

## Electric vehicle adoption Italy

In June 2024, Italy witnessed a substantial increase in electric vehicle (EV) registrations, driven by the implementation of the new Ecobonus incentive. A total of 13,285 new full electric vehicles were registered, reflecting a 115.8% increase compared to June 2023. The market share of electric vehicles rose to 8.3%, up from 4.4% in the same period last year.

For the first half of 2024, electric vehicle registrations in Italy totaled 34,709, marking a 6.2% increase from the same period in 2023. This sustained growth maintained a market share of 3.9%, consistent with the first six months of the previous year. As of June 30, the total number of electric vehicles on Italian roads reached 251,023.

The increase in registrations highlights the impact of the new incentives, indicating a release of pent-up demand. The full effect of orders placed under the new Ecobonus is expected to manifest in the coming months. However, the overall annual figures for 2024 are anticipated to be similar to those of 2023.

The introduction of new entry-level electric vehicle models is expected to further support the adoption of electric vehicles in Italy, aligning with trends observed in other European markets such as France, Germany, and the United Kingdom, which reported battery vehicle market shares of 17%, 12.6%, and 17.6% respectively in May 2024.

Continued growth in the Italian electric vehicle market will depend on effective planning and implementation of policies to incentivize EV adoption, including a review of company fleet taxation to provide a stable and predictable environment for consumers and businesses.

For a detailed market analysis of June, please refer to the original article from E-Motus.

Original article source: E-Motus

The European Union's battery-electric vehicle (BEV) market tells a complex story in 2024. While BEV registrations across most Member States have grown steadily, Germany stands out as a market where policy shifts have significantly altered the narrative.

This recently published EIT study, commissioned by the European Institute of Innovation and Technology and led by TRT Trasporti e Territorio, assessed the costs and benefits of transitioning to sustainable urban mobility in European cities by 2030 and 2050.

The Greater Oslo region is enhancing the efficiency of its electric bus fleet by implementing an advanced managed services solution for data-driven decision-making.

Italy has seen a significant shift toward electric and hybrid vehicles (EVs and HEVs) in recent years, driven by environmental concerns, governmental incentives, and advancements in car technology. The Italian government is committed to reducing carbon emissions, aiming for 55% fewer greenhouse gases by 2030 and a total net-zero goal by 2050. This goal aligns Italy with broader European Union climate objectives, making electric and hybrid cars a critical component of Italy's mobility landscape.

The trend toward electric and hybrid vehicles has gained momentum as Italian drivers seek alternatives to traditional internal combustion engine (ICE) vehicles. With air quality becoming a pressing concern, especially in urban centers like Milan, Rome, and Naples, Italians are increasingly aware of the environmental benefits of EVs and hybrids. In 2023, Italy recorded substantial growth in electric car sales, reaching nearly 10% of all new vehicle registrations.

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