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July 1 steep vehicle tax hike sparks last minute June car sales frenzy...**13 - 15**

WORLD | RISE OF TESLA

Tesla sales already hot on Jaguar's heels on world stage

Tesla, the world's most closely followed manufacturer of premium-priced electric cars (BEVs) is already snapping at the heels of UK premium carmaker Jaguar. Based on Tesla's latest upbeat news on June's Model 3 production, the question for AID forecasters now is not so much whether Tesla will outsell Jaguar on the global prestige sector sales scene, but how soon.

In terms of worldwide sales, the state of play at this year's second quarter shows the gap between Jaguar and Tesla shrank to just over 3,000 units. Revealingly, if Tesla's claimed milestone Model 3 production during the closing days of June is any guide to the future, Tesla's pure electric cars (BEVs) will comfortably outsell Jaguar by some considerable margin sooner rather than later.

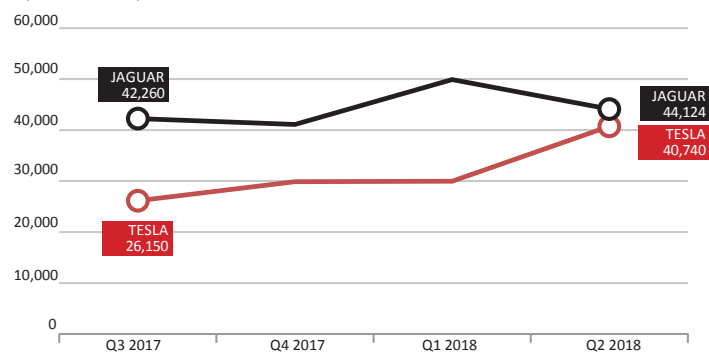
Figures compiled by AID every month reveal that in this second quarter, thanks in large measure to the long-expected but belated sales bounce from Tesla's all-new Model 3 in its domestic US backyard, worldwide sales of Tesla skyrocketed to 40,740 units, according to Tesla.

AID Graph 18/89

JAGUAR FIRST PREMIUM OEM ON TESLA HIT LIST

GLOBAL QUARTERLY TESLA/JAGUAR SALES

Q3 2017 - Q2 2018



AID Graph 18/90

SOURCE: TESLA/JLR/AID RESEARCH



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