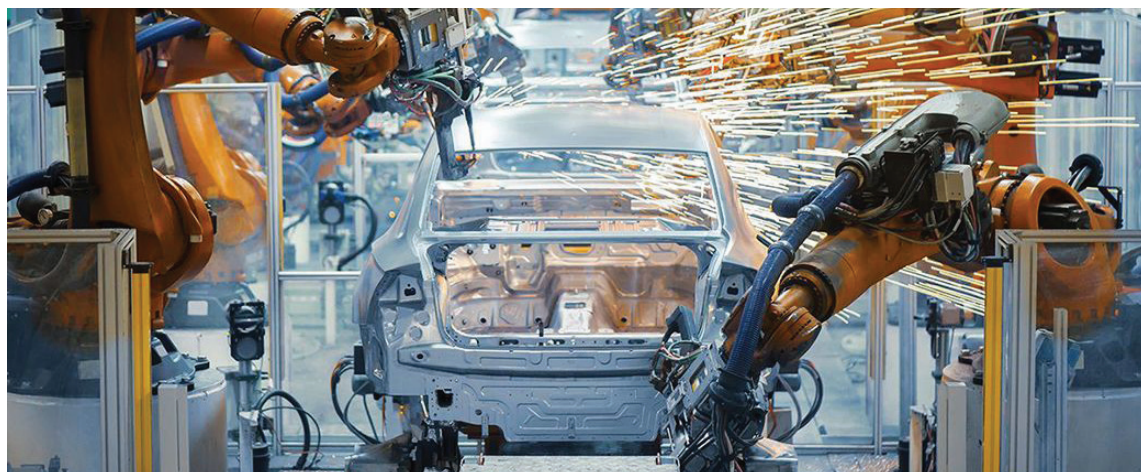


APRILE 2019

## Electric mobility may transform the Automotive Industry like never before

Industry Insights directly from **Olimpia Bisogni**, InterSearch Automotive Practice Group Leader and **Euren InterSearch** Senior Manager

It is a common and unanimous opinion among the operators that electric mobility is a growing sector becoming a trend not only sustained by an elite of technology passionate but something that represents an essential component for the future of the private transport and the public one as well.



Automotive industry globally is at the cusp of a major transformation. Growing concerns for environment and energy security clubbed with rapid advancements in technologies for powertrain electrification, increasing digitalization, evolution of future technologies and innovative newer business models and ever-increasing consumer expectations are transforming the automotive business worldwide. One of the key facets of such a change is the rapid development in the field of electric mobility which might transform the automotive industry like never before. The Study **"Feeding the Future of Europe"** by Cambridge Econometrics and commissioned by the European Climate Foundation shows how **electric cars can help revitalize European economic growth, creating** around 206.000 **new jobs** by 2030 while reducing the 'air pollution. The challenge for the future, as highlighted by Cei-Cives, the Organization for the training of electric mobility, is to develop a new industrial sector that includes equipment for recharging, services, collateral businesses (rentals and sharing) creating new job opportunities while taking care of our future. It is clear that electric mobility is definitely a growing industry, although at a different pace depending on which markets and countries. China, with over 580,000 cars sold in 2018 and a growth of 72% compared to 2016, is the most important electric car market in the world, followed by Europe and the USA. In Europe, Norway is the third largest market (after China and the United States) for registrations, followed by Germany, Great Britain and France: these four countries alone represent 70% of the total market across Europe.

Widukind Baier, the InterSearch Practice leader in Europe and MEA for the Automotive industry, comments the situation in his Region: *Norway continues to be the European leader in e-vehicles. Almost every second newly registered vehicle is now has an electric motor; last year this number was 73,000. The fact that so many drivers in the*

*Scandinavian country are switching to electric mobility is largely due to generous government subsidies for alternative drive systems. The Norwegian government waives VAT for e-car buyers and pays import duties, and Norwegians can also look forward to a reduced motor vehicle tax. Electric cars can be parked free of charge in many places and use bus lanes. In Norway – unlike e.g. in Germany – this makes them several thousand euros cheaper compared to gasoline cars. According to a study of the renowned Center of Automotive Management (CAM) in Germany, 2018 was the first year to see more than 2 million e-vehicles being sold around the world. That makes it 2.4 percent of all newly registered vehicles. Apart from the main markets China and the US, Europe was closely analyzed as well. In Germany, registrations grew moderately to around 68,000 passenger e-cars in 2018 as a whole, representing an increase of 24 percent. The market share rose from 1.6 to 2.0 percent. Battery cars increased proportionally to 53 percent; 47 percent of the e-vehicles sold were plug-in hybrids. In the other European countries, Great Britain recorded an increase of 24 percent to 60,000 e-vehicles, while a total of 46,000 new passenger cars (+23 %) were registered in France. In Sweden, e-vehicle sales last year rose to just under 29,000 units, giving a market share of 8.1 percent. In the Netherlands, the sales figures for electric vehicles tripled to around 27,000, where the market share rose to 6.0 percent. Italy is still facing a big challenge in the electric mobility but, despite its over 12,000 electric vehicles represent just 2% of this market, the year 2018 has registered a strongly increase (more than double compared to the previous year). If the government were to – as it seems – introduce incentives for those who buy an electric car by scrapping an old diesel or petrol vehicle, year 2019 could really be the turning point for the expansion of electric mobility in Italy.*

[Click here to read the full article](#)

The global expectation is that EVs will get more efficient and better in 2019. The car makers are promoting a wider range of vehicle options to consumers, greater average range of battery for all models and utilities will continue to play a key role in EV deployment. By building and ensuring charging infrastructure and Governments providing incentives to increase consumer demand. The attitude towards EV will continue to evolve and consumer choices will increase.

Will Electric mobility transform the Automotive industry like never before? For sure, our choices and determinations will strongly impact our future!

[www.intersearch.it](http://www.intersearch.it)  
[euren@intersearch.it](mailto:euren@intersearch.it)

EUREN INTERSEARCH - [www.intersearch.it](http://www.intersearch.it)  
Aut. Min. Lav. ex D. Lgs. 276/03 - prot. nr 1317 del 15.1.07  
TORINO Corso G. Marconi, 13 - 10125 Torino  
Tel: +39 011 6690143 - Fax: +39 011 6693104  
MILANO Via Carducci, 26 - 20123 Milano  
Tel: +39 02 5814021 - Fax: +39 02 58140250  
ROMA Via Agri, 1 - 00198 Roma

Join us on  
**LinkedIn**