

In September 2020, for the first time in European history, registrations for electrified vehicles overtook diesel

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- Volume of BEVs, PHEVs and HEVs made up one in four of the new cars registered in Europe in September
- Volkswagen Group was the biggest winner of the month, partly because of its new EVs
- The Volkswagen ID.3 has had an impressive start

2020 has been a turbulent year for the car market globally, and particularly in Europe. Although car registrations dropped by 29% during the first nine months of the year – to 8.54 million units – there are clear signs that Europe is all set for an electric revolution. In fact, according to JATO's figures for September 2020, this revolution has already started.

JATO Dynamic's data for 27 markets in Europe shows that the total number of electrified cars registered in September (encompassing pure electric, plug-in hybrids, full hybrids and mild hybrids) was higher than the number of registrations for diesel cars. For the first time in the modern era, alternative-fuelled-vehicles outsold one of the two internal combustion engine (ICE) types. This marks significant change – for just five years ago, diesel cars were a dominant player in Europe.

EV growth makes history

Whilst overall the market posted a timid growth of a mere 1.2% in September, to almost 1.3 million passenger cars, the mix by fuel type signals big differences in growth rates. Demand for gasoline and diesel cars shows double-digit drops compared to September 2019 while the volume of EVs increased by 139% to 327,800 units - a record in terms of both volume and market share. This is the first time that EVs have broken the 300,000 units monthly mark, and only the second time that they have counted for more than 20% of registrations.

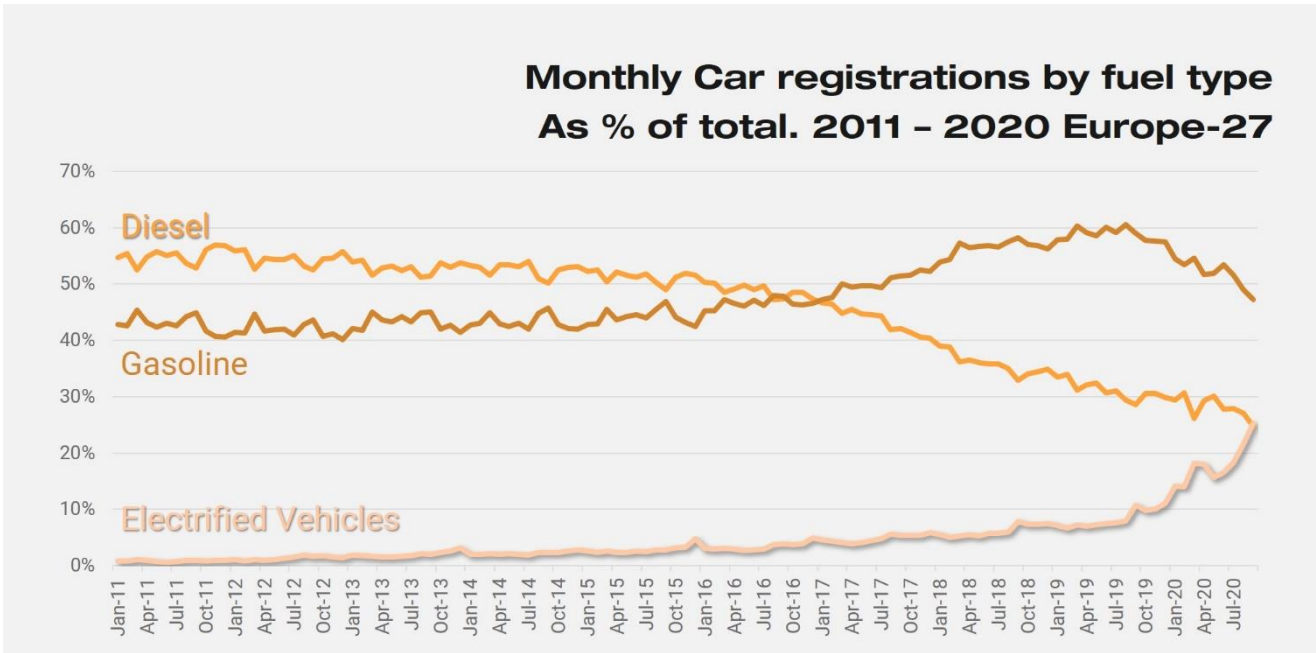
Percentage increase



more vehicles registered in September 2020 compared to September 2019

Million units September



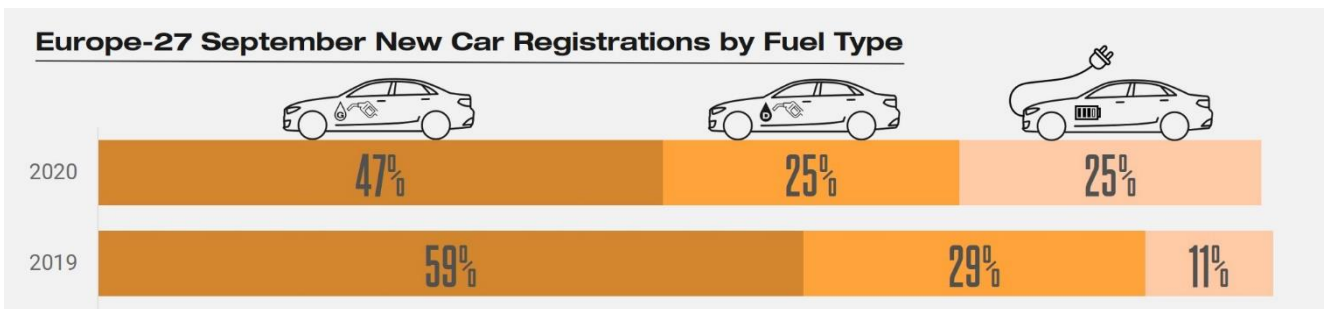


The fall of the diesel car

At the same time, the diesel market share posted a record low, of only 24.8% in September. Exactly a decade ago, diesel cars comprised 50% of registrations, while the market share for EVs was below 1%.

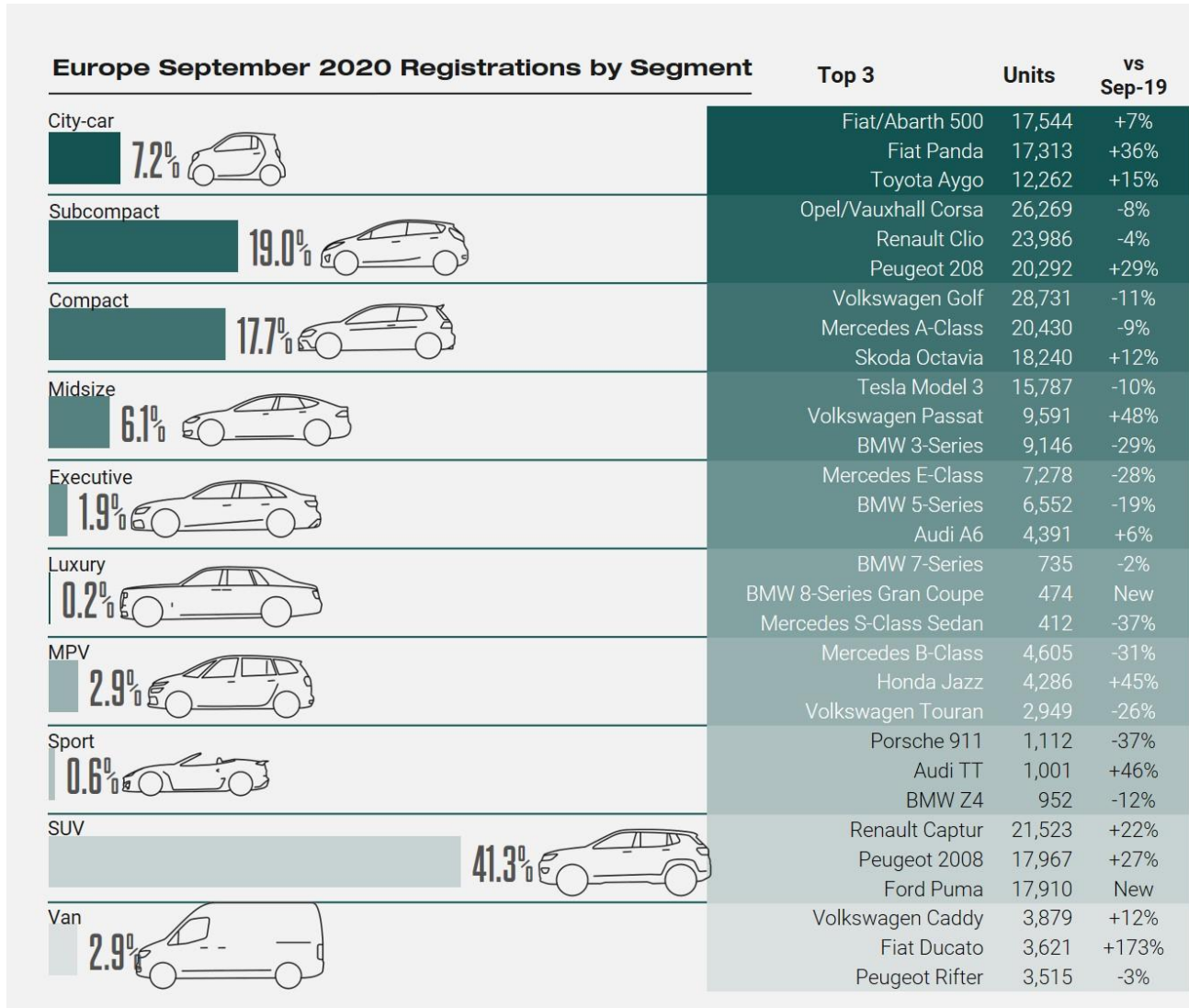
Felipe Munoz, Global Analyst at JATO Dynamics commented: "The shift from ICEs to EVs is finally taking place. Although this is largely down to government policies and incentives, consumers are also now ready to adopt these new technologies."

This changing landscape is favouring some OEMs more than others. For example, the Volkswagen Group has successfully managed to overcome the diesel-gate scandal of 2015, to become a new protagonist in this chapter of vehicle electrification. Last month, the German car maker registered 40,300 electrified vehicles in Europe, becoming the second largest EV seller behind only Toyota – and its continued dominance from within the hybrid segment. "Like with its SUVs, Volkswagen Group arrived late to the EV boom, but its competitive products are catching up quickly, and it is now becoming a leader" Munoz said.



The market landscape of hybrid vehicles

Last month, hybrids and mild hybrids represented 53% of total EV registrations, with their volume growing by 124%. Toyota and Lexus dominated, as usual, with 32% market share – but further growth was driven by Ford, Suzuki, Fiat and BMW. In addition to the strong results of numerous Toyota models, volume was also boosted by the popular Ford Puma (69% of its volume corresponded to the mild-hybrid versions), the Fiat 500 and the Fiat Panda (whose hybrid version counted for 59% and 41% respectively).



Volkswagen is the leader of the BEV market

Pure electric car demand was led by Tesla, although its volume fell by 5%, while its closest rivals such as Volkswagen and Renault saw increases of 352% and 211% respectively. If we look across all car makers, then Volkswagen Group is now Europe's top-selling BEV maker, ahead of Tesla. In September, Mercedes-Benz was the leader in the plug-in hybrid segment with 22% market share, followed by Volvo and BMW.

Top 10 Best-Selling Cars Europe-27 September 2020

* Europe-23

Overall Ranking	Hybrid/Mild Hybrid*	Plug-in Hybrid*	Electric*
1 Volkswagen Golf 28,731	Toyota Corolla 15,093	Mercedes A-Class 4,782	Tesla Model 3 15,702
2 Opel/Vauxhall Corsa 26,269	Ford Puma 12,251	Volvo XC40 4,036	Renault Zoe 11,023
3 Renault Clio 23,986	Toyota C-HR 11,991	Audi Q5 2,998	Volkswagen ID.3 7,897
4 Renault Captur 21,523	Toyota Yaris 10,588	Volkswagen Passat 2,421	Hyundai Kona 6,055
5 Mercedes A-Class 20,430	Fiat 500 9,670	Mitsubishi Outlander 2,395	Kia Niro 4,911
6 Peugeot 208 20,292	Toyota RAV4 7,942	Ford Kuga 2,158	Nissan Leaf 3,211
7 Ford Fiesta 19,878	Fiat Panda 6,948	Mercedes GLC 2,151	BMW i3 2,937
8 Dacia Sandero 19,745	Suzuki Swift 6,947	BMW 3-Series 1,855	Peugeot 208 2,911
9 Volkswagen Polo 18,919	Suzuki Ignis 5,904	Volvo XC60 1,849	Opel/Vauxhall Corsa 2,694
10 Skoda Octavia 18,240	Kia Niro 4,845	Toyota RAV4 1,835	Volkswagen Golf 2,562



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About JATO

JATO Dynamics, founded in 1984, now has representation in over 51 countries around the world. We provide precision under pressure, providing the world's most timely, accurate and up-to-date automotive information on vehicle specifications, pricing, sales and registrations for over 30 years. We offer more than just data, as we've watched the world change, and consumer mindsets alter with it we have been able to offer insights that help inform the industry. We're able to react to short-term market movements, plan for long-term developments and ultimately to meet the needs of our clients.

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