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**W-EUROPE | 50:50 CLUB**

BEVs and PHEVs each hold 1% share of W-Europe's 2017 car market **4 - 6**

**W-EUROPE | MISSION POSSIBLE**

Tesla eyes on Renault's BEV sales crown in Europe **6 - 8**

**W-EUROPE | 16T+ TRUCKS**

Best truck sales year for heavies since 2008 **9 - 10**

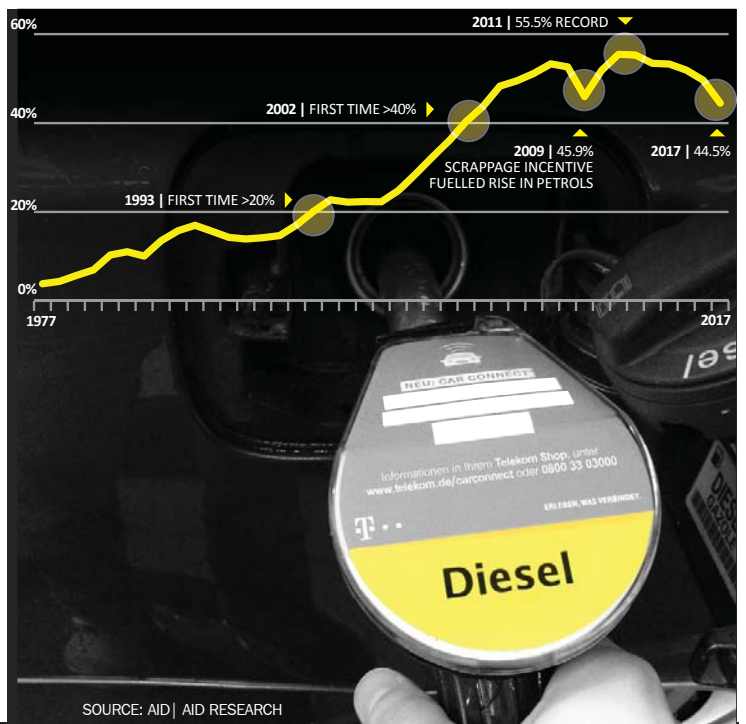
**W-EUROPE | DIESEL CAR MARKET | FULL YEAR ANALYSIS**

## Europe's diesel car sales share slumps to 14-year low

Europe's diesel car market was expected to have a difficult year because the spreading toxic cloud from the Volkswagen generated dieselgate scandal simply refuses to blow away. However, few observers predicted that the sales share of diesel-fuelled cars would fall so far so fast. According to AID figures that's a steep 5.1 percentage point drop to just 44.5 per cent during the whole of last year. That's West Europe's lowest level since 2003 when the diesel car penetration reached 43.7 per cent.

As if last year's dismal European sales turnout from diesel cars wasn't enough food for thought, December's sales share, a tell-tale indicator of today's consumer attitude to discredited diesel cars, slumped to an even lower 41.4 per cent. Further signs that Europe's car buying public is in an ugly mood about diesel cars, December's West European diesel car sales share already trails December 2016 levels by an eye-watering 7.3 percentage points. Brushing aside the statistical blip last seen here in Europe in 2009, December's headlong dive from diesels stands out among the steepest market share losses seen in Europe to date.

**IT'S A HARD NOx LIFE | DEATH OF THE DIESEL?**  
WESTERN EUROPE DIESEL CAR SALES MIX 1977- 2017



SOURCE: AID | AID RESEARCH

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