

AID NEWSLETTER REPORT

EUROPE'S LEADING AUTO INDUSTRY TREND & MARKET INTELLIGENCE JOURNAL

PORSCHE
IN-DEPTH
MARKET
INTELLIGENCE
REPORT
PAGES 14-16

31. August 2018 | EDITION 1816 | Annual subscription price: £534 | €638 + p&p | \$710 + p&p

W-EUROPE | DIESEL CAR MARKET

Is that as bad as it gets for Europe's diesel car market? ...5 - 7

ITALY & IRELAND | BEV SALES

First signs of life in electric car sales, blip or dawn of new era?.....2

WORLD | JULY TRUCK MARKET

Global market for heavy trucks continues to rise - US heavies on a roll ...7 - 8

WESTERN EUROPE | JULY ELECTRIC CAR SALES

July scorcher for West Europe's summer temperatures and BEV electric car sales

Sweltering temperatures in much of July were echoed to an extent by hot buying intensity from some of the region's electric car buyers. AID's exclusive own figures show that West Europe's July market for pure electric cars (BEVs) grew by almost 40 per cent. That's partly thanks to strong respective sales gains of 35.8 per cent and 25.6 per cent in both Germany and Norway, now two of West Europe's leading BEV markets. But that's not all.

Despite July's scorching heat across much of Western Europe, those active in Europe's BEV market found sweet comfort in unexpectedly lively BEV sales in some isolated European markets where until now BEV sales barely registered on auto-industry radar screens. But whether July's sudden BEV sales activity will change the hitherto wallflower existence of BEVs in some of these markets into winners still remains to be seen.

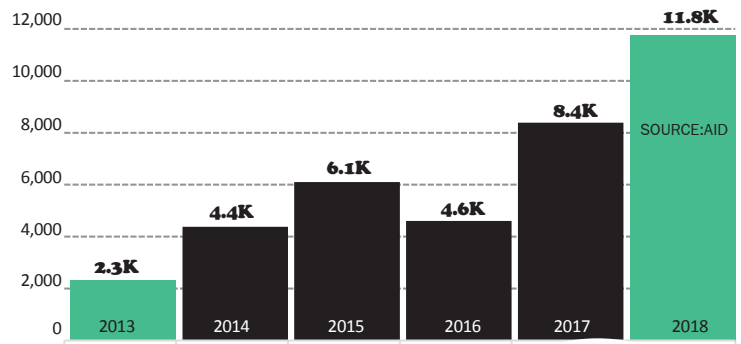
Apart from yet another good BEV sales month in Norway and Germany, July's lively regional turnout on the electric car front owes a great deal

EUROPE BEV BOOST FROM SWEDEN/NETHERLANDS

AID Graph 18/114

WESTERN EUROPE JULY BEV ELECTRIC CAR SALES HISTORY

2013 - 2018 DOESN'T INCLUDE PHEVs



1-in-5

NISSAN'S LEAF ALONE
ACCOUNTED FOR
EVERY FIFTH
BEV SOLD THIS YEAR
SOURCE: AID

COUNTRIES

W-Europe... 1 - 5, 6, 7, 8, 13, 14, 15, 16
Austria/BeLux 2, 6, 16
Brazil 7, 8
China 7, 15
Denmark 2, 6, 16
Eire 2, 3, 6, 16
Finland 2, 6, 16
France 2, 3, 5, 6, 16
Germany...1, 2, 6, 8, 9, 10, 11, 12, 15, 16
Greece 2, 6, 16
India 7, 8, 16
Italy 2, 3, 6, 16
Japan 9, 16
Netherlands 2, 4, 6, 16
Norway 1, 2, 4, 5, 6, 16
Portugal/Spain 2, 6, 16
Slovakia 14
South Korea 9
Sweden 2, 3, 6, 16
Switzerland 2, 6, 16
UK 2, 3, 6, 12, 16
USA 7, 8, 12, 13, 14, 15
World 7

IN DEPTH & OTHER TOPICS

NORWAY | ELECTRIC CAR MARKET
Norway remains West Europe's biggest market for Tesla4 - 5

GERMANY | JULY CAR SALES
Best July since 2009 thanks to upbeat consumers and special factors 8 - 10

GERMANY | MOTORHOME MARKET
Summer time and motorhome sales come easy - Decade of unbroken growth 11 - 12

STOCK MARKET VIEW | ASTON MARTIN
Aston Martin hopes to float on the stock market by year end12

STOCK MARKET VIEW | TESLA
Musk shenanigans shakes Tesla's investors12 - 13

FORD | EUROPEAN OPERATION
Will Ford act to curb mounting European losses? 13 - 14

COMPANIES

Alfa Romeo 9, 12	Lexus 10, 15
Aston Martin 9, 12	Maserati 9, 12
Audi 9, 14, 15	Mazda 9
Barclays Equity Research 13	Mercedes 3, 9, 11, 12, 14
Bentley 9	Mini 9
Bernstein Research 14	Mitsubishi 3, 9
BMW 3, 9, 14, 15	Morgan Stanley 13, 14
Bosch 6, 7	Nissan 2, 3, 4, 9
Citroën 3, 9, 11, 12	Opel/Vauxhall 3, 9, 14
Dacia 9	Peterbilt 7
Daimler 2, 3, 9, 12	Porsche 9, 12, 14, 15, 16
Ferrari 9, 12	PSA Peugeot 3, 9, 11, 12, 13, 14
Fiat 9, 11, 12	Renault 3, 9
FCA Fiat-Chrysler 9	SEAT 9
Ford 9, 11, 12, 13, 14	Škoda 9
Freightliner 7	Smart 2, 3, 9
GM 14	Subaru 9
Honda 9	Suzuki 9
Hyundai-Kia 3, 9, 10	Tata 9
Jaguar 3, 9, 15	Tesla 3, 4, 5, 9, 12, 13
Jefferies 12, 13	Toyota 9, 10
Kenworth 7	VW 3, 4, 5, 9, 11, 12, 14
Lada 9	Volvo 9, 12
Land Rover 9	



AID LTD.
31 CAPE ROAD
WARWICK
CV34 4JP, UK

AUTOMOTIVE INDUSTRY DATA NEWSLETTER
ENTIRE CONTENTS COPYRIGHT. REPRODUCTION OR INCLUSION IN ANY DATABASE ONLY WITH WRITTEN PERMISSION FROM AID
GRAPHIC DESIGN AND TYPESETTING BY AID SYSTEMS, WARWICK.

telephone: +44 (0)1926 410040
telefax: +44(0)1926 776252
subscriptions@eagleaid.com
www.eagleaid.com
twitter: @aidnewsletter