

# PRESS RELEASE

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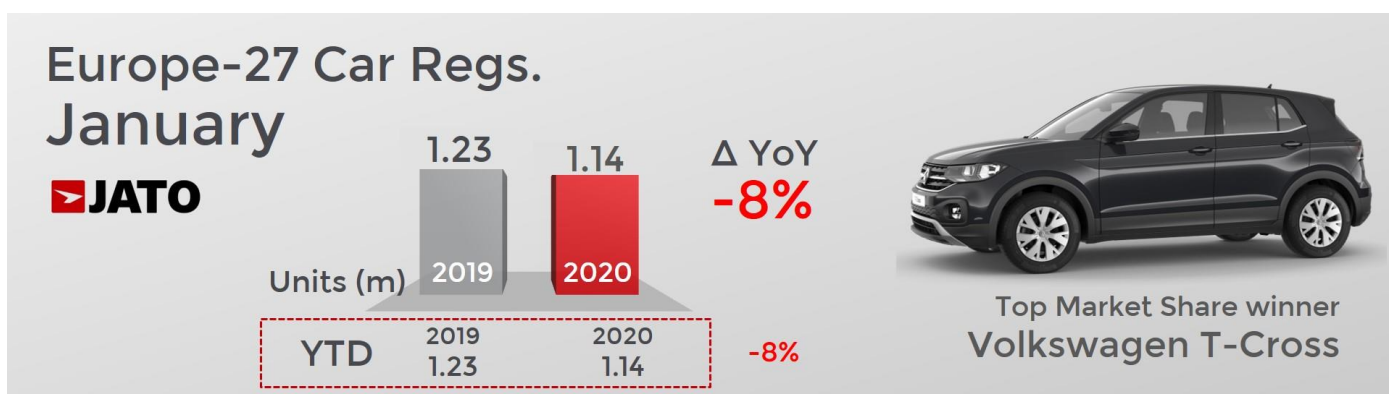
London, UK

## 13% OF TOTAL NEW CAR REGISTRATIONS IN EUROPE MADE UP BY EVs IN JANUARY 2020

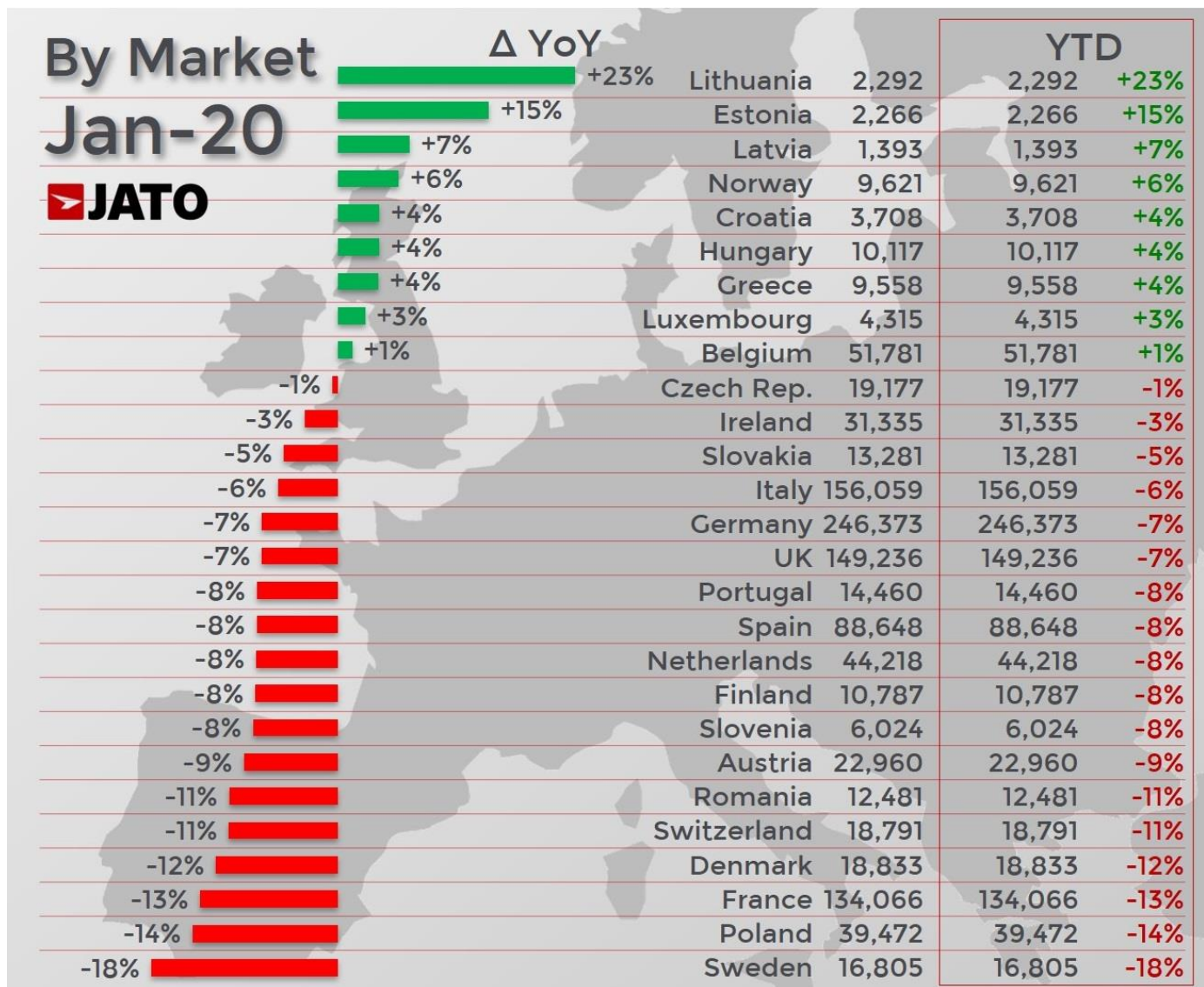
- January marked a bad start for car registration with total volume down by 7.6%
- Diesel and gasoline car demand decreased by 17% and 12% respectively
- Electrified vehicles saw double-digit market share in 19 markets

After a large increase of European registrations experienced in December 2019, volumes for January have decreased, marking another month of transition for the complex new car market. A total of 1,138,057 new passenger cars were registered in January 2020, representing a decline of 7.6% from January 2019. This steep reduction was in large part caused by the last minute purchases made in December, due to the impending introduction of the new CO<sub>2</sub> emissions regulation.

Despite the decrease from December, registration levels were actually the 4<sup>th</sup> highest in January, for any year in the last decade. Felipe Munoz, global analyst at JATO Dynamics explained: "The European market is still showing signs of strength despite a tough environment. We believe that the market is capable of adapting to meet new regulations and impending challenges. This is exemplified by the increase of EV registrations, which was a lifeline for many OEMs in January. Only two years ago not many in the industry would have predicted such high levels of demand for EVs."



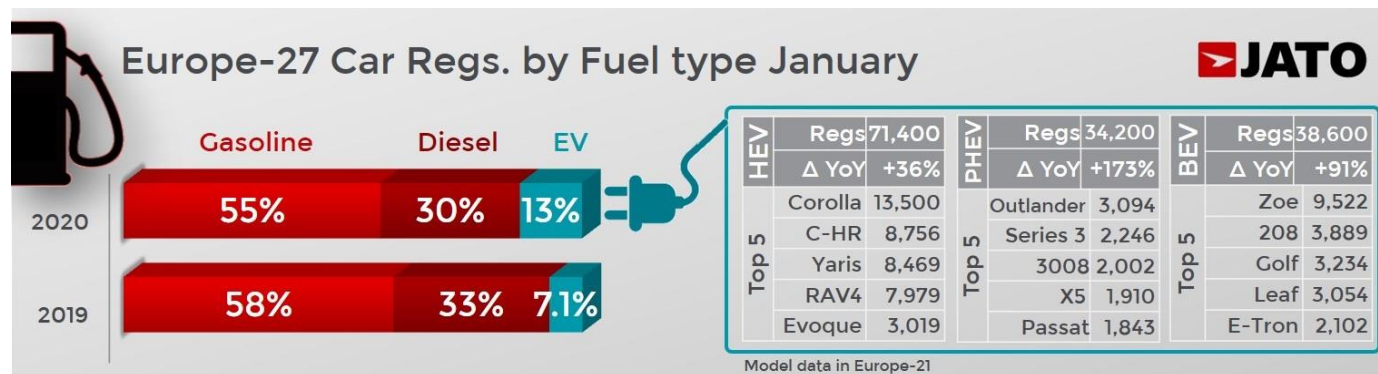
In fact, electrified vehicles provided the only driver of growth for the market in January. They posted a record in volume and market share due to increasing incentives for consumers, greater awareness about the benefits of electrified vehicles, and the growing concern about diesel and petrol cars. During the first month of 2020, total EV registrations increased by a huge 72%, jumping from 87,100 units posted in January 2019 to 150,100 units in the same month of 2020. This is a market share of 13.3% compared to just 7.1% in the year prior.



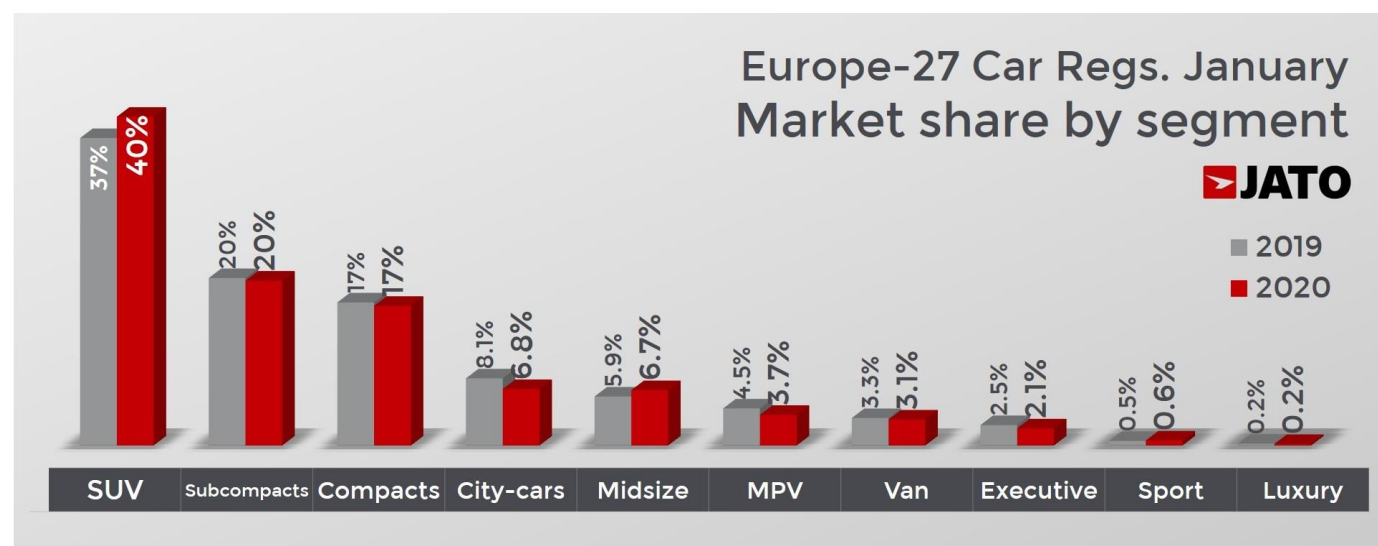
All EV types contributed to growth as Hybrids (HEV) increased their volume by 36%, pure electric (BEV) by 91% and plug-in hybrids (PHEV) by 173%. For the first time, the hybrids counted for less than half of total EV registrations. Munoz commented: "Europe demonstrated that the widespread adoption of EVs is increasingly feasible, and will become a likely reality once the cars become more affordable".

The penetration of EVs in each market highlights the outstanding performance of these vehicles. They made up 77% of total car registrations in Norway, 38% in Sweden and 28% in Finland. Among the big markets, EVs counted for almost 19% in France, 14% in the UK, 12% in Spain, 10% in Germany and 8% in Italy. By

brand, these cars represented an important part of the volume registered by Smart (96%), Lexus and Toyota (95% and 66% respectively), DS (42%), Suzuki (41%) and Land Rover (37%). In contrast to this, they made up a significantly smaller proportion of the volume by registered by Citroen (1.4%), Seat (1.4%), Ford (3.3%), Opel (3.9%), Skoda (4%) and Volkswagen (5%).



Meanwhile, despite a slight decrease in total registrations SUVs did manage to increase market share due to the drop in overall vehicle sales in January. Across Europe consumers bought 452,900 SUVs, down by only 1%, which allowed them to gain 2.6 points of share at 39.8% of total registrations. Only 14% of all SUV registrations in January were powered by electrified engines, whereas 28% of luxury sedans were HEV, PHEV or BEV. Munoz noted: “SUVs continue to gain traction. However, manufacturers need to produce more EV models if they want to keep up the momentum of growth moving forward”.



Among the latest launches, the Volkswagen T-Cross registered 12,880 units; the Skoda Kamiq 6,079 units; Ford Puma 6,036 units; Skoda Scala 5,646; Mazda CX-30 5,561; Kia Xceed 3,231; Audi Q3 Sportback 3,080; DS 3 Crossback 2,382; Lexus UX 1,894; Tesla Model 3 1,457; Toyota Camry 1,182.

Brand			Market Share Top Winners & Losers		Model			
Rank	Brand	Regs. ΔYoY	Group	Model	Rank	Model	Regs. ΔYoY	
1	VOLKSWAGEN	133,558 -6%		T-Cross	1	GOLF	26,303 -23%	
2	PEUGEOT	75,875 -9%		Toyota	Series 3	2	CLIO	21,615 -10%
3	RENAULT	68,216 -6%		BMW Group	Zoe	3	FOCUS	20,711 +8%
4	TOYOTA	67,133 +10%		Tesla	Kamiq	4	208	20,348 +10%
5	MERCEDES	66,741 -2%		JLR	Puma	5	POLO	20,037 -21%
6	FORD	65,487 -19%		Mazda	Astra	6	CORSA	18,769 +7%
7	BMW	64,323 +9%		Suzuki	Duster	7	YARIS	17,634 -14%
8	SKODA	61,170 -1%		Renault-Nissan	CX-3	8	FIESTA	17,627 -1%
9	AUDI	58,380 +8%		Ford	Kuga	9	OCTAVIA	16,942 -18%
10	OPEL/VHALL	51,228 -27%		PSA	Mokka	10	PANDA	16,763 -8%
11	CITROEN	47,848 -8%				11	COROLLA	16,264 New
12	FIAT	43,914 -4%				12	QASHQAI	16,163 -4%
13	HYUNDAI	42,056 -7%				13	3008	15,935 -12%
14	SEAT	39,164 +9%				14	T-ROC	15,098 -16%
15	KIA	39,055 -7%				15	TIGUAN	14,915 -20%
16	DACIA	33,111 -31%				16	C3	14,900 -18%
17	NISSAN	31,693 -2%				17	SANDERO	14,085 -23%
18	VOLVO	23,612 -14%				18	A-CLASS	13,147 -13%
19	SUZUKI	13,846 -37%				19	T-CROSS	12,880 New
20	MAZDA	13,297 -32%				20	PASSAT	12,771 +38%
21	MINI	12,799 -14%				21	500	12,723 9%
22	LAND ROVER	12,448 -2%				22	CAPTUR	12,676 -6%
23	MITSUBISHI	11,386 +1%				23	SERIES 3	12,623 +94%
24	JEEP	10,591 -13%				24	CROSSLAND	11,230 +17%
25	HONDA	8,231 -20%				25	SERIES 1	10,549 +39%

-Ends-

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JATO was founded in 1984 and provides the world's most timely, accurate and up-to-date information on vehicle specifications and pricing, sales and registrations, news and incentives.

The company has representation in over 40 countries, providing unique local market expertise. The JATO client base includes all of the world's volume vehicle manufacturers; giving them the ability to react to short-term market movements, plan for long-term developments and ultimately to meet consumers' needs.

JATO's intelligence has also been adapted for consumer use in motoring web portals where customers can see the advantages and disadvantages of a specified model against any other.

Major leasing companies use JATO's intelligence to drive the vehicle quotation process. Visit JATO at [www.jato.com](http://www.jato.com) for more information.

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