

BMW

U.S. Press Information

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- 73% say 75 miles or less would be enough to cover their daily driving routine, yet 42% say they would want at least 300 miles of range before considering an EV
- Performance and advanced technology rank alongside environmental benefits among the reasons Americans would consider an EV
- 53% say the ability to add approximately 150 miles of range in a 10-minute charging stop would make them more likely to consider an EV, rising to 70% among Gen Z and 65% among Millennials
- Purchase price is the leading barrier, cited by 51%, while 55% would consider a certified pre-owned or used EV if it provided sufficient cost savings

BMW Group in the U.S. Survey Finds Americans Want More EV Range Than They Need Day to Day

73% say 75 miles or less would cover their daily driving routine, while 42% want at least 300 miles before considering an EV

Woodcliff Lake, NJ - October 8, 2026 - A new nationally representative 2026 BMW Group U.S. survey of consumer attitudes toward electric vehicles finds electric vehicles are becoming part of the mainstream consideration set for American consumers, even as shoppers become more specific about what an EV must deliver. The findings reveal a gap between the range consumers say they need for their daily driving routine and the range they want before considering an EV, alongside growing interest in faster charging and new ways electric vehicles could fit into everyday life.

Sixty-eight percent of Americans say they would consider an EV, with respondents citing lower ownership and operating costs (27%), better performance or driving characteristics

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(19%), newer or more advanced technology (19%) and environmental benefits (19%) among the reasons. That broad consideration comes with a clear shift in perception: just 56% of Americans now view EV buyers as “early adopters,” down six points from 62% in 2025, suggesting the early-adopter label is beginning to fade.

The findings suggest that, for many consumers, the EV conversation is shifting from whether they would consider electric mobility toward the features, value and ownership experience they expect from it.

The Range Gap: What Consumers Want vs. What They Need Day to Day

Range remains important to consumers. Seventy-two percent say minimum driving range would be a deciding factor when considering an EV, and 42% say they would want 300 or more miles of range, including 18% who want 400+ miles.

Yet when asked how much range would be enough to get through their daily driving routine, 73% selected just 25, 50 or 75 miles. The company believes that gap points to an important evolution in the traditional range-anxiety conversation: consumers place significant value on total vehicle range even though their everyday driving needs are well within the capabilities of today’s electric vehicles.

Faster charging could help narrow that gap. Fifty-three percent say an EV capable of adding approximately 150 miles of driving range during a 10-minute fast-charging stop would make them more likely to consider an EV. The appeal is strongest among younger consumers. Seventy percent of Gen Z, 65% of Millennials and 52% of Gen X say that capability would increase their consideration, compared with 30% of Baby Boomers. This suggests fast charging may be one of the most powerful levers for reaching younger buyers.

Consumer expectations for charging time are also changing. Fifty-five percent now say 30 minutes or less is an acceptable charging time, up from 48% in 2025, while 76% say one hour or less is acceptable, up from 71% last year.

BMW’s latest electric technology is already moving beyond those expectations. For example, the new BMW iX3 can add an estimated 185 miles of range in just 10 minutes at an 800V DC fast-charging station.

Cost Matters — Both at Purchase and Over Time

Value remains an important part of the EV consideration equation.

Lower ownership or operating costs are the most commonly cited EV-specific reason for consideration, at 27%. At the same time, vehicle purchase price remains the largest barrier to EV ownership, cited by 51%, followed by concerns about battery longevity or replacement cost (31%), charging time (26%), driving range (24%), public charging availability (24%) and access to convenient home charging (23%).

Cost savings could also broaden interest in the secondary market, with 55% saying they would consider a certified pre-owned or used EV if it provided sufficient savings.

Consumers See New Uses for Electric Vehicles

The survey also explored how new capabilities could change consumers' perception of what an electric vehicle can do.

Fifty-seven percent say they would be more likely to consider an EV if it could provide backup electricity to their home during a power outage. The new BMW iX3 introduces extensive bidirectional charging capabilities, including Vehicle-to-Home functionality, allowing the vehicle's high-voltage battery to serve as an energy source when paired with the appropriate home-charging equipment.

Charging time could also become “me time.” During a hypothetical 20- to 30-minute public charging stop, respondents most commonly said they would call or text friends and family (43%), grab coffee or eat (41%), relax or read (36%), stream entertainment or play a game (29%), run an errand (26%) or walk or exercise (25%).

Other Key Findings Include:

1. **EV Opinions Continue to Shift:** 45% say their opinion of EVs has changed over the past year, compared with 38% in 2025. Thirty-four percent report a more positive opinion, while 11% report a more negative one.
2. **Performance Perceptions Skew Younger:** 38% of Americans believe EVs accelerate faster than a comparable gas-powered vehicle, a view held by nearly half of Millennials (49%) and Gen Z (47%), compared to a third of Gen X (33%) and a quarter of Boomers (25%).
3. **Charging Awareness Still Has Room to Grow:** Just 47% say they know where the nearest public charging station is located near their home or work, unchanged from 2025.
4. **A Gender Gap in Range and Performance Views:** Men are considerably more likely than women to say range would be a deciding factor (80% vs. 64%) and to prefer 300+ miles of range (50% vs. 35%); men are also more likely to believe EVs accelerate faster than a comparable gas-powered vehicle (52% vs. 25%).

BMW and MINI Address Consumer Needs

“As range and charging capability continue to advance, we're seeing consumers evaluate EVs the same way they'd evaluate any other vehicle: on performance, features and value, not on outdated assumptions about range,” said **Alexander Schleicher, Head of E-Mobility, BMW Group North America**. “That's true across our portfolio, from the sixth-generation battery technology and up to 435 EPA estimated miles of range in the all-electric BMW iX5 - the first fully electric BMW assembled in the United States - to the everyday practicality of electric MINI. This survey confirms what we're hearing directly from customers: EVs are mainstream now, and the brands that win deliver real range, fast charging and the driving experience people expect.”

BMW Group Commitment to Electrified Mobility in the U.S.

BMW Group's global technology-open approach is designed to meet customers where they are, offering a broad range of highly efficient combustion, plug-in hybrid and fully electric vehicles. At the same time, the company continues to invest in the products, technology, U.S. manufacturing and charging infrastructure that support customers who choose electric mobility.

- **Expanding Lineup:** BMW's U.S. electrified lineup has grown to include the BMW i4, i5 and i7, alongside the newly arrived BMW iX3, and plug-in hybrid electric models including the X5 xDrive50e, 5 Series (550e), 7 Series (750e), M5 Sedan and Touring, and XM. Upcoming models include the battery-electric BMW i3 sedan and iX4 sport utility coupe. Consumers can explore [BMW's all-electric vehicles](#) and find additional resources on charging, range, technology, performance and electric-vehicle ownership at BMWUSA.com.
- **U.S. Manufacturing:** Production of the fifth-generation BMW X5 began in August 2026 at Plant Spartanburg in South Carolina, and the all-electric BMW iX5 — the first fully electric BMW ever assembled in the United States — is set to begin rolling off the assembly line before the end of 2026, offering up to 435 EPA estimated miles of range on [BMW Group's sixth-generation battery technology](#). This follows the completion of BMW's latest \$1.7 billion investment in South Carolina, which expanded Plant Spartanburg and built the new Plant Woodruff to supply locally made high-voltage batteries. By 2030, BMW Group will assemble at least six fully electric models in the U.S.
- **Charging and Energy Ecosystem:** BMW and MINI continue to invest in charging infrastructure and energy solutions in the U.S. through [IONNA](#), a joint venture with seven other automakers building one of North America's largest high-powered charging networks with more than 180 sites hosting more than 1,600 charging bays after only two years in service, recently winning a JD Power Award for top-ranked DC fast-charging network. The company also has invested in [Plug & Charge](#), which simplifies the charging experience; and [ChargeScape](#), a collaborative effort to help manage the flow of energy between EVs and the power grid. Taken together, through these efforts and other partnerships, BMW and MINI drivers of electric vehicles now have access to a network of nearly 200,000 charging stations across the U.S.

Survey Methodology

This online survey was conducted by Big Village from September 11–13, 2026, among a sample of 1,005 U.S. adults 18 years of age and older and weighted to be representative of the U.S. adult population. Year-over-year comparisons are to a survey conducted May 7–9, 2025, among 1,007 U.S. adults. Portions of this survey were previously conducted in 2019, 2020, 2021, 2022, 2023, 2024, and 2025.

BMW Group in the United States

BMW Group began operations in the U.S. over 50 years ago. In addition to the sales, marketing, and distribution of BMW, MINI, Rolls-Royce, and BMW Motorrad vehicles, BMW Group's business in the U.S. spans 30 locations in 12 states including BMW Group Financial Services, BMW Manufacturing, Designworks, BMW Technology Office USA, and BMW i Ventures. The company's U.S. plant in South Carolina is the largest single BMW production facility in the world and the global center of competence for BMW Sports Activity Vehicles. The BMW Group sales organization is represented by a nationwide network of 359 BMW retailers, 139 BMW motorcycle retailers, 104 MINI passenger car dealers, and 38 Rolls-Royce Motor Car dealers. Taken together, BMW Group's business activities in the U.S. provide and support over 120,000 jobs and contribute more than \$43.3 billion to the U.S. economy annually.

For more information about BMW Group's business and products in the U.S., please visit: [PressClub USA](#).

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