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In Europe too the cars' clutch
pedal is still in retreat
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Europe's November car motor
dogged by renewed misfire
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Snail's pace start from BMW's
new all-electric i3
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Western Europe

Hybrid cars going nowhere fast in Europe

With few exceptions, like Toyotas, in Europe there is presently next to no interest for hybrids

West Europe's hybrid car sales share after nine months of sluggish sales reached just 1.4 per cent. That compares with 1.1 per cent for the whole of last year, AID's exclusively compiled figures reveal. Toyota-Lexus scooped the top six places in this year's 9-months hybrid car sales league with Yaris, Auris, Prius, Lexus CT, Prius Plus and Lexus RX. The leading trio racked up five-figure unit totals, with both Yaris and Auris hybrids selling around 35,000 units during the nine months to September this year. Between them, Toyota Group cars alone captured nearly 90 per cent of this year's West European hybrid car market.

While demand for SUV-Crossovers is positively booming, with both sales and sector sales penetration scaling heights barely conceivable only a few years ago, sales of hybrids have hardly lit up Europe's car sales chart since they were launched, and all of them still linger in the markets' low down wallflower positions.

During the first nine months of this year, just over 118,000 new hybrids hit West Europe's roads for



Detailed W.European hybrid figures - pages 2,3

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