AID NEWSLETTER

03.05.2012

EUROPE'S LEADING AUTOMOTIVE NEWSLETTER **www.eagleaid.com**

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

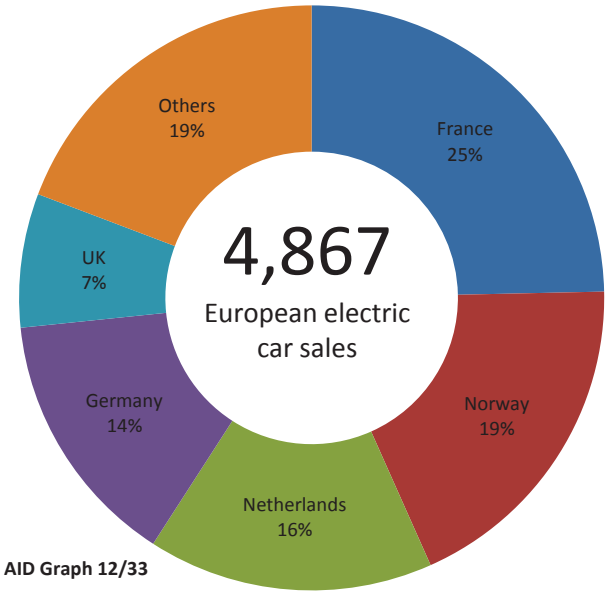
Fewer than 5,000 electric cars were sold in Western Europe in the three months to March

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
FISKER ... 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

Simply better informed

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