

Sales of all Battery Electric Vehicle types up - but there is further to go

New car registrations by fuel type to Jan 2024

Electric Cars

19,635

↑ 22.9%

Electric Vans

1,285

↑ 26.7%

Electric Motorbikes

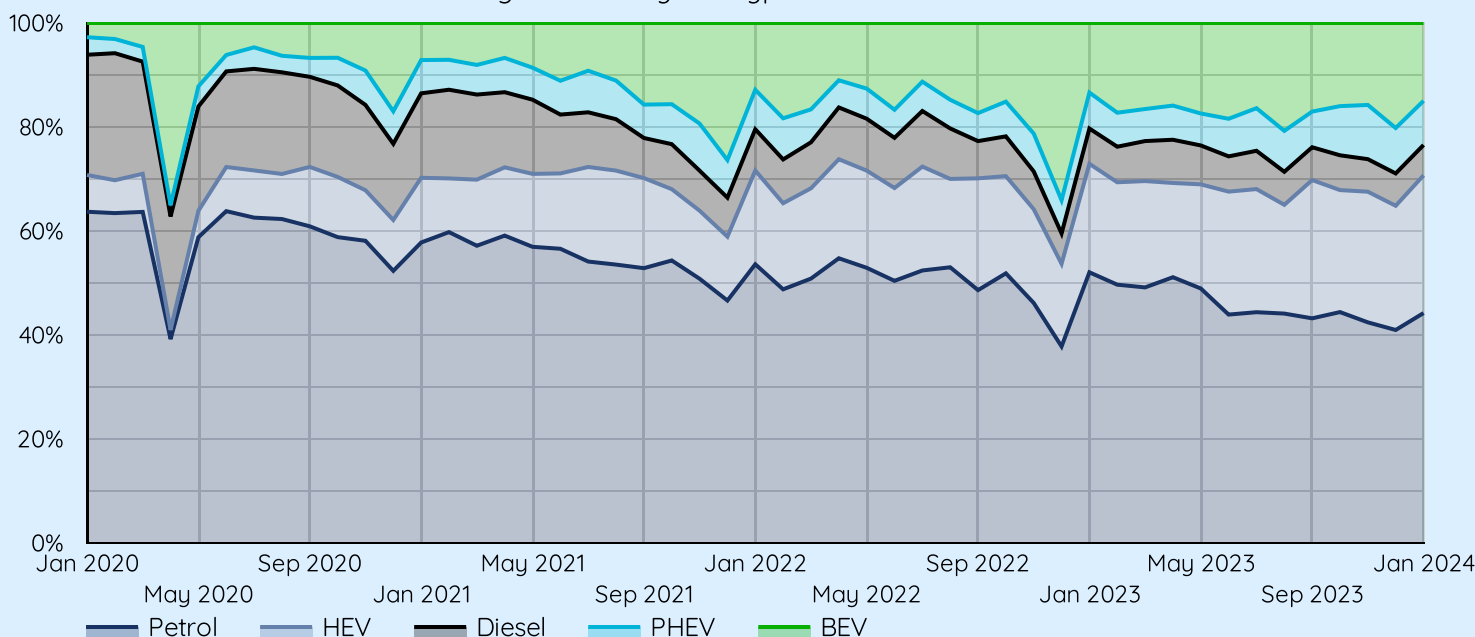
227

↑ 24.0%

Electric HGVs

22

↑ 37.5%



Sales of battery electric passenger cars, vans, motorcycle and HGVs all rose by more than 20% on January 2023 levels in January 2024, the first month in which sales count towards the Zero Emissions Vehicle mandate, which came into force for cars and vans on 2 January.

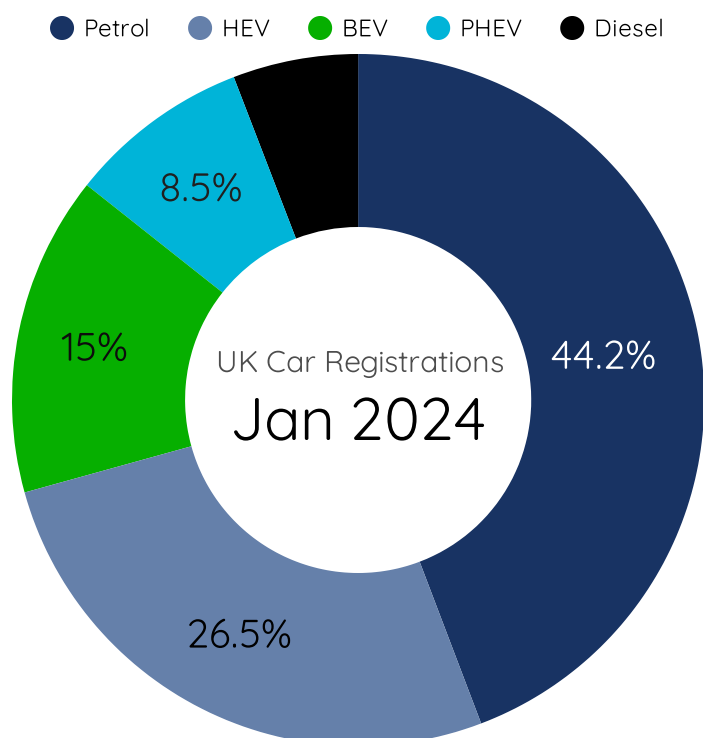
Almost 20,000 battery electric passenger cars were sold in January 2024, the highest ever for the month of January, whilst petrol vehicle sales fell back for the first month since August 2023. However a surge in hybrid vehicle sales - also the highest ever for the month of January - limited the market share of BEVs to 14.8%. This represents an increase on the 13.2% achieved in January 2023, but short of the headline ZEV mandate target of 22% for 2024.

This pattern was repeated for electric vans, which also had their best January ever, whilst traditionally dominant diesel fell back. However the market share of battery electric vans grew only moderately from 4.8% in January 2023 to 5.6%, again short of the headline ZEV mandate target of 10%.

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Suggestions, feedback or requests for data? We'd love to hear from you:
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Ben Nelmes, CEO of New AutoMotive, said:

“The country has passed a major milestone by surpassing 1million EVs, and it’s great to see another 20,000 motorists discovering the benefits of going electric - cutting their running costs, enjoying a better driving experience, and doing their bit for the environment.

“However, the job isn’t done yet. Many consumers have been put off buying an electric car by misinformation about EVs and charging infrastructure, and the government now needs to address this.

“If we’re to build on the momentum we’re seeing and accelerate the UK’s transition, ministers should work with industry to promote the benefits of going electric and tackle the myths surrounding electric cars.

“We need to make sure as many people as possible can go electric. We’ll then see Britain pull into the fast lane on the road to cheaper, cleaner transport.”

A rising tide lifts all BEVs

All 5 of the largest EV manufacturers increased their sales on January 2023 levels in January 2024, and the growth of EVs has a broad base, with 15 out of 20 manufacturers selling more EVs than they did a year ago - of the 5 firms seeing a drop, only VW saw a fall of more than 20%, seeing their market share fall to a level last seen in February 2021.

Tesla sales were behind both MG and BMW for the first time since October 2022, although their volatile sales figures make it hard to predict whether this is anything more than a blip. Kia, meanwhile had their best month since January 2023, whilst Mercedes Benz is also clearly experiencing an upwards trend.

Whilst its chief executive was confidently predicting that battery electric vehicles would never account for more than 30% of sales, Toyota sold more than 1100 electric vehicles in January, its highest ever number of UK BEV sales, and 20% of its market share. The Chinese EV maker BYD had its best ever month too, but remains far outside the top 10 with 238 sales and 1.2% market share.

BEV market share: YTD (vs last year)

Marque	BEV Regs...	Δ	% of UK BEVs	Δ
BMW	1,805	-153 ↓	9%	2% ↑
MG	1,593	61 ↑	8%	2% ↑
TESLA	1,544	-999 ↓	8%	-2% ↓
KIA	1,498	-595 ↓	8%	-0% ↓
MERCEDES-BENZ	1,472	78 ↑	7%	2% ↑
AUDI	1,443	-1,131 ↓	7%	-2% ↓
TOYOTA	1,117	1,034 ↑	6%	5% ↑
VAUXHALL	1,009	-81 ↓	5%	1% ↑
VOLVO	926	-282 ↓	5%	0% ↑
VOLKSWAGEN	827	-1,782 ↓	4%	-5% ↓

YTD vs previous year

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Fuel Type	Regs. ▼	Δ	Mkt. Share	Δ
Petrol	57,994	-4,129 ↓	44.22%	-7.84% ↓
HEV	34,724	9,828 ↑	26.48%	5.61% ↑
BEV	19,635	3,663 ↑	14.97%	1.59% ↑
PHEV	11,131	2,883 ↑	8.49%	1.58% ↑
Diesel	7,663	-432 ↓	5.84%	-0.94%...
Grand total	131,147	11,813 ↑	100%	0%

Latest month, changes vs last year

Fuel Type	Regs. ▼	Δ	Mkt. Share	Δ
Petrol	57,994	-4,129 ↓	44.22%	-7.84% ↓
HEV	34,724	9,828 ↑	26.48%	5.61% ↑
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PHEV	11,131	2,883 ↑	8.49%	1.58% ↑
Diesel	7,663	-432 ↓	5.84%	-0.94% ↓
Grand total	131,147	11,813 ↑	100%	0%

Top car sellers' BEV sales (YTD)

Marque	Total sales ▼	of which % BEVs	Δ
VOLKSWAGEN	10,762	8%	-6% ↓
BMW	9,766	18%	-2% ↓
KIA	9,607	16%	1% ↑
FORD	9,058	2%	0% ↑
NISSAN	8,209	8%	2% ↑
VAUXHALL	8,110	12%	2% ↑
AUDI	7,992	18%	-1% ↓
MG	6,420	25%	5% ↑
PEUGEOT	5,920	14%	-3% ↓
HYUNDAI	5,805	13%	-3% ↓
TOYOTA	5,654	20%	19% ↑
MERCEDES-BE...	4,921	30%	12% ↑
SKODA	4,447	13%	0% ↑
VOLVO	3,681	25%	8% ↑
RENAULT	3,557	15%	4% ↑
LAND ROVER	3,519	0%	0%
MINI	3,150	7%	-7% ↓
SEAT	2,622	0%	0%
CITROEN	2,309	12%	1% ↑

All change at the top

After dominating battery electric van sales for much of 2022 and the whole of 2023, Vauxhall has lost top spot to VW, which sold more BEV vans than ever before, whilst second placed Renault reached a market share not seen since March 2021.

Making predictions on a single month's data is hazardous, but Renault are so far on track to meet the ZEV mandate target of 10% of vans being battery electric, whilst VW are close. Stellantis brands have fallen back to 5.9% overall.

As with cars, Toyota has stepped up on vans - 7% of its sales were BEVs, its third highest ever. Meanwhile Ford, which has consistently held around one-third of the diesel van market but whose sales have rarely included more than 3% BEVs - as well as Nissan, which had more than 50% market share of battery electric vans until mid-2020 - are drifting.

Number of different e-van models available



BEV market share (YTD)

Rank	Marque	BEV sales	Share of BEV m...
1.	VOLKSWAGEN	265	21%
2.	RENAULT	195	15%
3.	PEUGEOT	177	14%
4.	FORD	167	13%
5.	CITROEN	131	10%
6.	TOYOTA	127	10%
7.	VAUXHALL	96	7%
8.	MERCEDES-BENZ	33	3%
9.	FIAT	32	2%
10.	NISSAN	28	2%
	Grand total	1,285	100%

Total sales by fuel type, YTD vs last year

Fuel	Regs. ▼	% Δ	Mkt. Share	Δ
Diesel	21,045	7.6% ↑	92.14%	-1.17% ↓
BEV	1,285	26.7% ↑	5.63%	0.79% ↑
Petrol	364	77.6% ↑	1.59%	0.62% ↑
Hybrid	147	-20.5% ↓	0.64%	-0.24% ↓
Grand total	22,841	8.9% ↑	100%	0%

Total sales by fuel type, latest month vs last year

Fuel	Regs. ▼	Δ	Mkt. Share	Δ
Diesel	21,045	1,478 ↑	91.9%	-1.04% ↓
BEV	1,285	271 ↑	5.61%	0.8% ↑
Petrol	364	159 ↑	1.59%	0.62% ↑
Hybrid	205	-62 ↓	0.9%	-0.37% ↓
Grand total	22,899	1,846 ↑	100%	0%

Top van sellers' BEV sales (YTD)

Marque	Total sales ▼	of which % BE...	Δ
FORD	6,588	3%	1% ↑
VOLKSWAGEN	2,713	10%	8% ↑
VAUXHALL	2,377	4%	-5% ↓
CITROEN	1,996	7%	-3% ↓
TOYOTA	1,816	7%	0% ↑
MERCEDES-BENZ	1,493	2%	-2% ↓
PEUGEOT	1,469	12%	-4% ↓
RENAULT	1,364	14%	13% ↑
FIAT	522	6%	3% ↑
MAXUS	466	5%	-72% ↓
IVECO	453	0%	0%
NISSAN	410	7%	7% ↑
LAND ROVER	406	0%	0%
RENAULT TRUCKS	225	2%	0% ↑
SUZUKI	126	0%	0%
ISUZU TRUCKS	123	0%	0%
MAN	119	0%	-0% ↓
ISUZU	91	0%	0%
KGM	56	0%	-
INEOS	34	0%	0%
DACIA	22	0%	0%

HGVs

Monthly electric HGV registrations



HGVs by fuel type, YTD vs previous year

Fuel Type	Regs. ▼	Δ	Mkt. Share	Δ
Diesel	3,239	29 ↑	99.33%	-0.18% ↓
BEV	22	6 ↑	0.67%	0.18% ↑
Grand total	3,261	35 ↑	100%	0%

HGVs latest month vs last year

Fuel Type	Regs. ▼	% Δ	Mkt. Share	Δ
Diesel	3,239	0.9% ↑	99.33%	-0.18% ↓
BEV	22	37.5% ↑	0.67%	0.18% ↑
Grand total	3,261	1.1% ↑	100%	0%

22 battery electric HGVs were sold in January 2024, an increase of 6 on the same time last year. However with market share only growing from 0.5% to 0.7% and no incentives to switch, the market is not growing quickly enough to meet the UK Government's target of ending sales of fossil fuel HGVs by 2040. With EU legislation already in place to reduce HGV emissions on 2019 levels by 90% by 2040, with interim targets of 45% by 2030 and 65% by 2035, the UK risks domestic manufacture falling behind international competitors. The zero emission HGV and coach infrastructure strategy promised for 2024 cannot come quickly enough.

Motorbikes

Motorbikes by fuel type, YTD vs previous year

Fuel Type	Regs. ▼	% Δ	Mkt. Share	Δ
Petrol	5,289	5.1% ↑	95.87%	-0.62% ↓
BEV	227	24.0% ↑	4.11%	0.61% ↑
Grand total	5,517	5.8% ↑	100%	0%

Motorbikes by fuel type, latest month vs previous year

Fuel Type	Regs. ▼	% Δ	Mkt. Share	Δ
Petrol	5,289	5.1% ↑	95.87%	-0.62% ↓
BEV	227	24.0% ↑	4.11%	0.61% ↑
Grand total	5,517	5.8% ↑	100%	0%

Monthly electric motorbike registrations



Electric motorbikes have grown in popularity in January, despite a slow month for the market. This is likely due to the popularity of smaller electric motorcycles, that are increasingly common when it comes to delivery use. We are still awaiting a response from a government consultation on the phase out of petrol motorcycles - but it is possible that a multi tier phase out will be adopted, targeting smaller capacity bikes first.

About this bulletin

Introduction

Electric Car Count is a monthly data series from New AutoMotive, a not-for-profit independent transport research organisation with a mission to accelerate and support the UK's transition to electric vehicles. You can find out more about New AutoMotive by visiting www.newautomotive.org/mission

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Data Sources & Methodology

The data we present comes from a mixture of sources. Data on vehicle registrations comes from the DVLA, and is based on a snapshot of the vehicle licensing database taken in the first few days of each month to gain a view of the last month's new registrations. We also obtain some information from the DVSA's MOT database. Data that is not about vehicles, for example, data on latest prices in the market, is taken from surveys carried out by New AutoMotive of prices advertised on a range of websites.

Terminology

Fuel Types

In our view, a vehicle's fuel type refers to its *primary* form of propulsion. Most vehicles are straightforwardly propelled by a diesel-fuelled engine, petrol-fuelled engine, or an electrically powered motor. Fuel types become complicated when vehicles have multiple forms of propulsion, for instance in the case of hybrid electric vehicles. Except in some rare cases, our view is that hybrids are just more efficient petrol or diesel vehicles, since the electric power is not the primary energy source for propulsion. Therefore we refer to the following fuel types:

Pure electric, or Electricity - these are battery-electric vehicles which are propelled exclusively by an electric motor and have no tailpipe emissions, to which the DVLA assigns an 'ELECTRICITY' fuel type classification. They do not include fuel cells. In some very rare cases, these vehicles can carry a fossil-fuelled range extender.

Hybrid, or hybrid electric - these are primarily petrol or (less commonly) diesel-fuelled vehicles that have some kind of electric motor to assist in reducing fuel consumption. Some carry a plug, and some do not.

Other fuel type terminology in this bulletin is hopefully self explanatory.

Vehicle Types

We refer to four main categories of vehicles. They are as follows, with an explanation of what is included in each category:

Cars - vehicles with a type approval of 'M1' and 'M2', indicating that they are light vehicles for the purpose of carrying passengers.

Vans - vehicles with a type approval of 'N1', or with a type approval of 'N2' that are also zero emissions up to 4,250kg, in line with the DfT's proposed definition for the ZEV mandate, to recognise the heavier weight of zero emissions light goods vehicles.

HGVs - vehicles with a type approval of 'N3' or 'N2' that are also not zero emissions and with a weight of less than 4,250kg.

Motorbikes - vehicles with a type approval of 'L1' or 'L3'.