

AID NEWSLETTER

EUROPE'S LEADING AUTOMOTIVE INDUSTRY STRATEGIC TREND JOURNAL

FIAT
BOUNCE BACK
IN EUROPE, BIG
SALES GAINS
PAGE 7

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CAR MARKET June sees 5th West European car sales gain in this year's first half **3 - 5**

TOYOTA Still playing winning game in Europe, thanks to success of big hybrid car sales push **5 - 7**

FRANCE Medium van market expands twice as fast as recovering car market **7 - 9**

WESTERN EUROPE | BEV & PHEV CAR SALES

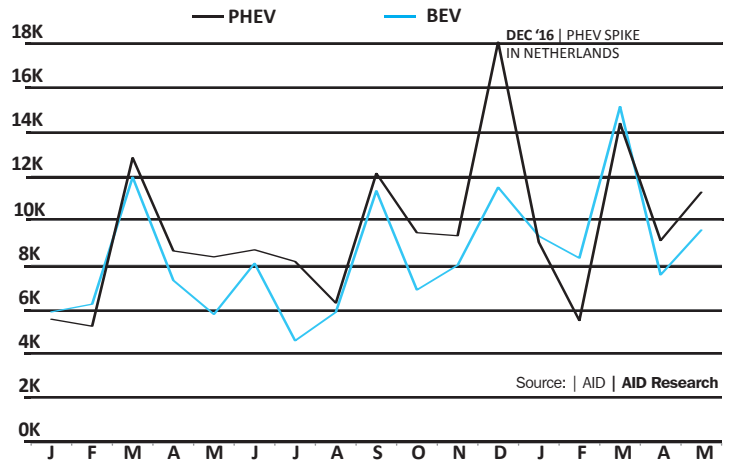
Neck and neck race between BEVs and PHEVs

If crystal ball watching forecasters are listened to, there is an on-going popularity battle between BEV electric cars and PHEV plug-in hybrids in Europe. Which concept will eventually win the largest market share in 2025 is currently anybody's guess.

Since the start of this year demand for PHEVs - plug-in hybrids - in Western Europe has continued to pick up. But so have BEVs. If anything, when judged from AID's exclusively compiled monthly sales figures in Western Europe, it remains a neck and neck sales race between these two concepts. That's borne out by AID's latest hard numbers. In Western Europe, in the five months to May this year, pure electric car registrations (BEVs) grew by a third to 49,835 units. That translates into a cumulative West European market share of 0.8 per cent, a 0.2 percentage point gain during the past twelve months.

By direct comparison, registrations of PHEVs during the same five months period rose by 26.7 per cent to a near matching 49,241 units, according to AID's exclusive numbers. Adding to the mystery,

WESTERN EUROPE
PLUG-IN PASSENGER CAR SALES (BEV/PHEV)
JAN 2016 - MAY 2017 ('000s)



BMW i3 BEV



VW PASSAT PHEV

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