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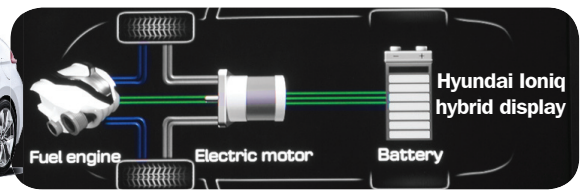
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GERMANY | HYBRID CAR MARKET

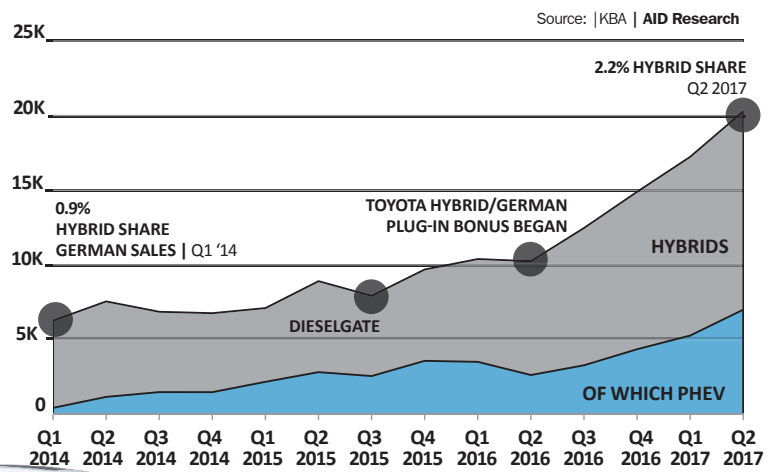
Hyundai-Kia eyes on Toyota's long-uncontested leadership of European hybrid car market

It may still be tiny and best known by Toyota's hitherto uncontested sector leadership, but Europe's market for simple petrol-electric hybrid cars may be about to enjoy a new lease of life as millions of Europe's anxious diesel car owners appear ready to desert the crisis-hit diesel car market in droves. Hyundai-Kia, sensing an opportunity and hoping that today's hybrid car sales trickle can soon turn into a stream, have only recently opened their hybrid car stall in Europe.

More of Germany's new car buyers, tempted increasingly by notable car purchase incentives for both pure electric cars (BEVs), plug-in hybrids (PHEVs) and even conventional hybrids from Toyota, have taken delivery of such cars this year. Official KBA figures show that it's not only sales of richly subsidised BEVs and PHEVs that have increased sharply during the seven months to July. Almost the same goes for comparatively simple petrol-electric hybrids best typified by Toyota's Yaris or Auris hybrids for example.



HYBRIDS BENEFITING FROM DIESEL DEMISE? GERMANY HYBRID NEW CAR SALES Q1 2014 - Q2 2017



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