

# AID NEWSLETTER

EUROPE'S LEADING AUTOMOTIVE INDUSTRY TREND JOURNAL

W.EUROPE

SLOWING CAR MARKET  
-2.8% FALL IN SEPTEMBER  
PAGES 3-6

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## WESTERN EUROPE | ELECTRIC CAR (BEV) MARKET

# In Europe Tesla just keeps climbing, but second glance reveals less rosy picture

Although so far, pure electric cars (BEVs) like Nissan's Leaf or Renault's ZOE for example may not be the big instant winners that carmakers had hoped, Tesla already provides a first taste of what Europe's car sales future holds in store.

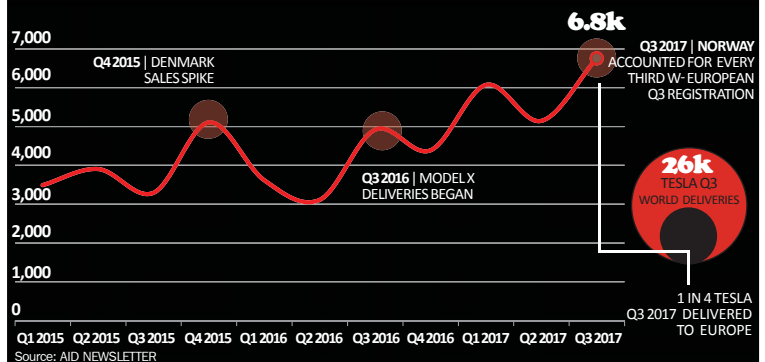
During the nine months to September this year, sales of Tesla's highly successful Model S and X in Western Europe may still be trailing Renault's ZOE in pole position, or for that matter the second and third placed BMW i3 and Nissan Leaf, but in West Europe's BEV car sales league the Tesla brand already ranks as Europe's number two.

AID's own provisional sales numbers reveal that in the nine months to September this year combined West European sales of Tesla's Model S and Model X rocketed ahead by just over a half. That's a more than 50 per cent sales gain to almost 18,000 units from a markedly smaller 11,600 sales during the same period last year. Even more impressive to some observers and thanks to Tesla's usual end of quarter boost in



AID Graph 17/138

## TESLA W-EUROPEAN REGISTRATIONS HISTORY QUARTERLY REGISTRATIONS 2015 - 2017



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