

Electric Vehicle Sales Review Q1 2025



Foresight to drive the industry
May 2025





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Global BEV/PHEV sales hit 4 million in Q1

Global BEV sales enjoyed substantial growth year on year in the first quarter of 2025, increasing by 42%. This jump resulted in the highest global BEV Q1 market share on record, at 16%.

Much of that rise can be attributed to China, which was responsible for more than 60% of global BEV sales and therefore dominates the market. Boosted by continued government stimulus measures, BEV sales grew there by 55% in Q1 2025 vs. Q1 2024. This growth led to the highest ever BEV market share in China in the first quarter of the year (27%).

An analysis of global PHEV sales reveals a similar story. PHEV sales for Q1 2025 increased by 27% year on year, primarily due to a rise of 37% in China. This growth, coupled with the expanding BEV market, led to combined global sales surpassing 4 million units across the 40 markets covered for the first quarter.

Sales in the top five European markets rebounded after a temporary downturn. After three successive quarters of year-on-year decline, BEV sales in these markets grew by 30%. Much of that increase can be put down to the UK and Germany, up by 43% and 39%, respectively.

Despite this significant growth, automotive electrification has not been as rapid as some experts had predicted just a couple of years ago. Global geopolitical disruption is further complicating matters. Our Analyst Insights section discusses the European Commission’s Action Plan, which has been designed to boost the global competitiveness of Europe’s automotive industry in this challenging climate.

Much of the current geopolitical uncertainty is centered around the new presidential administration in the United States. There is current uncertainty on whether the existing tax credit will soon be reduced or canceled, BEV sales there grew year on year by 18% in the first quarter of 2025.



Substantial year-on-year growth in global sales led to the highest Q1 BEV market share on record

42%

BEV sales growth in all analyzed markets in Q1 2025 vs. Q1 2024

Slowing transformation forces proactive action

The recently announced EU Action Plan targets the competitiveness of its automotive sector

In the beginning of March, the European Commission proposed a new automotive Action Plan. Through this Action Plan, the EU aspires to maintain the competitiveness of the sector in the face of the major challenges it faces – rapid technological change, geopolitical disruption, and the slowing speed of transformation. In doing so, the bloc seeks to realize its climate goals in a stable and steady fashion, and to achieve strategic autonomy and resilience.

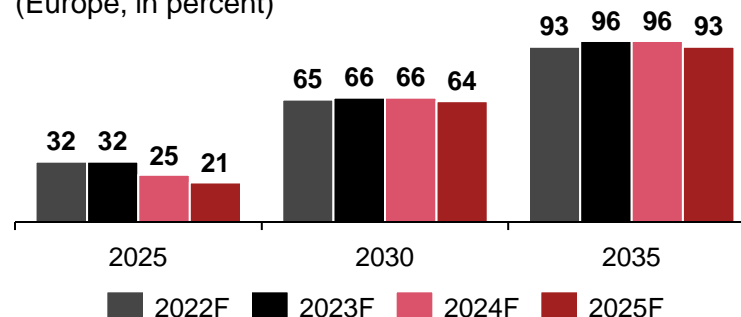
For example, the proposed action to amend the CO₂ emission performance standards for cars and vans would allow European OEMs more flexibility in meeting compliance targets by averaging emissions over a three-year period between 2025 and 2027. While many industry stakeholders are concerned that this action will slow down EU's clean energy transformation, the amendment would give European OEMs some breathing space and potentially avert fines that threatened to reach billions of euros in total.

Among the other measures, the Action Plan supports the local production of battery cells and components through direct funding and non-price criteria such as local content requirements. It also encourages OEMs to obtain raw materials by pooling their investments. These actions aim to strengthen the EU's strategic autonomy and reduce its reliance on foreign resources.

The bloc's strategic announcement coincides with similar moves in other key markets, including the US and China, both of which are also actively seeking to reinforce their automotive value chains. US President Trump is using protectionist measures such as tariffs to shield and boost its domestic industry. Meanwhile, China is placing much emphasis on technological innovation in a bid to reduce the country's dependence on foreign technology.

BEV penetration forecast development*

(Europe, in percent)



Cost pressures draw concerted EU response

The global electric transformation, although still inevitable, is now progressing more slowly than previously predicted. As OEMs are having to operate ICE and BEV worlds in parallel for a longer period, costs are rising.














Amid this challenging climate, the EU Action Plan sets out five key priorities:

- 1) **Innovation and digitalization:** Through significant investment, the plan aims to ensure EU product innovation across the value chain and thus reduce dependency on foreign suppliers and IP. This move comes in the wake of various delays and setbacks for EU battery makers who are faced with an influx of cheap but high-quality batteries from China. Almost 60% of EU announced gigafactories are under threat**
- 2) **A shift to clean mobility:** The plan sets out more flexible rules on achieving CO₂ standards and the acceleration of the EV charging stations rollout
- 3) **Ensuring competitiveness and supply chain resilience:** The plan allocates investment to build a secure and competitive supply chain for battery raw materials, making the region more self-sufficient and less reliant on non-EU sources
- 4) **Improving skills and addressing social dimension:** The plan aims to support a shift in capabilities among workers toward e-mobility and battery-critical know-how, such as electrochemical development
- 5) **Guaranteeing a level playing field and a competitive business environment:** Amid considerable uncertainty in the political and economic environment, the plan recognizes that only a high level of investment can empower European OEMs to compete effectively against foreign rivals that enjoy benefits such as state subsidies



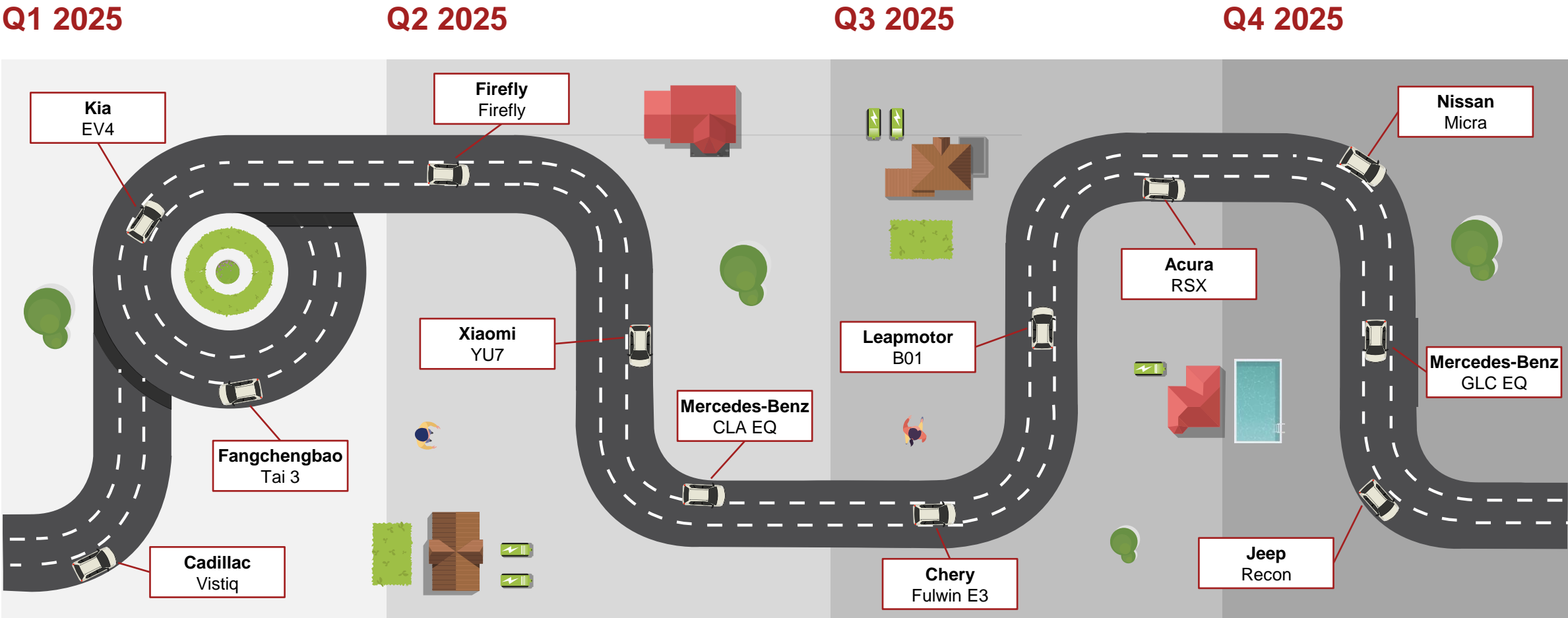
Tesla loses ground in relevant key markets

Top-selling BEVs in Q1 2025 (ranking change vs. FY 2024)

Europe 3: DE, IT and ES 			China 			USA 		
Model	Sales Q1 2025		Model	Sales Q1 2025		Model	Sales Q1 2025	
 VW ID.7	9,515	New	Geely (Geome) Xingyuan	89,215	New	Tesla Model Y	64,051	→ 0
 VW ID.4, ID.5	8,301	↑ 3	Wuling Hongguang Mini EV	86,946	↑ 2	Tesla Model 3	52,520	→ 0
 Skoda Enyaq	7,515	→ 0	Tesla Model Y	81,889	↓ 2	Ford Mustang Mach-E	11,607	→ 0
 VW ID.3	6,734	→ 0	BYD Seagull	79,094	↓ 2	Chevrolet Equinox	10,329	↑ 4
 Tesla Model Y	5,797	↓ 4	Xiaomi SU7	75,869	New	Honda Prologue	9,561	↑ 2
 Tesla Model 3	5,663	↓ 4	Tesla Model 3	52,718	→ 0	Hyundai IONIQ 5	8,611	↓ 2
 Cupra Born	5,565	↑ 3	XPeng Mona M03	47,130	New	VW ID.4	7,663	New
 Audi Q4 E-TRON	4,591	New	Geely Panda	42,792	New	Ford F-150 Lightning	7,187	↓ 2
 Dacia Spring	4,286	New	BYD Yuan Plus	39,839	↓ 6	BMW i4	7,125	New
 Renault R5	3,988	New	Wuling Bingo	38,228	↓ 5	Tesla Cybertruck	6,406	↓ 5



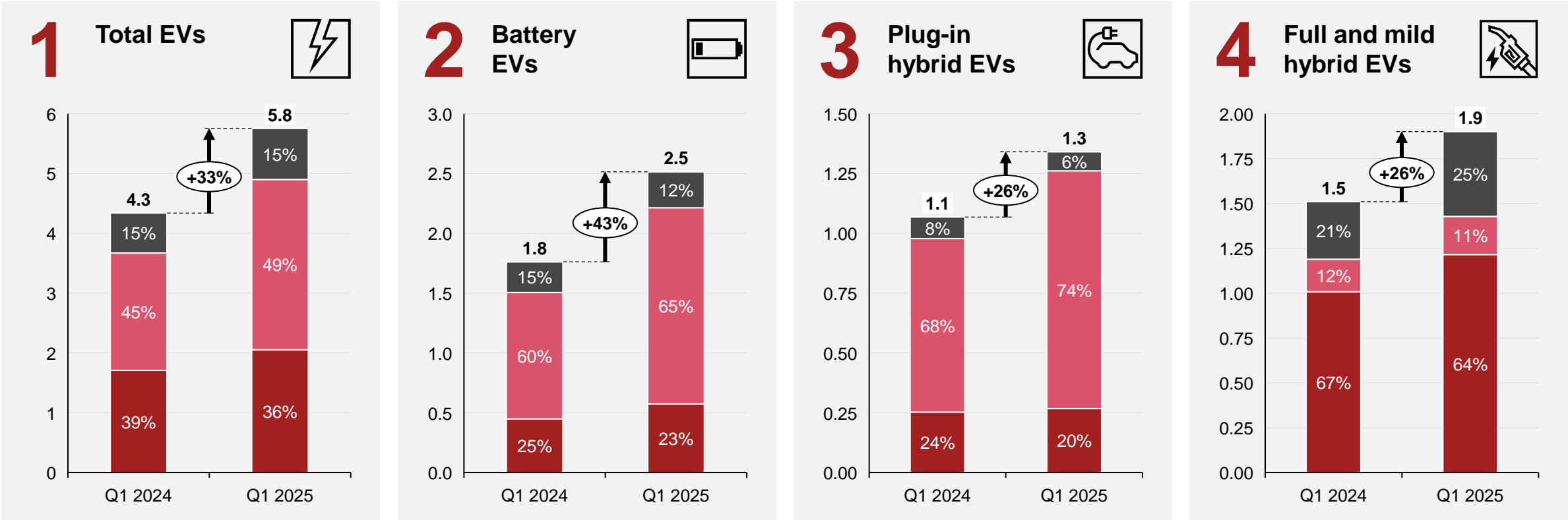
Upcoming BEVs to drive market growth





Electric vehicle sales growth continues

Q1 2024 vs. Q1 2025 (in million)



■ Europe* ■ China ■ USA



European Union, UK and EFTA

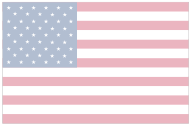
Europe Top 5: France, Germany, Italy, Spain and UK

After three consecutive quarters of year-on-year declines in BEV sales, Q1 2025 experienced a significant revival. Sales of BEVs increased in the top five markets by 30%, resulting in the highest BEV market share on record for the first quarter of the year (15%).

The relatively large BEV markets of the UK and Germany were responsible for much of that growth, up by 43% and 39%, respectively. Germany's strong growth can be partly attributed to a sudden fall in sales in the equivalent quarter last year in the wake of the sudden withdrawal of incentives. Despite the overall strong performance, Germany remains in second place for the largest market for BEVs in Europe, following the UK's lead in both the first quarter and full year of 2024.

BEV sales in Italy (+73%) and Spain (+69%) increased by a higher proportion, but from a much lower base. Only France bucked the trend, down by 7% in comparison with Q1 2024, a period when BEV registrations mushroomed due to the introduction of the short-lived low-income lease subsidy. The UK has the highest BEV market share of 21%, followed by France (18%) and Germany (17%). Spain (7%) and Italy (5%) still have plenty of catching up to do.

The top five European markets also enjoyed strong PHEV and hybrid growth, up by 13% and 23%, respectively. Total EV market share in these markets (BEV, PHEV and hybrid combined) now stands at more than 60%. To gauge the growth of the market, it is worth recalling that in the first quarter of 2020, total EV market share in these five markets was 17%, and BEV market share was just 4%.



	Europe*	Q1 2025	Comparison to Q1 2024
BEV		574,000	+28%
PHEV		268,000	+6%
Hybrid		1,215,000	+20%
Total EV		2,056,000**	+20%

Other Europe*: Austria, Belgium, Denmark, Finland, Netherlands, Norway, Portugal, Sweden, Switzerland

Denmark boasted the strongest BEV growth among the other European markets, up by 62% in Q1 2025 vs. Q1 2024. Denmark's BEV market share (65%) is second only to Norway (91%). ICE sales constituted 19% of sales in Denmark in the first quarter, and 2% in Norway.



China and other Asian countries

China

In the first quarter of 2025, BEV sales surged by 55% compared to the same period last year, setting a record for any first quarter. The market continues to be boosted by a series of government measures, including the expansion of the trade-in scheme which offers financial incentives that encourage consumers to upgrade to newer vehicles. ICE sales were down 7% year on year, the tenth successive quarter in which such a decline was registered.

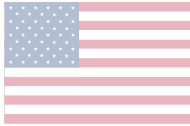
PHEV sales increased by 37%, again to reach the highest sales on record for the first quarter. BEV market share for the quarter was 27%, and PHEV market share was 16%.

South Korea

BEV sales grew by 37% in the first quarter compared to last year, while PHEV sales more than doubled, albeit from a very low base. The combined BEV and PHEV market share of just over 10% is dwarfed by the hybrid market share of 35%.

Japan

The Japanese EV market continues to be dominated by the sale of hybrids, with a market share of 62% during Q1 2025. The combined market share of BEVs and PHEVs in the same period was less than 3%. BEV sales fell by 1%, the fifth successive quarter of decline.



	China	Q1 2025	Comparison to Q1 2024
BEV		1,640,000	+55%
PHEV		994,000	+37%
Hybrid		213,000	+18%
Total EV		2,847,000	+45%



United States

BEV sales grew by 18% in the first quarter of 2025 when compared with the equivalent quarter last year. Many consumers have wanted to take advantage of the existing tax credit of up to \$7,500 before its possible reduction or cancellation under the new presidential administration. BEV market share (8%) was higher than in any previous first quarter of the year.

PHEV sales declined by 11% in Q1 2025 vs. Q1 2024, the third quarter in succession to witness such a decline. This performance can partly be explained by the fact that some popular PHEV models have recently become ineligible for tax credits due to battery sourcing requirements. PHEV market share for the first quarter was just 2%.

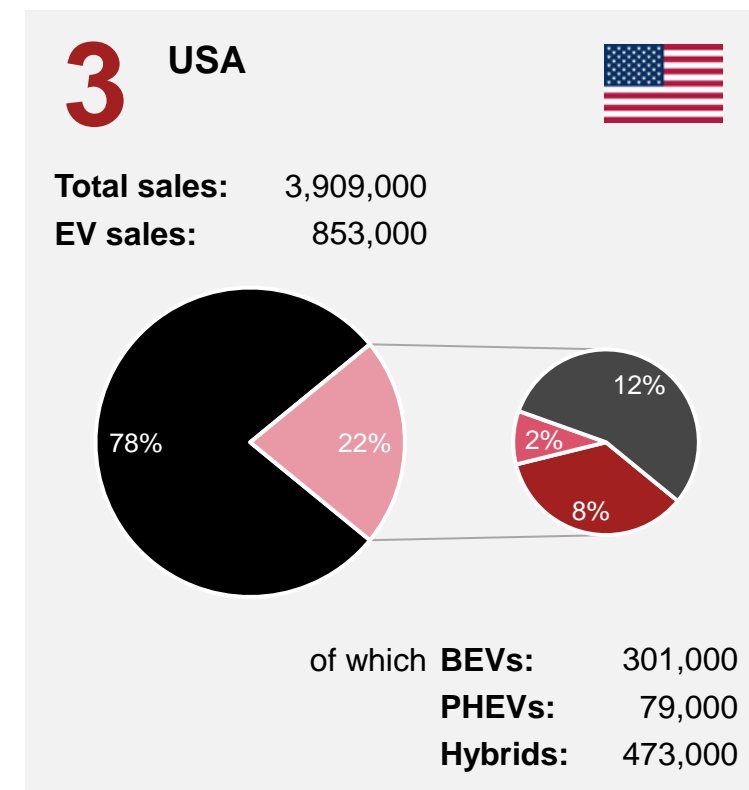
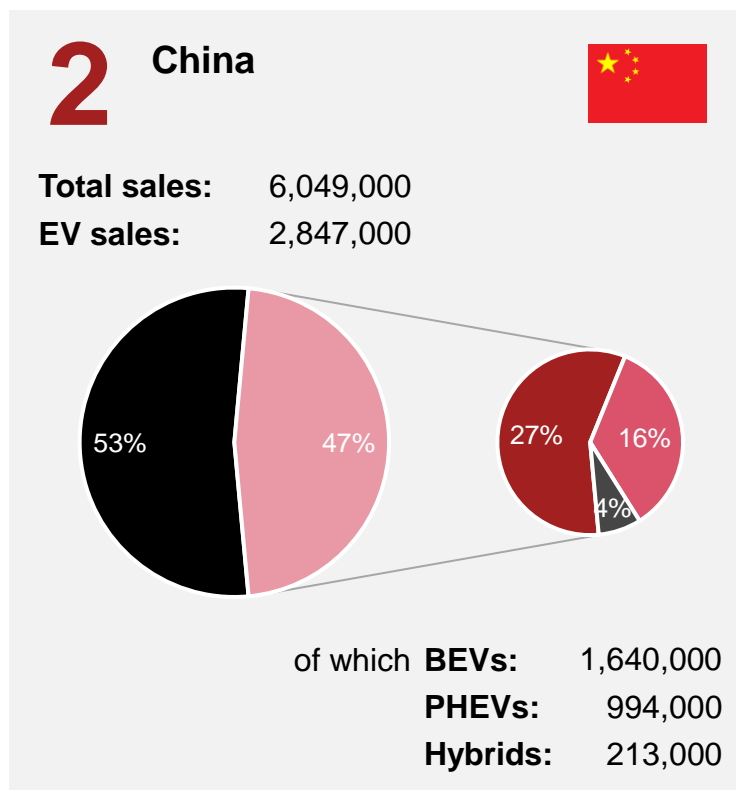
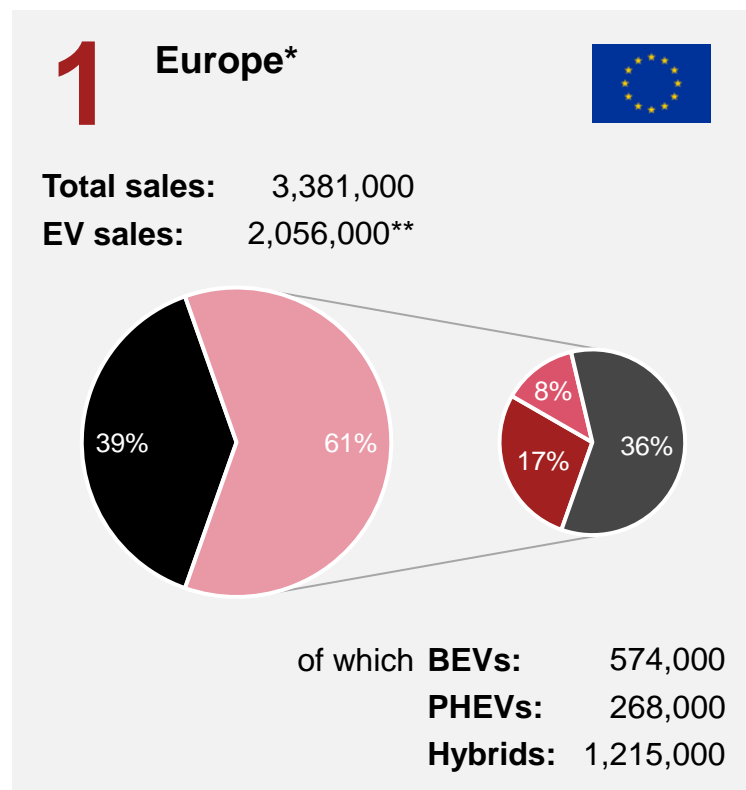
Hybrid sales increased by 47% for the ninth consecutive quarter in the first quarter year on year, registering a market share of 12%. ICE vehicles remain much more dominant than in Europe or China, with a market share of 78%.



USA	Q1 2025	Comparison to Q1 2024
BEV	301,000	+18%
PHEV	79,000	-11%
Hybrid	473,000	+47%
Total EV	853,000	+28%

Shares of electric vehicle registrations

Electric vehicle sales in Q1 2025

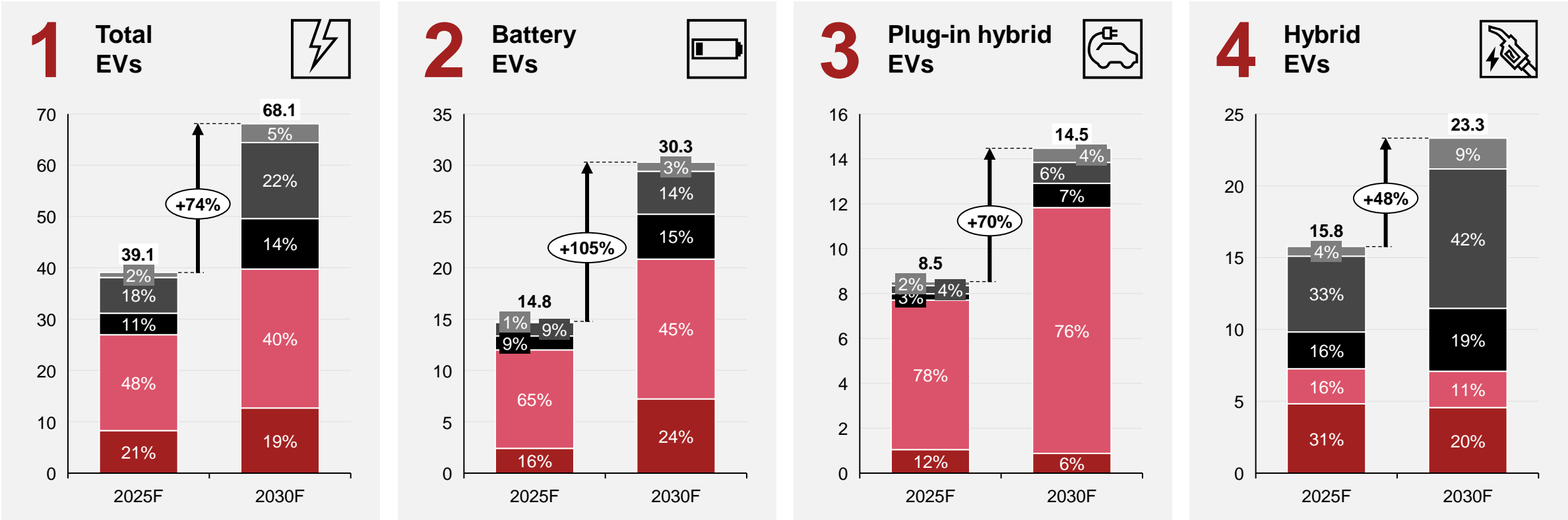


ICE EV BEV PHEV Hybrid



Regional electric vehicle* assembly forecast

2025F vs. 2030F (in million, light vehicles**)



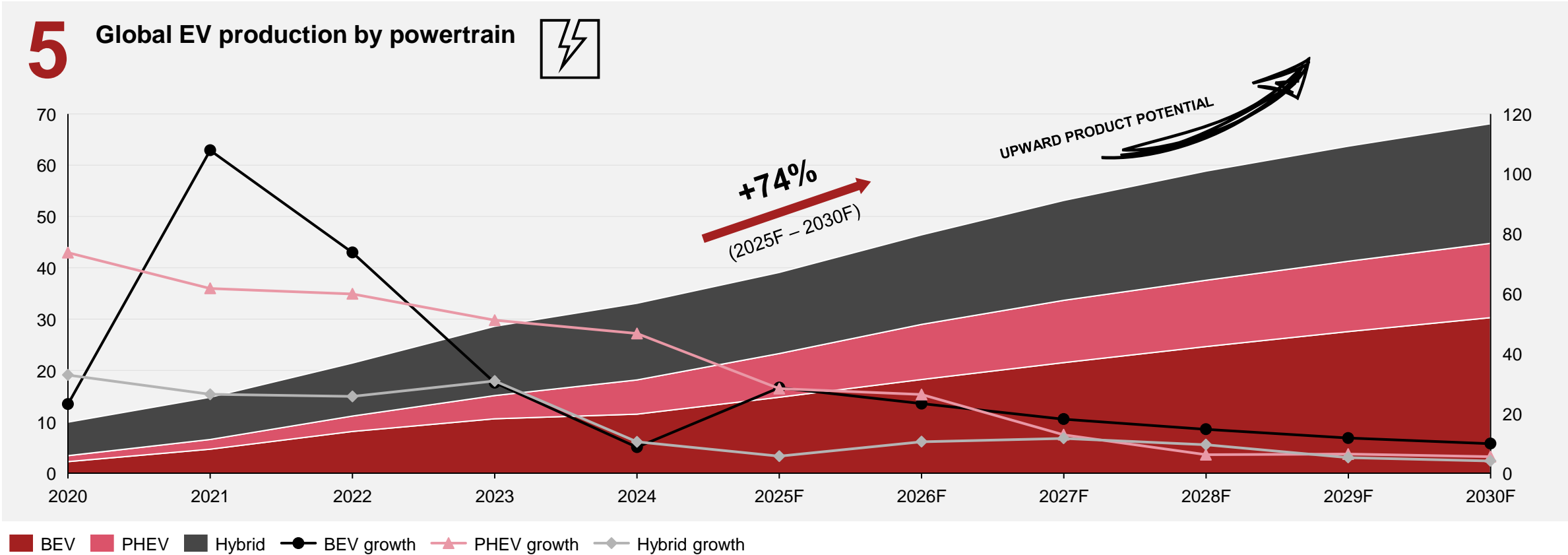
Western + Central Europe China NAFTA Asia-Pacific (excl. China) RoW



4. Electric vehicle production forecast

Electric vehicle* assembly forecast

2020 – 2030F (in million (lhs), growth rate in % (rhs), light vehicles**)

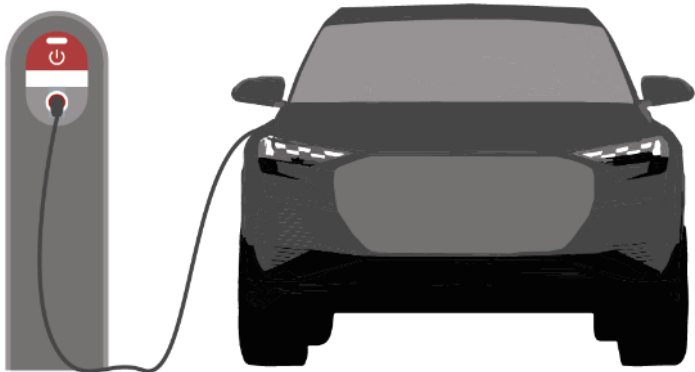




5. BEV model launches

Overview: BEV model launches

2025 (not exhaustive)

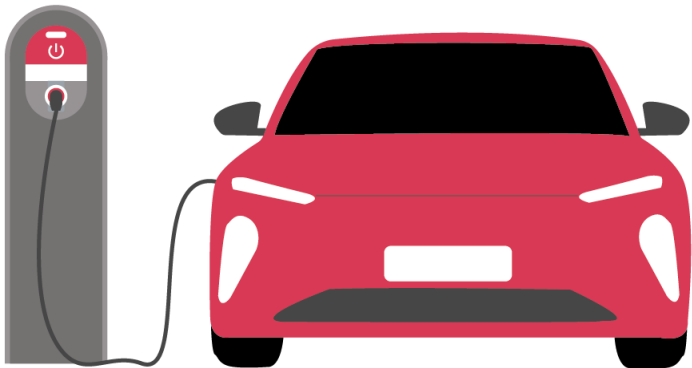


Brand	Model	Launch	Quarter
Acura	RSX	2025	Q3
Chery	Fulwin E3	2025	Q3
Firefly	Firefly	2025	Q2
iCar	05	2025	Q2
Jeep	Recon	2025	Q4
Leapmotor	B01	2025	Q3
Li	i6	2025	Q2
Li	i8	2025	Q4
Mercedes-Benz	CLA EQ	2025	Q2
Mercedes-Benz	GLC EQ	2025	Q4
Nammi	06	2025	Q2
Nissan	Micra	2025	Q4
Renault	4	2025	Q2
Xiaomi	YU7	2025	Q2
Xpeng	G7	2025	Q2



Overview: BEV model launches

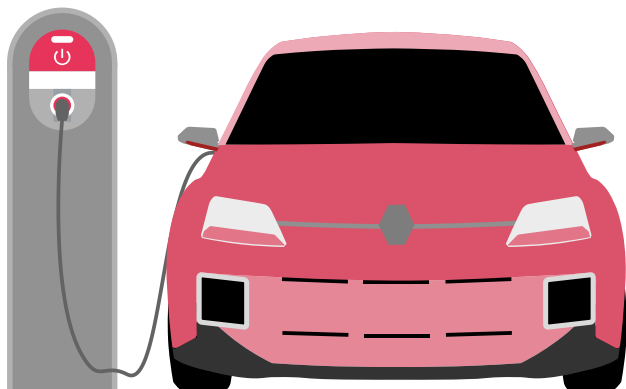
2026 – 2029 (not exhaustive)



Brand	Model	Launch
Audi	A4 e-tron	2028
BMW	i1	2028
Deepal	Qiyuan E07	2027
Ferrari	E-Spider EV	2027
Ford	Bronco Lightning	2028
Honda	Pilot EV	2027
Kia	EV2	2026
Kia	Morning	2027
Lancia	Delta	2029
Lancia	Gamma	2026
Land Rover	Defender Sport	2027
Li	i7	2026
Li	i9	2026
Mercedes-Benz	C-Class EQ	2026
Mercedes-Benz	E-Class EQ	2027

Overview: BEV model launches

2026 – 2029 (not exhaustive)



Brand	Model	Launch
Mercedes-Benz	GLA EQ	2026
Mercedes-Benz	GLB EQ	2026
Mercedes-Benz	GLE EQ	2029
Polestar	Polestar 7	2027
Porsche	Mission X	2028
Rivian	R2	2026
Skyworth	EV6	2026
Toyota	Active Cruiser	2029
Toyota	Compact Cruiser	2028
Toyota	Sienna	2028
Toyota	Urban Cruiser Hyryder	2028
Volkswagen	ID.1	2028
Volkswagen	ID.2	2026
Volkswagen	ID.2 X	2026
Volvo	EX60	2026



6. Electric vehicle sales data

Electric vehicle sales data

Europe Top 5: France, Germany, Italy, Spain, UK

Legend

FY = Full year
YoY = Year-on-year
YTD = Year-to-date

		Mar-25 YTD	Market share	Mar-24 YTD	YTD YoY	Q1-25	Quarter YoY	Mar-25	Month YoY	Feb-25	Month YoY	Jan-25	Month YoY
France	BEV	74,519	18.2%	79,782	-6.6%	74,519	-6.6%	29,261	-13.8%	25,335	-1.9%	19,923	-0.5%
	PHEV	19,592	4.8%	38,574	-49.2%	19,592	-49.2%	8,289	-49.1%	6,451	-45.0%	4,852	-54.0%
	Hybrid	184,267	44.9%	124,938	+47.5%	184,267	+47.5%	70,676	+41.6%	62,144	+50.7%	51,447	+52.3%
	Total EV	278,378	67.9%	243,294	+14.4%	278,378	+14.4%	108,226	+8.1%	93,930	+19.2%	76,222	+18.5%
	Other	131,707	32.1%	201,612	-34.7%	131,707	-34.7%	45,618	-42.9%	47,638	-25.3%	38,451	-33.6%
Germany	BEV	112,968	17.0%	81,337	+38.9%	112,968	+38.9%	42,521	+35.5%	35,949	+30.8%	34,498	+53.5%
	PHEV	63,799	9.6%	44,985	+41.8%	63,799	+41.8%	26,553	+65.8%	19,534	+34.0%	17,712	+23.1%
	Hybrid	192,265	28.9%	173,927	+10.5%	192,265	+10.5%	74,860	+11.7%	58,153	+6.1%	59,252	+13.7%
	Total EV	369,032	55.5%	300,249	+22.9%	369,032	+22.9%	143,934	+25.8%	113,636	+17.3%	111,462	+25.3%
	Other	295,539	44.5%	394,536	-25.1%	295,539	-25.1%	109,563	-26.7%	89,798	-25.5%	96,178	-22.8%
Italy	BEV	22,993	5.2%	13,330	+72.5%	22,993	+72.5%	9,369	+74.8%	6,922	+38.2%	6,702	+126.3%
	PHEV	18,616	4.2%	14,221	+30.9%	18,616	+30.9%	7,608	+36.0%	6,130	+33.3%	4,878	+21.1%
	Hybrid	198,685	44.7%	172,361	+15.3%	198,685	+15.3%	77,837	+23.8%	61,188	+10.2%	59,660	+10.6%
	Total EV	240,294	54.1%	199,912	+20.2%	240,294	+20.2%	94,814	+28.4%	74,240	+14.0%	71,240	+16.9%
	Other	203,758	45.9%	251,411	-19.0%	203,758	-19.0%	77,489	-12.2%	63,780	-22.3%	62,489	-22.9%
Spain	BEV	19,225	6.9%	11,382	+68.9%	19,225	+68.9%	8,101	+92.7%	6,112	+60.7%	5,012	+48.5%
	PHEV	20,516	7.3%	15,700	+30.7%	20,516	+30.7%	8,373	+50.6%	6,901	+24.1%	5,242	+14.5%
	Hybrid	121,557	43.5%	88,979	+36.6%	121,557	+36.6%	49,093	+44.8%	39,798	+39.0%	32,666	+23.5%
	Total EV	161,298	57.7%	116,061	+39.0%	161,298	+39.0%	65,567	+50.2%	52,811	+39.0%	42,920	+24.8%
	Other	118,076	42.3%	128,812	-8.3%	118,076	-8.3%	51,158	-0.0%	37,516	-13.5%	29,402	-14.2%
UK	BEV	120,191	20.7%	84,314	+42.6%	120,191	+42.6%	69,313	+43.2%	21,244	+41.7%	29,634	+41.6%
	PHEV	53,686	9.2%	42,559	+26.1%	53,686	+26.1%	33,815	+37.9%	7,273	+19.3%	12,598	+5.5%
	Hybrid	229,565	39.5%	190,239	+20.7%	229,565	+20.7%	147,931	+26.8%	29,849	+14.2%	51,785	+9.2%
	Total EV	403,442	69.5%	317,112	+27.2%	403,442	+27.2%	251,059	+32.4%	58,366	+23.6%	94,017	+17.1%
	Other	177,060	30.5%	228,436	-22.5%	177,060	-22.5%	106,044	-17.3%	25,688	-31.8%	45,328	-27.5%
Europe 5	BEV	349,896	14.7%	270,145	+29.5%	349,896	+29.5%	158,565	+28.6%	95,562	+23.9%	95,769	+37.3%
	PHEV	176,209	7.4%	156,039	+12.9%	176,209	+12.9%	84,638	+24.5%	46,289	+8.7%	45,282	-0.5%
	Hybrid	926,339	38.9%	750,444	+23.4%	926,339	+23.4%	420,397	+27.2%	251,132	+21.7%	254,810	+19.2%
	Total EV	1,452,444	61.1%	1,176,628	+23.4%	1,452,444	+23.4%	663,600	+27.2%	392,983	+20.5%	395,861	+20.3%
	Other	926,140	38.9%	1,204,807	-23.1%	926,140	-23.1%	389,872	-21.5%	264,420	-23.9%	271,848	-24.6%



6. Electric vehicle sales data

Electric vehicle sales data

Other Europe*: Austria, Belgium, Denmark, Finland, Netherlands, Norway

Legend

FY = Full year
YoY = Year-on-year
YTD = Year-to-date

		Mar-25 YTD	Market share	Mar-24 YTD	YTD YoY	Q1-25	Quarter YoY	Mar-25	Month YoY	Feb-25	Month YoY	Jan-25	Month YoY
Austria	BEV	14,177	21.5%	10,802	+31.2%	14,177	+31.2%	6,122	+31.5%	4,233	+27.4%	3,822	+35.4%
	PHEV	5,530	8.4%	4,281	+29.2%	5,530	+29.2%	2,275	+54.0%	1,613	+20.8%	1,642	+11.8%
	Hybrid	18,178	27.5%	14,959	+21.5%	18,178	+21.5%	7,224	+16.5%	5,549	+18.3%	5,405	+32.8%
	Total EV	37,885	57.4%	30,042	+26.1%	37,885	+26.1%	15,621	+26.7%	11,395	+21.9%	10,869	+30.0%
	Other	28,132	42.6%	33,221	-15.3%	28,132	-15.3%	10,329	-22.7%	8,224	-22.9%	9,579	+4.2%
Belgium	BEV	40,402	33.4%	31,091	+29.9%	40,402	+29.9%	13,650	+16.6%	13,040	+38.9%	13,712	+37.2%
	PHEV	10,465	8.7%	27,517	-62.0%	10,465	-62.0%	3,399	-52.5%	3,070	-63.4%	3,996	-66.6%
	Hybrid	14,296	11.8%	12,773	+11.9%	14,296	+11.9%	4,455	+3.1%	5,383	+25.7%	4,458	+6.9%
	Total EV	65,163	53.9%	71,381	-8.7%	65,163	-8.7%	21,504	-7.3%	21,493	-2.5%	22,166	-15.2%
	Other	55,777	46.1%	63,760	-12.5%	55,777	-12.5%	18,681	-13.3%	18,668	-13.9%	18,428	-10.2%
Denmark	BEV	24,503	65.2%	15,157	+61.7%	24,503	+61.7%	9,825	+38.9%	7,722	+55.4%	6,956	+123.3%
	PHEV	1,083	2.9%	1,736	-37.6%	1,083	-37.6%	567	-33.2%	326	-37.5%	190	-47.9%
	Hybrid	5,053	13.4%	7,708	-34.4%	5,053	-34.4%	2,223	-44.7%	1,453	-25.1%	1,377	-21.1%
	Total EV	30,639	81.5%	24,601	+24.5%	30,639	+24.5%	12,615	+5.6%	9,501	+27.8%	8,523	+63.1%
	Other	6,958	18.5%	12,485	-44.3%	6,958	-44.3%	2,443	-51.2%	2,182	-43.2%	2,333	-35.8%
Finland	BEV	5,636	33.8%	4,767	+18.2%	5,636	+18.2%	2,434	+31.6%	1,563	+17.5%	1,639	+3.3%
	PHEV	3,607	21.6%	4,188	-13.9%	3,607	-13.9%	1,206	-14.2%	1,035	-16.3%	1,366	-11.6%
	Hybrid	4,800	28.7%	6,067	-20.9%	4,800	-20.9%	1,626	-20.6%	1,398	-19.4%	1,776	-22.2%
	Total EV	14,043	84.1%	15,022	-6.5%	14,043	-6.5%	5,266	-0.7%	3,996	-7.1%	4,781	-11.7%
	Other	2,656	15.9%	3,426	-22.5%	2,656	-22.5%	907	-23.1%	788	-26.5%	961	-18.1%
Netherlands	BEV	32,439	35.3%	30,056	+7.9%	32,439	+7.9%	11,195	-14.1%	10,156	+22.1%	11,088	+27.4%
	PHEV	16,003	17.4%	14,234	+12.4%	16,003	+12.4%	6,258	+26.1%	4,363	+1.7%	5,382	+8.1%
	Hybrid	26,915	29.3%	29,440	-8.6%	26,915	-8.6%	9,439	-8.6%	8,030	-10.9%	9,446	-6.4%
	Total EV	75,357	82.1%	73,730	+2.2%	75,357	+2.2%	26,892	-5.1%	22,549	+4.3%	25,916	+9.0%
	Other	16,409	17.9%	27,978	-41.4%	16,409	-41.4%	4,623	-46.5%	5,097	-41.5%	6,689	-37.0%
Norway	BEV	28,623	90.6%	20,073	+42.6%	28,623	+42.6%	11,192	+28.5%	8,477	+27.5%	8,954	+89.8%
	PHEV	1,441	4.6%	457	+215.3%	1,441	+215.3%	1,210	+462.8%	136	-8.1%	95	+1.1%
	Hybrid	841	2.7%	1,033	-18.6%	841	-18.6%	563	+1.1%	154	-50.6%	124	-24.4%
	Total EV	30,905	97.8%	21,563	+43.3%	30,905	+43.3%	12,965	+36.7%	8,767	+23.4%	9,173	+84.4%
	Other	691	2.2%	689	+0.3%	691	+0.3%	339	+26.0%	182	-33.3%	170	+15.6%



6. Electric vehicle sales data

Electric vehicle sales data

Other Europe*: Portugal, Sweden, Switzerland, Rest of Europe*, total Europe*

		Mar-25 YTD	Market share	Mar-24 YTD	YTD YoY	Q1-25	Quarter YoY	Mar-25	Month YoY	Feb-25	Month YoY	Jan-25	Month YoY
Portugal	BEV	12,175	20.8%	9,581	+27.1%	12,175	+27.1%	4,964	+32.8%	3,946	+17.9%	3,265	+30.9%
	PHEV	6,760	11.5%	7,265	-7.0%	6,760	-7.0%	2,727	+6.9%	2,093	-17.8%	1,940	-10.5%
	Hybrid	14,327	24.5%	8,323	+72.1%	14,327	+72.1%	6,042	+61.9%	4,974	+145.5%	3,311	+29.1%
	Total EV	33,262	56.8%	25,169	+32.2%	33,262	+32.2%	13,733	+37.0%	11,013	+39.0%	8,516	+17.8%
	Other	25,283	43.2%	33,856	-25.3%	25,283	-25.3%	10,845	-15.1%	8,450	-32.8%	5,988	-29.6%
Sweden	BEV	21,085	32.2%	18,693	+12.8%	21,085	+12.8%	8,435	+0.6%	6,928	+32.1%	5,722	+12.9%
	PHEV	15,985	24.4%	14,151	+13.0%	15,985	+13.0%	6,339	+14.1%	5,133	+14.1%	4,513	+10.2%
	Hybrid	5,571	8.5%	6,290	-11.4%	5,571	-11.4%	2,127	+2.6%	1,620	-24.9%	1,824	-11.4%
	Total EV	42,641	65.1%	39,134	+9.0%	42,641	+9.0%	16,901	+5.6%	13,681	+14.9%	12,059	+7.5%
	Other	22,835	34.9%	22,406	+1.9%	22,835	+1.9%	8,058	-4.9%	6,528	-11.2%	8,249	+25.2%
Switzerland	BEV	10,733	20.4%	10,424	+3.0%	10,733	+3.0%	4,421	-7.2%	3,402	+3.2%	2,910	+23.1%
	PHEV	4,900	9.3%	5,329	-8.1%	4,900	-8.1%	2,083	+4.5%	1,462	-16.6%	1,355	-14.3%
	Hybrid	19,737	37.5%	17,677	+11.7%	19,737	+11.7%	8,259	+13.5%	6,000	+3.8%	5,478	+18.6%
	Total EV	35,370	67.1%	33,430	+5.8%	35,370	+5.8%	14,763	+5.2%	10,864	+0.3%	9,743	+13.7%
	Other	17,320	32.9%	23,794	-27.2%	17,320	-27.2%	6,927	-26.6%	5,348	-30.5%	5,045	-24.4%
Rest of Europe*	BEV	33,955	7.4%	27,771	+22.3%	33,955	+22.3%	12,110	+31.5%	9,617	+16.4%	12,228	+18.7%
	PHEV	25,600	5.5%	17,416	+47.0%	25,600	+47.0%	8,696	+52.0%	7,025	+38.1%	9,879	+49.5%
	Hybrid	178,760	38.7%	154,032	+16.1%	178,760	+16.1%	64,736	+22.1%	54,571	+11.1%	59,453	+14.6%
	Total EV	238,315	51.6%	199,219	+19.6%	238,315	+19.6%	85,542	+25.9%	71,213	+14.0%	81,560	+18.6%
	Other	223,214	48.4%	257,509	-13.3%	223,214	-13.3%	80,202	-6.2%	66,198	-20.1%	76,814	-13.9%
Europe*	BEV	573,624	17.0%	448,560	+27.9%	573,624	+27.9%	242,913	+23.7%	164,646	+25.5%	166,065	+37.3%
	PHEV	267,583	7.9%	252,613	+5.9%	267,583	+5.9%	119,398	+19.6%	72,545	+0.2%	75,640	-5.9%
	Hybrid	1,214,817	35.9%	1,008,746	+20.4%	1,214,817	+20.4%	527,091	+24.3%	340,264	+18.4%	347,462	+16.8%
	Total EV	2,056,024	60.8%	1,709,919	+20.2%	2,056,024	+20.2%	889,402	+23.5%	577,455	+17.6%	589,167	+18.2%
	Other	1,325,415	39.2%	1,683,931	-21.3%	1,325,415	-21.3%	533,226	-19.6%	386,085	-23.4%	406,104	-21.4%

Legend

FY = Full year

YoY = Year-on-year

YTD = Year-to-date



6. Electric vehicle sales data

Electric vehicle sales data

China, Japan, South Korea, USA, Australia, Brazil

Legend

FY = Full year
YoY = Year-on-year
YTD = Year-to-date

		Mar-25 YTD	Market share	Mar-24 YTD	YTD YoY	Q1-25	Quarter YoY	Mar-25	Month YoY	Feb-25	Month YoY	Jan-25	Month YoY
China*	BEV	1,640,000	27.1%	1,057,000	+55.2%	1,640,000	+55.2%	703,000	+50.9%	463,000	+103.1%	474,000	+30.6%
	PHEV	994,000	16.4%	726,000	+36.9%	994,000	+36.9%	376,000	+28.3%	298,000	+78.4%	320,000	+20.3%
	Hybrid	212,700	3.5%	180,100	+18.1%	212,700	+18.1%	85,700	+18.9%	53,000	+23.3%	74,000	+13.8%
	Total EV	2,846,700	47.1%	1,963,100	+45.0%	2,846,700	+45.0%	1,164,700	+40.1%	814,000	+85.8%	868,000	+25.1%
	Other	3,202,300	52.9%	3,431,900	-6.7%	3,202,300	-6.7%	1,243,300	-8.6%	874,000	+13.7%	1,085,000	-16.7%
Japan	BEV	8,404	1.1%	8,494	-1.1%	8,404	-1.1%	4,010	+2.3%	2,380	-6.3%	2,014	-0.9%
	PHEV	12,013	1.6%	13,385	-10.3%	12,013	-10.3%	4,851	-9.4%	2,989	-35.3%	4,173	+22.4%
	Hybrid	454,897	61.5%	425,021	+7.0%	454,897	+7.0%	173,105	+2.3%	144,698	+9.9%	137,094	+10.5%
	Total EV	475,314	64.3%	446,900	+6.4%	475,314	+6.4%	181,966	+2.0%	150,067	+8.1%	143,281	+10.6%
	Other	263,841	35.7%	217,745	+21.2%	263,841	+21.2%	106,268	+17.6%	84,190	+32.0%	73,383	+15.4%
South Korea	BEV	34,598	9.3%	25,289	+36.8%	34,598	+36.8%	18,708	-7.3%	14,265	+306.2%	1,625	+1.8%
	PHEV	3,598	1.0%	1,718	+109.4%	3,598	+109.4%	1,302	+122.6%	1,204	+120.9%	1,092	+85.7%
	Hybrid	130,197	34.8%	111,766	+16.5%	130,197	+16.5%	49,527	+22.6%	44,615	+24.9%	36,055	+1.1%
	Total EV	168,393	45.0%	138,773	+21.3%	168,393	+21.3%	69,537	+13.7%	60,084	+51.1%	38,772	+2.5%
	Other	205,514	55.0%	239,151	-14.1%	205,514	-14.1%	79,975	-5.7%	58,383	-23.2%	67,156	-14.3%
USA	BEV	300,591	7.7%	255,500	+17.6%	300,591	+17.6%	115,309	+23.4%	93,213	+15.5%	92,069	+13.2%
	PHEV	79,425	2.0%	89,556	-11.3%	79,425	-11.3%	37,823	+7.5%	21,663	-24.3%	19,939	-22.6%
	Hybrid	472,841	12.1%	321,718	+47.0%	472,841	+47.0%	193,419	+56.1%	146,846	+38.6%	132,576	+44.2%
	Total EV	852,857	21.8%	666,774	+27.9%	852,857	+27.9%	346,551	+37.2%	261,722	+21.6%	244,584	+22.9%
	Other	3,056,348	78.2%	3,076,427	-0.7%	3,056,348	-0.7%	1,238,839	+4.6%	959,066	-6.4%	858,443	-1.1%
Australia	BEV	17,901	6.0%	25,468	-29.7%	17,901	-29.7%	8,385	-19.9%	5,684	-43.8%	3,832	-21.7%
	PHEV	13,711	4.6%	3,426	+300.2%	13,711	+300.2%	6,932	+390.9%	4,871	+371.1%	1,908	+94.7%
	Hybrid	47,014	15.9%	35,203	+33.6%	47,014	+33.6%	16,830	+20.8%	15,348	+34.1%	14,836	+51.1%
	Total EV	78,626	26.6%	64,097	+22.7%	78,626	+22.7%	32,147	+24.5%	25,903	+14.7%	20,576	+31.1%
	Other	217,326	73.4%	240,355	-9.6%	217,326	-9.6%	79,470	-5.2%	70,807	-14.1%	67,049	-9.5%
Brazil	BEV	12,993	2.5%	14,118	-8.0%	12,993	-8.0%	4,801	-21.7%	4,492	+23.7%	3,700	-15.0%
	PHEV	19,529	3.8%	10,321	+89.2%	19,529	+89.2%	6,944	+129.7%	5,884	+67.7%	6,701	+76.9%
	Hybrid	7,402	1.4%	11,636	-36.4%	7,402	-36.4%	2,635	-40.8%	2,612	-20.9%	2,155	-44.4%
	Total EV	39,924	7.7%	36,075	+10.7%	39,924	+10.7%	14,380	+5.7%	12,988	+24.3%	12,556	+4.4%
	Other	478,525	92.3%	447,913	+6.8%	478,525	+6.8%	169,991	+4.5%	161,036	+11.0%	147,498	+5.2%



6. Electric vehicle sales data

Electric vehicle sales data

India, Indonesia, Turkey, total analyzed markets

		Mar-25 YTD	Market share	Mar-24 YTD	YTD YoY	Q1-25	Quarter YoY	Mar-25	Month YoY	Feb-25	Month YoY	Jan-25	Month YoY
India	BEV	31,661	3.0%	25,842	+22.5%	31,661	+22.5%	12,163	+24.0%	8,700	+15.6%	10,798	+26.9%
	PHEV	30	0.0%	0	0.0%	30	0.0%	12	0.0%	7	0.0%	11	0.0%
	Hybrid	93,173	8.9%	91,756	+1.5%	93,173	+1.5%	27,129	-7.6%	25,770	-16.2%	40,274	+27.3%
	Total EV	124,864	12.0%	117,598	+6.2%	124,864	+6.2%	39,304	+0.3%	34,477	-10.0%	51,083	+27.3%
	Other	919,675	88.0%	938,524	-2.0%	919,675	-2.0%	282,279	-0.7%	248,773	-15.6%	388,623	+8.1%
Indonesia	BEV	15,132	7.4%	5,994	+152.5%	15,132	+152.5%	8,638	+290.3%	4,310	+198.3%	2,184	-6.5%
	PHEV	42	0.0%	29	+44.8%	42	+44.8%	14	+55.6%	14	+27.3%	14	+55.6%
	Hybrid	12,442	6.1%	13,237	-6.0%	12,442	-6.0%	4,800	-1.7%	3,938	+11.2%	3,704	-23.0%
	Total EV	27,616	13.5%	19,260	+43.4%	27,616	+43.4%	13,452	+89.3%	8,262	+65.3%	5,902	-17.5%
	Other	177,544	86.5%	151,217	+17.4%	177,544	+17.4%	57,440	+12.8%	64,074	+24.7%	56,030	+14.5%
Turkey	BEV	29,099	13.0%	14,140	+105.8%	29,099	+105.8%	12,704	+115.2%	10,324	+119.1%	6,071	+72.3%
	PHEV	9,930	4.4%	2,887	+244.0%	9,930	+244.0%	3,851	+260.6%	3,610	+182.3%	2,469	+357.2%
	Hybrid	54,449	24.3%	32,543	+67.3%	54,449	+67.3%	22,361	+98.8%	17,761	+59.4%	14,327	+41.1%
	Total EV	93,478	41.8%	49,570	+88.6%	93,478	+88.6%	38,916	+113.6%	31,695	+85.0%	22,867	+60.9%
	Other	130,315	58.2%	183,819	-29.1%	130,315	-29.1%	52,912	-23.1%	44,326	-32.0%	33,077	-33.6%
Analyzed markets	BEV	2,664,003	15.9%	1,880,405	+41.7%	2,664,003	+41.7%	1,130,631	+38.8%	771,014	+62.9%	762,358	+28.7%
	PHEV	1,399,861	8.4%	1,099,935	+27.3%	1,399,861	+27.3%	557,127	+26.8%	410,787	+47.2%	431,947	+13.2%
	Hybrid	2,699,932	16.1%	2,231,726	+21.0%	2,699,932	+21.0%	1,102,597	+23.4%	794,852	+19.7%	802,483	+19.0%
	Total EV	6,763,796	40.4%	5,212,066	+29.8%	6,763,796	+29.8%	2,790,355	+29.9%	1,976,653	+39.6%	1,996,788	+21.1%
	Other	9,976,803	59.6%	10,610,982	-6.0%	9,976,803	-6.0%	3,843,700	-4.7%	2,950,740	-4.1%	3,182,363	-9.1%

Legend

FY = Full year

YoY = Year-on-year

YTD = Year-to-date



Glossary of terms and abbreviations

Abbreviation	Full description
BEV	Battery electric vehicle
EFTA	European Free Trade Association (incl. Iceland, Liechtenstein, Norway and Switzerland)
EU	European Union
Europe	EU27+UK+EFTA
EV	Electric vehicle (incl. BEV, PHEV and HEV)
FCEV	Fuel cell electric vehicle
FHEV	Full-hybrid electric vehicle
FY	Full year
HEV/hybrid	Hybrid electric vehicle
MHEV	Mild-hybrid electric vehicle
NEV	New energy vehicle (incl. BEV and PHEV)
PHEV	Plug-in hybrid electric vehicle
REEV	Range-extended electric vehicle, also referred to as ranger extender or extended-range electric vehicle (EREV)
YoY	Year-on-year
YTD	Year-to-date



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Thank you

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