

# Catalyzing the Transition to Electric Vehicles

## Our Project

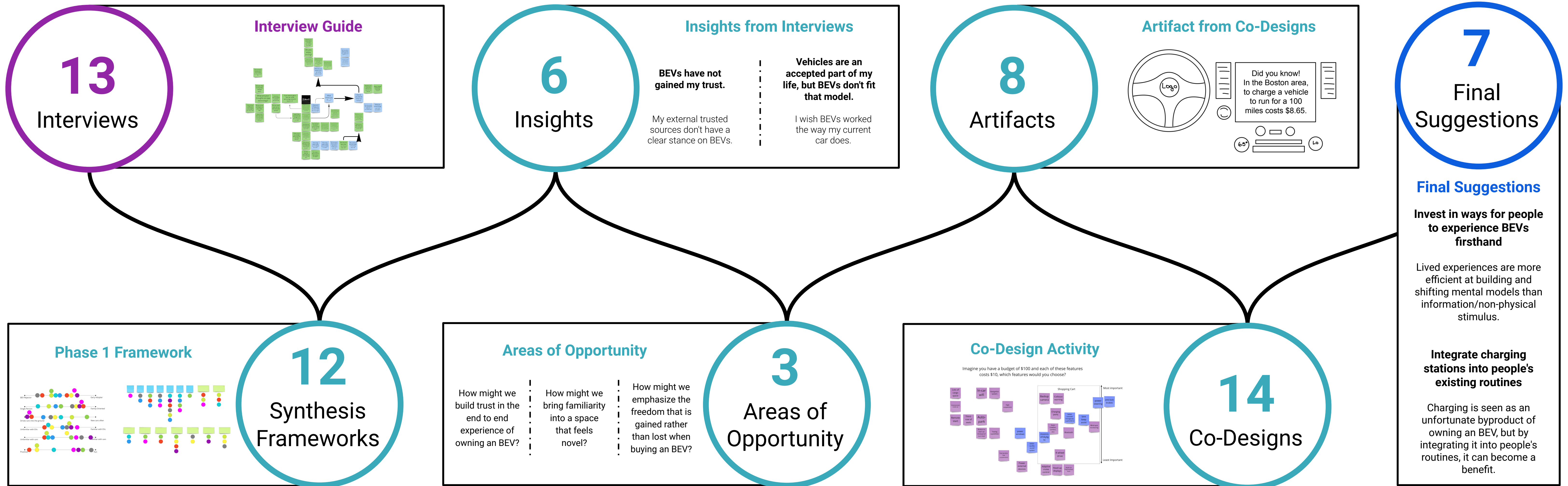
In launching electric vehicle models and developing infrastructure, Ford has invested in this vision of sustainability while recognizing that many drivers still have questions about making the switch to battery electric vehicles (BEVs). By exploring known barriers to BEV adoption, this project will uncover ways to shift the mental model around BEVs to facilitate and assist the societal transition to BEVs. One of our driving questions is, "how might we encourage Ford's customers today to become BEV adopters in the future?"

Explore

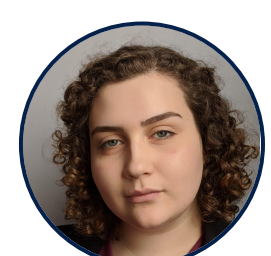
Understand

Create

Communicate



### Team



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