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Advising Greentech companies
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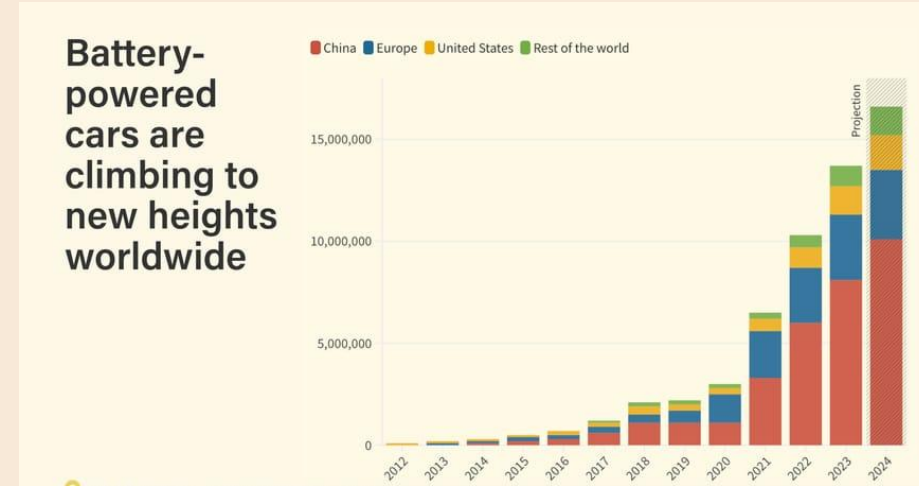
EV Advocates Just Don't Get It





Sales are growing, but everything isn't fine. There are major holes in the EV adoption strategy and it would serve advocates well to acknowledge them and work to fix them.

Sales are growing – everything is fine



Source: International Energy Agency, Global EV Outlook 2024

- Worldwide EV sales look like the typical emerging market hockey stick curve with projected 2024 growth at a respectable 21%
- However, take China away and that growth declines to 16%. For a mature market that would be spectacular. For an emerging market the kindest way to describe it would be pedestrian.
- Projected 2024 growth by region is as follows: China 25%, Europe 6%, U.S 21% and the Rest of World 40%.
- Wait: the U.S. is growing at almost at the same pace as China. What's wrong with that?
- China's growth is off an installed base of over 8 million versus the U.S. base of 1.4 million, that's what's wrong with that.

Automakers have it wrong



Sure, all the automakers have it wrong. They need to listen to EV advocates who have consistently overestimated EV demand.

Whenever you want to know what's really going on in a market follow the money, not emotions.



- In 2021 Ford committed to having EV options for all its models by 2026, and a totally electric portfolio (in Europe) by 2030.
 - This year, Ford slashed its EV development budget by about \$12 billion.
- Mercedes-Benz made similar commitments in 2021. They planned to invest \$44 billion to facilitate EVs being 50% of its sales by 2025.
 - Today, the company is hoping to be half electric by 2030 and only “where market conditions allow.” Translation: not going to happen.
- Volkswagen was going to build six battery factories.
 - Now it says the three it has already announced will be sufficient through 2030.
- 2021 was a big year for EV hype. That year Volvo also committed to being fully electric by 2030.
 - But in a recent investor call it touted the popularity of hybrids and committed to a continued investment in that technology.



China recognized what was needed to get it done and did it. They built a robust charging network to accommodate multi-dwelling residents and offer affordable EV options.

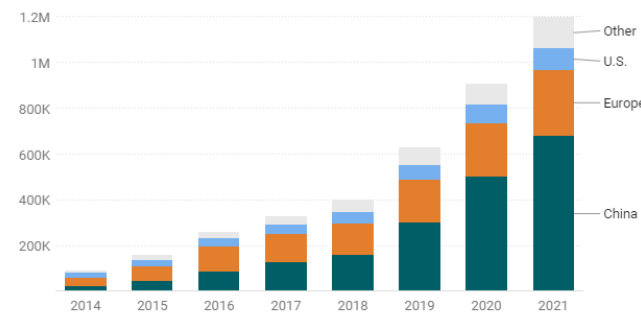
Game, set, match.

One country got it right

Public electric car chargers by region

Number of slow charging points, since 2014

[View fast charging points](#)



Based on publicly available charging points

Chart: Anna Deen • Source: International Energy Agency

GRID

- Since 2021 China's EV sales growth hasn't fallen below 35% in any year.
- China accounts for 60% of all EVs sold in the world.
- China's charging network is also the largest in the world totaling over 1.8 million – well over half the global total. And as of 2022, they boast 2.6 million private home chargers.
- In 2022 alone China is reported to have installed 650,000 public chargers.
- The average cost of an EV in China: around \$12,000

How did China do it?

See Next Slide

NO POLITICS ZONE

Make no mistake – I’m not advocating for dictatorships.

However, we would be well-advised to take the politics out of EV adoption and climate change in general.

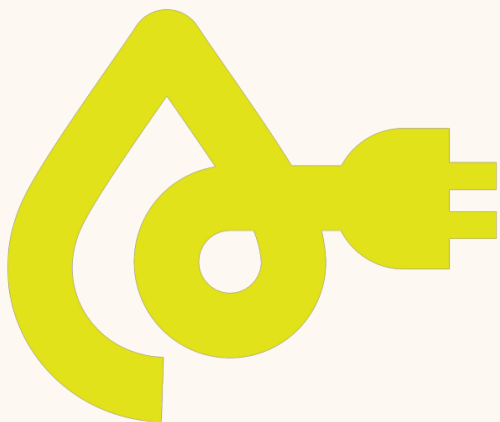
It’s not about politics, it’s about humanity.

Dictatorships have some advantages



- For all its faults, there is one advantage to a dictatorship: they can make decisions very quickly.
- For China, it recognized earlier than others that cleantech would be the next big emerging market opportunity and decided to become the global leader.
- The government made the necessary investments to achieve that goal – of course with no political debate.
- You can argue about how China achieved its leadership status, but you can’t argue with the results.

My advise to EV evangelists: if you want to duplicate China’s success, focus on developing a robust charging network and making EVs affordable for the average person. And oh yes, stop trying to spin how great EVs are, because currently, they simply aren’t good enough to achieve widespread market acceptance.



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Unbiased and Unfiltered

- An honest assessment of the climate change effort.
- I cover what's working – but more important - the issues/roadblocks that the industry would prefer to ignore.
- A must-read for anyone with a desire to understand what's really going on with renewable energy and climate change.



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