

Electric vehicle market rome

The European electric vehicle (EV) market experienced unprecedented growth in 2020, posting a 143% increase in sales of passenger electric cars from 2019. The robust sales in 2020 made Europe the largest EV market globally, surpassing China. This came during a period of major disruption in the vehicle market due to COVID-19: Although sales of all new cars in Europe fell by 20%, the surge in EV sales boosted the EV share to 11%.

The EV growth in Europe was largely fueled by the need for manufacturers to comply with more stringent European Union CO2 standards for new passenger cars and vans from January 2020. However, there was substantial variation across the European market, reflecting the influence of national and local policies as well as other factors such as the availability of electric models and charging infrastructure across local markets. This relative local-level success in EV uptake could hold lessons for designing, adopting, and sustaining local EV policy and programs going forward.

Research demonstrates a link between city policies and electric vehicle uptake. Successful local EV markets in Europe have adopted a broad array of policies, described in this paper, to overcome barriers of model availability, cost, convenience, and consumer awareness. As the market continues to grow and evolve, cities can learn from each other and strengthen and adapt policies accordingly.

European cities experienced strong electric vehicle market growth in 2020, but EV distribution remains unequal. Regions in northern Europe continued to see the greatest uptake. All of the 16 metropolitan regions with twice the European average EV share (23%) were located in Norway, the Netherlands, or Sweden. Although regions of southern and eastern Europe had comparatively low new EV sales shares, they still experienced steep increases from 2019 levels. For example, Rome boosted its new EV sales share from 1% in 2019 to 5.5% in 2020.

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