



With only 3,421 days until 2035, can Europe close the gap?

From Push to Pull: Europe's BEV Transition in the Final Run-Up to 2035 in the Final Run-Up to 2035

Bridging the Policy-Action Gap in Europe's Electric Vehicle Market:

CENEX EXPO 2025 | Net Zero Around the Globe

13:00 - 14:00 | CENEX |

Harm WEKEN

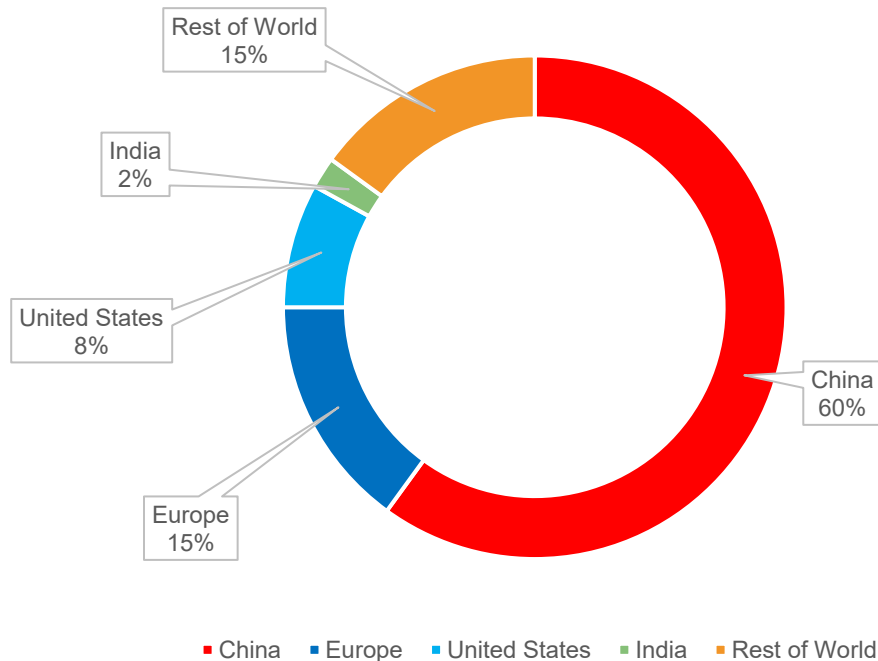
FIER Sustainable Mobility

Based on EAFO Analysis | Q2 2025 Data

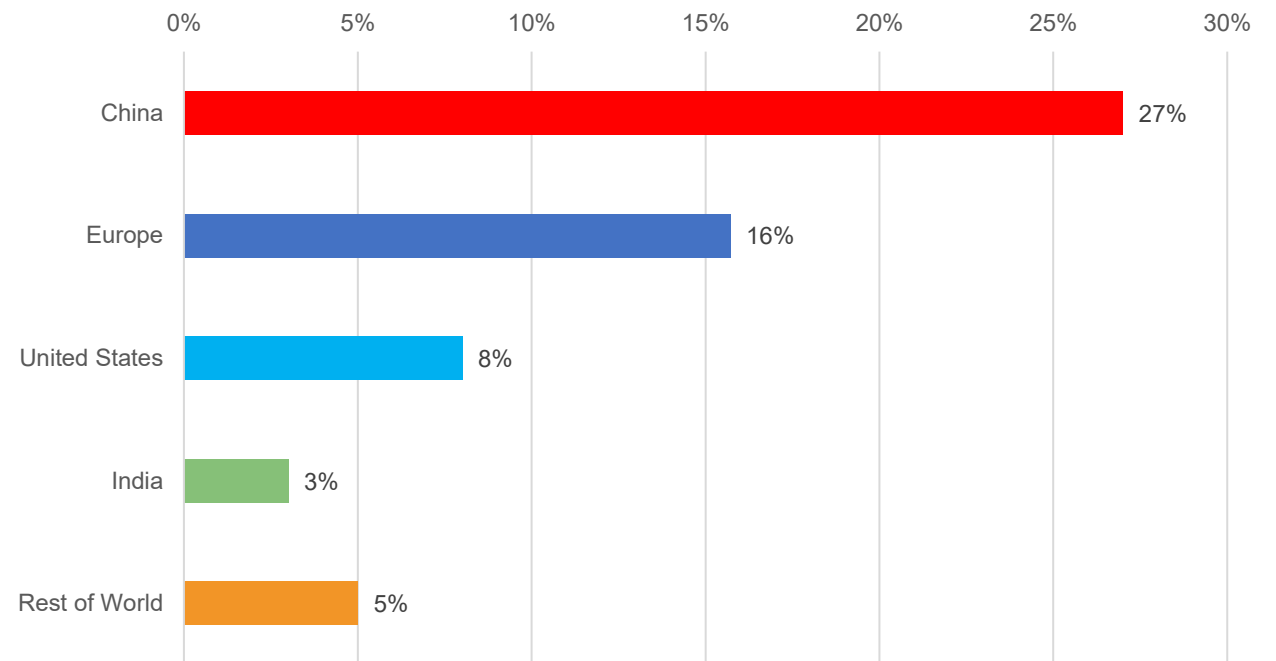
Where Europe stands (and the world)

Europe: 15% share of global BEV registrations in Q1 2025 / 16% market share

Global BEV Sales Share 2025 Q1 (%)



BEV Share of New Car Sales H1 2025 (%)

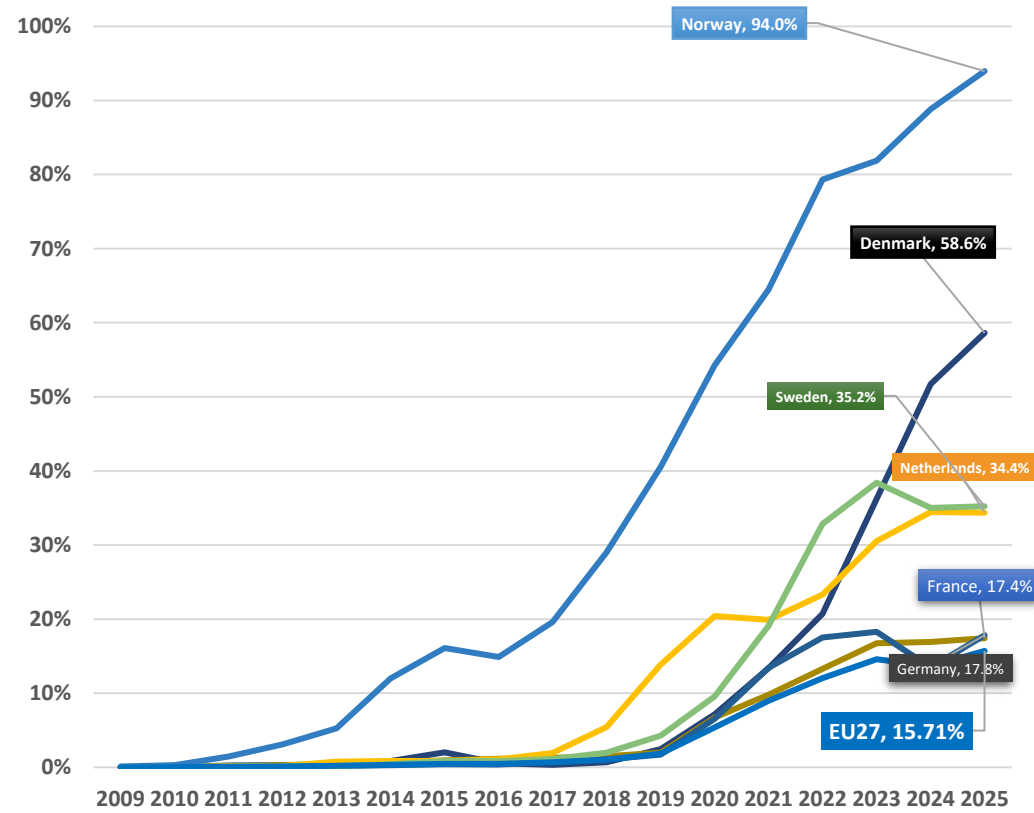


Add source: CleanTechnika Jose Pontes. New Energy Vehicles.

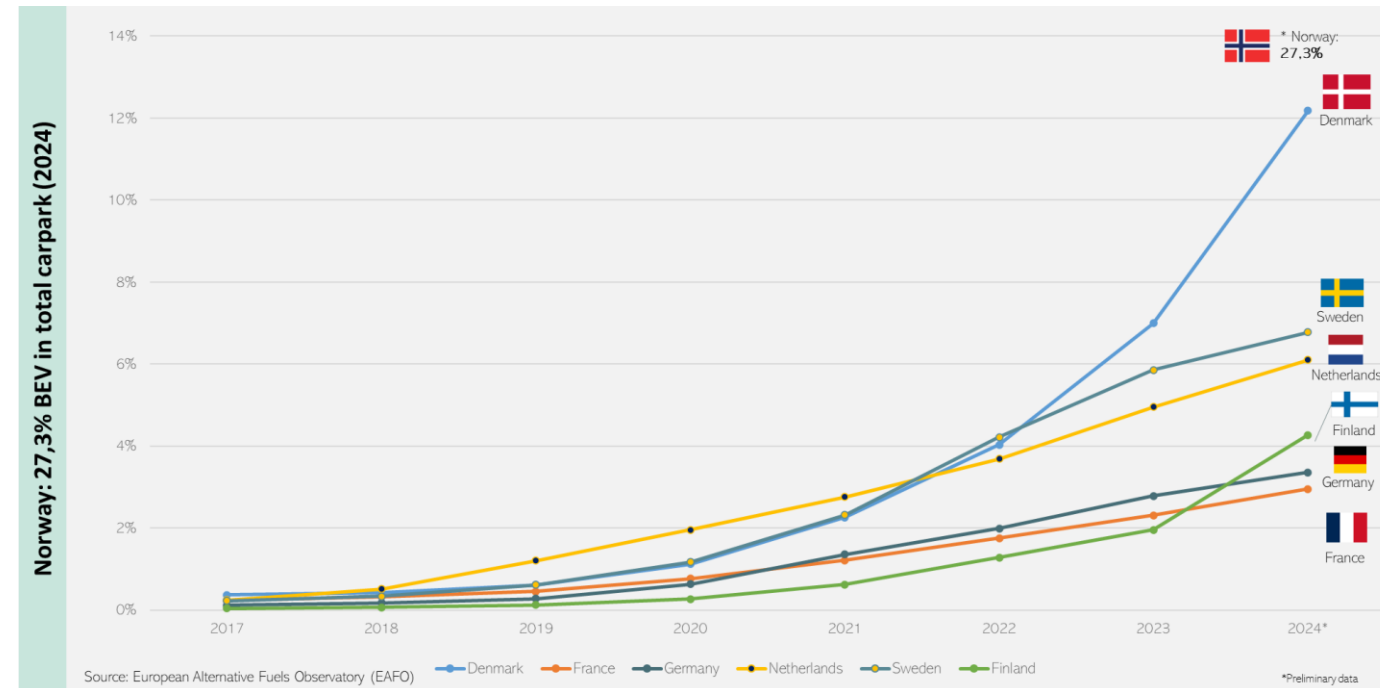
[\[1\]](#)

European market share (%) and car park (%)

BEV market share (%)



BEV car park (%)

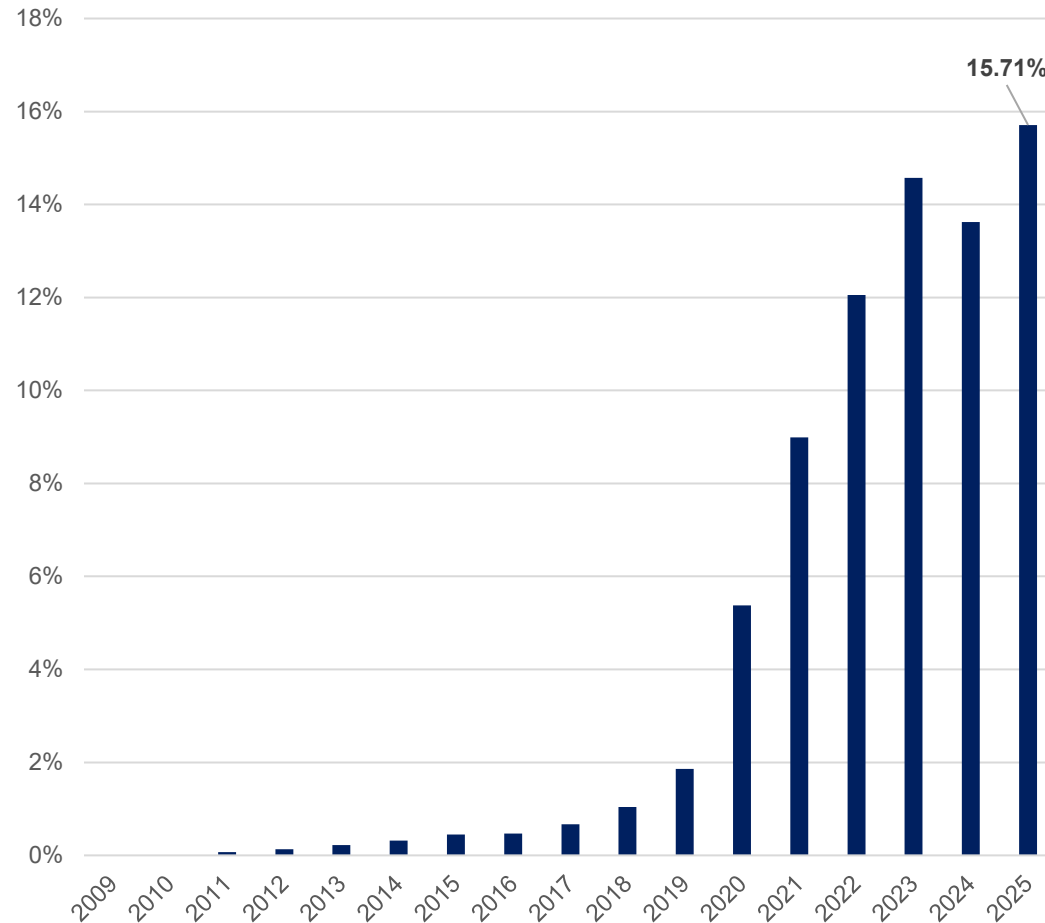


BEV market share in EU27 (%)

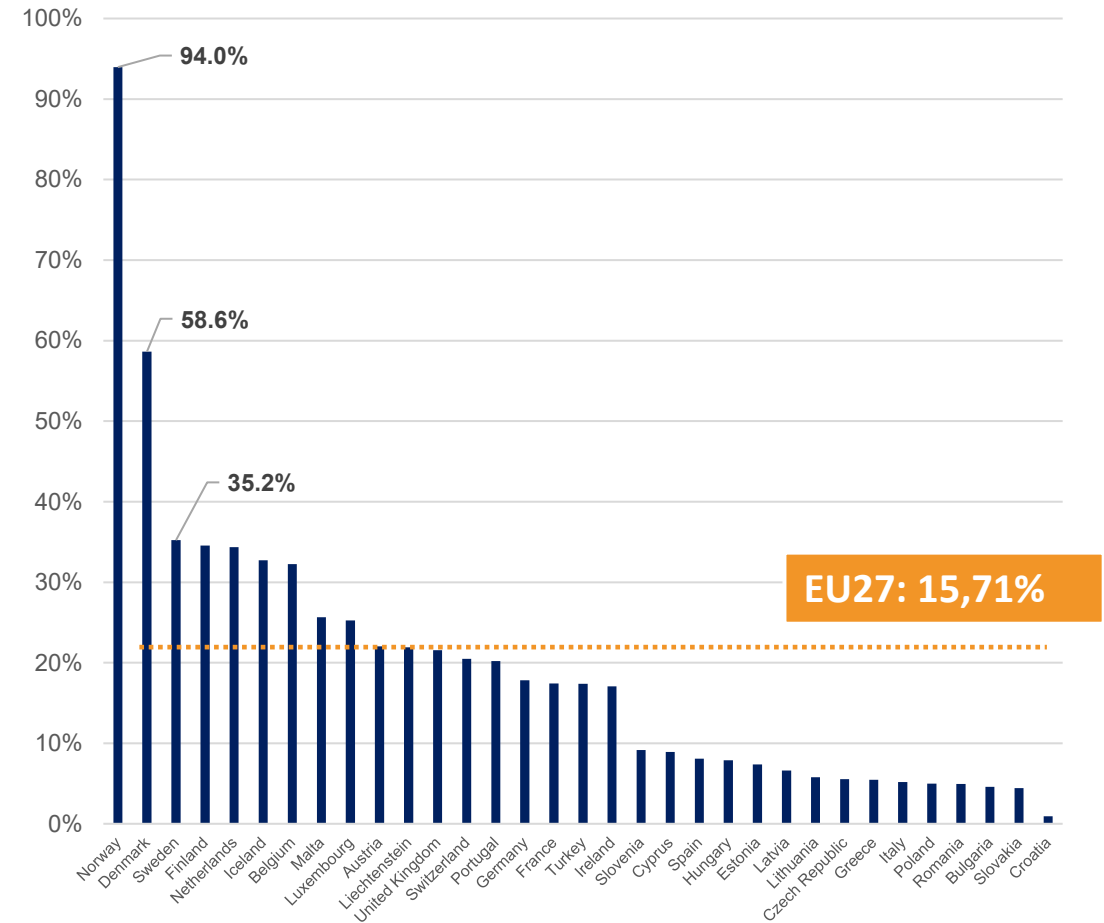
Cars



BEV market share in EU-27 (until H1 2025)



H1 2025 BEV Market share (%)



Policy Shockwaves Shape Markets: Major Policy Jolts 2020-2025

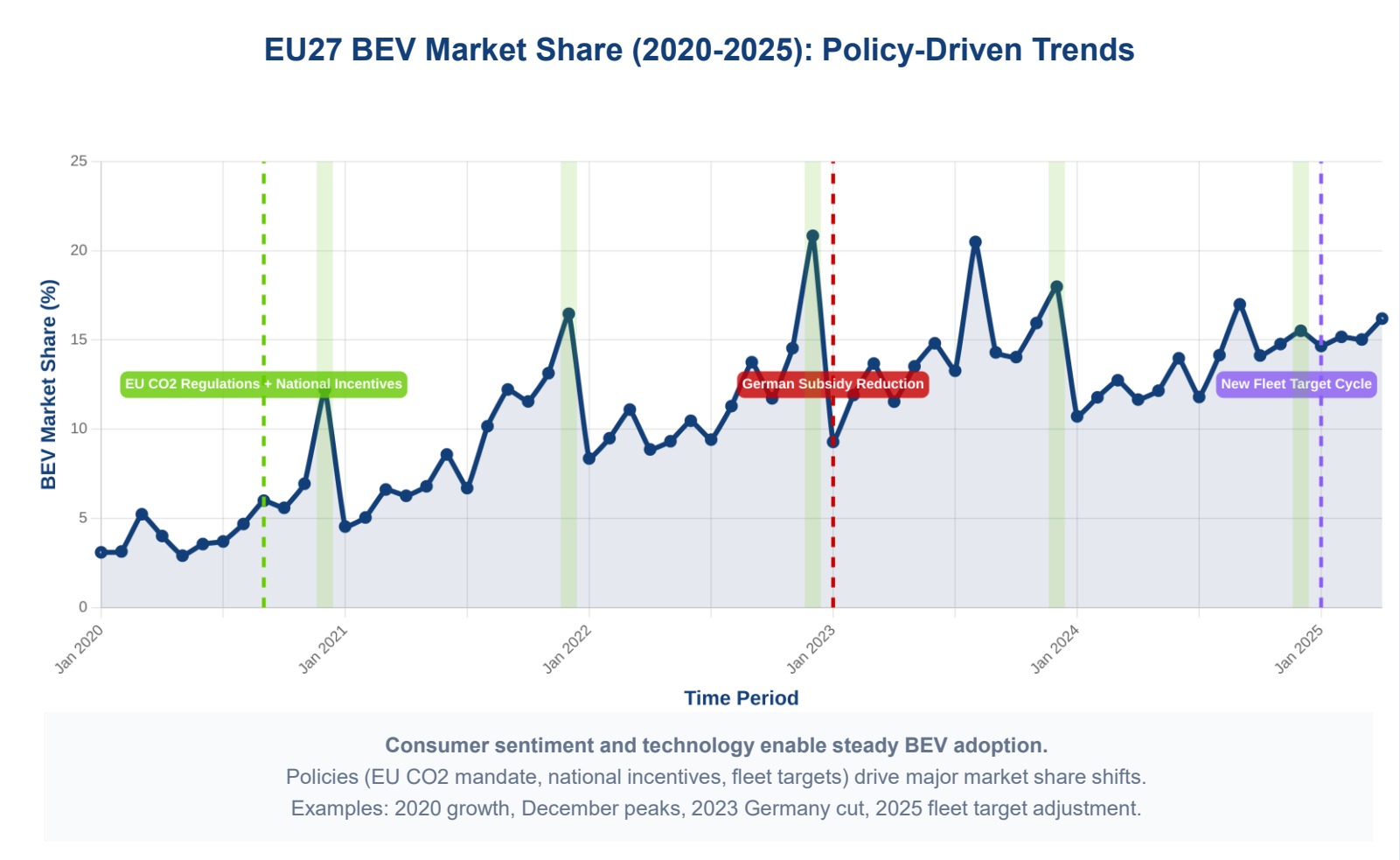
- ↑ EU CO2 Mandate (2020)

Annual targets drive growth and December peaks
- + Germany Expanded Subsidies (2020)

Part of post-COVID recovery package
- ↓ Germany Subsidy Cut (2023)

Incentive reduction impacts demand
- ⚙️ New Fleet Target (Jan 2025)

Stricter emission targets for OEMs



TCO 2023: BEV vs ICE Cost Advantage

| Country | Business Market | | | Private Market | | |
|-------------|-----------------|-----------|-----------|----------------|-----------|-----------|
| | B Segment | C Segment | D Segment | B Segment | C Segment | D Segment |
| Netherlands | -€1,435 | -€4,849 | -€8,022 | -€2,990 | -€4,979 | -€5,479 |
| Germany | -€3,802 | -€8,356 | -€8,983 | -€3,409 | -€6,150 | -€5,469 |
| Sweden | -€1,729 | -€434 | -€5,762 | -€120 | €991 | -€3,657 |
| France | -€1,725 | -€5,666 | -€4,135 | -€2,178 | -€5,896 | -€4,243 |

Strong BEV Advantage

Moderate BEV Advantage

Small BEV Advantage

Minimal Advantage

ICE Advantage

Netherlands

BEV TCO benefit positive but **smaller than Germany**

Depreciation Impact

Higher BEV depreciation in **NL & SE**; subsidies in **FR & DE** compensate

Progressive Tax

Higher segments show **greater BEV benefit** in Sweden

TCO 2025: The Advantage Erodes

⚠ Dramatic shift from 2023: BEVs now having TCO disadvantages to ICEs in most segments

| Country | Business Market | | | Private Market | | |
|-------------|-----------------|-----------|-----------|----------------|-----------|-----------|
| | B Segment | C Segment | D Segment | B Segment | C Segment | D Segment |
| Netherlands | -€ 1.000 | -€ 1.000 | € 8.000 | -€ 6.000 | -€ 4.000 | € 2.000 |
| Germany | -€ 4.000 | -€ 4.000 | € 0 | -€ 9.000 | -€ 6.000 | -€ 3.000 |
| Sweden | -€ 2.000 | -€ 3.000 | -€ 3.000 | -€ 8.000 | -€ 10.000 | -€ 10.000 |
| France | -€ 2.000 | € 4.000 | € 5.000 | -€ 5.000 | € 6.000 | € 6.000 |

BEV Advantage Minimal Difference ICE Advantage Strong ICE Advantage

🚫 Subsidies Ended

DE, SE, NL stopped purchase subsidies; FR reduced amounts

📉 Residual Values

BEV values sharply declined; ICE values slightly improved

⏸ Market Hesitation

Policy uncertainty holding back purchases

! Netherlands Impact

Especially sharp residual value decline

KPI: EV-to-charger ratio

Light-duty EV fleet to public charging points ratio

High-power charging innovations may change the needs!

High (≤10:1) Moderate (10-20:1) Low (>20:1)

| Country | EV-to-charger Ratio | Country | EV-to-charger Ratio | Country | EV-to-charger Ratio |
|----------------|---------------------|----------|---------------------|---------|---------------------|
| Netherlands | 5.0:1 | Turkey | 9.6:1 | Belgium | 8.0:1 |
| Denmark | 8.0:1 | Austria | 10.0:1 | | |
| Poland | 16.2:1 | Romania | 17.4:1 | Iceland | 17.2:1 |
| Sweden | 16.0:1 | Italy | 12.0:1 | France | 13.0:1 |
| Spain | 15.0:1 | Germany | 19.5:1 | | |
| United Kingdom | 22.7:1 | Portugal | 23.4:1 | Norway | 36.2:1 |
| Malta | 77.2:1 | | | | |

Source: EAFO analysis of the Ratio of Light Duty Electric Vehicle Fleet to Public Charging (April 2025)

Beyond Subsidies: The Pull Strategy Framework



PUSH Strategy

Broad, universal subsidies

- Direct purchase bonuses
- Temporary incentives
- Market distortions
- Cliff-edge effects



TRANSITION

From artificial push to sustainable pull



PULL Strategy

Targeted, structural incentives

- Tax-based advantages
- Predictable policies
- Infrastructure investment
- Equity-oriented support



Strategic Shift: Focus on predictability, equity, and long-term market signals. Tax-based incentives create sustainable market pull without fiscal cliff-edges.

Three Imperatives for 2025-2030

These imperatives provide concrete, actionable steps that policymakers can implement immediately to close the policy-action gap.

1

LOCK-IN PREDICTABILITY

3-year rolling incentive calendar with transparent phase-out schedules

Predictability → DK 5-yr tax glide path (2021-25)

2

DEMOCRATIZE ACCESS

≥30% of ETS2/SCF revenue to income-capped EV support programs

Democratise access → Min. 30% ETS-2/SCF revenue ring-fenced for low-income e-mobility

3

ACCELERATE FLEET TURNOVER

Shift focus from new sales to the in-use stock: retire/replace ICE vehicles faster and scale access to second-hand BEVs.

Fleet transition — Corporate-fleet ZEV purchase targets + used-EV finance via ETS2/SCF + targeted scrappage/retrofit pilots from 2026

Why Predictability?

Stable, transparent incentives lift resale values by up to 12 percentage points—crucial for leasing and fleet adoption.

Why Equity?

Leaving nobody behind. Incentives so far reached mainly business cars and high income households.

Why Fleet Turnover?

ICE cars sold today typically remain in use for over two decades, so emissions persist well into the 2030s; without policies that speed replacement cycles and expand affordable used-BEV supply, tailpipe reductions lag even with high BEV new-sales shares.

57% of the surveyed non-BEV European drivers consider buying a BEV in the short, medium, or long term

Cheap BEV Models: 25+ new affordable and range wise acceptable BEV models expected to enter the European market in 2026.

Overview of EU Legislations towards Net Zero

Europe is a regulatory powerhouse, apply both supply and demand side measures

1) Industrial Action Plan for the European automotive sector

2) CO2 emission performance standards for new passenger cars and for new light commercial vehicles

3) Alternative Fuels Infrastructure Regulation

4) Greening Corporate Fleets Initiative*

5) Directive on corporate sustainability due diligence

6) Emissions Trading System (ETS2)

7) Energy Performance of Buildings Directive

8) Clean Vehicles Directive

9) Renewable Energy Directive III

10) Euro 7 Emission Standards

11) EU Battery Regulation

12) Critical Raw Materials Act

13) Net-Zero Industry Act

14) Effort Sharing Regulation

15) Energy Taxation Directive Proposal

16) Social Climate Fund

17) Ambient Air Quality Directive Revision

18) Revision of the Weights and Dimensions Directive

19) Revision of the Driving License Directive

20) ESG Ratings Transparency Regulation

ZEMO – The Regional Observatory for Zero-Emission Mobility Starting with: **Latin America**



Background & Purpose

Inspired by EAFO in Europe
Neutral, data-driven observatory
Supports policy, benchmarking & cooperation




Why Latin America?

Countries often act in isolation
ZEMO provides reliable, transparent data
Enables regional learning & collaboration



Public & Regional Approach

Non-commercial, public good
Supported by EU & UNEP (SOLUTIONSPlus)
Long-term regional governance & ownership

 Focused exclusively on zero-emission mobility → Accelerating **reduction** across Latin America

EV adoption , **renewable integration** , and **CO₂**

Latin America is a quick grower market

125,000 BEV by 2024; Brazil, Colombia closing on 10% - Uruguay, Costa Rica +20%



Annual EV Registrations by Country

EV Market Update – June 2025

Latest BEV registrations, top models, and YoY growth



Year-on-Year Growth (2025/2024)

70,48%

Accumulated BEV Registrations

282 e

Month Selector

Mind

Country

Brazil

Category

M1

Drive Train

BEV

Latest Monthly Registrations

39 384

YoY Monthly Growth

11%

Market Share (%)

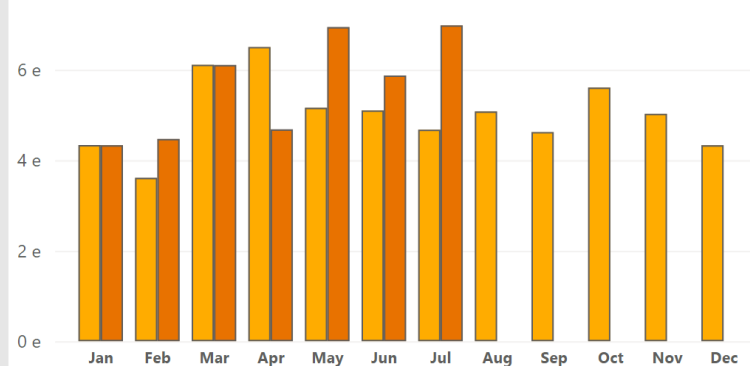
8%

YTD Registrations in 2024

35 496

Monthly Registration Trend (2025)

Year ● 2024 ● 2025

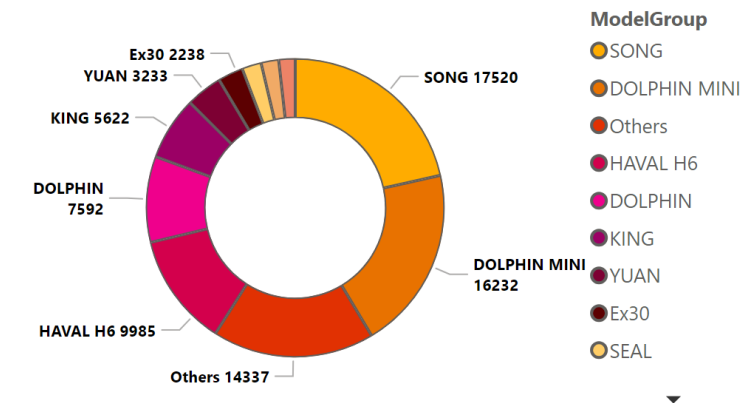


Cumulative Registrations YTD (2024/2025)

Year ● 2024 ● 2025



Monthly Registration Trend (2025)



Top Manufacturers



[Back to Country Overview](#)