

Press Release

2024 Mobility Guide: EV maturity is progressing at varying speeds

Paris, 11 July 2024

Ayvens is releasing the latest edition of its Mobility Guide designed to provide fleet managers with a global comprehensive country-by-country analysis of the pace of electrification. This extensive annual guide draws upon data from Ayvens' fleet of 3.4 million vehicles, as well as its local presence in 42 countries and 5 additional countries through local alliances, to help fleet managers make informed decisions when navigating the complexities of the evolving sustainable mobility landscape and adapting their transition strategies globally.

This year's Mobility Guide scores a total of 47 countries based on three levels of EV^{*1} maturity: Developed, Transitioning and Emerging. To determine these levels, a scoring methodology was applied, addressing six core factors and hurdles when transitioning to an electrified fleet, to provide an overall country maturity score on a scale from 0 to 100:

- EV adoption
- Charging infrastructure
- Taxation and regulation
- Green powertrain offering
- Sustainability relevance
- BEV-TCO parity vs internal combustion model equivalent comparison

An overview and assessment of local taxation framework and regulatory requirements for electric vehicles was also compiled for 37 countries.

Keys findings from this year's edition include:

Electrification is progressing, with Western and Northern Europe leading the way.

- The most advanced countries in terms of facilitating electric vehicle adoption are Norway (82/100), the Netherlands (80/100) and Finland (74/100).

¹ Battery Electric Vehicles (BEVs) and Plug in Hybrids (PHEVs)

- 13 European countries fall into the "Developed" category vs 11 in 2023, with either an established strong presence or where there are favorable conditions towards for adoption in the coming future. This increase is results from broader EV adoption and a wide range of available EV powertrains.
- New geographical areas, such as Southern and Eastern Europe and Thailand (43/100), are also actively contributing to electric vehicle market growth, through greater adoption and developing charging infrastructure.

A wider range of EV models and growing charging infrastructure is fostering adoption.

- 20 countries analysed now offer more than 100 different BEV models. Over the past year, the EV market has seen a surge in the number of models available, spanning a wider range of segments for both passenger cars and light commercial vehicles. The launches of Citroen eC3, Renault 5, Volvo EX30, Kia EV3, Lancia Y, and Alfa Junior help cater to a broader and more diversified customer base with differing requirements and budgets.
- Charging infrastructure continues to vary across countries. On a scale of 0 to 20, the Netherlands ranks as the most mature country in terms of charging infrastructure with a score of 17/20, ahead of EV pioneering Norway (15/20). Austria (16/20), Denmark (14/20), and Switzerland (12/20) have notably improved their charging infrastructure scores, providing drivers with easier access to charging facilities. However, countries like Australia (4/20), Ireland (5/20), and Poland (5/20) face challenges as their infrastructure development struggles to keep pace with the rapid adoption of EVs.
- The expansion of charging infrastructures has been further bolstered by the implementation of the European Alternative Fuels Infrastructure Regulation (AFIR), which mandates member states to install charging points at regular interval on major highways.

Reversal of the BEV TCO downward trend in some EU markets from 2023 onwards

- BEV TCO remains more competitive in 13 European countries: Belgium, Denmark, Finland, Germany, Greece, Ireland, Italy, Luxembourg, the Netherlands, Norway, Poland, Portugal and Switzerland (vs 15 countries in 2023) but overall has deteriorated compared to internal combustion engine (ICE) vehicles in some markets.
- In France, Sweden and Spain, TCO is now higher than ICE, notably due to the end of governmental subsidies or increase in energy costs.
- For the UK and Austria, BEV TCO is now back at simple parity.

Although the EV market is maturing, EV adoption continues to face multiple challenges, such as price volatility, evolving TCO, geopolitical trade tensions, fragmented and changing regulation, changes in subsidies, new taxation rules, and general market conditions, which continue to shape the EV ecosystem.

“The transition to electrification should and will happen, but it will take time and it will not be a linear journey. Our Mobility Guide aims to provide a nuanced and holistic approach to address the diverse set of issues that affect our customers’ transition to sustainable mobility. BEV is one of the solutions available today that is chosen by our customers to decarbonise their mobility and, in combination with additional alternatives, is helping them to progressively meet their climate commitments and ultimately reduce their CO2 emissions. In the turbulent and volatile electric market, as a leading global mobility player, Ayvens has an important role to play in demystifying the electrification landscape for our clients, particularly for fleet managers with international fleets. Our goal is to empower them with the insights and the solutions they need to make a successful transition to more sustainable mobility,” confirms Annie Pin, Chief Commercial Officer at Ayvens.

Notes to editors:

- Ayvens Mobility Guide 2024 is **available to download [here](#)**
- Ukraine was added to this 2024 edition, expanding its reach and providing insights into more regions. Alongside Ayvens countries, partners like Canada, the USA, Japan, Australia, and New Zealand are also featured, offering a comprehensive global perspective.
- The **47 countries included** in the Mobility Guide are: Austria, Belgium, Denmark, Finland, France, Germany, Luxembourg, Netherlands, Norway, Sweden, UK, Greece, Hungary, Ireland, Italy, Japan, Portugal, Spain, Switzerland, Thailand, Algeria, Australia, Brazil, Bulgaria, Canada, Chile, Colombia, Croatia, Czech Republic, Estonia, India, Latvia, Lithuania, Malaysia, Mexico, Morocco, New Zealand, Peru, Poland, Romania, Serbia, Slovakia, Slovenia, Turkey, UAE, Ukraine, USA.
- Given the sheer diversity of markets in various continents, it is essential to devise a **scoring system** whereby they could all be compared, giving a like-for-like EV Maturity Score marked out of 100. Ayvens set out to create the most objective score possible, fully recognising that hurdles exist in every country, varying from range anxiety to charging infrastructure complexity, and from affordability to local rules and regulation. Ayvens focuses on 6 pillars: EV adoption, charging infrastructures, taxation and regulation, green powertrain offering, BEV TCO parity and Sustainability relevance. The sum of these pillars produces the total country score.

About Ayvens

Ayvens is a leading global sustainable mobility player committed to making life flow better. We’ve been improving mobility for decades, providing full-service leasing, flexible subscription services, fleet management and multi-mobility solutions to large international corporates, SMEs, professionals and private individuals.

With more than 14,500 employees across 42 countries, 3.4 million vehicles and the world’s largest multi-brand EV fleet, we are in a unique position to lead the way to net zero and spearhead the digital transformation of the mobility sector. The company is listed on Compartment A of Euronext Paris (ISIN: FR0013258662; Ticker: AYV). Societe Generale Group is Ayvens majority shareholder.

Find out more at [ayvens.com](https://www.ayvens.com)

Press Contact

Elise Boorée
Communications Department
Tel: +33 (0)6 25 01 24 16 – elise.booree@ayvens.com

