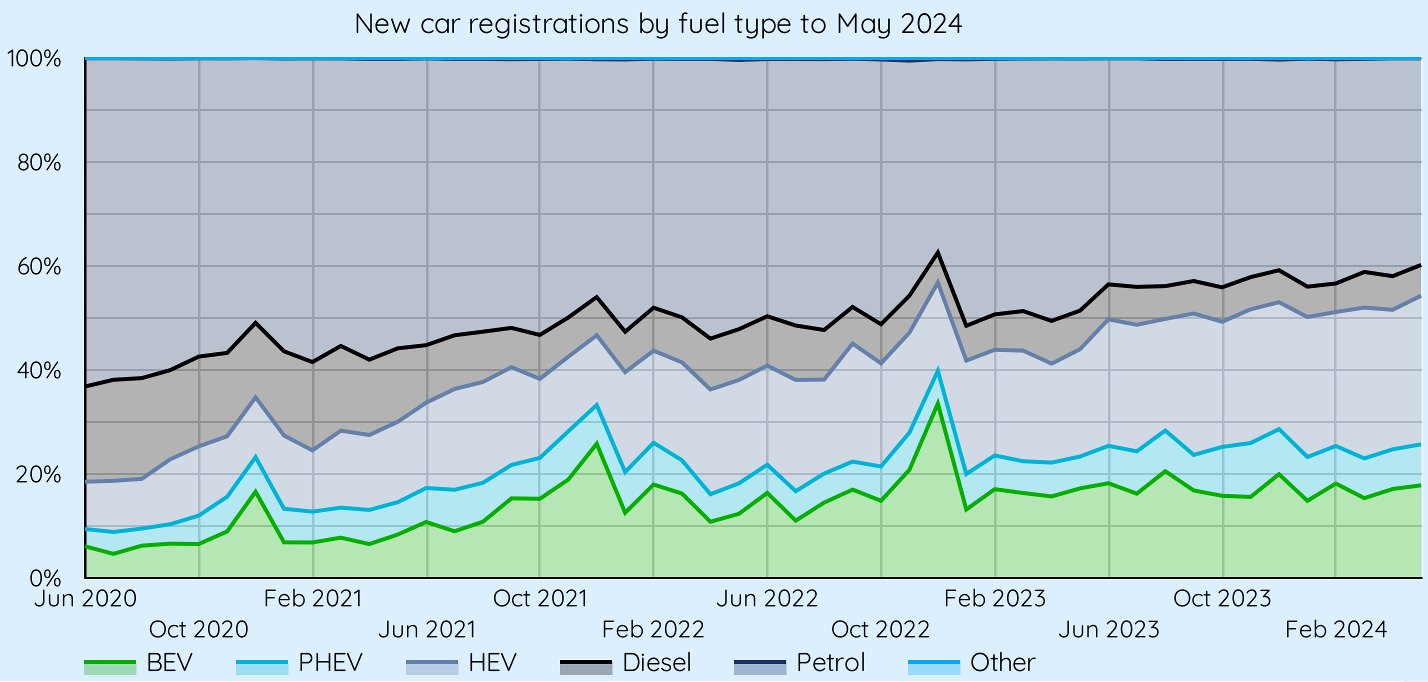
May 2024

Manufacturers only 1,800 EVs a month short of meeting their target



Electric Cars
24,620
5.1%

Electric Vans
1,074
-3.0%

Electric Motorbikes
298
-18.6%

Electric HGVs
13
-7.1%

Key points

- Battery EVs continued their best ever start to the year, as sales in the first 5 months of 2024 rose 10% on the same time last year, whilst the market share of BEVs in new car sales reached 17.9%.

- Total car sales were up just under 2.2% in May 2024 on May 2023 levels, but pure petrol and diesel sales cratered over the same period, falling from 55% to 45% market share in just 12 months.

- Car makers' efforts to promote and discount EVs are bearing fruit, with Nissan, Vauxhall and Peugeot hitting highs of 18%, 20% and 21% BEV market share respectively. Collectively the industry needs to only sell 1,800 extra EVs a month between June and December to hit the ZEV mandate target and avoid "fines" to Government or borrowing. Meanwhile BMW are set to overtake Tesla as EV market leader.

- Electric van sales in the year continue to stagnate, with most firms seeming to focus on hitting car targets. Ford continue to account for most of the shortfall, whilst many other firms are close to their targets or have exceeded them.

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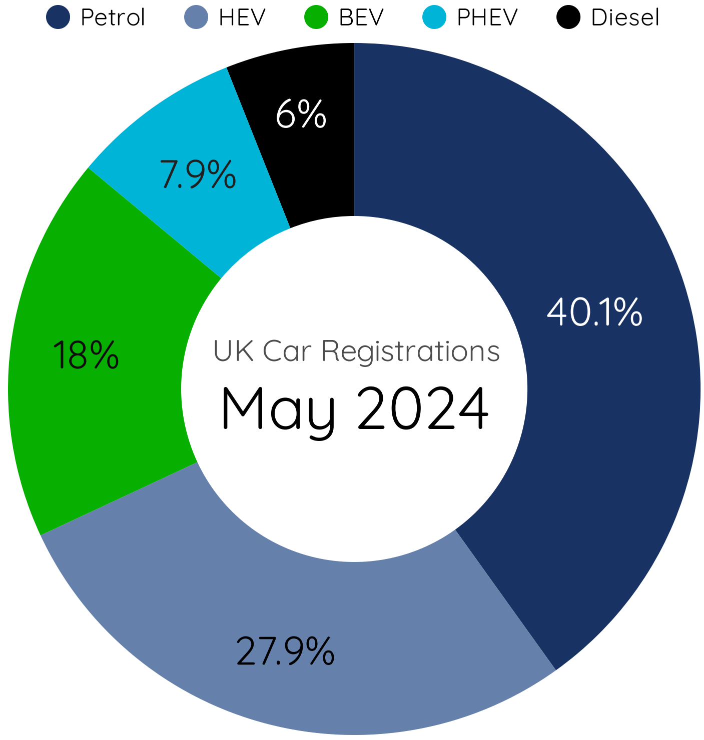
Suggestions, feedback or requests for data? We'd love to hear from you: *data@newautomotive.org*



Ben Nelmes, CEO of New AutoMotive, said:

"It is great to see tens of thousands more drivers discovering the benefits of going electric. Electric cars are not only good for the planet, they're good for your wallet, and they contribute to improving the nation's energy security.

"A key message from May's data is that you only find growing car sales where there is a battery. Having abandoned diesel, consumers are now shunning petrol cars too.

"This month's data tells a story not only of a growing market, but a maturing market with growing consumer choice as brands respond to the UK's world-leading Zero Emissions Vehicle mandate by growing their range of electric options.

"With the general election campaign underway, these results show a strong swing towards electric cars. Whoever forms the next government should commit to maintain the UK's leadership on cleaner, cheaper transport.

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Cars summary

Battery EVs' best ever start to the year continues, with sales and market share each up over both the past month and the year to date - more than 126,000 sold, 10% up on the same period in 2023, whilst market share in May nudged 17.9%.

The trend away from pure petrol/diesel vehicles to vehicles with a battery is especially stark, with the market share of the former falling from 55% to 45% in just 12 months. At that rate there will be no new pure petrol or diesel vehicles by 2029.

However hybrids and PHEVs are on borrowed time, as EVs continue to get cheaper and better.

Thanks to the ZEV mandate's flexibilities, which include credits for outperformance on the emissions of ICE vehicle sales, industry only needs 18.2% EV market share over the rest of the year - rather than the headline 22% - to meet their target without making buyout payments to Government. They've already reached 16.9%, meaning that manufacturers only need to sell a total of an additional 1,800 EVs a month to meet the mandate. Discounts, promotions and mythbusting are working.

Finally, BMW came within 87 units of overtaking long-time leaders and so-much-more-than-a-car-company Tesla this month, and on current trends will outsell them this year.

BEV market share, last 12 months vs previous

Marque	BEV Regs ▾	Δ	% of UK BEVs	Δ
TESLA	45,857	-10,037 ⬇	15%	-5% ⬇
BMW	33,235	12,518 ⬆	11%	3% ⬆
MG	26,372	3,162 ⬆	9%	0% ⬆
AUDI	23,810	7,549 ⬆	8%	2% ⬆
MERCEDES-BENZ	22,529	9,238 ⬆	7%	3% ⬆
VOLKSWAGEN	18,542	-3,807 ⬇	6%	-2% ⬇
KIA	16,069	1,151 ⬆	5%	-0% ⬇
HYUNDAI	13,445	-151 ⬇	4%	-1% ⬇
VOLVO	13,237	6,057 ⬆	4%	2% ⬆
VAUXHALL	10,888	-2,238 ⬇	4%	-1% ⬇

Last 12 months sales, vs previous 12 months

Fuel Type	Regs. ▾	Δ	Mkt. Share	Δ
Petrol	777,109	505 ⬆	42.32%	-5.94% ⬇
HEV	481,271	154,037 ⬆	26.21%	5.88% ⬆
BEV	310,042	30,448 ⬆	16.89%	-0.49% ⬇
PHEV	147,191	48,333 ⬆	8.02%	1.87% ⬆
Diesel	117,788	-5,963 ⬇	6.42%	-1.28% ⬇
Grand total	**1,836,111**	**226,964** ⬆	**100%**	**0%**

Latest month, changes vs last year

Fuel Type	Regs. ▾	Δ	Mkt. Share	Δ
Petrol	54,867	-11,049 ⬇	39.73%	-8.77% ⬇
HEV	39,465	11,415 ⬆	28.58%	7.94% ⬆
BEV	24,620	1,193 ⬆	17.83%	0.59% ⬆
PHEV	10,890	2,571 ⬆	7.89%	1.77% ⬆
Diesel	8,172	-1,917 ⬇	5.92%	-1.51% ⬇
Grand total	**138,100**	**2,177** ⬆	**100%**	**0%**

Top car brands' electrification, last 12 months

Marque	Total ▾	BEVs	BEV %	Δ
VOLKSWAGEN	158,528	18,542	11.7%	-3.7% ⬇
FORD	129,368	3,507	2.7%	0.4% ⬆
AUDI	123,346	23,810	19.3%	4.4% ⬆
BMW	114,100	33,235	29.1%	6.7% ⬆
KIA	102,751	16,069	15.6%	-0.0% ⬇
VAUXHALL	97,722	10,888	11.1%	-4.7% ⬇
TOYOTA	96,783	4,482	4.6%	4.0% ⬆
NISSAN	93,153	9,350	10.0%	-3.3% ⬇
MERCEDES-BE...	88,264	22,529	25.5%	6.5% ⬆
HYUNDAI	82,138	13,445	16.4%	-0.5% ⬇
MG	81,507	26,372	32.4%	-6.3% ⬇
SKODA	69,531	8,088	11.6%	-0.8% ⬇
PEUGEOT	65,450	6,490	9.9%	-8.5% ⬇
VOLVO	50,839	13,237	26.0%	6.7% ⬆
RENAULT	49,345	4,646	9.4%	-12.3% ⬇
TESLA	45,856	45,856	100.0%	0.0%
LAND ROVER	45,535	0	0.0%	0.0%
MINI	39,650	5,254	13.3%	-2.8% ⬇
SEAT	35,387	0	0.0%	0.0%

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Car ZEV Mandate Tracker

Figures shown are based on GB car sales in the current calendar year

Parent	Car sales	Implied ZEV target*	BEV % of car sales	ZEV credit shortfall/surplus
VW	172,632	18.1%	11.7%	-10,996
STELLANTIS	92,350	21.4%	15.6%	-5,364
HYUNDAI	80,518	15.7%	16.4%	569
BMW	64,712	22.0%	23.3%	839
FORD	45,291	10.8%	6.5%	-1,984
NISSAN	42,628	16.5%	11.2%	-2,248
TOYOTA	41,428	11.8%	12.6%	330
MERCEDES	40,025	22.0%	24.0%	800
SAIC	33,643	22.0%	25.3%	1,119
RENAULT	32,885	13.8%	4.9%	-2,939
TATA	29,251	10.8%	6.6%	-1,246
TESLA	15,687	22.0%	100.0%	12,236
HONDA	13,640	18.0%	13.6%	-588
SUZUKI	10,335	21.0%	0.0%	-2,167
MAZDA	10,050	10.8%	4.3%	-659
BYD	2,084	22.0%	100.0%	1,625
SUBARU	1,074	21.6%	30.7%	98
GEELY	824	10.8%	20.9%	83
GREAT WALL	600	22.0%	100.0%	468
ASTON MARTIN	279	19.0%	0.0%	-53

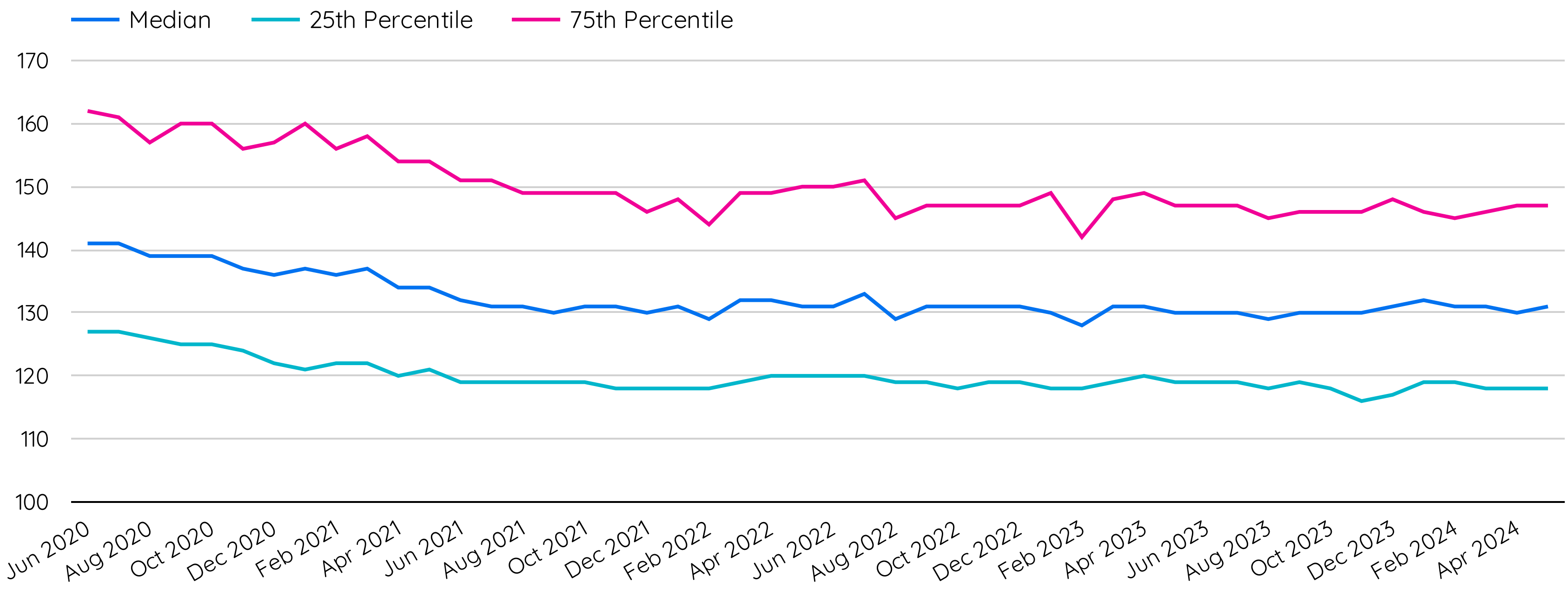
The year so far: Five months of the way into the first year of the UK's Zero Emissions Vehicle (ZEV) mandate, 16.3% of GB car sales this year were fully electric. While that appears far below the headline 22% ZEV mandate target, we estimate that only 18.2% of sales over the rest of the year must be electric for manufacturers to meet compliance via trading. This is the equivalent of selling 1,800 more electric cars than would otherwise be sold on current trends.

The top 7 car manufacturers by volume all gained on or further exceeded their targets in May, helped by discounting: the share of BEVs sold by Vauxhall and Peugeot, members of the Stellantis group, reached 20% and 21% respectively in May - all without reducing sales of ICE cars. 18% of Nissans were EVs too, their best result since December 2022. Further down the list, MG and Mercedes, which have avoided discounting, lost market share but remain on track. In the top 12, only Renault and Tata (owners of Jaguar Land Rover) are behind and going backwards.

The implied ZEV target - the ZEV mandate requires manufacturers to meet an increasing percentage target of electric cars (22% in 2024) by selling more electric cars as a proportion of sales. They can also generate additional credits by exceeding easy-to-meet CO2 emissions targets on their ICE vehicle sales. We calculate the implied target by estimating the number of credits that each manufacturer is expected to generate based on the CO2 ratings of newly registered ICE cars in 2024.

ICE Car CO2 Emissions Ratings

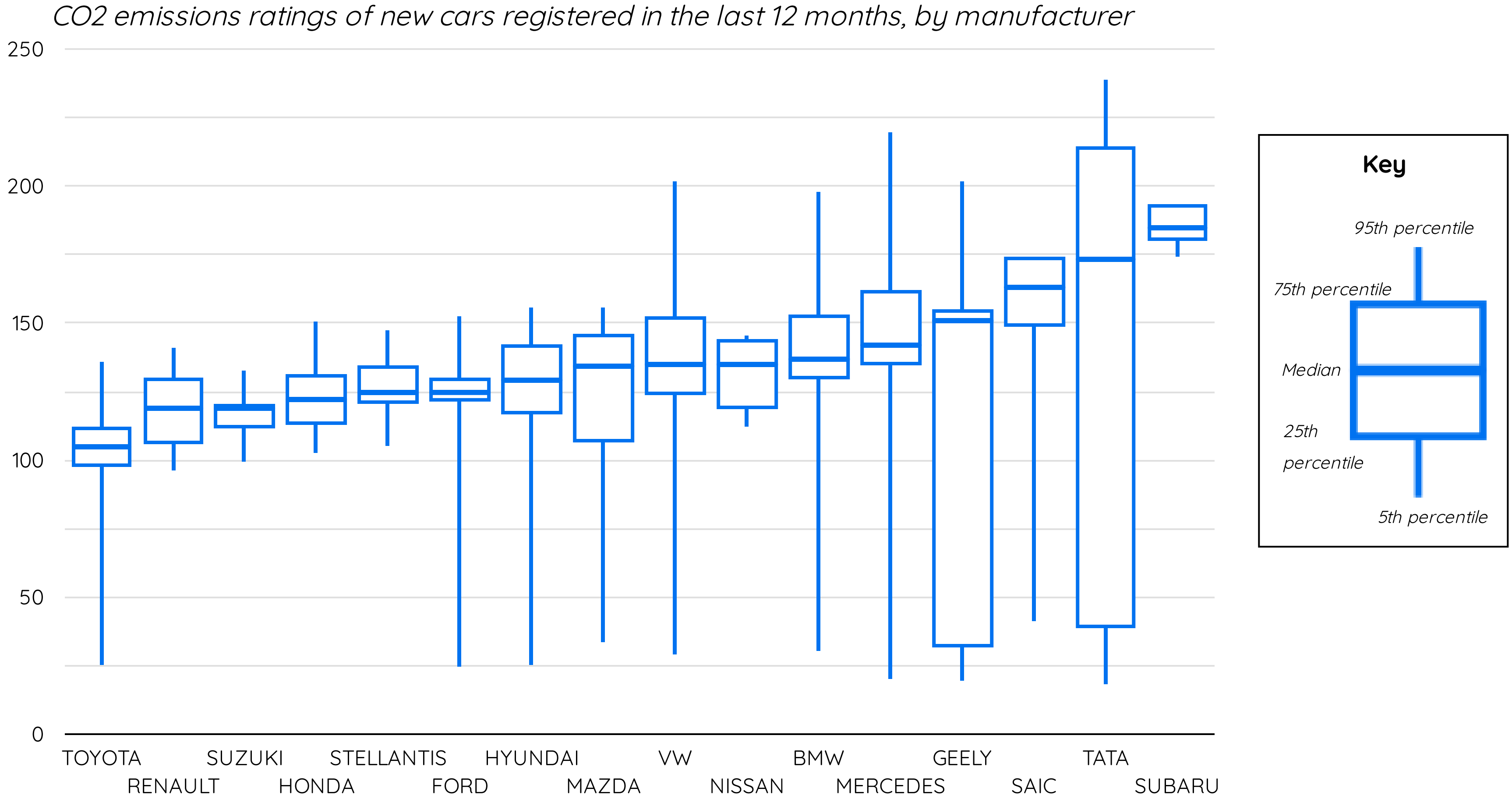
Average CO2 ratings of newly registered internal combustion engine cars by month of registration, gCO2/km



This is a new section of our monthly update that will track the CO2 performance of newly registered **non zero emission UK cars**. As the UK transitions to zero emissions vehicles, it is important that the new petrol and diesel cars that are sold between now and their phase-out in 2035 do not become less fuel efficient and more polluting. This page provides a way of tracking this trend, with metrics based on the WLTP emissions ratings of new passenger cars in the UK, which have been mandatory for new cars registered in the UK since April 2020.

Good news! There has been no deterioration in car fuel efficiency for the last three years.

CO2 emissions ratings of new cars registered in the last 12 months, by manufacturer



NEW AUTOMOTIVE

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Vans summary

Progress for battery electric in van-land remains more challenging. In respect of manufacturers' EV progress, this is a much more polarised market than for cars.

Ranked by total van sales in May, second, third, fifth and seventh place VW, Vauxhall, Peugeot and Citroen (the latter 3 all part of the Stellantis group) are all in striking distance of their targets or exceeding them.

Meanwhile first-placed Ford remain miles off, whilst sixth-placed Mercedes are not far ahead. They were joined by Renault which had a bad month but should meet the target.

We anticipate that manufacturers' efforts are focused on the car market in 2024, unsurprising given the lower volumes of vans and the flexibility that allows them to borrow to meet up to to 90% of their allowances in 2024.

In next month's electric van count we plan to show how van manufacturers are performing when CO2 emissions of their ICE sales are taken into account.

BEV market share (YTD)

	Marque	BEVs ▾	Share of UK BEV vans (%)
1.	PEUGEOT	1,255	17.6%
2.	VAUXHALL	1,025	14.3%
3.	VOLKSWAGEN	1,012	14.2%
4.	RENAULT	683	9.6%
5.	FORD	573	8.0%
6.	CITROEN	565	7.9%
7.	TOYOTA	506	7.1%
8.	MAXUS	383	5.4%
9.	NISSAN	330	4.6%
10.	DFSK	312	4.4%
11.	MERCEDES-BENZ	301	4.2%
12.	FIAT	112	1.6%
13.	RENAULT TRUCKS	47	0.7%
14.	BYD	17	0.2%
15.	GOUPIL	11	0.2%
16.	IVECO	5	0.1%

Sales by fuel type, last 12 months vs previous

Fuel	Regs. ▾	% Δ	Mkt. Share	Δ
Diesel	306,586	17.8% ↑	91.06%	-0.33%...
BEV	21,343	14.0% ↑	6.34%	-0.23%...
Petrol	6,614	78.7% ↑	1.96%	0.66% ↑
Hybrid	2,131	1.6% ↑	0.63%	-0.1% ↓
Grand total	**336,675**	**18.2% ↑**	**100%**	**0%**

Total sales by fuel type, latest month vs last year

Fuel	Regs. ▾	Δ	Mkt. Share	Δ
Diesel	22,548	-95 ↓	92.36%	-0.61% ↓
BEV	1,074	-33 ↓	4.4%	-0.15% ↓
Petrol	626	143 ↑	2.56%	0.58% ↑
Hybrid	164	44 ↑	0.67%	0.18% ↑
Grand total	**24,412**	**59 ↑**	**100%**	**0%**

Top van sellers' BEV sales (YTD)

Marque	Total ▾	BEVs	BEV %	Δ
FORD	43,907	573	1.3%	0.3% ↑
VAUXHALL	13,751	1,025	7.5%	-12.5% ↓
VOLKSWAGEN	13,582	1,012	7.5%	5.0% ↑
CITROEN	10,730	565	5.3%	-1.7% ↓
RENAULT	9,997	683	6.8%	6.1% ↑
PEUGEOT	9,438	1,255	13.3%	2.5% ↑
MERCEDES-BE...	9,048	301	3.3%	-0.6% ↓
TOYOTA	7,918	506	6.4%	-1.3% ↓
NISSAN	3,142	330	10.5%	9.4% ↑
MAXUS	2,712	383	14.1%	-43.9% ↓
IVECO	2,704	5	0.2%	0.1% ↑
FIAT	2,433	112	4.6%	-0.0% ↓
LAND ROVER	2,155	0	0.0%	0.0%
ISUZU	1,448	0	0.0%	0.0%
RENAULT TRUC...	1,230	47	3.8%	1.9% ↑
MAN	993	0	0.0%	-0.1% ↓
SUZUKI	631	0	0.0%	0.0%
ISUZU TRUCKS	621	0	0.0%	0.0%
KGM	607	0	0.0%	-
DFSK	312	312	100.0%	0.0%

HGVs

Monthly electric HGV registrations

HGVs by fuel type, last 12 months vs previous

Fuel Type	Regs. ▾	Δ	Mkt. Share	Δ
Diesel	44,181	4,174 ⬆	99.35%	-0.36% ⬇
BEV	288	172 ⬆	0.65%	0.36% ⬆
Grand total	**44,469**	**4,346** ⬆	**100%**	**0%**

HGVs latest month vs last year

Fuel Type	Regs. ▾	% Δ	Mkt. Share	Δ
Diesel	3,655	16.6% ⬆	99.65%	0.09% ⬆
BEV	13	-7.1% ⬇	0.35%	-0.09% ⬇
Grand total	**3,668**	**16.5%** ⬆	**100%**	**0%**

13 battery electric HGVs were sold in May 2024. However, with market share still stuck below 1%, the market desperately needs better government incentives to pick up pace and get on track with 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 remains missing in action.

Motorbikes

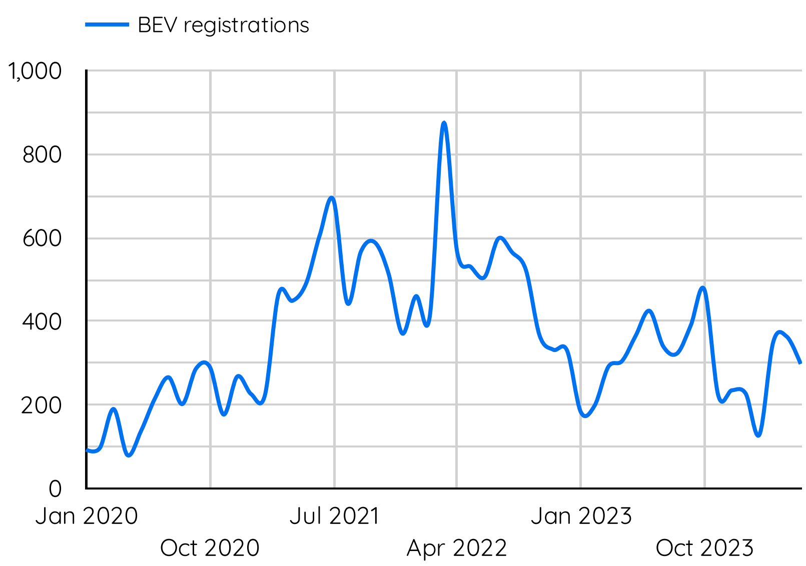
Motorbikes by fuel type, YTD vs previous year

Fuel Type	Regs. ▾	% Δ	Mkt. Share	Δ
Petrol	101,870	2.1% ⬆	96.42%	0.8% ⬆
BEV	3,768	-17.4% ⬇	3.57%	-0.81% ⬇
Grand total	**105,652**	**1.3%** ⬆	**100%**	**0%**

Motorbikes by fuel type, latest month vs previous year

Fuel Type	Regs. ▾	% Δ	Mkt. Share	Δ
Petrol	5,314	5.6% ⬆	95.89%	-0.61% ⬇
BEV	227	24.0% ⬆	4.1%	0.59% ⬆
Grand total	**5,542**	**6.3%** ⬆	**100%**	**0%**

Monthly electric motorbike registrations



It is hard to draw solid conclusions about the electric motorbike market, as May sales appear lower than they were in October, and much lower than they were at their peak in April 2022. This variation could be a result of incentives withdrawn last year. At the same time, there is currently no supply-side legislation to incentivise EV motorcycle uptake (such as the ZEV Mandate). Although motorcycles account for just 5% of the vehicle market in the UK, it is important to provide a sense of direction to the market, as riders and industry could potentially be required to make the switch at a later date.

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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

Terms of Use

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'.