If the EV price is right

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Norway’s 2025-goal

• National Transport Plan 2018–2029:
  “All new passenger cars and light vans sold in 2025 shall be zero-emission vehicles. All new urban buses sold in 2025 shall be zero emitters or use biogas”.
Market shares EVs and PHEVs

Source: OFV
Passenger car sales Norway Jan-May 2020

Source: OFV
## Golf petrol vs electric

<table>
<thead>
<tr>
<th></th>
<th>Golf (1.0 TSI Highline)</th>
<th>e-Golf</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Price</strong></td>
<td>22 046</td>
<td>33 037</td>
</tr>
<tr>
<td><strong>CO2 tax (113 g/km)</strong></td>
<td>4 348</td>
<td>-</td>
</tr>
<tr>
<td><strong>NOx tax</strong></td>
<td>206</td>
<td>-</td>
</tr>
<tr>
<td><strong>Weight tax</strong></td>
<td>1 715</td>
<td>-</td>
</tr>
<tr>
<td><strong>Scrapping fee</strong></td>
<td>249</td>
<td>249</td>
</tr>
<tr>
<td><strong>25% VAT</strong></td>
<td>5 512</td>
<td>-</td>
</tr>
<tr>
<td><strong>Retail price</strong></td>
<td><strong>34 076 €</strong></td>
<td><strong>33 286 €</strong></td>
</tr>
</tbody>
</table>
Which of the following two reasons was the most important when you bought your EV?

72% ECONOMIC BENEFITS

25% ENVIRONMENTAL CONSIDERATIONS

Source: Norwegian EV owners survey 2019
94% are satisfied or very satisfied with being an EV owner.

...2% are dissatisfied or very dissatisfied.

Source: Norwegian EV owners survey 2019
67% HAVE INSPIRED ONE OR MORE IN THEIR SOCIAL CIRCLE TO BUY AN EV

Source: Norwegian EV owners survey 2019
64%

EXPERIENCE QUEUES AT FAST CHARGING STATIONS OCCASIONALLY OR MORE OFTEN

Source: Norwegian EV owners survey 2019
Towards 2025

2025

Today

9 600

2 500
79% say there is a need for a certification system to ensure a sustainable battery production.

Source: Norwegian EV owners survey 2019
Conclusions

• Consumers are ready for all electric cars if the price is right
• Introduce CO2 car tax
• Support zero emission vehicles
• Build charging stations
• No more time to wait!