

AID NEWSLETTER

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1208

Renault's oddball electric Twizy might just succeed
pages 11 - 13



Snobs still shopping, breathe life into March UK car market
pages 13 - 16

2012 First quarter car sales supplement included
- Centre pages -

Western Europe

March electric car blues

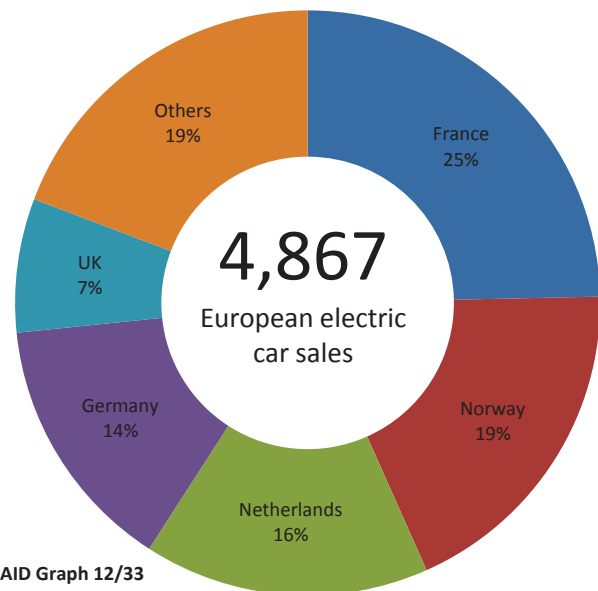
Fewer than 5,000 electric cars were sold in Western Europe in the three months to March

OVER the next decade or so some visionaries were confidently expecting the car industry to both sell and lease forever growing numbers of electric cars in mainly large urban areas such as Paris, London and Rome, ushering in what some industry thinkers saw as the beginning of an electric car revolution.

While there is no doubt that electric car sales numbers keep rising, albeit from a very, very low base, the fact that just 2,253 were sold in Western Europe in March, bringing sales for this year's opening quarter to a no less underwhelming 4,867 cars, bears out the contention that the path leading to halfway decent and profitable sales of electric cars in Europe could be a great deal longer than anticipated, rocky, and uphill all the way.

The comparatively tiny Netherlands, rather than a major market like France, Germany or the UK, has set a major new milestone on the long and arduous road to the region's widely predicted electric car

Western Europe
Electric Car Sales split by Market
First Quarter 2012



AID Graph 12/33

Countries

W-Europe	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12
Austria	2, 7
Belgium	2, 7
Brazil	10
Denmark	2, 7
Eire	2, 7
Finland	2, 7
France	1, 2, 3, 4, 6, 7, 8, 9, 11, 12
Germany	1, 2, 4, 5, 7, 8, 9, 16
Greece	2, 7, 8
Iceland	7
Italy	2, 7, 8, 9, 11
Japan	11, 15
Luxembourg	7
Netherlands	1, 2, 3, 7
Norway	2, 3, 7
Portugal	2, 7
South Korea	15
Spain	2, 6, 7
Sweden	2, 5, 7
Switzerland	2, 5, 7
UK	1, 2, 3, 7, 13, 14, 15, 16
USA	8, 9, 10, 11, 12

In Depth & Other Topics:

Uphill Struggle
Electric cars captured 0.16% of West Europe's 1st quarter car market..... 2
'Northern Lights'
Norway – today's sole glimmer of light in Europe's electric car sales arena 2 - 3
Record 1st quarter diesel share
Europe's diesel car market – still hot after all these years 4 - 5
Latecomer
Greece - Lifting of diesel ban in big cities paves way for strong diesel inroads.. 7- 8
Excess Capacity - Have and have nots
Weak car demand will force Europe shakeout, report says 8 - 9
Chrysler success bails out Fiat
Hard to believe that Fiat rescued Chrysler just three years ago 9 - 10

Companies

Alfa Romeo	15
Aston Martin	15
Audi	11, 12, 15, 16
Bentley	15, 16
Bluecar	4
BMW	8, 9, 11, 12, 15, 16
Bolloré	4
Chevrolet	11, 15, 16
Chrysler	9, 10, 15
Citigroup Global Markets	10
Citroën	2, 3, 8, 9, 11, 15
Credit Suisse	10
Daimler	9, 15
Deutsche Bank	9
Ducati	11
Fiat	8, 9, 10, 11, 15
FIISKER	2
Fitch Ratings	10, 11
Ford	8, 11, 13, 15, 16
GM	12, 15
GM Opel/Vauxhall	2-4, 8, 12, 13, 15, 16
Honda	11, 15
Hyundai-Kia	15, 16
Jaguar	15
J.P Morgan	10
Land Rover	15
Lexus	15
MAN	11
Maserati	15
MG	15
Mazda	15
Mercedes	8, 15, 16
MIA	4
Mini	15, 16
Mitsubishi	3, 11, 14, 15
Nissan	2, 3, 4, 11, 13, 14, 15
Porsche	11, 15, 16
PSA Peugeot	2, 3, 4, 8, 9, 11, 13, 15
PWC	8
Renault	3, 4, 8, 9, 11, 13, 14, 15, 16
Ricardo	12
Scania	11
SEAT	15, 16
Škoda	14, 15, 16
Smart	15
Standard & Poors	8
Subaru	15
Suzuki	15
Tata	15
Tesla	12
Toyota	5, 13, 14, 15
Volvo	15
VW	5, 8, 9, 10, 11, 12, 13, 14, 15, 16



AID Ltd.
31 Cape Road
Warwick
CV34 4JP, England

Schmidt's auto publications
Simply Better Informed

Telephone: +44 (0)1926 410040
Fax: +44(0)1926 776252
subscriptions@eagleaid.com
www.eagleaid.com