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WESTERN EUROPE | 2016 BEV SALES

Tesla Model S photo finish in Europe's luxury sector car sales race

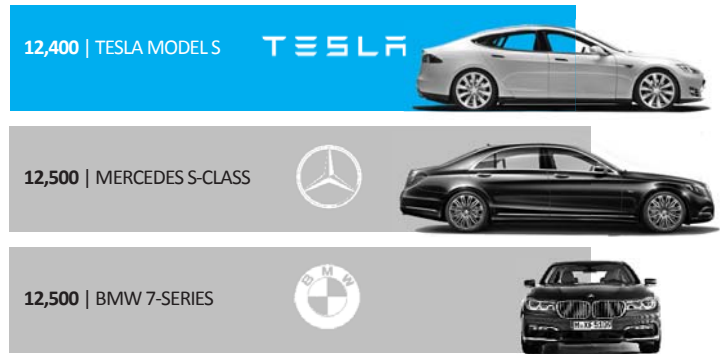
Despite tempting incentives, in the vast majority of European markets average would-be new car buyers remain cautious about opening their wallets for a still pricey green electric car. But with Tesla's success now a hot topic at top-notch clubhouse bars, the same certainly cannot be said for Europe's high-income earners.

Last year's European sales race in the status-rich market for the large saloons favoured by senior bankers and bureaucrats ended with a classic photo-finish between the S-Class Mercedes - the traditional sector leader - BMW's 7-Series and Tesla's Model S. Although Tesla's Model S, in terms of overall size and interior roominess is not even a faint match for the usual front-runners in Europe's comparatively small luxobarge market, when it comes to pricing, would-be Model S buyers have to fork out roughly the same money as an average S-Class buyer. So it comes as a genuine surprise to many market observers that Tesla's pricey Model S is continuing to attract the attention of comparatively wealthy new car buyers in Europe.

WESTERN EUROPE SELECTED PREMIUM MODEL REGISTRATIONS FULL YEAR 2016

AID Graph 17/37

SOURCE: AID RESEARCH



WORLD TESLA MODEL S DELIVERIES PER QUARTER Q1 2015 - Q1 2017

AID Graph 17/35

SOURCE: TESLA MOTORS | AID RESEARCH



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