



Norsk **elbil**forening

The Norwegian Road to EV Success

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The Norwegian Electric Vehicle Association

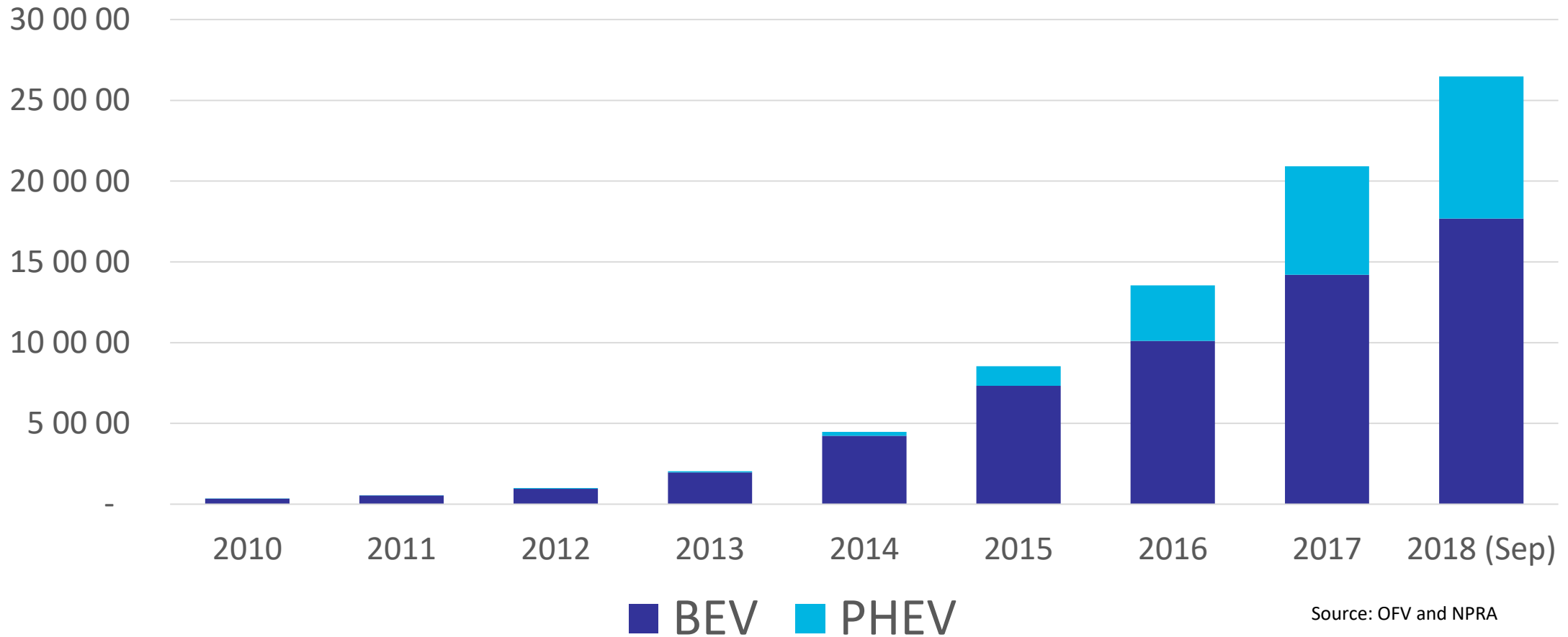
silje@elbil.no

The Norwegian EV Association

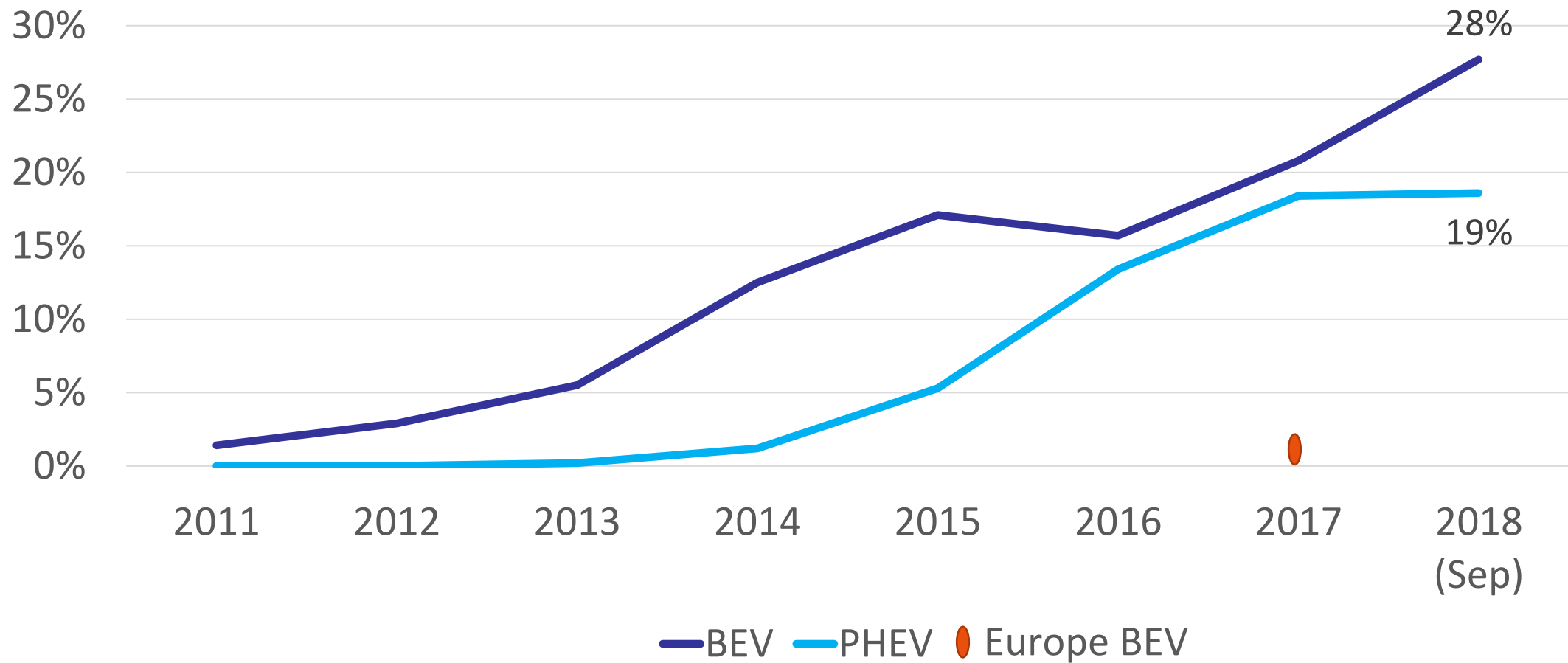
- World's largest
- Non-profit
- 65.000 members
- 26 employees
- 20 years of experience



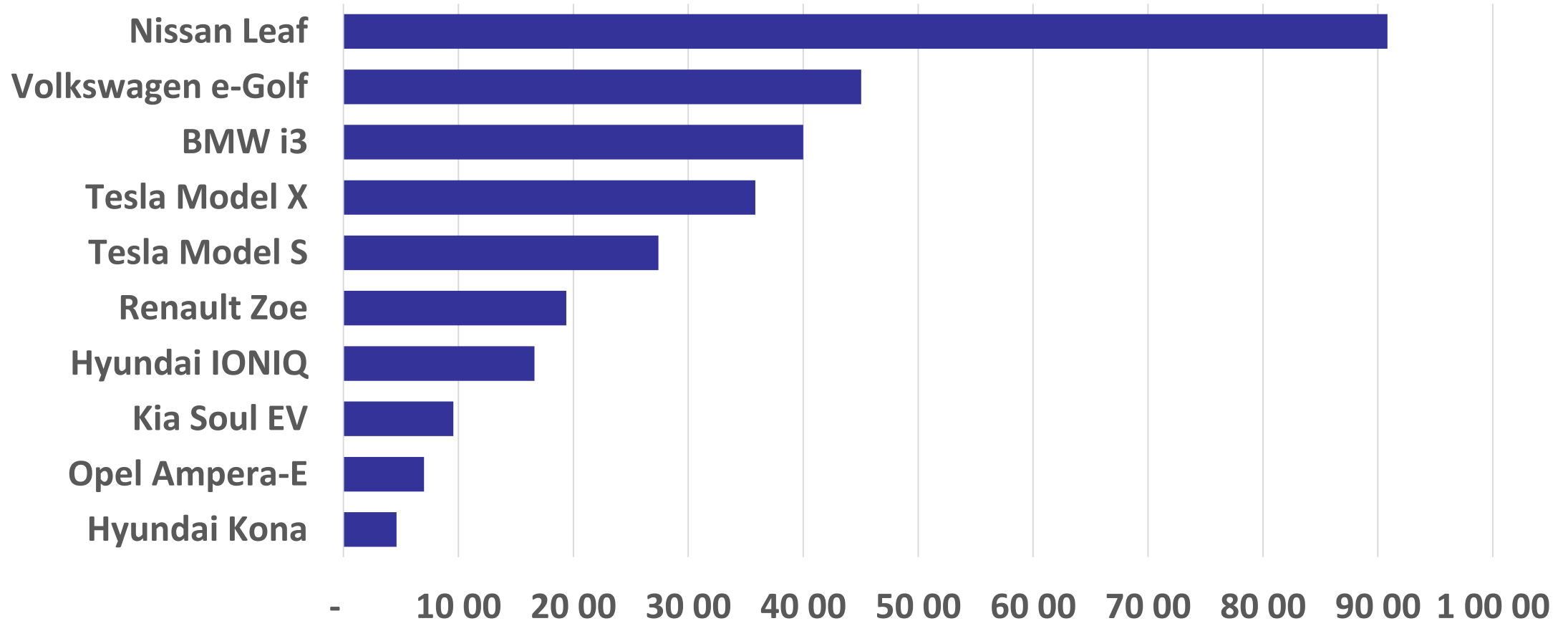
Over 270 000 EVs in Norway!



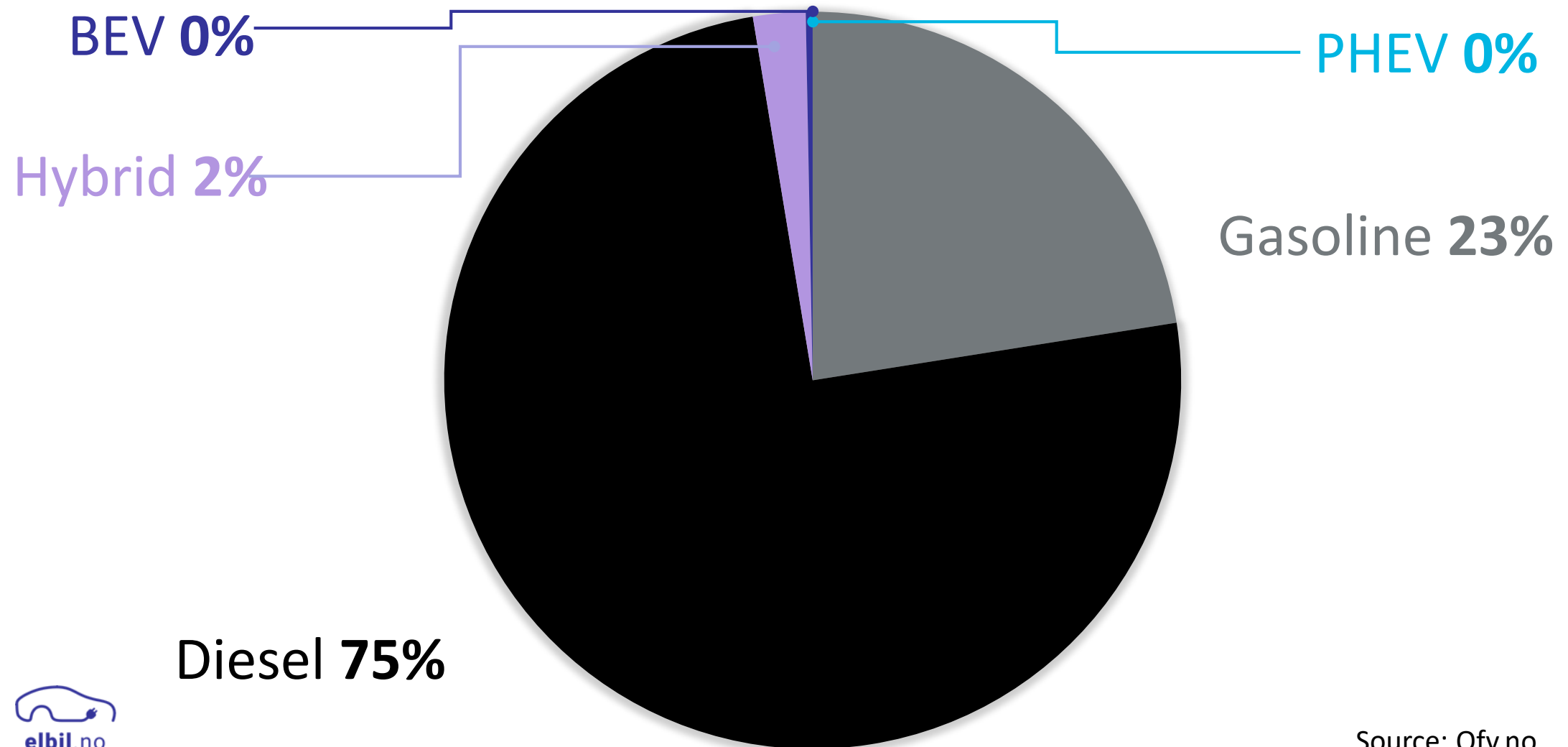
Market shares BEVs and PHEVs



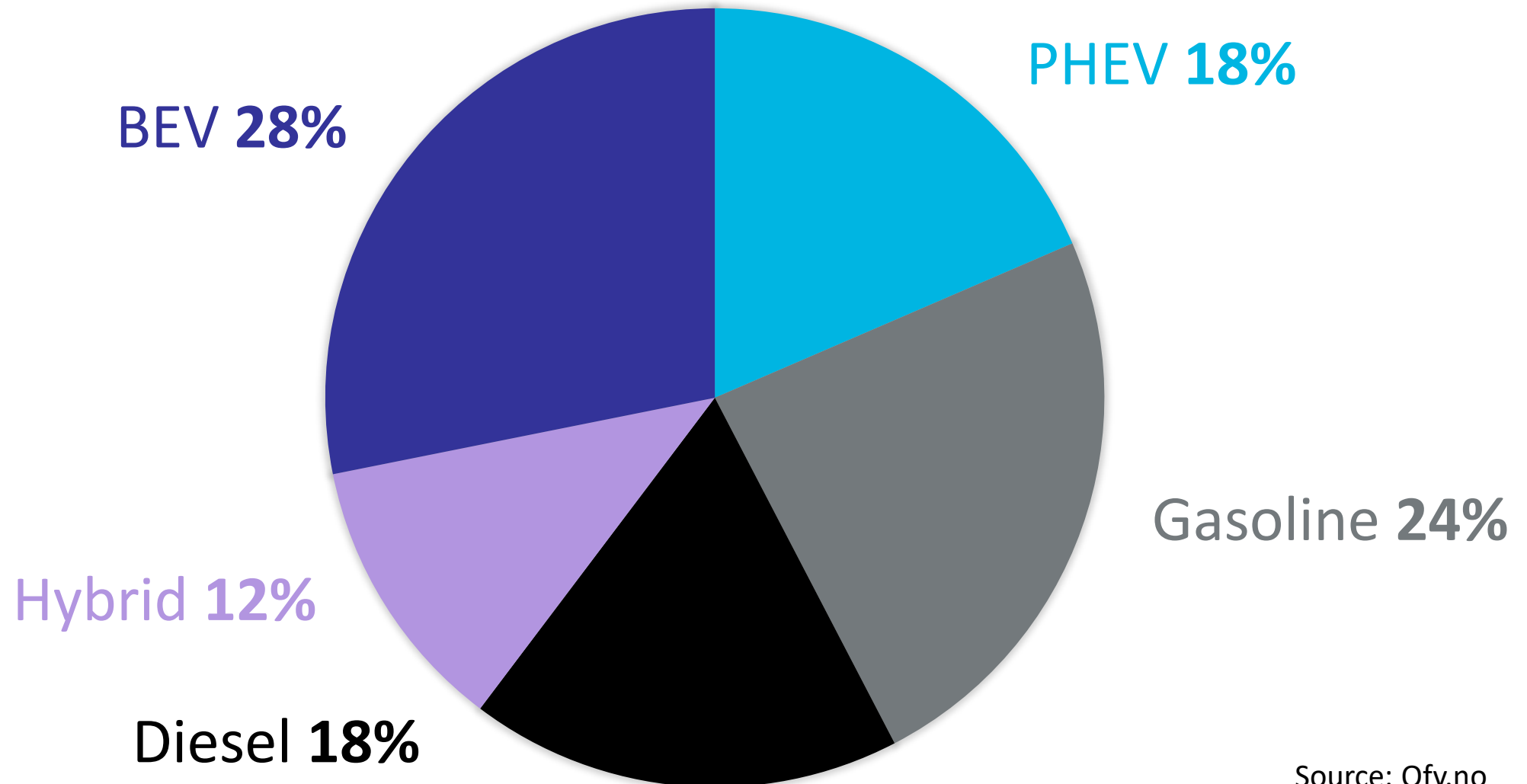
Top selling BEV models 2018 (by September)



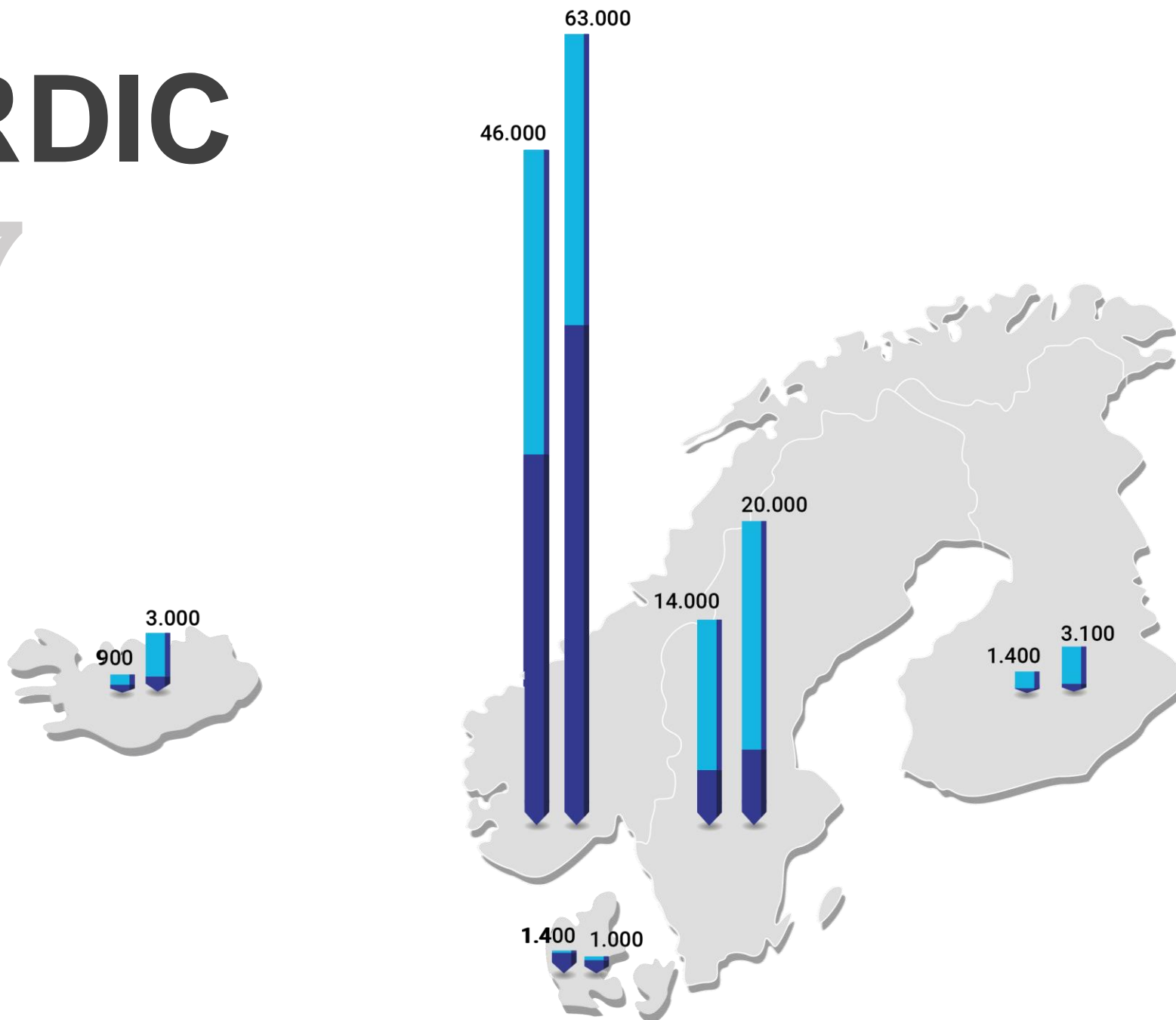
Market share passenger cars 2010



Market share passenger cars 2018 (by September)



NORDIC 2017

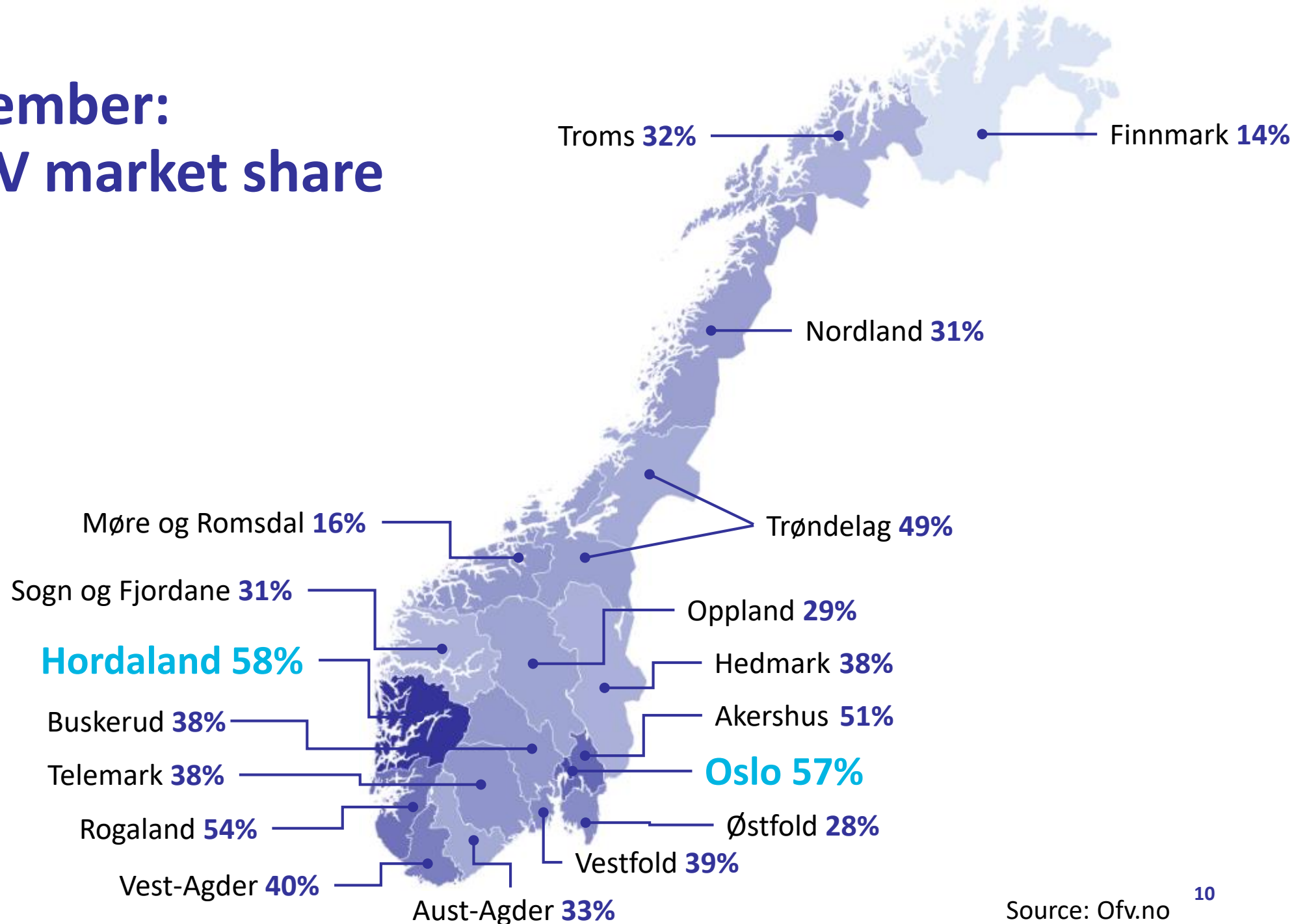


Norway: Mass market is here

- We have passed the early adopters stage
- BEV owners very satisfied, and inspire others to buy



In September: 45% BEV market share



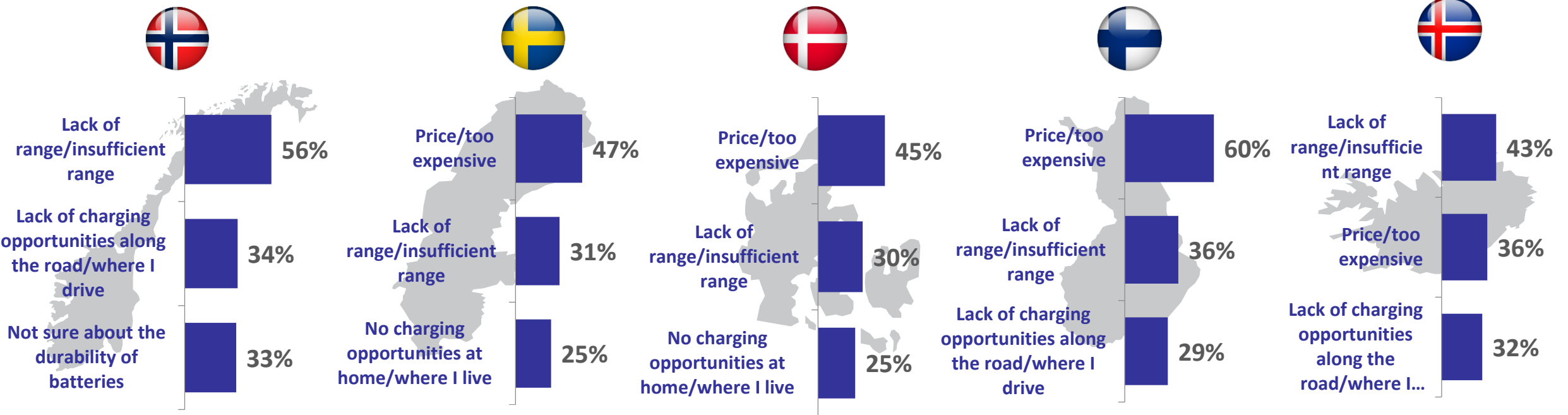
Support is key

- Buying or leasing:
 - No purchase tax
 - Zero VAT
- Owning:
 - No annual road tax
 - 60% company car tax
- Using:
 - Toll roads, ferries, parking
 - Bus lanes





3 most important barriers for not buying a BEV



What are the main reasons for you not to buy an electrical vehicle the next time you plan to buy a car?
Multiple answers possible. Filter: Those who don't plan to buy an EV, don't have a car or don't know

n=

561/673/760/7
47/543

Challenges going forward?

- Policy measures?
- The vehicles?
- Market acceptance?
- Charging infrastructure?



...The ball has just started rolling

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India to make every single car electric by 2030 in bid to tackle pollution that kills millions

Technology will be introduced 'in a very big way', says minister

CNN tech

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Powering Your World

France wants to ditch gas, diesel-powered cars by 2040

by Alanna Petroff @AlannaPetroff

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Britain to ban sale of all diesel and petrol cars and vans from 2040

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Scotland to 'phase out' new petrol and diesel cars by 2032

Nicola Sturgeon outlines plans to 'massively expand' pilot projects to encourage uptake of electric vehicles

Nordic EV Summit 2019

- **March 21-22, 2019**
- World EV capital Oslo
- Around 900 delegates from industry, research, policy and organizations
- 33 countries
- www.nordicevs.no

