

1202 Cooler tone to India's car market - Forecasts cut pages 11 - 15

Big discounts to be had on Europe's dealer forecourts page 7 - 8

Fiat's Panda returns to home enclosure pages 16

03.02.2012



Western Europe



Agonisingly slow start from electric cars

It is safe to say that Europe's electric car future got off to an exceedingly poor start

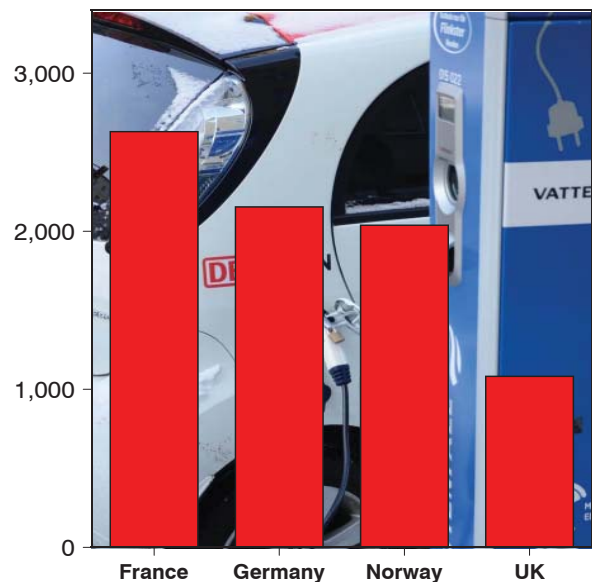
A segment that of late generated possibly more comprehensive media column inches than any other autoindustry topic, and widely tipped by visionaries in and outside the autoindustry with a bright future, lined up on the runway, and in full view of the attending media circus has clearly failed to take off.

Last year, according to exclusively compiled AID figures, West European sales of electric cars reached just under 11,600 units, thus accounting for a paltry 0.09 per cent of the 12.8 million new cars sold in Western Europe last year. Whilst Scandinavia's tiny Norway stood out as the only market generating at least a faint first blip on radar screens, thanks to its most generous financial incentives, even that untold effort resulted in a full year market share of just 1.5 per cent.

Thanks to mouthwatering incentives that are judged at least twice as generous as the €5,000 offered to French electric car buyers today, last year's electric

Selected W. European Markets Electric Car Sales Full Year 2011

Electric car sales



AID Graph 12/10

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Spark still missing

Europe's electric car market gets off to a stuttering start 1 - 3

Higher and still higher

Never in European history have diesel cars been more popular than today 4 - 7

Car discounts aplenty

If consumer fear doesn't crimp Europe's 2012 car sales, lack of credit will 7 - 8

Comeback kid

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India's tiger starts to limp

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Quick starter

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2011 Full year car sales supplement included
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