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SMM APPLICATION FOR THE FORMATION OF ELECTRIC VEHICLES POSITIVE IMAGE

Summary

The main trends of the car market over the past three years are examined in the article. There is also considered the role of electric cars in the environmental protection in Ukraine and in the world. The advantages and disadvantages of eco-friendly vehicles are investigated. Experts have argued that the cost of driving electric cars for 100 km in European countries and the US is even more expensive than driving a car with an internal combustion engine. The weaknesses of electric vehicles are identified today: the high cost of electric vehicles in the primary market.

The second factor that holds back the rapid spread of electric vehicles is the relatively small power reserve of up to 300 km on average. And in the secondary market with a used battery, the power reserve is reduced to 150 km. Positive factors of electric vehicles are considered in the article: independence from exhaustive energy resources, which are decreasing every year in the world (oil, gas). The second factor is a technological breakthrough that will lead to an improvement in car batteries, faster car charging and no emissions. It is substantiated that the best motive for the promotion of electric vehicles is the "environmental component", which should be promoted through social networks to create a positive image.

It is determined that a number of factors influences the increase in demand for electric vehicles. Various discounts (like in Scandinavian countries), tax privileges (Ukraine, Sweden), purchase of used ICE cars at market prices, etc. are factors in buying electric cars. To build a positive image of electric cars and electric vehicles, it is reasonable to use the most popular social networks of today, such as Instagram, Facebook, Twitter and You Tube channels.

Keywords: image, social networks, environmental component, marketing complex, advertising, electric car.

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