

# The Norwegian EV Success story

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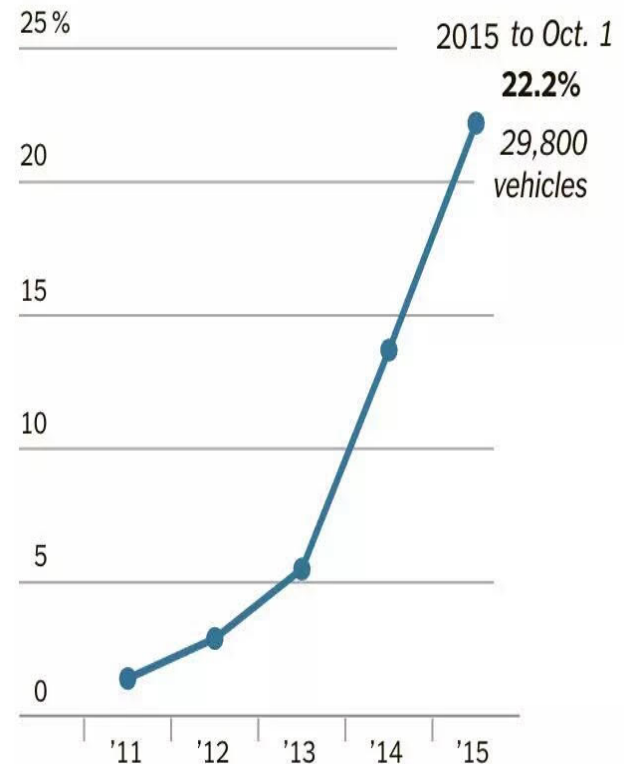
Norwegian  
**EV** Association

[elbil.no](http://elbil.no)

# The Norwegian EV Success story

- Over 66.000 all electric cars in Norway
- 17,5 % of all new car sales 2015
- 12,5 % of new car sales in 2014
- Almost 3 % of total 2,5 million cars in Norway

Norwegian electric car market  
Share of new car registrations

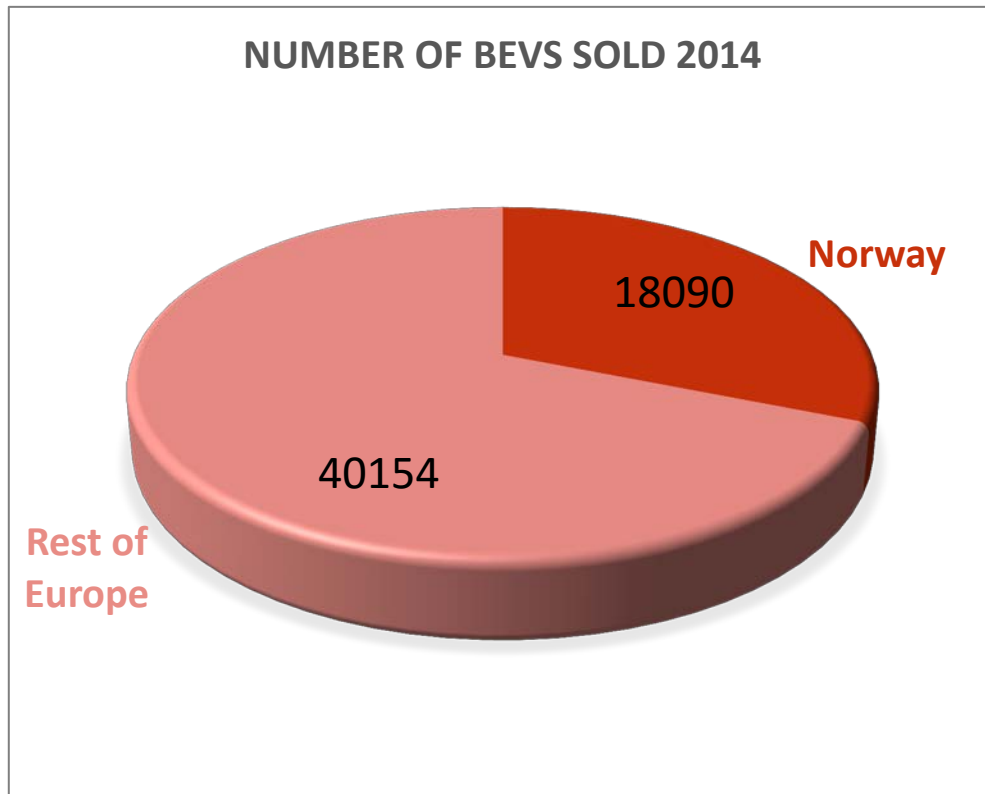


# Norwegian EV policy

- No purchase taxes (extremely high for ordinary cars) - 1990
- Exemption from 25% VAT on purchase – 2001 and 2015 (leasing)
- Low annual road tax - 1996
- No charges on toll roads or ferries – 1997 and 2009
- Free municipal parking - 1999
- Access to bus lanes - 2003
- 50 % reduced company car tax - 2000

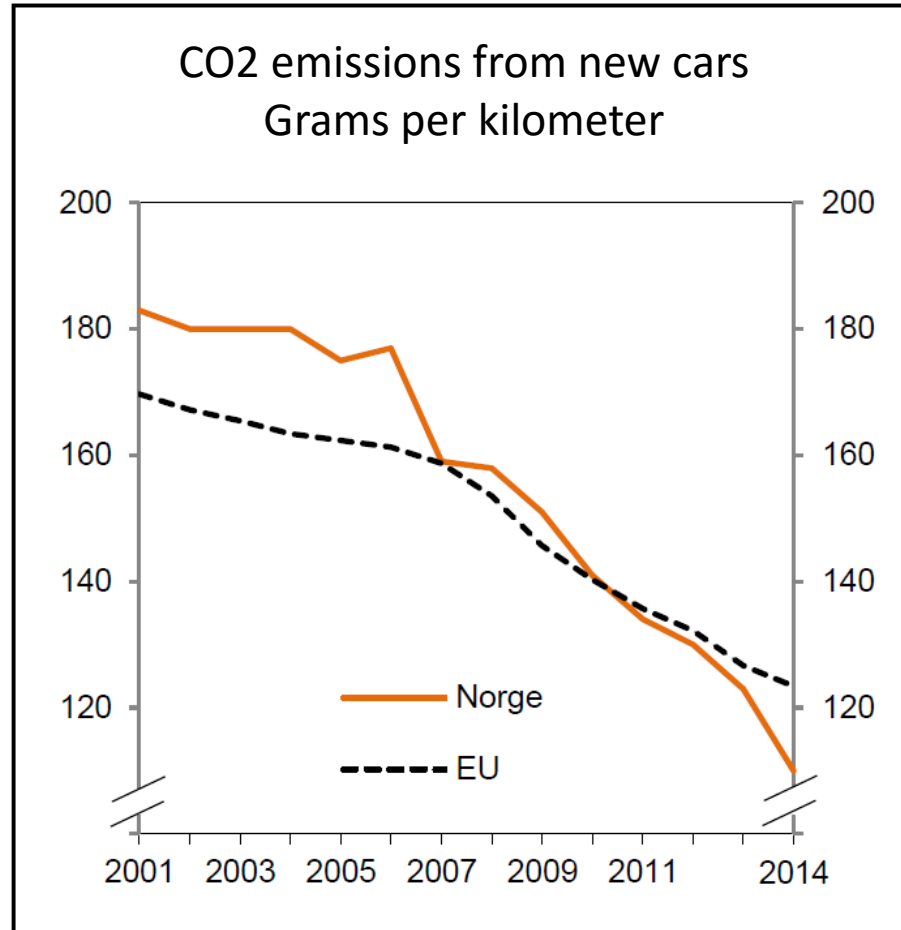


# Europe: 31 % of all BEVs sold in Norway



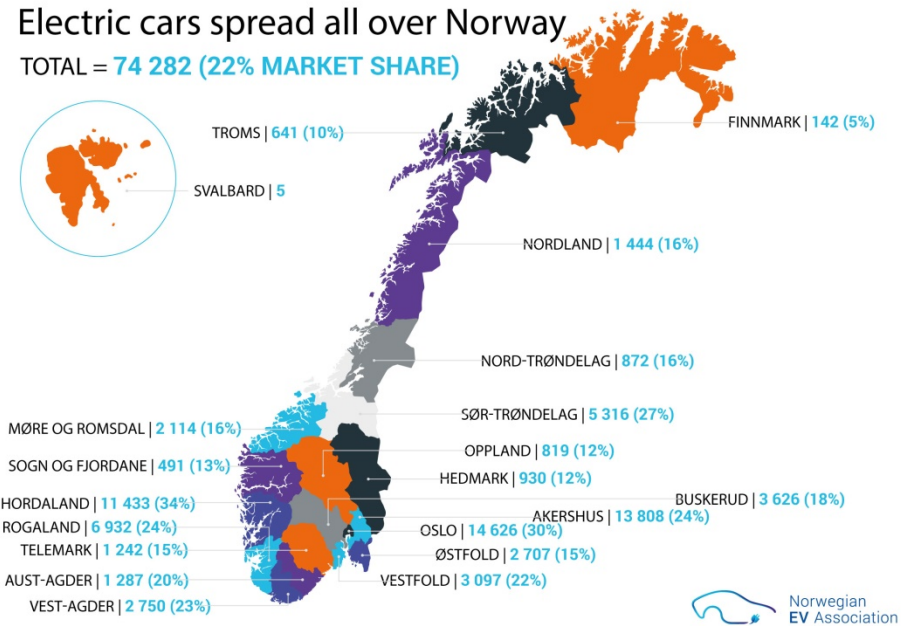
Country	Passenger cars	BEVs	
	Total	Quantity	Share
Estonia	20 861	398	1,9 %
Latvia	12 452	176	1,4 %
Denmark	189 051	1 612	0,9 %
Netherlands	387 835	2 982	0,8 %
France	1 795 885	10 561	0,6 %
Sweden	303 984	1 239	0,4 %
Austria	303 318	1 281	0,4 %
United Kingdom	2 476 435	7 416	0,3 %
Germany	3 036 773	8 522	0,3 %
Belgium	482 939	1 164	0,2 %
Finland	106 236	183	0,2 %
Ireland	96 344	221	0,2 %
Italy	1 359 616	1 098	0,1 %
Portugal	142 827	189	0,1 %
Slovakia	72 249	58	0,1 %
Spain	855 308	1 076	0,1 %
Czech Republic	192 314	197	0,1 %
Bulgaria	20 359	2	0,0 %
Greece	71 218		0,0 %
Poland	327 219	81	0,0 %
Romania	70 172	7	0,0 %
Hungary	67 476	32	0,0 %
Total EU	12 390 871	38 496	0,3 %
<b>Norway</b>	<b>144 212</b>	<b>18 090</b>	<b>12,5 %</b>
Switzerland	301 942	1 659	0,5 %
<b>Total Europe</b>	<b>12 837 025</b>	<b>58 244</b>	<b>0,5 %</b>

# BEVs saves CO<sub>2</sub>-reduction



# Norwegian EV owner survey 2015

- Yearly survey by Norwegian EV Association
- April 2015
- 7.378 respondents

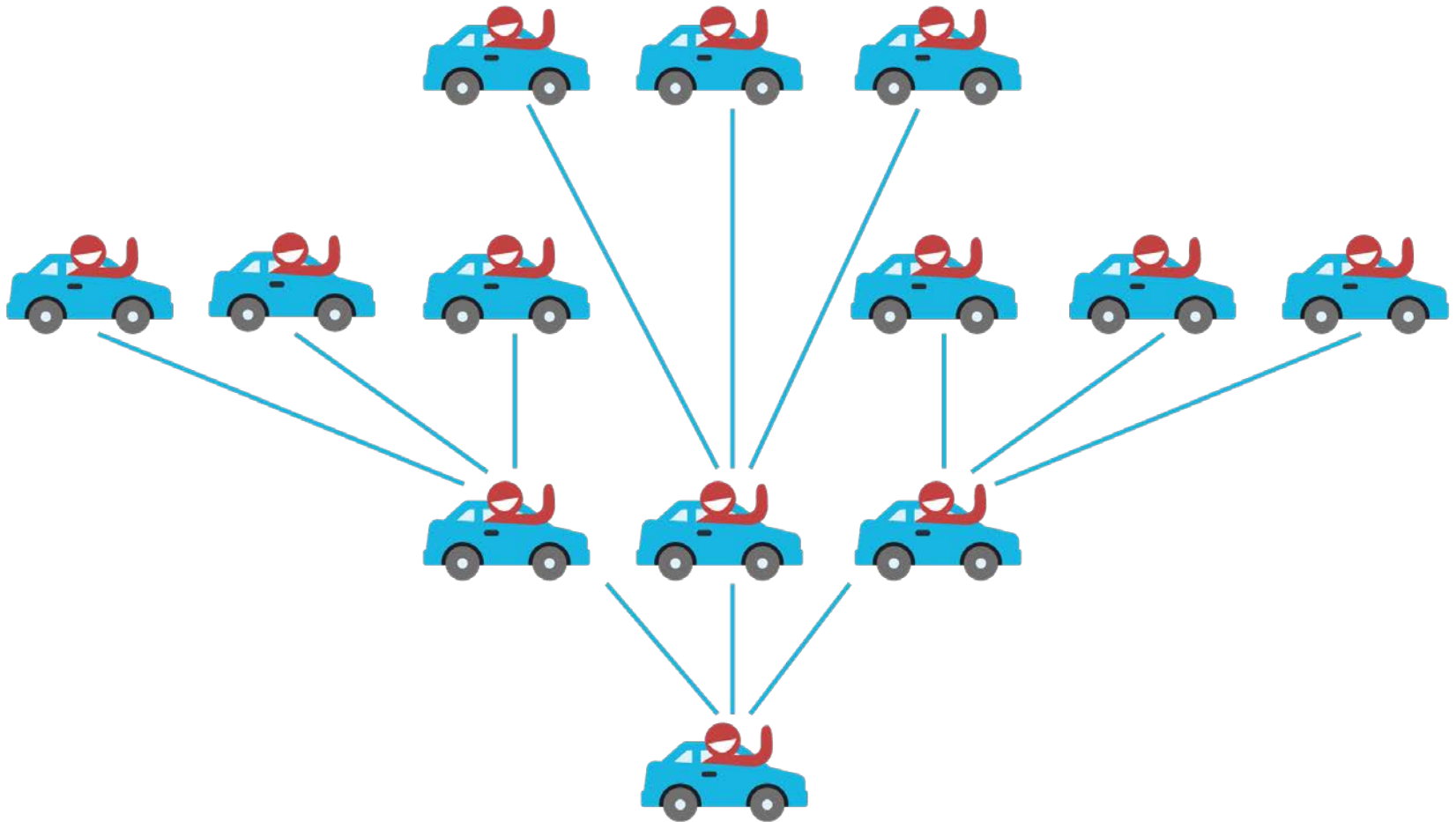


The average EV owner gives the electric car 9 out of 10 «smilies»



**The Norwegian EV owner survey 2015:** How satisfied are you as an EV owner?

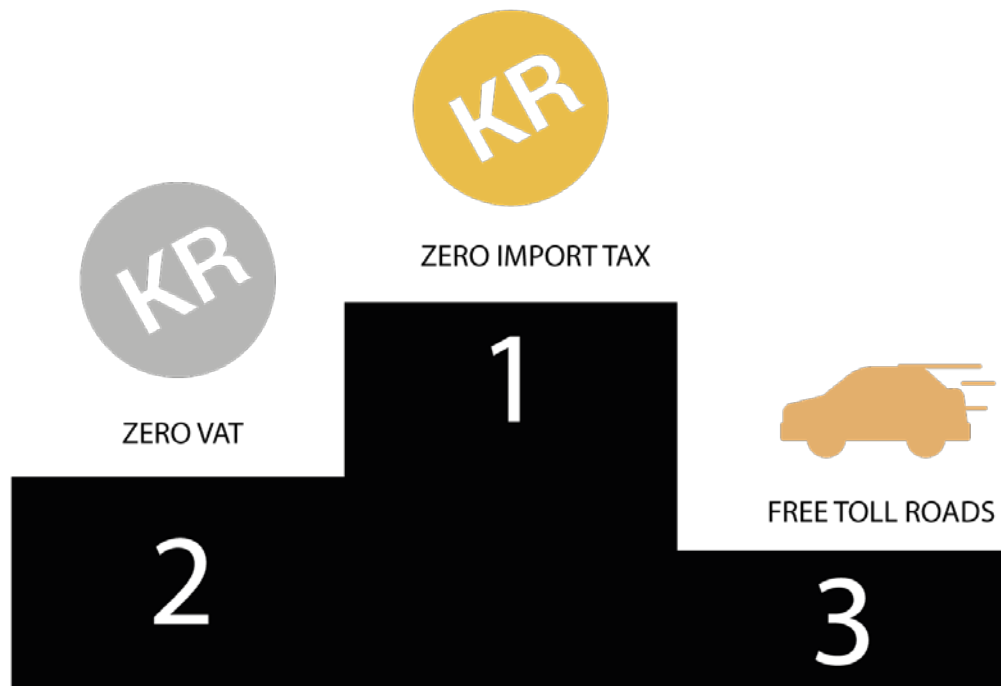
# For every happy EV owner there will be 3 more



**The Norwegian EV owner survey 2015:** How many in your social circle do you think you have inspired to buy an EV?



The economic EV benefits are the most important to convince more people to choose an electric car



- 4. LOW ELECTRICITY COST
- 5. LOW ANNUAL ROAD TAX
- 6. CHARGING NETWORK
- 7. FREE PARKING

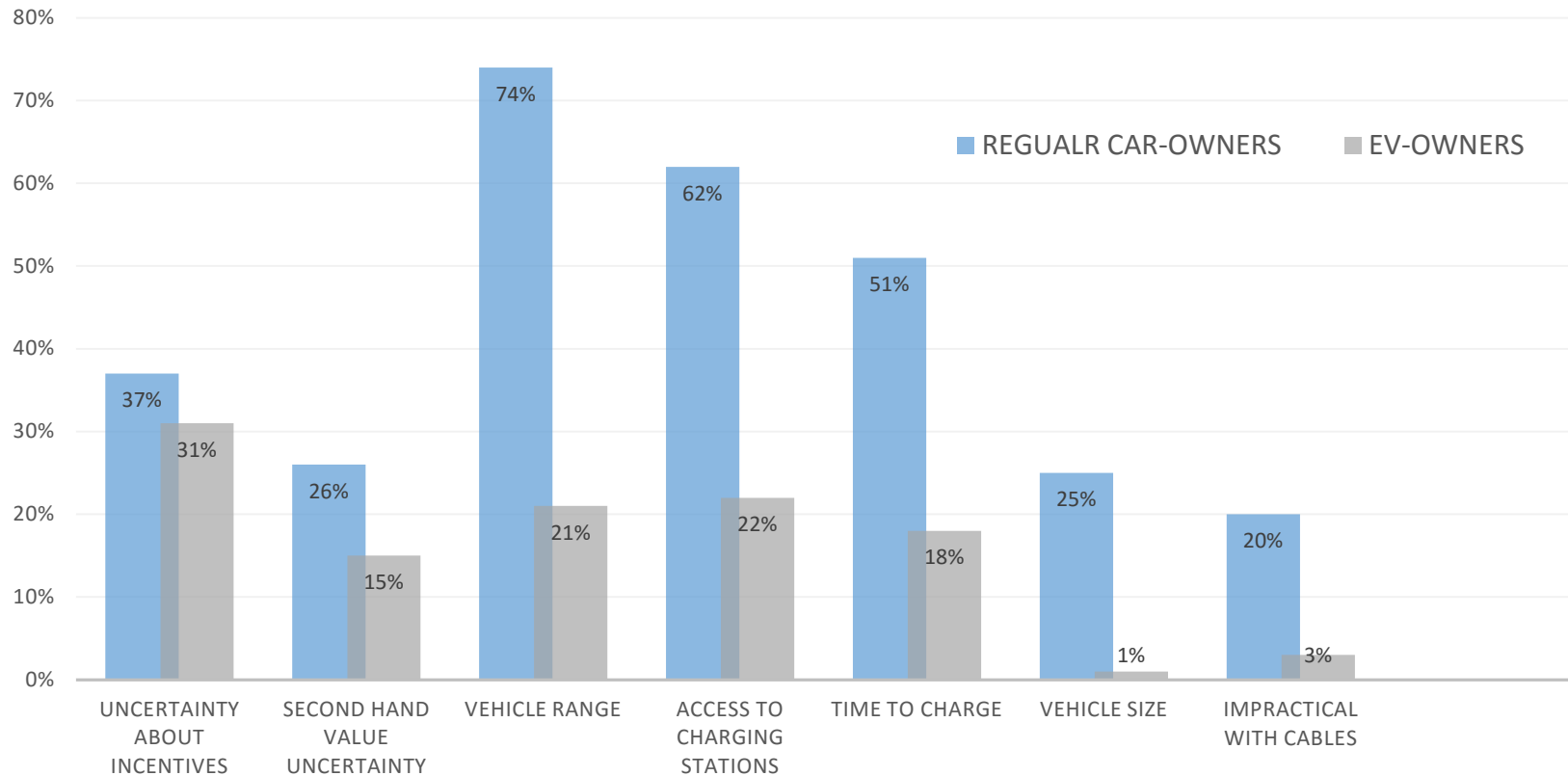
- 8. FREE CHARGING
- 9. ACCESS TO BUS LANES
- 10. FREE FERRIES

The Norwegian EV owner survey 2015: Rank the electric car incentives.



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# Expressed disadvantages with EVs

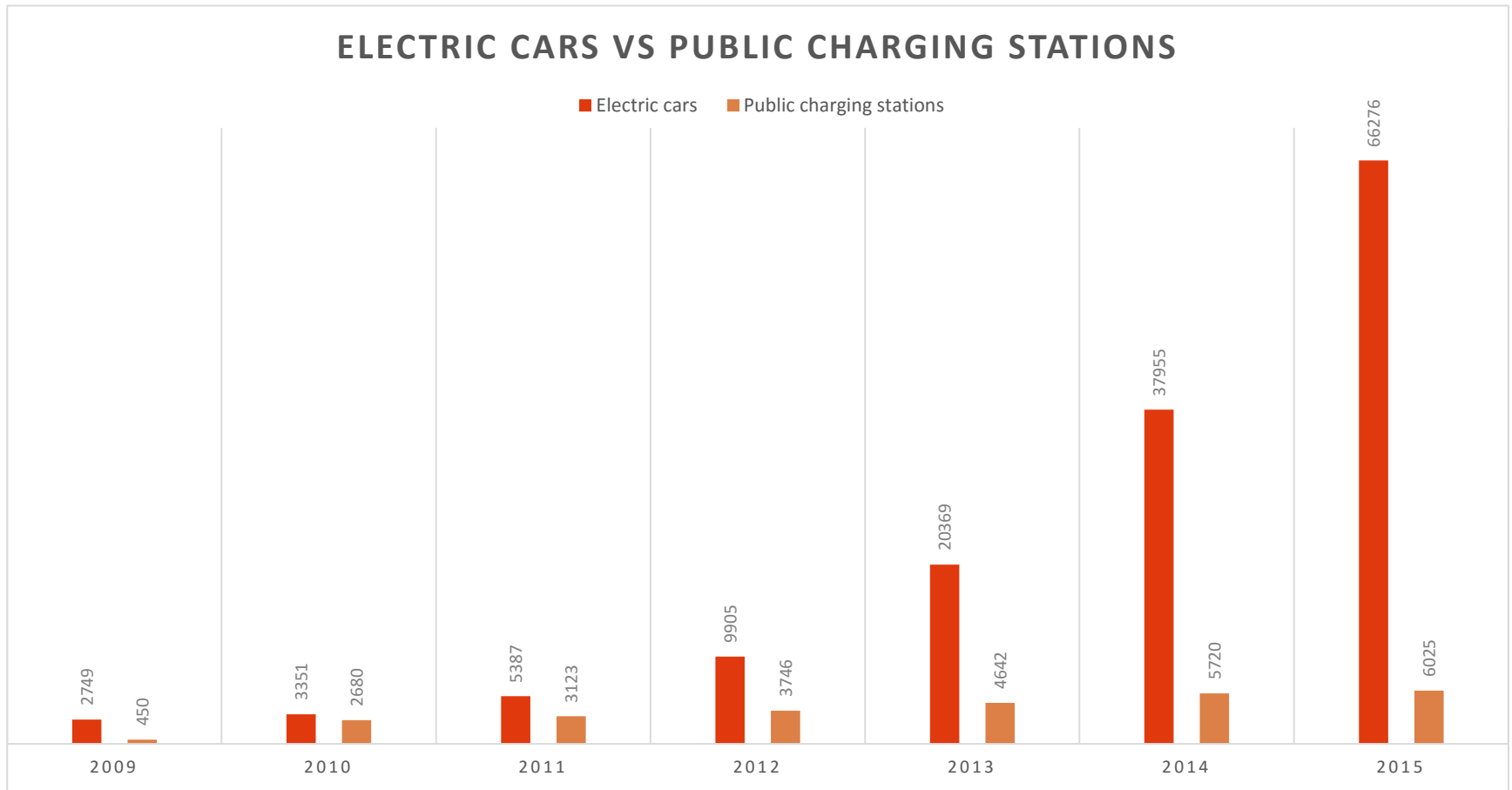


Source: TØI 2014,

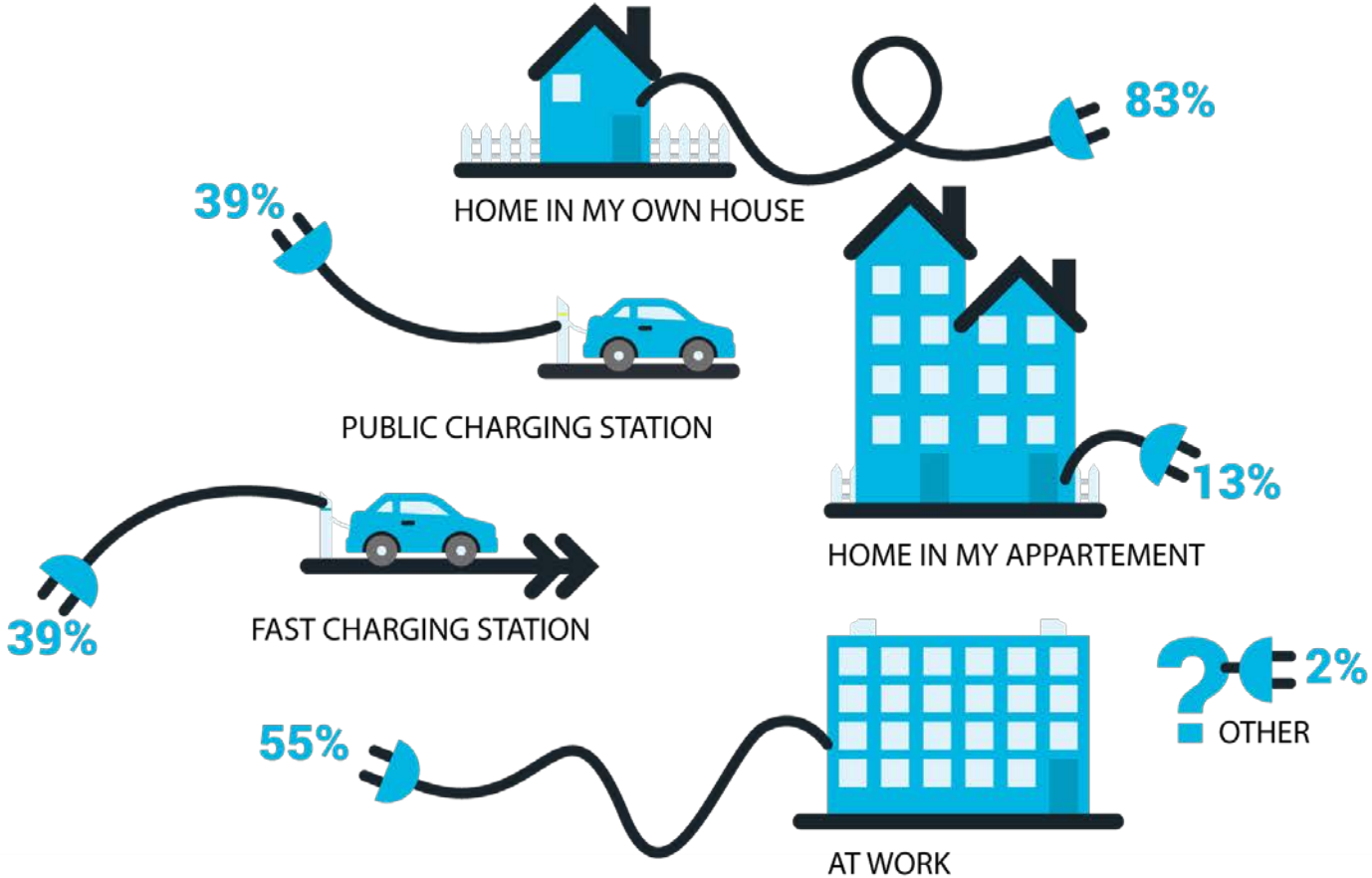
<https://www.toi.no/getfile.php/Publikasjoner/T%C3%98I%20rapporter/2014/1329-2014/1329-2014-el.pdf>



# Charging points and EVs in Norway

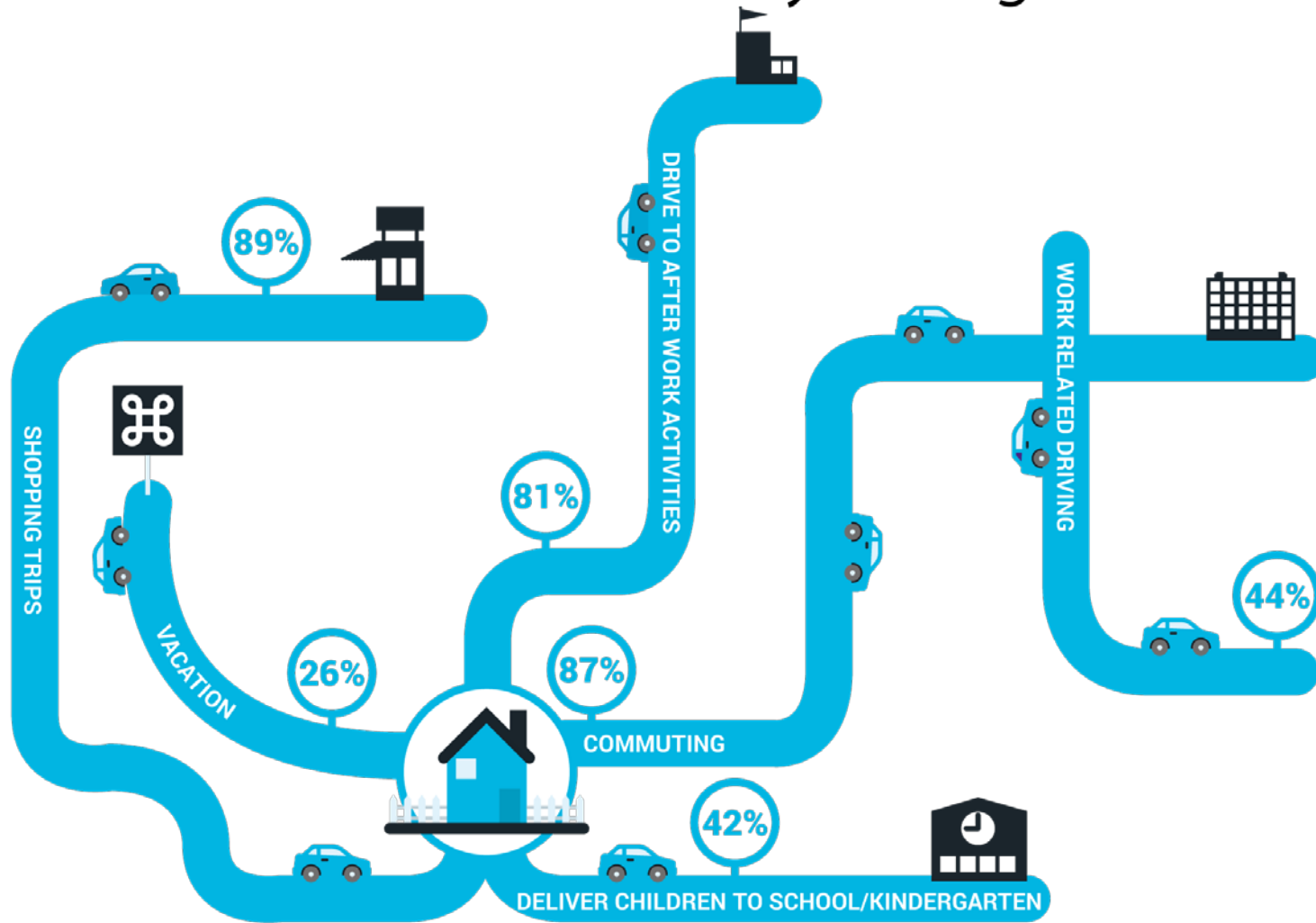


# Most electric car owners charge at home and starts with full battery every morning



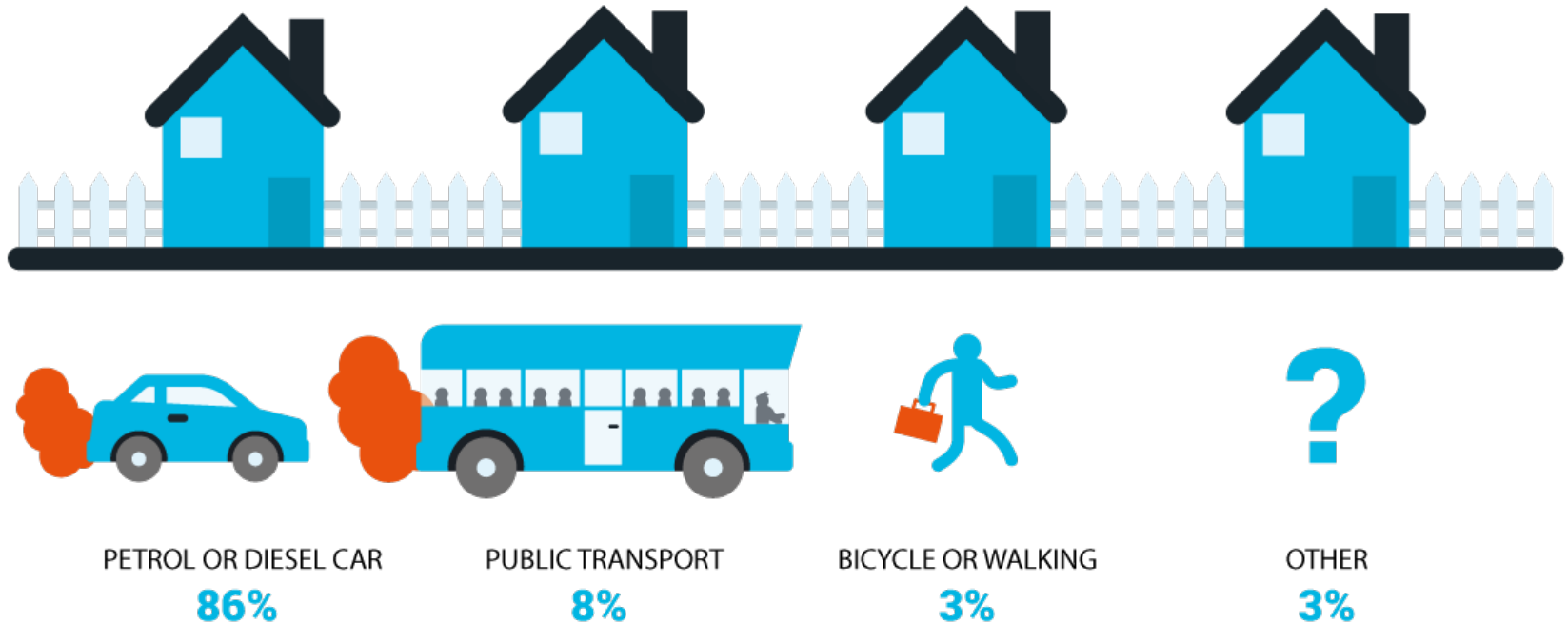
The Norwegian EV owner survey 2015: I have access to charging when needed

# The electric car covers most daily driving tasks



The Norwegian EV owner survey 2015: I use my electric car for the following tasks

# Electric cars replaces petrol and diesel cars, not bus and bicycle



The Norwegian EV owner survey 2015: How would you have traveled daily without an electric car?



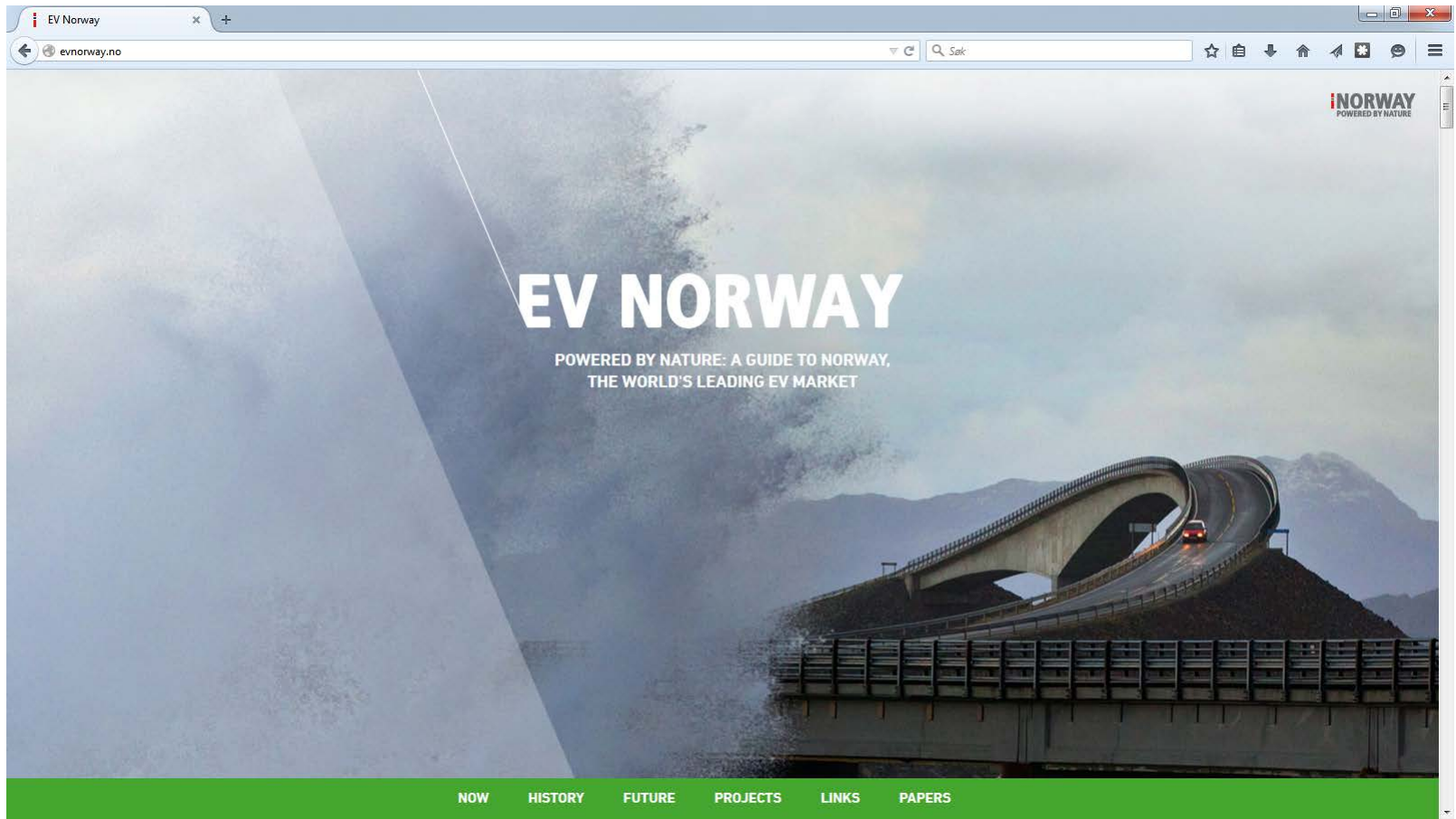
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# The Norwegian EV Success story

- Small country with a record high share of EVs
- Unique test case for decision makers in governments and industry
- Economic incentives are most important for EV owners
- Survey shows that BEVs works well even in a cold country with high mountains



www.evnorway.no



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