



Norway, the most successful EV market
Francisco CARRANZA
Nissan Europe

600 million vehicles today
2.5 billion by 2050



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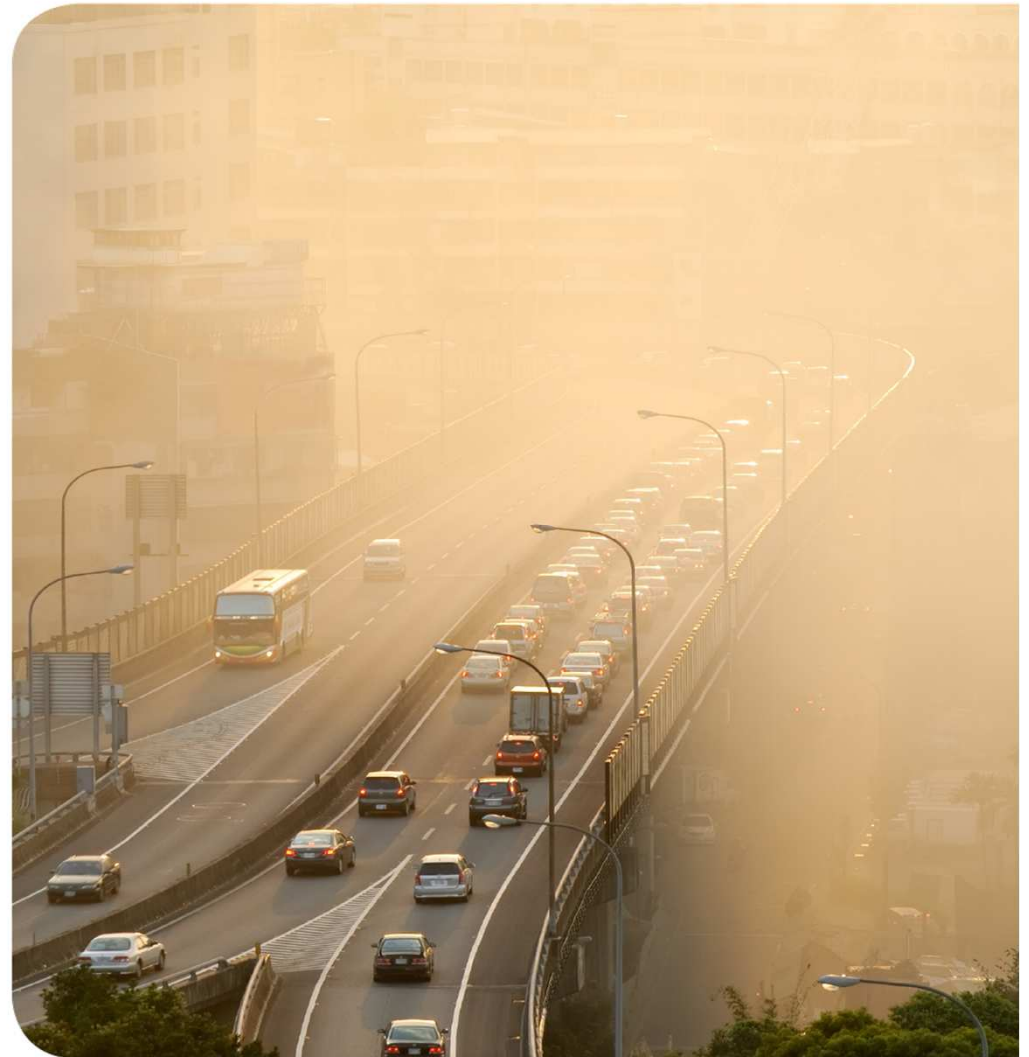


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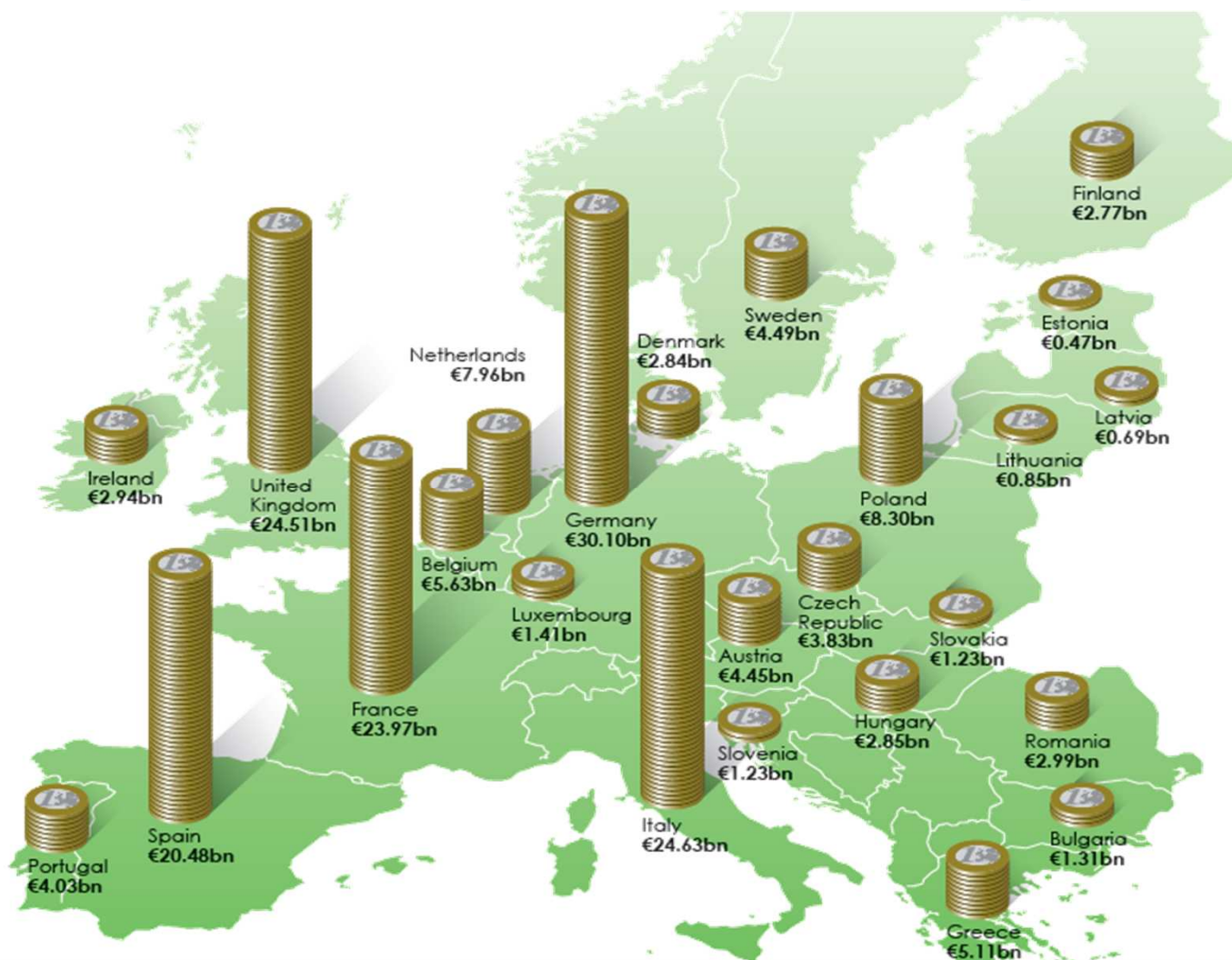


European Commission

evs | 27 40 million people in the 115 largest EU cities
are exposed to air exceeding WHO quality
guidelines



1 billion EUR of oil expenses per day



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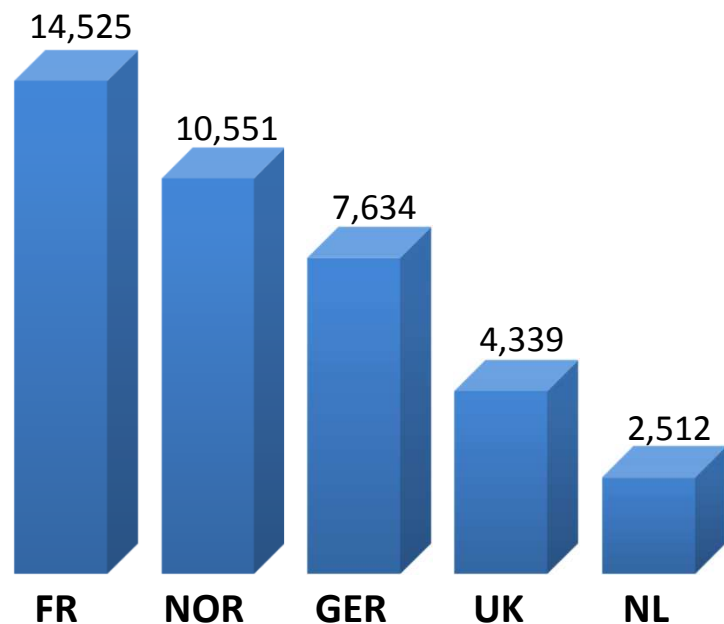


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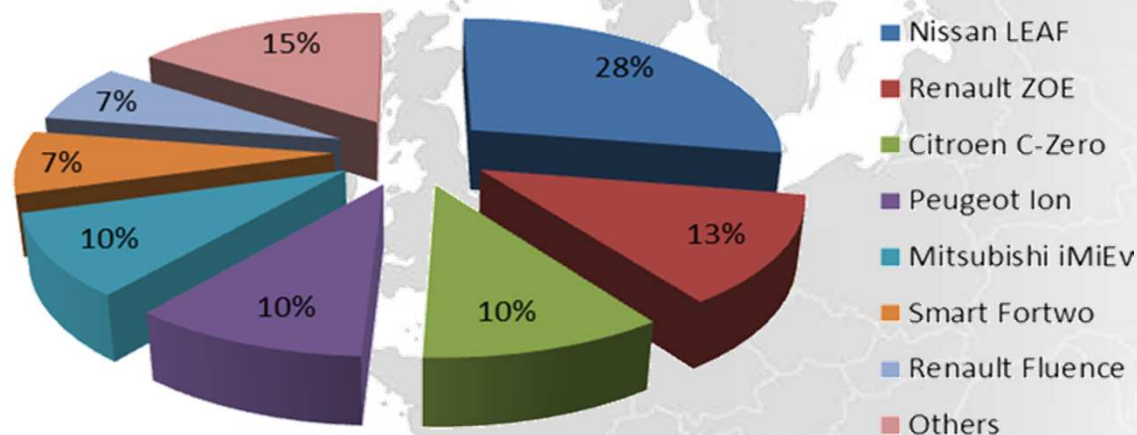


European Commission

52,729 Electric Vehicles in Europe



Electric Vehicle Top Models
(2010/2013)



Norway

10,551 EVs sold since 2010

Number 9 in October 2012

Number 1 in October 2013

Nissan Leaf is Norway's best-selling car

EVs on top two months in a row

Norway Loves The Nissan LEAF

4,029 charging points

EV Sales are Booming

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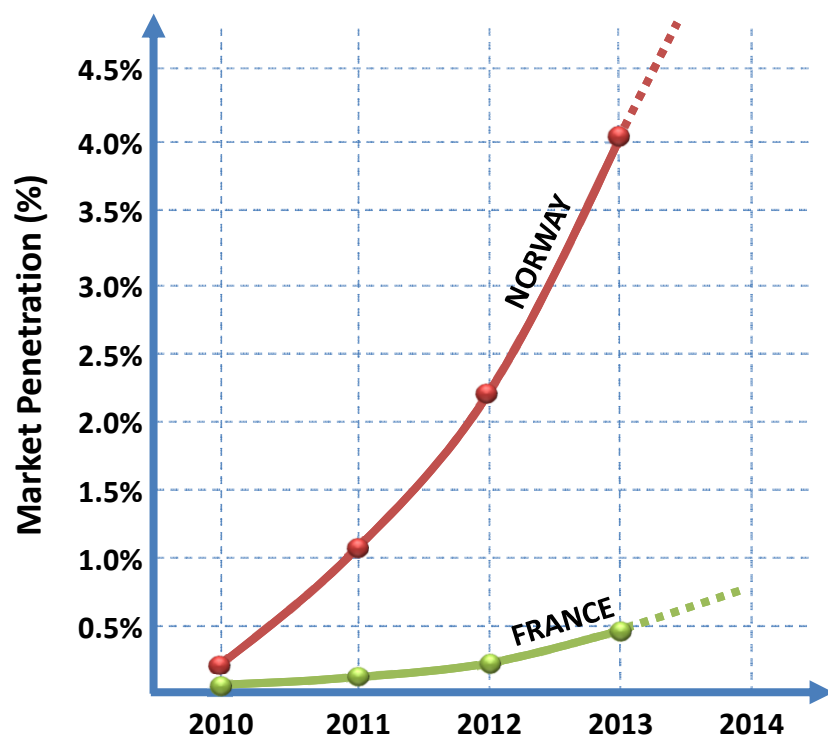


European Commission

Norway Loves Electric Vehicles

October 2013:

- 10,551 electric vehicles sold since 2010
- 4,029 charging points, of which 127 rapid chargers
- Nissan LEAF grabs the pole position with a 5.6% share



Source: gronnbil.com

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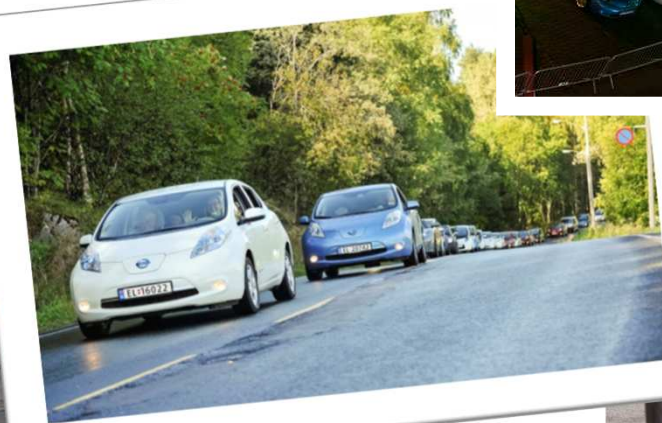


European Commission

Why Norway succeed?

Long term political commitment:

- ✓ Demand incentives
- ✓ Recharging infrastructure
- ✓ Awareness



1. Integrated Approach (air quality, economy, health and noise)
2. Long term political commitment
3. Incentives (national/ regional/ city)
4. Public-Private Partnerships

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