Norway, the most successful EV market
Francisco CARRANZA
Nissan Europe
600 million vehicles today
2.5 billion by 2050
40 million people in the 115 largest EU cities are exposed to air exceeding WHO quality guidelines.
1 billion EUR of oil expenses per day
52,729 Electric Vehicles in Europe

Electric Vehicle Top Models (2010/2013)

- **Nissan LEAF**: 28%
- **Renault ZOE**: 13%
- **Citroen C-Zero**: 15%
- **Peugeot Ion**: 10%
- **Mitsubishi i-MiEV**: 10%
- **Smart Fortwo**: 10%
- **Renault Fluence**: 10%
- **Others**: 7%

**Statistics by Country**

- **FR**: 14,525
- **NOR**: 10,551
- **GER**: 7,634
- **UK**: 4,339
- **NL**: 2,512
Norway Loves The Nissan LEAF

10,551 EVs sold since 2010

Number 9 in October 2012
Number 1 in October 2013

Nissan Leaf is Norway's best-selling car

EVs on top two months in a row

Norway Loves The Nissan LEAF
October 2013:
- 10,551 electric vehicles sold since 2010
- 4,029 charging points, of which 127 rapid chargers
- Nissan LEAF grabs the pole position with a 5.6% share

Source: gronnbil.com
Why Norway succeed?

Long term political commitment:

✓ Demand incentives
✓ Recharging infrastructure
✓ Awareness
Conclusions & Recommendations

1. Integrated Approach (air quality, economy, health and noise)

2. Long term political commitment

3. Incentives (national/ regional/ city)

4. Public-Private Partnerships