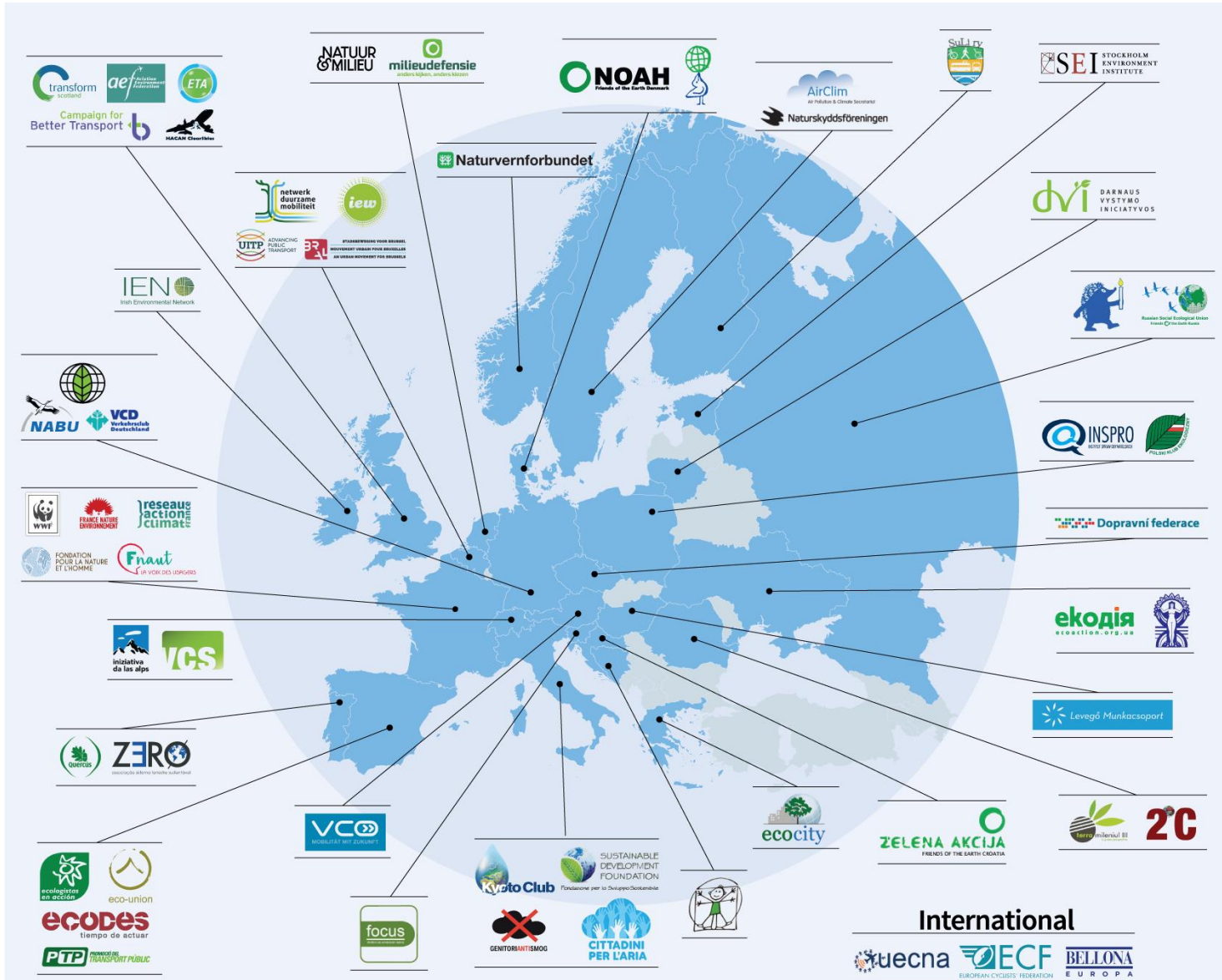


# **PUTTING POLICY INTO PRACTICE: AN NGO PERSPECTIVE**

LowCVP Annual Conference  
12th July 2018

Greg Archer  
Clean Vehicles & Energy Director

# T&E: 29 COUNTRIES 60 MEMBER & SUPPORT GROUPS



# THE LAST MOBILITY REVOLUTION TOOK 15 YEARS –THE NEXT MAY TAKE LONGER UNLESS POLICYMAKERS EMBRACE CHANGE

Easter morning 1900: 5<sup>th</sup> Ave, New York City.  
Spot the automobile.



Source: US National Archives.

Easter morning 1913: 5<sup>th</sup> Ave, New York City.  
Spot the horse.



Source: George Grantham Bain Collection.

# POLICY NOT TECHNOLOGY WILL DETERMINE THE FUTURE IMPACT OF CARS



Car dependency

Congestion

Local blackouts

Displaced emissions

Shared co-modality

Roadspace reallocated

Renewable grid balancing

Reduced emissions

# MOST CARMAKERS ARE CURRENTLY NOT TRYING TO SELL PLUG-IN CARS



## Premium pricing - despite huge increases in battery prices

- 75% fall in battery process since 2010
- 24% in 2017



## Minimal choice

- 9 BEVs represent 90% of the market
- Only 29 model available (in theory - 2017)



## Limited availability in showrooms - no sales push

- Not in showrooms; long lead times today
- Sales staff discouraging; weak finance packages

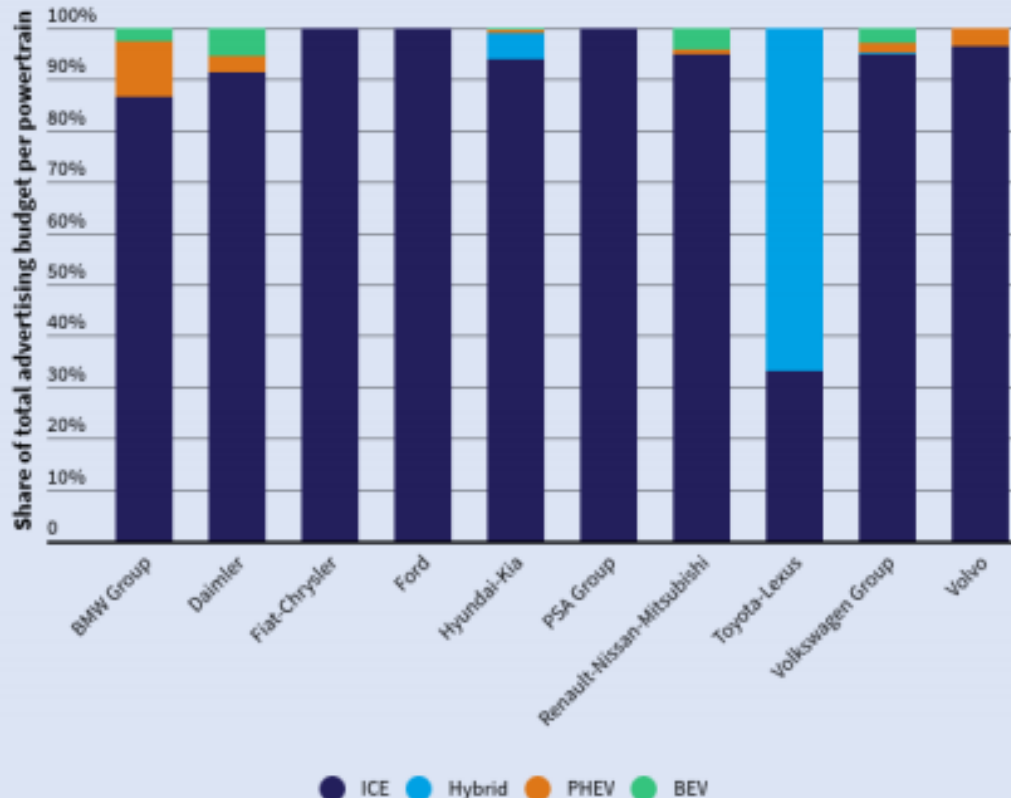


## Minimal marketing

- 1-2% total marketing spend 2016
- Marketing less 2017 than 2016

# WHEN CARMAKERS TURN THEIR ADVERTISING AND MARKETING MUSCLE TO SELLING EVS THE IMPACT ON SALES WILL BE DRAMATIC

## Advertising spend for electrified powertrains varies greatly per car manufacturer



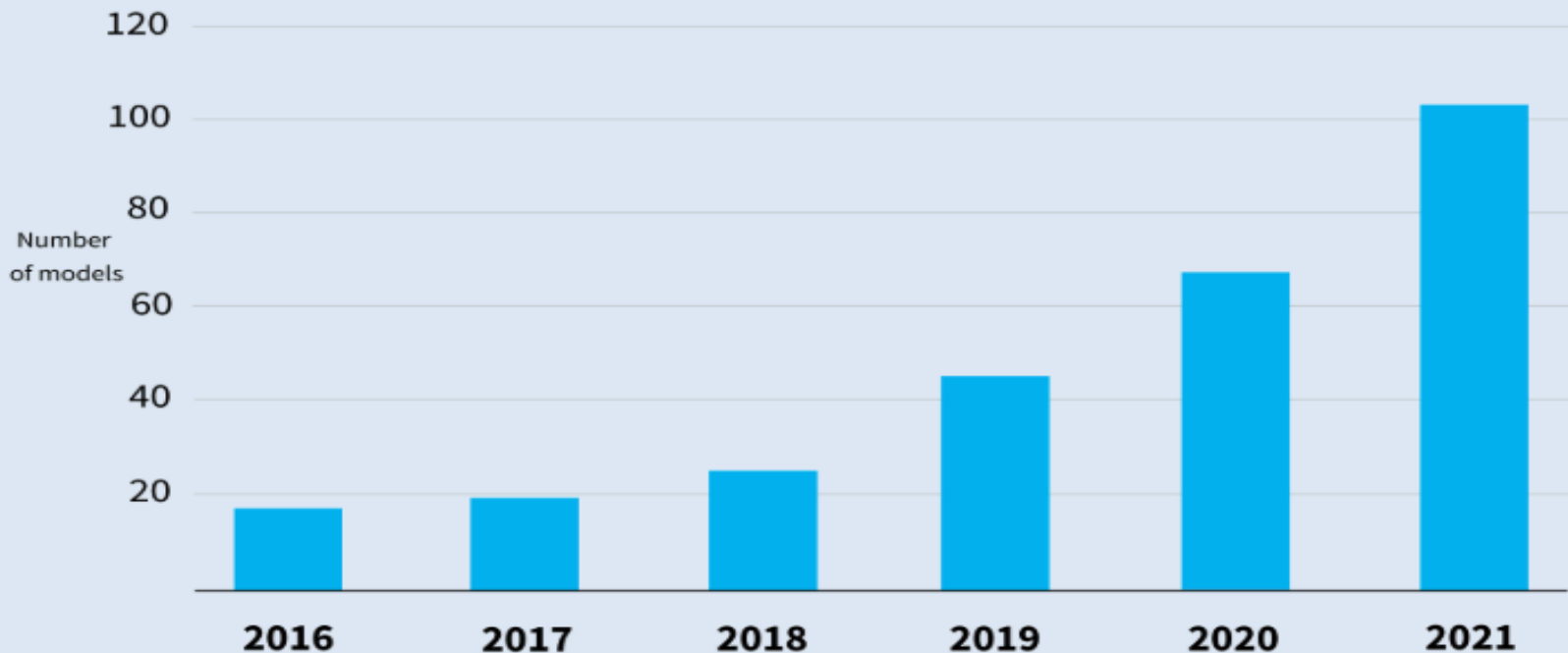
Based on the five largest EU car markets: France, Germany, Italy, Spain, the UK

# HALF OF CARMAKERS NEED TO SELL <50G VEHICLES TO ACHIEVE 2020/1 TARGETS, OTHERS WILL CHOOSE TOO



# THERE WILL BE STRONG COMPETITION TO SELL PLUG-IN VEHICLES LEADING TO AROUND 10% SALES 2022

**Battery electric models on the market are expected to increase five-fold by 2021**

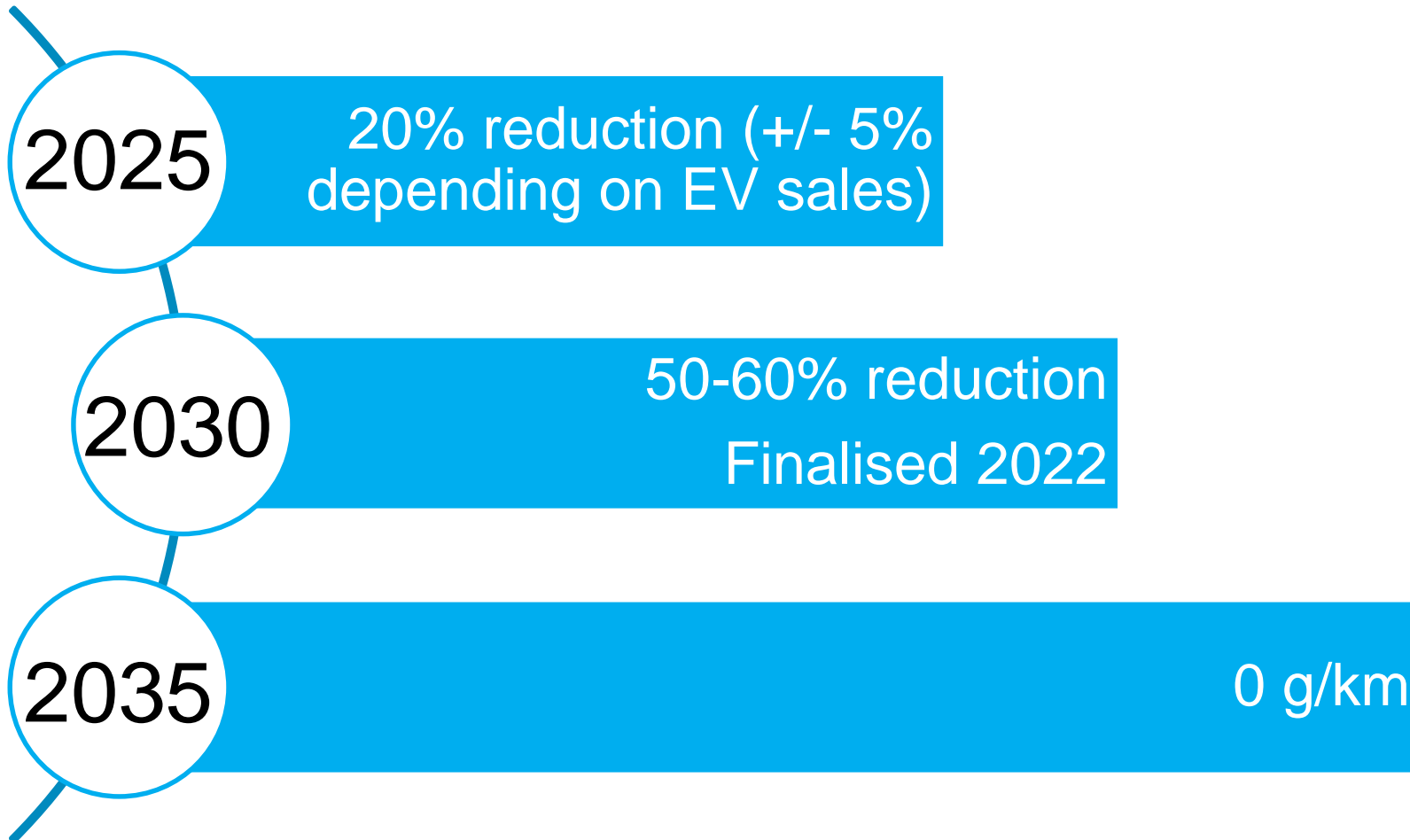




# WITHDRAWAL FROM THE CAR CO2 REGULATION MAY CAUSE SUPPLY CONSTRAINTS FOR EVS TO PERSIST IN THE UK AFTER 2020



# POST 2020 TARGETS MUST BE IN LINE WITH CLIMATE GOALS & WILL ALSO ENSURE THE EUROPEAN INDUSTRY REMAINS GLOBALLY COMPETITIVE



Use of real world data to fix the gap between WLTP & real world performance to avoid test abuses

# KEY MESSAGES ...

Our future vehicles must be electric, shared and autonomous

It is policy NOT technology that will determine if the impacts of cars are reduced

The current market for plug-in cars is supply constrained – but this will imminently change to avoid regulatory penalties

- By 2021 sales of plug-in cars of around 5-7%
- But maybe not in the UK due to BREXIT

Post 2020 growth likely due to the economics & driver attraction of plug-in cars

- Post 2020 regulations needed to ensure progress is in line with Paris Climate Goals and prevent market stagnation

A strong EU market for plug-in cars is the best way to ensure the cars are built in Europe

- In 2017 there was x7 more manufacturing investment by European OEMs for electric cars in China than in the EU