



**Leading Automotive OEM
Investigated Electric Vehicles
Technology and Market Forecast for
Europe**

Client	A leading automotive manufacturer and designer
Industry	Automotive
Products	Passenger Vehicles

Background

- The Client wanted to gain a comprehensive understanding of the current and future state of the Electric vehicle ecosystem in Europe with regards to technology and market evolution, as well as understanding of the enablers and challenges

Key Business Questions

- What are the requirements to sustain relevant number of EVs in the market?
- Are these requirements uniformly distributed or concentrated to select regions?
- What will be the future of Plug-in Hybrid Vehicles (PHEVs) when compared to pure EVs or IC engine vehicles?

Engagement Scope

1	Current Scenario Mapping	2	Trends Analysis	3	Comparative Analysis	4	Key Findings and Conclusions
	<ul style="list-style-type: none"> ▪ How many EVs are on the road today in Europe? ▪ How is the infrastructure for EVs in Europe today? ▪ Which countries in Europe are seeing better traction in EVs and why? ▪ How is the onset of EVs affecting the IC engines market today? ▪ Analysis of current government regulations / standards in place. 		<ul style="list-style-type: none"> ▪ How will the onset of EVs impact IC engines market in future? ▪ What is the forecast for EVs in Europe? Which countries are likely to lead? ▪ How will PHEVs fare against FEVs & IC engines in coming years? ▪ Trend analysis in EVs usage ▪ What are factors incentivizing adoption of EVs? ▪ How will the ecosystem of the EVs market look like in future? Will it differ with region? 		<ul style="list-style-type: none"> ▪ Comparative analysis of different engine types – Technology, cost, adoption, user-acceptance etc. ▪ Listing of technical specifications of charging stations and comparison across regions ▪ Comparison of “operational readiness” of countries to move forward with mass roll-out of EVs ▪ Mapping of EV offerings with customer requirements 		<ul style="list-style-type: none"> ▪ What are best practices adopted by leaders in the EV market? ▪ When EVs could take over ICEs and which EV type is expected to see fastest growth ▪ Strategic insights on possible regulations that could come into force in Europe based on similar projects across the globe ▪ EVs Market sizing & forecasting ▪ Trends expected to shape the EV market in Europe

Research Methodology

Secondary Research

- Conducted desk research to gather information on EVs and current status
- Referred to technology and automotive news feeds/magazines/technology websites etc.

Primary Research

- 15+ Telephonic interview with stake holders such as OEMs, Tier 1 suppliers, Industry experts etc.

Sample Analysis

Benefits to Client

- Insights on the current scenario of electric vehicles in Europe
- Understanding of the individual countries' status with respect to electric vehicles and what the future plans are.
- Complete understanding of the Automotive ecosystem w.r.t. engine types as well as how the value chain is expected to change with recommendation on critical areas to be focused on

1 Current Scenario Mapping

2 Trends Analysis

3 Comparative Analysis

4 Key Findings and Conclusions

Thank you

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