

# The Norwegian EV Experience

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# Agenda

- Norway's EV status, policy and development
- Charging and challenges
- Conclusion



# Norwegian EV Association

- *Non-profit NGO*
- *Over 120,000 members (EV drivers)*
- *50 employees*

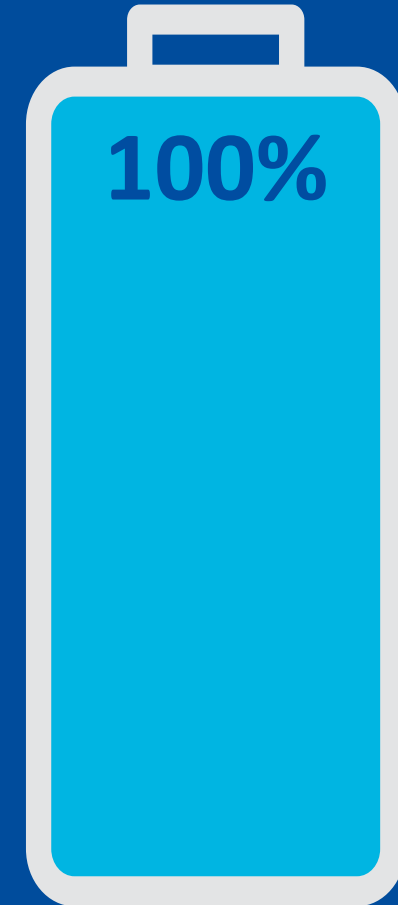
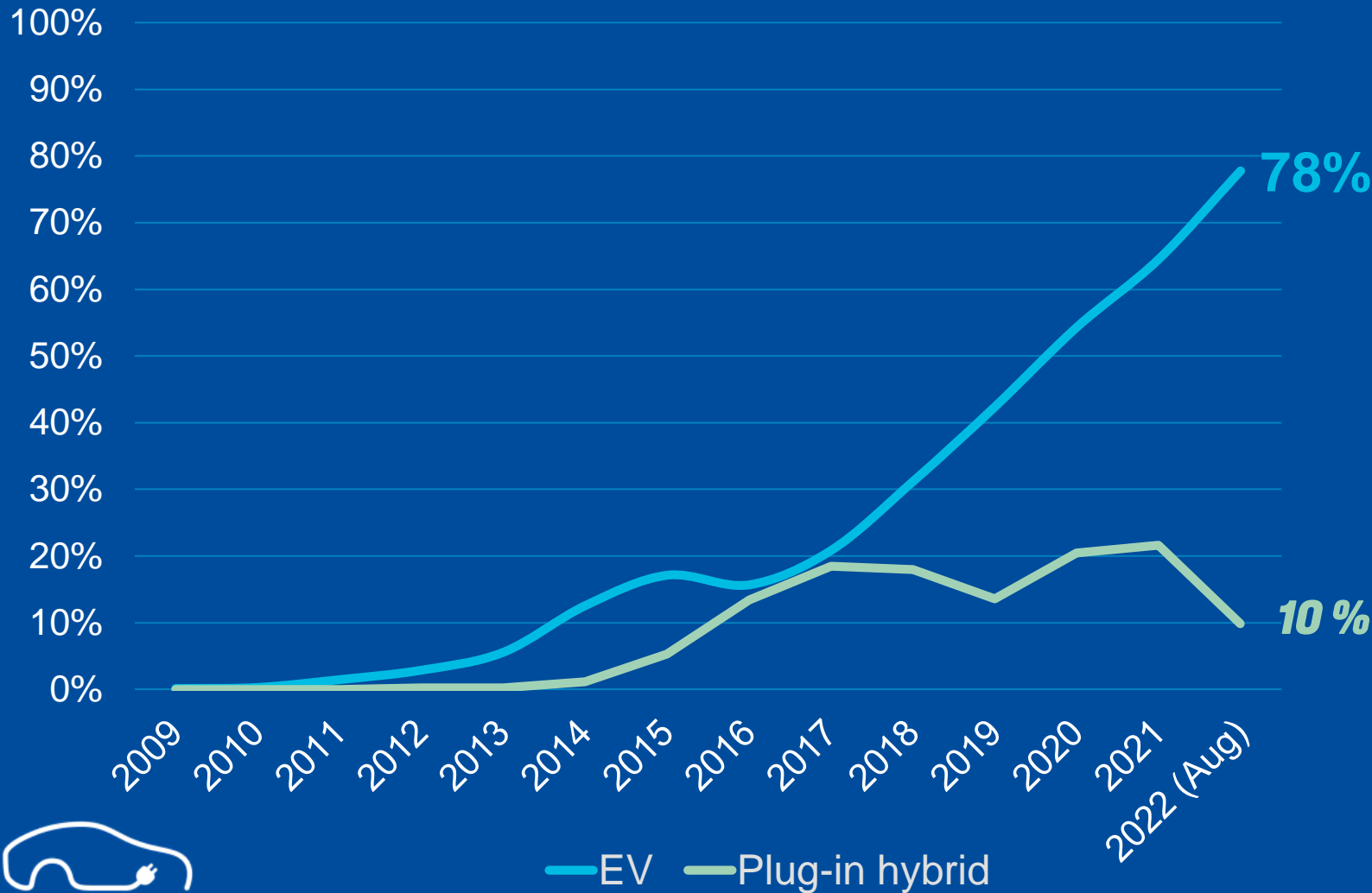
***Our goal:***

***Electrify transport as fast as possible!***

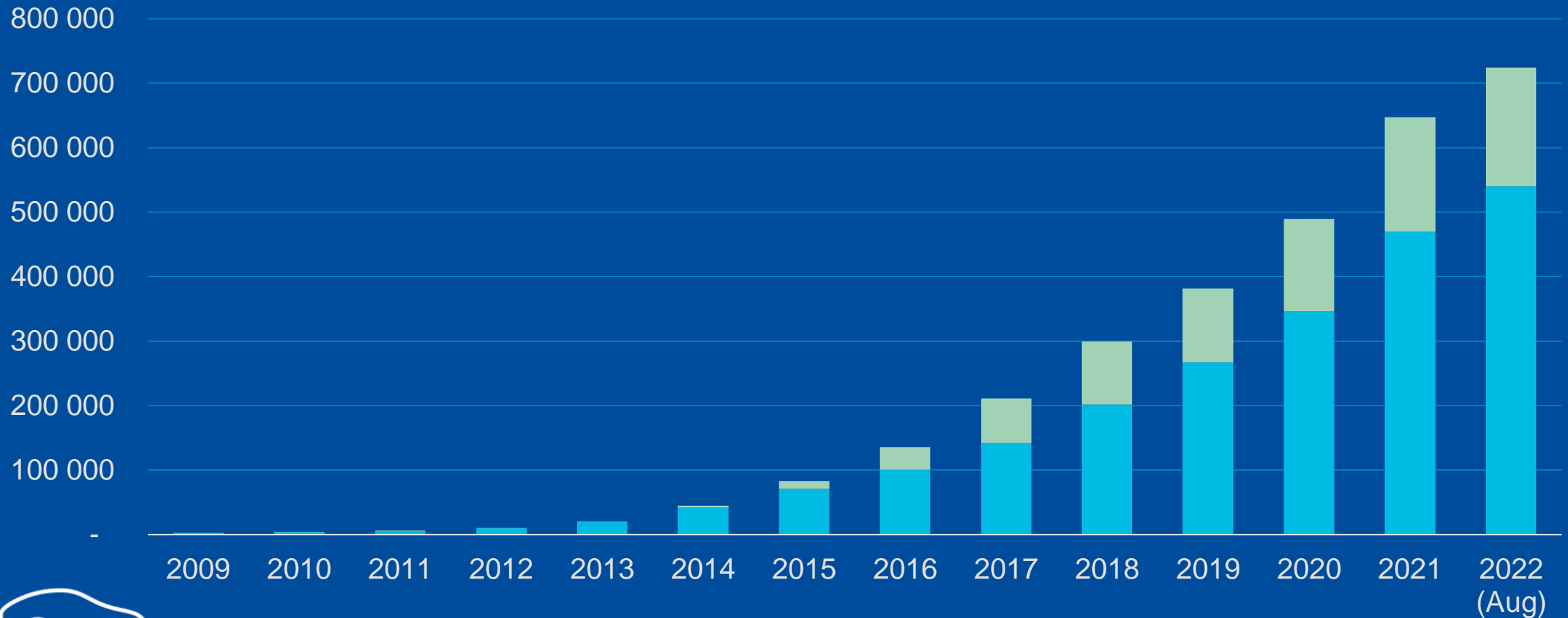


# Market share new sales

Target for 2025:



# 525 000 EVs in Norway (+180 000 PHEVs)



# Are we there yet?



**18,5%**

**2.300.000 to go**



**3,7%**

**480.000 to go**



**4,7%**

**15.000 to go**



**0,3%**

**69.000 to go**





# Support is key

## Buying or leasing:

- No purchase tax
- Zero VAT – from 2023 VAT will be introduced after the first NOK 500 000 of the purchase price
- LCV and LEV support schemes

## Owning:

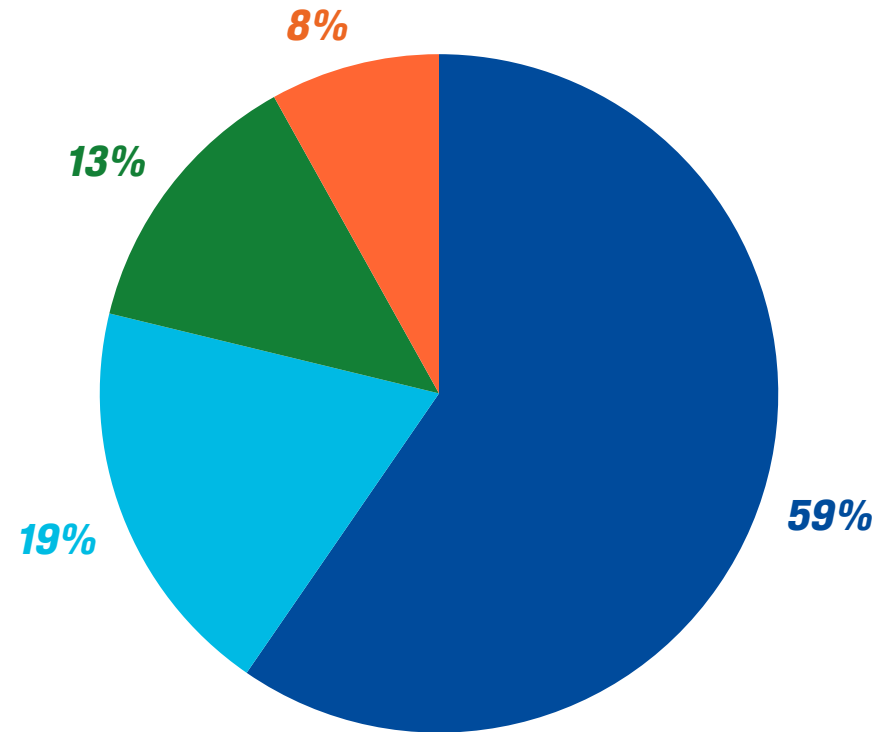
- 70% annual road tax, 100% from 2022
- 60% company car tax, 80% from 2022

## Using:

- Toll roads, ferries, parking max 50%
- Regulated access to bus lanes



# ***What was most important to you in your decision to start driving an EV?***



■ **Economy/low costs**

■ **Environmental considerations**

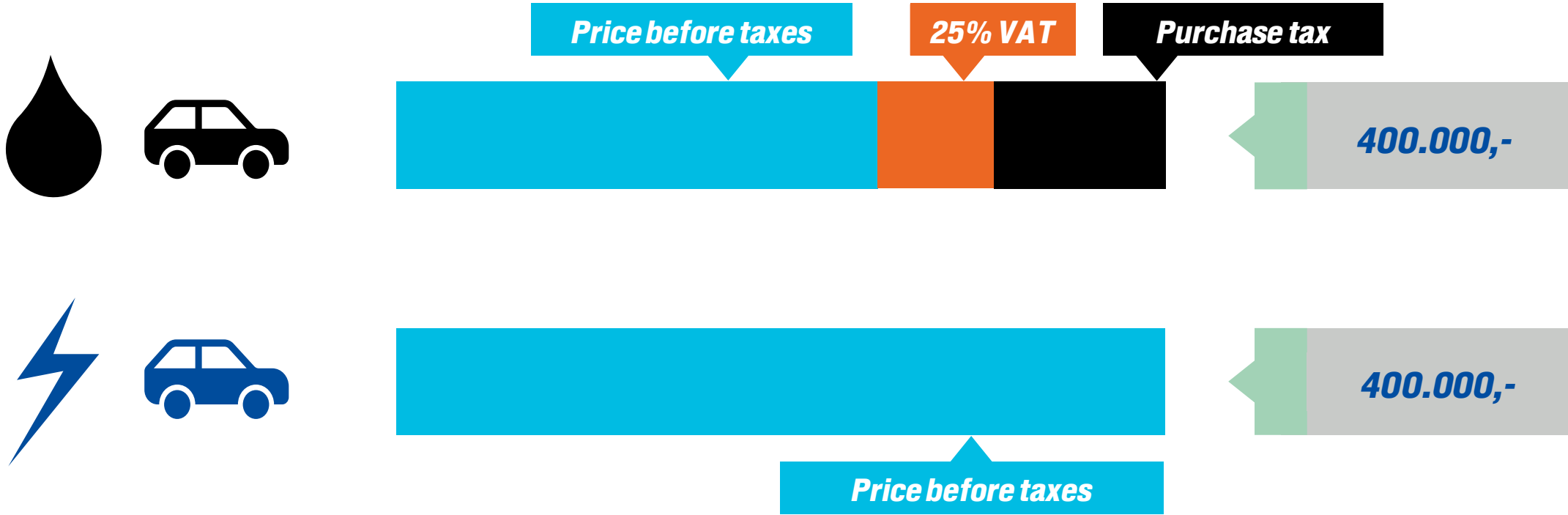
■ **Technology and innovation**

■ **The car's driving characteristics and comfort**





# Purchase taxes



# ***How the purchase tax works:***



**Skoda Kodiaq  
(diesel)**

**2021: 163 808 NOK**

**2022: 184 387 NOK**



**Toyota RAV4  
(plug-in hybrid)**

**2021: 0 NOK**

**2022: 43 865 NOK**



**Ford Mustang  
(BEV)**

**2021: 0 NOK**

**2022: 0 NOK**



# ***Bonus Malus system – polluter pays***

***Tax polluting cars***

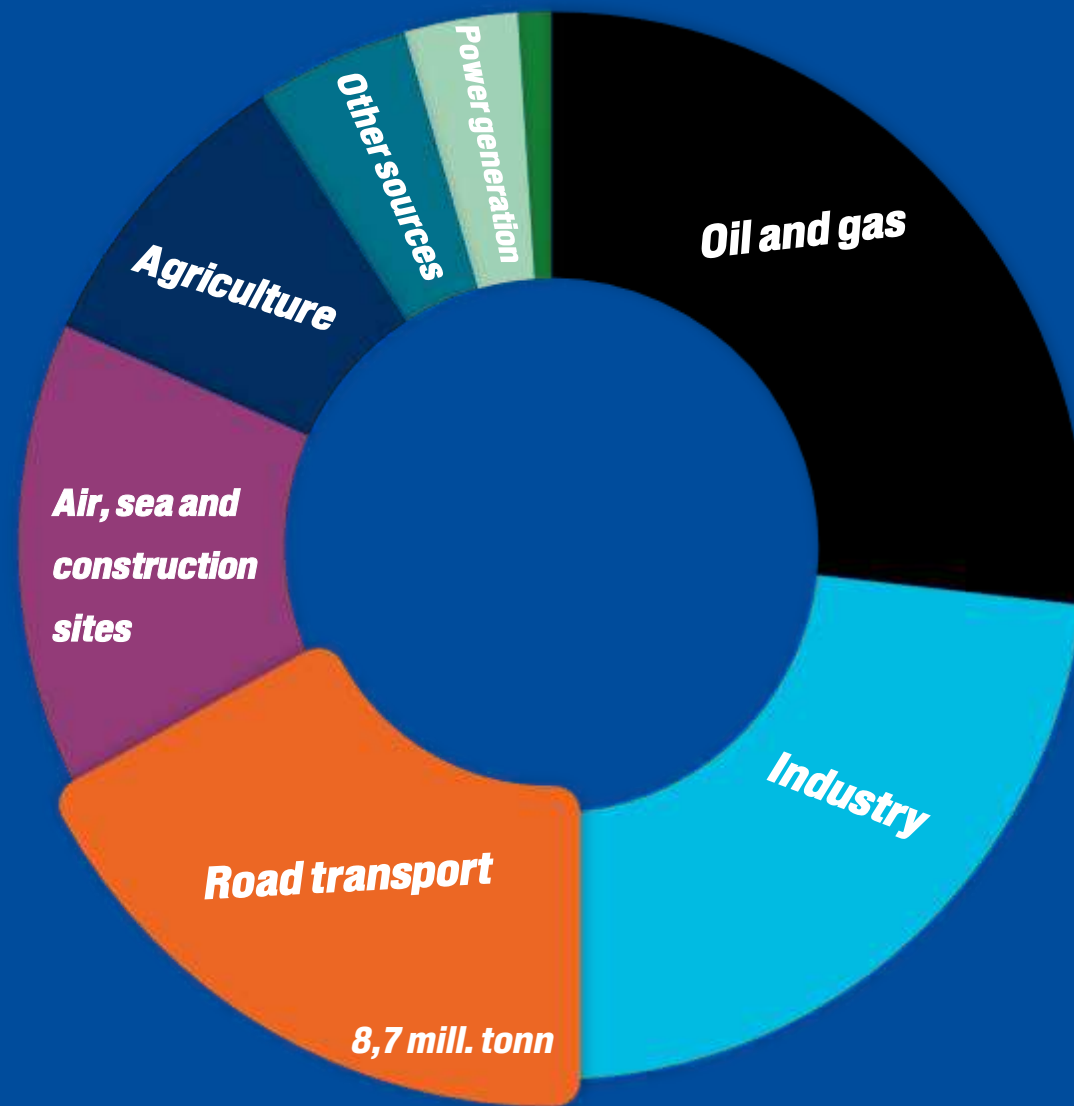


***Use revenue to subsidize EVs***



# Norwegian Emissions

- **Road transport 17%**
- **Up 13% since 1990**
- **Reduced by 4,7 % from 2019-2020**



**2016**



**26%**

**2021**

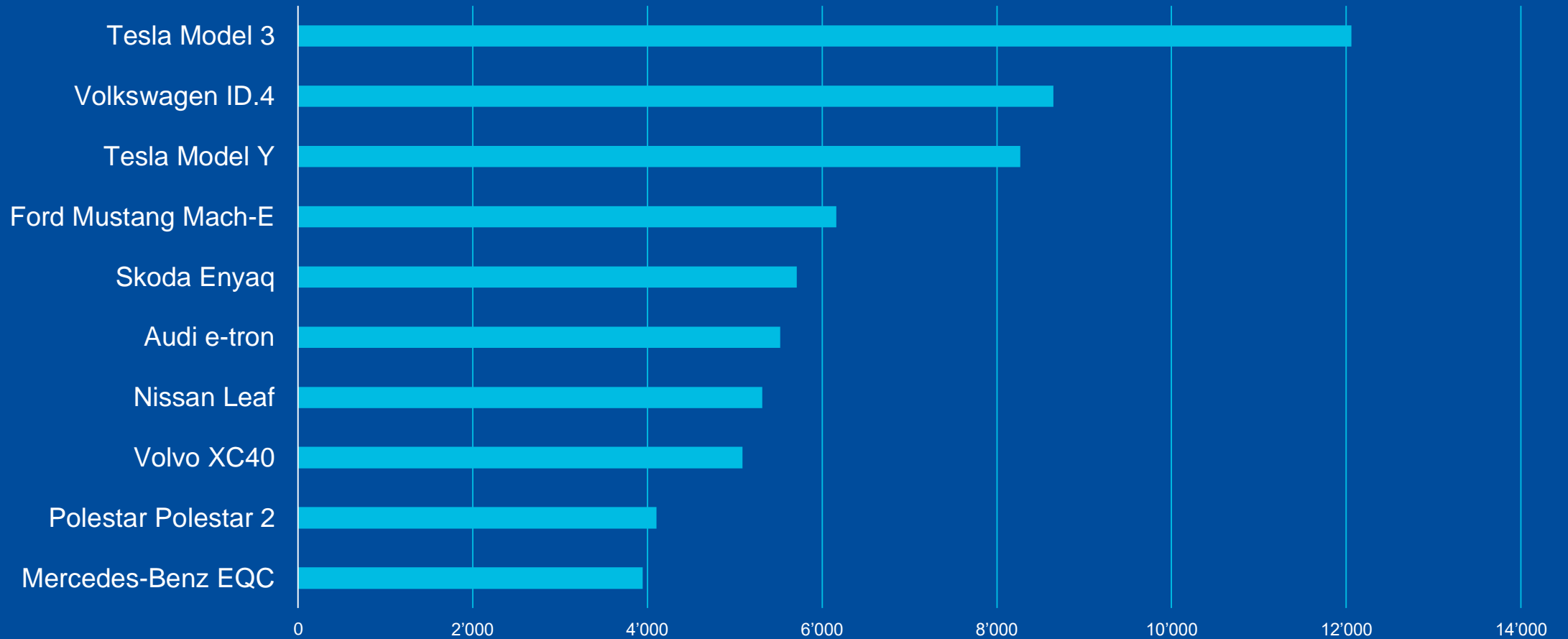


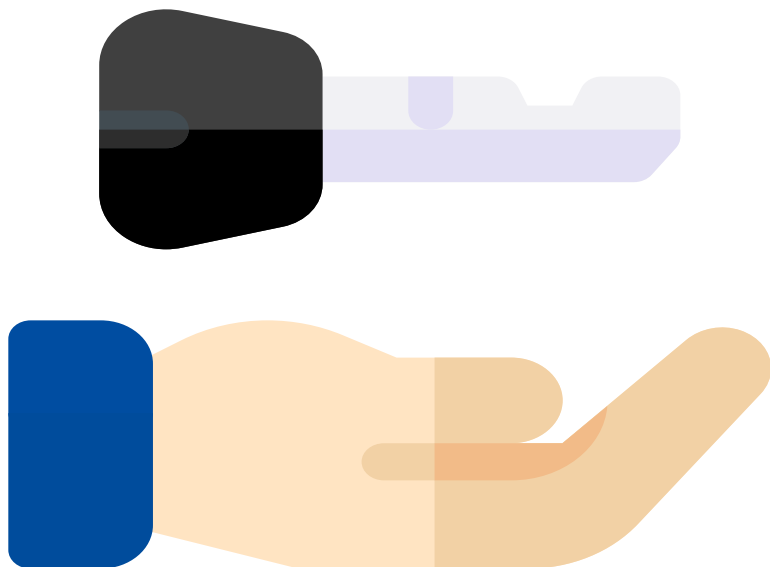
**50%**

***Only have EV's in their household***



# Top 10 selling EVs 2021





**69%**  
***ARE FIRST TIME EV  
OWNERS***



**97%**

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***have their own  
parking spot***

**80%**

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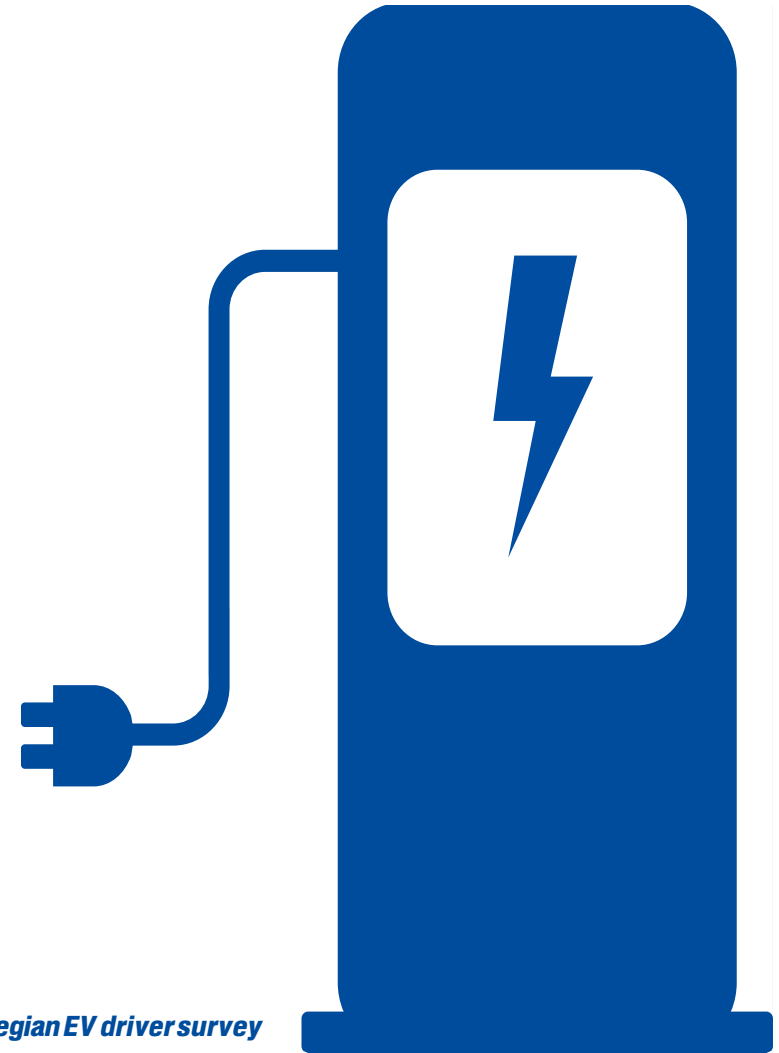
***of charging at home***



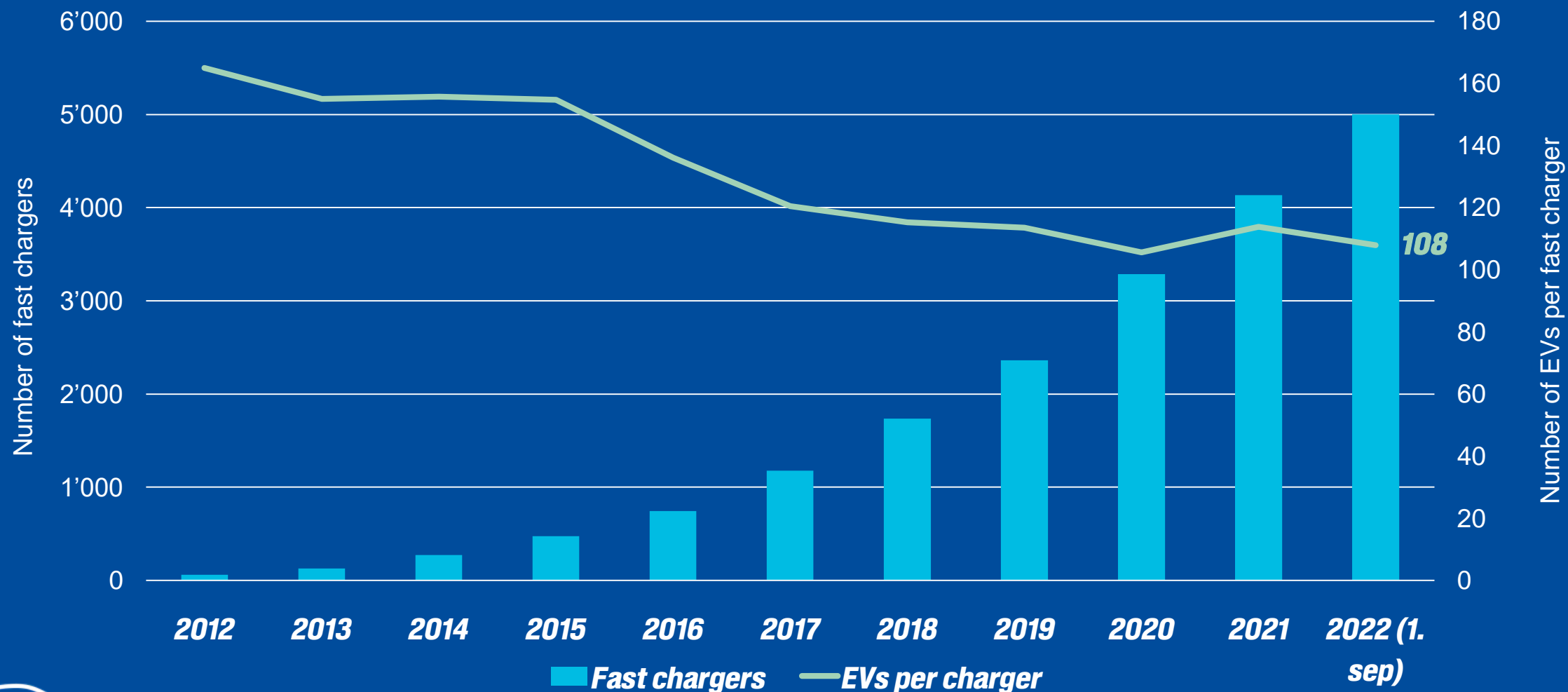


**87%**

***use fast charging***



# Number of fast chargers and EVs per fast charger





Mattorget Gjønnestad  
...direkte fra bonden

GJØNNESTAD

CHARGE & DRIVE  
fortum

75kW

EB 54466



# ***Fast charging***

- ***48 percent has experienced queues sometimes or often***
- ***80 percent have experienced that the chargers do not work***



# Pricing and payment systems

- Increasing number of operators
- Price per kWh is finally taking over
- Payment by RFID tags, apps, SMS, QR (bank card in browser)

fortum

mer

Lyse BKK

Bee

CIRCLE K

LADE | NORGE

IONITY

Kople

e-on

InCharge

VATTENFALL



# ***Charging is difficult***

- ***3 out of 4 find the number of charging operators and apps complicated***
- ***75 percent want card payment***



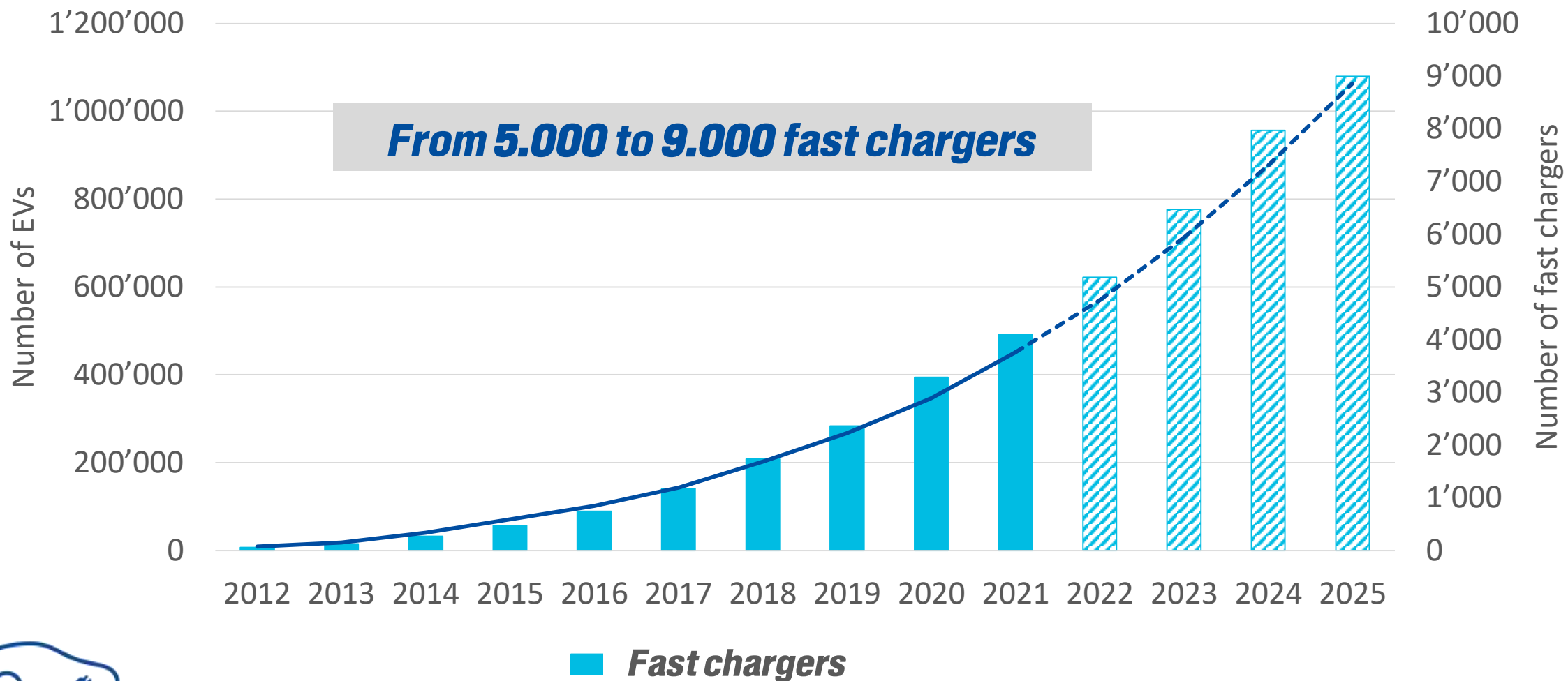
# ***Card payment***

- ✓ ***Charging is vital infrastructure***
- ✓ ***Known, easy and privacy***
- ✓ ***Does not demand a customer relationship***





# From 500.000 EVs to over 1.000.000



# Happy EV drivers

**93%**

***are satisfied or very satisfied with being an EV driver***



# Conclusion



- Strong incentives still necessary
  - Top priority: purchase incentives
- On track for 2025-target: only selling ZEVs
  - EV drivers are happy





***Thank you!***



Norwegian **EV** Association

***elbil.no***