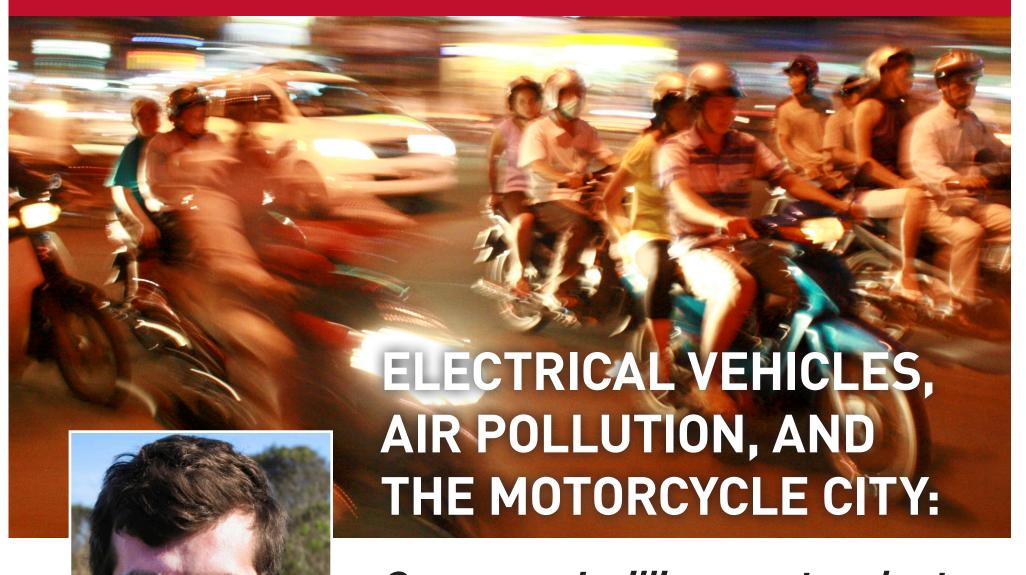
FACULTY SEMINAR SERIES



Consumers' willingness to adopt electric motorcycles in Indonesia

ERICK GUERRA, PH.D.

Assistant Professor, City and Regional Planning, University of Pennsylvania

Wednesday, March 29, 2017, Noon-1 p.m. Hamburg Hall 1206 Lunch will be provided.

Are electric motorcycles a potential replacement for gas motorcycles in Solo, Indonesia? Erick Guerra, Ph.D., conducted a choice experiment to answer this question. Survey respondents faced five choice scenarios where they selected between a conventional motorcycle, an electric motorcycle, and no motorcycle based on price, speed, range, and charge time. The 1,2000 surveyed also fully responded to socioeconomic and preference questions. Guerra will detail his analysis and conclusions in this talk.

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