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Western Europe

Weak spark getting weaker

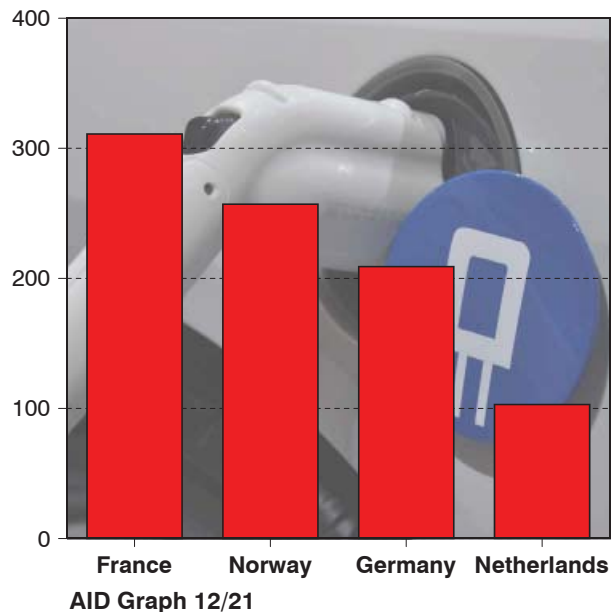
Europe's electric car market, far from growing, is still struggling to get off the ground

FOR these past few months, the idea that pricey electric car technology doesn't sell received the first serious media attention – because so far at least electric cars have simply failed to sell, at least not in anywhere near the quantities earlier expected. That's not only in Western Europe, where January sales reached just 1,259 units, but no less so in the US, where just 1,660 electric cars found buyers last month.

Little more than two months into 2012, and mindful of this year's underlying Geneva motor show message, one of this year's big European autoindustry themes is already obvious:

Fanfare and drum rolls that surrounded almost anything to do with electric car technology these past two or so years - a sector widely portrayed as the single most important trend in Europe's automotive industry future - were notably absent at this year's Geneva autoshow. Instead, yesterday's technology - conventionally powered cars and

Selected W.European Markets
Electric Car Sales
January 2012



Countries

| | |
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