo @alvinfoo	55		Ross Gerber @GerberKawasaki	53
	Conor Sen @conorsen	52		Wilko S. Wolters @WSWMUC	42

What Influencers say

Ben Klayman
@benklayman

UPDATE-Rivian raises EV prices by 20%, inviting customer ire, taunt from Musk
finance.yahoo.com/news/rivian-hi...
 via @Yahoo

Alan Ohnsman
@alanohtsman

Rivian lost \$4.7 billion last year and has a low production goal for 2022 on supply chain snags ⚡🚗
[#ElectricVehicles](#) via @forbes

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Social Media Analysis

- Date range: 1st Jan 2022 – 31st Mar 2022
- Data is compared with date range 1st Oct 2021 – 31st Dec 2021



Total Posts

1,528
+11%

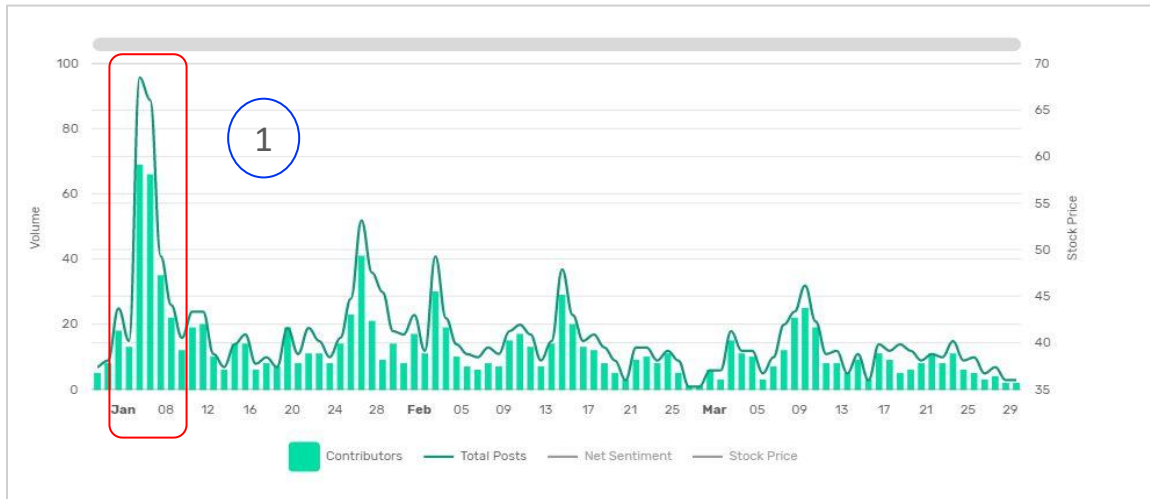
Total Contributors

605
-9%

Net Sentiment

0.76
-4%

Trendline



Key Highlights

- 1 The spike in social media conversations for General Motors was observed when GM CEO Mary Barra announced the Chevrolet Equinox EV during the CES 2022 event, with the starting price range of around \$30,000.
- Influencers also shared opinions on GM Motors' newly launch crossover with GM's Ultium batteries.

Trending Concepts and Hashtags

Concepts	Posts	Hashtags	Posts
Copper	121	#Evs	311
Silverado	94	#renewables	103
Flying Car	51	#CES	38
Sustainable Energy	32	#Innovation	29
Vtol	24	#greenenergy	21

Top Influencers with Global Score

	Vala Afshar @ValaAfshar	76		Carl Quintanilla @carlquintanilla	59
	Glen Gilmore @GlenGilmore	56		Ronald Van Loon @Ronald_vanLoon	56

What Influencers say

Mary Barra @mtbarra

I am thrilled about this week's investment announcement to further our #EV manufacturing in Michigan, and the 4,000 American jobs it creates. I look forward to working together as @GM brings #EVerybodyin on an all-electric future.

Phil LeBeau @Lebeaucarnews

Here it is. GM's Chevy Silverado EV. Deliveries start in 2023. \$GM

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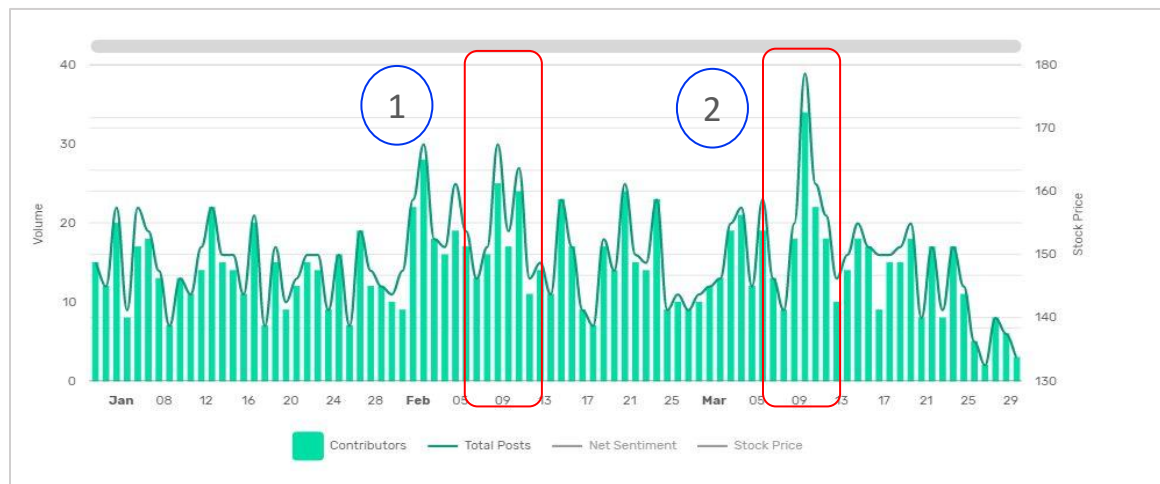


Total Posts
1,476
+21%

Total Contributors
934
+17%

Net Sentiment
0.68
-7%

Trendline



Key Highlights

- 2 • Major spike in conversations was observed for Hyundai when Hyundai's IONIQ 5 was honoured as one of Autotrader's Best New Cars for 2022. It also won 2022 Hispanic Motor Press EV of the Year.
- 1 • Another spike in conversations was observed as several influencers shared posts on Hyundai and Kia's achievement on occupying the European electric vehicle market share.

Trending Concepts and Hashtags

Concepts	Posts	Hashtags	Posts
Plug In Hybrid	100	#ElectricVehicles	54
Charging Station	89	#Hyundai	29
Robot	45	#logistics	22
Crossover	38	#CES	14
TRIPS	36	#ioniq5	12

Top Influencers with Global Score

	Evan Kirstel @EvanKirstel	56		Glen Gilmore @GlenGilmore	56
	Marcell Vollmer @mvollmer1	52		Harold Sinnott @haroldsinnott	51

What Influencers say

Ed Carson @IBD_ECarson

Replying to @leixing77

Soooo many EV crossovers in 2022 globally/worldwide. I don't know how they'll do in China, but I like the look/features of the Hyundai Ioniq 5/Kia EV6.

Engin Dikmen @gezgintrk

Hyundai IONIQ 5 wins 2022 Hispanic Motor Press EV of the Year ow.ly/OY1F103sZyZ

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Social Media Analysis

- Date range: 1st Jan 2022 – 31st Mar 2022
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Total Posts

1,223
+34%

Total Contributors

768
+19%

Net Sentiment

0.62
-9%

Trendline



Key Highlights

- 1 The first major spike in conversations was observed when Renault, Nissan, Mitsubishi announced to form an alliance to spend over \$26 Billions on electrification. This alliance is set to launch over 35 BEVs based on 5 platforms by 2030. These EVs are expected to be as cheap as Gasoline cars, said by multiple influencers.
- 2 Another spike in Nissan discussions emerged when Nissan teased about its two upcoming EV models, expectedly, one from Nissan and other from Infiniti.

Trending Concepts and Hashtags

Concepts	Posts	Hashtags	Posts
Nissan Leaf	457	#ElectricVehicles	20
Batteries	256	#Innovation	19
Investments	76	#AI	18
Hybrid	60	#SDGs	16
Charging station	60	#Renault	7

Top Influencers with Global Score

	Raoul Pal @RaoulGMI	76		Marques Bownlee @MKBHD	76
	Vala Afshar @ValaAfshar	76		Carl Quintanilla @carlquintanilla	59

What Influencers say



Nissan was one of 3 global automakers leading the #EV transition in 2011. Now, it must unveil a massive investment plan w/alliance partners Renault + Mitsubishi to convince the world it can even be competitive in that arena.



Nissan Teases 2 New EV Models to Be Built in the US - Roadshow

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- Date range: 1st Jan 2022 – 31st Mar 2022
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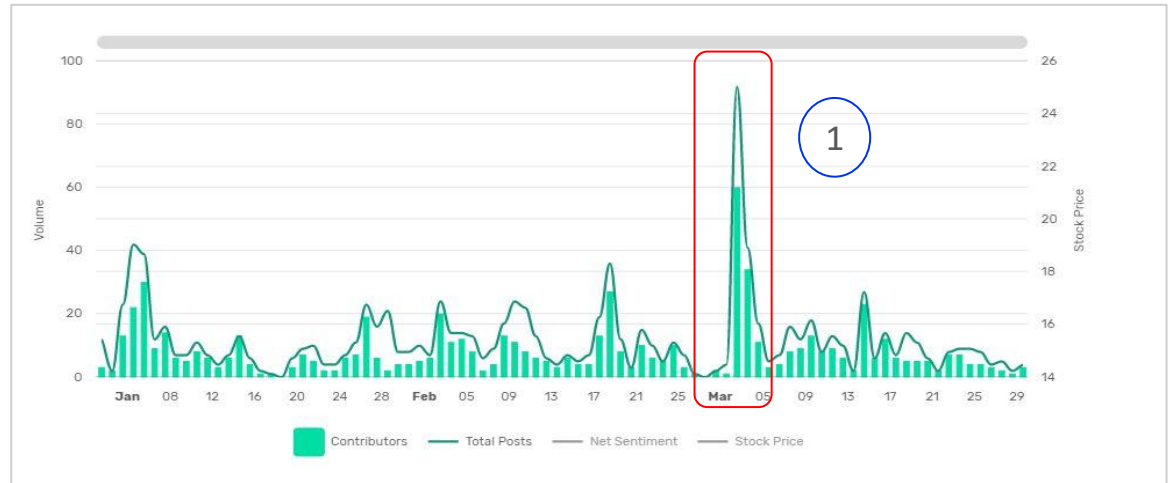


Total Posts
1,061
+20%

Total Contributors
270
-17%

Net Sentiment
0.88
-4%

Trendline



Key Highlights

1

- Ford Motor’s social media conversations were driven by its announcement on reorganization of its Auto business and EV business to improve operational efficiency.
- The new businesses are to be named "Ford Blue" and "Ford Model e." Influencers shared posts on how these two models will accelerate innovation and delivery in the EV segment.

Trending Concepts and Hashtags

Concepts	Posts	Hashtags	Posts
Electric Vehicles	1,042	#Ford	75
Renewable Energy	129	#Lithium	67
Silver	122	#Greenenergy	18
Clean Technology	38	#F150Lightning	16
Sustainable Energy	28	#BuiltFordProud	7

Top Influencers with Global Score

	Vala Afshar @ValaAfshar	76		David Roberts @drvolt	61
	Carl Quintanilla @carlquintanilla	59		Ross Gerber @GerberKawasaki	53

What Influencers say

Carl Quintanilla (@carlquintanilla)
(Reuters) - Ford Motor Co on Wednesday will announce a reorganization under which its electric vehicle and internal-combustion engine units will be run as separate businesses in a move to fast track growth in EVs, three people familiar with the plan said

Ross Gerber (@GerberKawasaki)
Hey @jimfarley98 - you got the naming thing off. Old ford. Stays as ford. New ford. "Ford Green". Or something else. "Ford EV" or a whole new name. \$F

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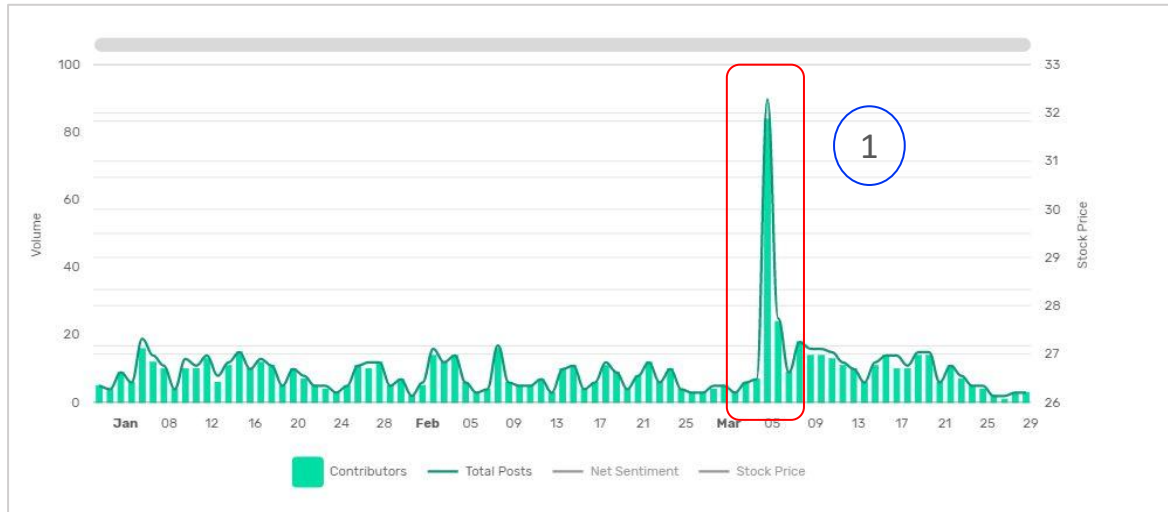


Total Posts
857
+22%

Total Contributors
673
+22%

Net Sentiment
0.62
-10%

Trendline



Key Highlights

- 1 The huge conversation spike was noticed for Honda, when the company, along with Sony announced their plans to start a new EV brand together, with the aim of developing their first car in 2025. This joint venture will target the high valuation Tesla and other EV makers.
- In addition, Honda also raised \$2.75 billion in bonds by selling green debt, marking it to be the company's first green bond deal.

Trending Concepts and Hashtags

Concepts	Posts	Hashtags	Posts
Civic	111	#Honda	36
Automotive Industry	77	#SelfDrivingCars	23
Plug In Hybrid	48	#CES2022	20
I Drive	17	#technology	11
CR-V	15	#energy	4

Top Influencers with Global Score

	Vivek @Vivek_Investor	57		Glen Gilmore @GlenGilmore	56
	Paul Kedrosky @pkedrosky	56		Steven Sinofsky @stevesi	54

What Influencers say

Glen Gilmore | Metaverse ...
@GlenGilmore

Sony and Honda plan to make [#electricvehicles](#) together

The first model is expected in 2025

bit.ly/3pBAIAo @verge #Sony #Honda #EV #sustainable

Joann Muller
@JoannMuller

Electric vehicles from new carmakers shut out of 2022 [@NACTOY](#) awards this morning. Big win for [@Ford](#) Bronco and Maverick and [@Honda](#) Civic. All 3 were my picks for best of the best, though I'm excited by EVs from [@Rivian](#) [@LucidMotors](#) and [@Honda](#)

#ShareofVoice: Top 10 companies among EV discussions



Mercedes-Benz

Social Media Analysis

- Date range: 1st Jan 2022 – 31st Mar 2022
- Data is compared with date range 1st Oct 2021 – 31st Dec 2021



Total Posts

723

-6%

Total Contributors

507

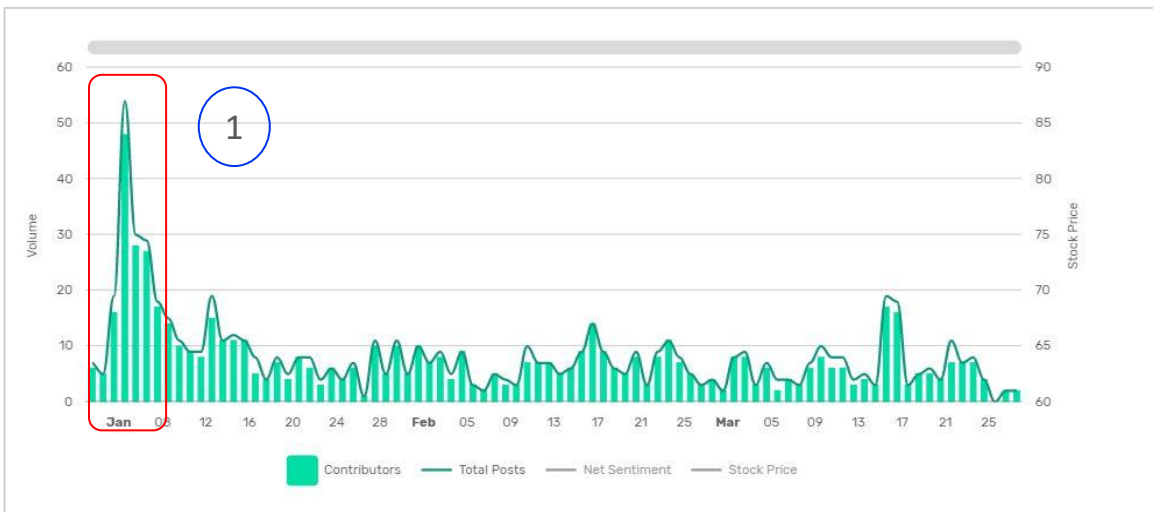
+27%

Net Sentiment

0.71

-4%

Trendline



Key Highlights

- 1 • Huge spike in conversations for Mercedes (former Daimler AG) was noticed when the Mercedes EQXX claimed a 1,000km+ range (longest range of any electric car) with a 100kWh battery, tested in simulated conditions.
- Influencers are of an opinion that this launch at #CES22 is the most efficient Mercedes-Benz ever built.

Trending Concepts and Hashtags

Concepts	Posts	Hashtags	Posts
Electric Cars	105	#Mercedes	110
Sedan	36	#EUGreenDeal	53
Charging Station	22	#ClimateActionNow	48
SUVs	19	#EQXX	17
Battery Technology	12	#MercedesBenz	6

Top Influencers with Global Score

	Glen Gilmore @GlenGilmore	56		Enrico Molinari @enricomolinari	51
	Mario Pawlowski @PawlowskiMario	56		Efi Pylarinou @efipm	50

What Influencers say

Mario Pawlowski #StandWithUk...
@PawlowskiMario

Mercedes-#Benz's Vision #EQXX is an idealist's #concept cool #EV

@PawlowskiMario #AI #MachineLearning #CES2022 #sustainability #CES #ML #Mercedes #EVs #Solar

Gill Nowell
@Gill_Nowell

Mercedes breaks 1,000km barrier with electric vehicle prototype - @FT

@MercedesBenz #ElectricVehicles

#ShareofVoice: Top 10 companies among EV discussions

Methodology

GlobalData Social Media Analytics platform tracks online conversations of Twitter Influencers selected by GlobalData and popular Reddit channels, which enable users to analyze in-depth all critical trends emerging on social platforms in near real-time.

Twitter Influencers selected by GlobalData are identified through series of algorithms and in-house tools, which evaluated influencers on multiple parameters such as follower strength, average engagements and their propensity to influence on a topic. These Influencers are then assigned scores using the GlobalData's proprietary metric named 'Global Score'.

Global Score is calculated based on weights assigned to parameters like average content engagements, follower network, number of times other Influencers tracked by GlobalData have referred him in content and content relevancy.

For this Study:

- 'Electric Vehicle' concept and its common aliases like Evs, electric cars, #EV, electric vehicle, were used to filter out relevant discussions on EV topic by contributors, tracked by GlobalData's Social Media Analytics platform over a period 1st January 2022 – 31st March 2022.
- Top 10 companies with most mentions were then identified based on volume of discussions, which were then further analyzed for generating insights for each company in this report.
- Top Twitter Influencers were identified for each company based on Global scores.



Social Media Analytics Platform

GlobalData Social Media Analytics platform tracks online conversations of Twitter Influencers selected by GlobalData and popular Reddit channels, which enable users to analyze in-depth all critical trends emerging on social platforms in near real-time.

Twitter Influencers

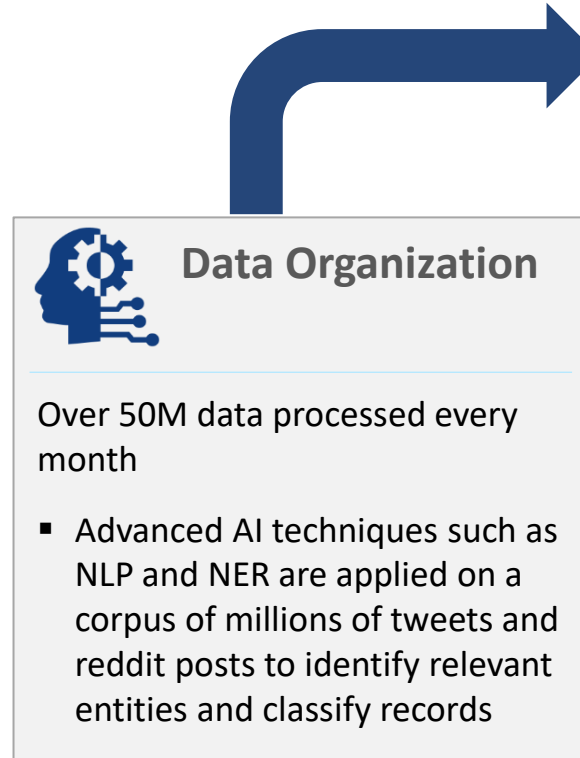
Curated insights from ~35K KOL's

2,500+ CXO's	~400 Venture Capitalists
~500 Economists'	1,500+ Media Accounts
3,500+ Technologists'	2700+ Financial Experts

AND

Reddit Channels

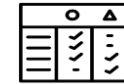
Coverage of 2,200 popular sub-reddits by industries



Features/Benefits



Deeper analytics: exposure, co-relation, rankings, influencer identification, contributor types



Brand monitoring (monitor and compare your brands presence against your competition)



Identify emerging trends: by sentiments, growth %, volume



Sentiment analysis driven by Machine Learning



Create and **Save dashboards** on-the-go



Track conversation hotspots across the globe

What can we decode with GD Social?



Consumer Trends

Enable your brand to understand consumer behaviour, sentiments, values, expectation and needs



Equity Market Signals Tracking

Monitor hottest stocks or create list of stocks that interest you and observe influencers, consumer and media sentiments around them.



Technology / Pharma Trends

Identify emerging technologies, trending discussions around tech, healthcare topics within leading tech and medical community



Media Monitoring/ Reputation/ Brand Analysis

Create brand tracking dashboards to monitor brand health around sentiments and reputation tracking and to achieve milestones.



ESG/ Risk Monitoring

Measure, compare, and evaluate the components of your business that are crucial for success. Leverage our interactive dashboards to aggregate metrics and drill down into underlying data.



Influencer Marketing Tracking

Identify influential voices in your interest domain using GlobalData's in-house algorithm that helps in identifying potential influencers that could be the voice of your brand



For any questions or further enquiries please contact us at:

Customersuccess.disruptor@globaldata.com

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