

The background features a light gray gradient with decorative elements. On the left and top right, there are complex network graphs with numerous nodes and connecting lines. On the bottom right, there is a bar chart with approximately 15 vertical bars of varying heights, overlaid with a network graph.

Quid[®]

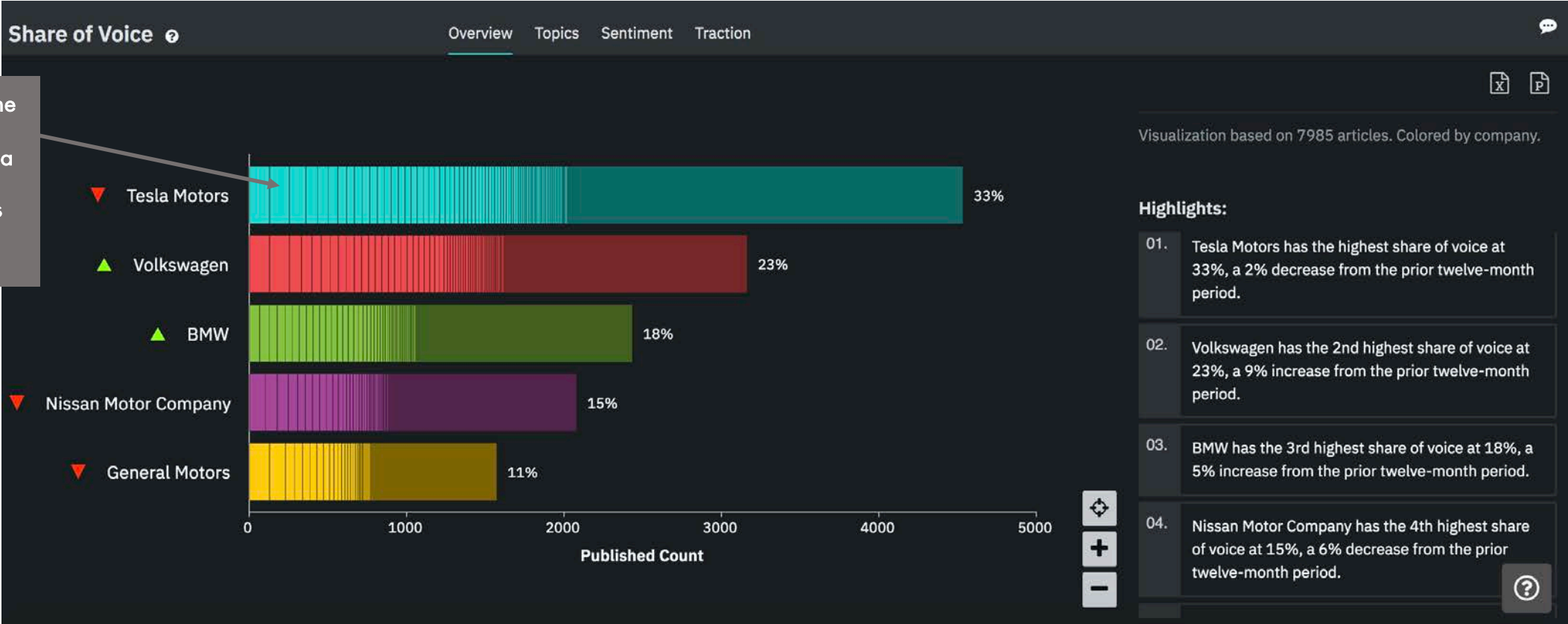
COMPETITOR BRIEFING APP: ELECTRIC VEHICLES

The Competitor Briefing app analyzed 7,985 articles on top competitors within the electric vehicle industry to **get up to speed on the industry landscape.**

In the public narrative around electric vehicles, Tesla is winning on share of voice.

Though Tesla captured a third of all coverage on the subject, coverage was down 2% from the previous year. Both Volkswagen and BMW had increased coverage from the previous year.

Announcements about the Tesla Model Y, V3 supercharging, and Tesla Model 3 production contributed to high rates of coverage for the company.



Volkswagen has the highest rate of negative coverage (25%) among the five competitors for issues of affordability and range limitation.

Conversely, more than half of all articles on BMW from the past year used positive language, including stories about a rise in their EV sales, as well as a joint venture agreement for the sale of MINI electric vehicles in China.

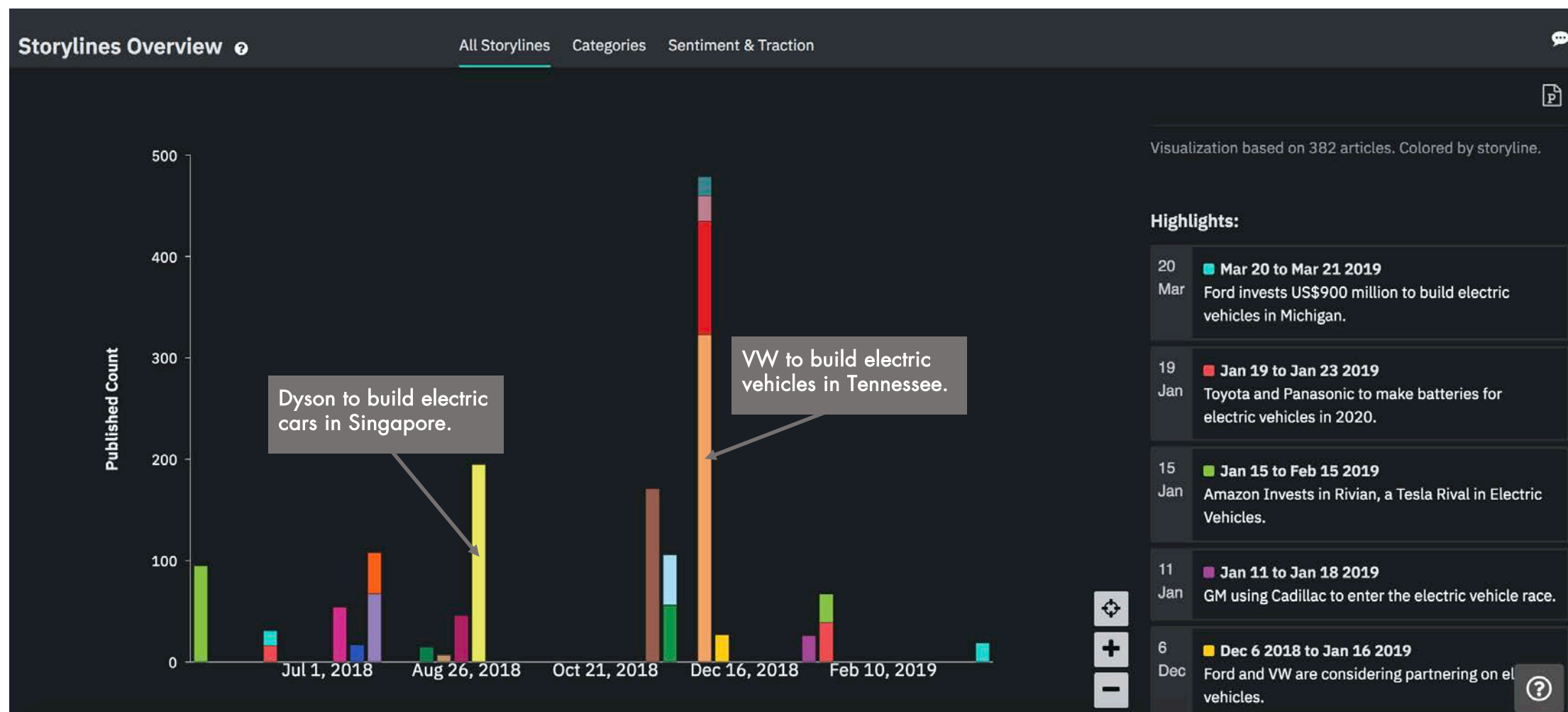


Despite high media interest in Tesla, consumers engage more with news linked to BMW and Volkswagen.

Despite similarly high traction online, consumers likely engaged with the two companies for different reasons, given the vast differences in sentiment from the previous slide.



VW's plant expansion received the most coverage during the one year period, followed by news of Dyson's entry into the market.





APPENDIX



QUID APPS

Get **immediate insights** with a **streamlined workflow** that uses data science built specifically for each use case

Quid Apps harness **custom data science** to focus your **analysis**, so you can:

- Get to answers easily with a structured set of views
- Understand what matters most with machine intelligence-generated highlights
- Easily repeat your analysis





APPS ROADMAP



AVAILABLE NOW

COMPETITOR BRIEFING

Understand how companies and their competitors are being covered in the media.



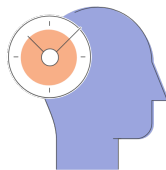
CONTENT STRATEGY

Identify topics and themes that can inspire your content.



KEY OPINION LEADERS

Identify and rank Key Opinion Leaders (KOLs) within a given topic area



COMING SOON

TOPIC TRACKER

Get briefed on the latest news across any industry or topic.