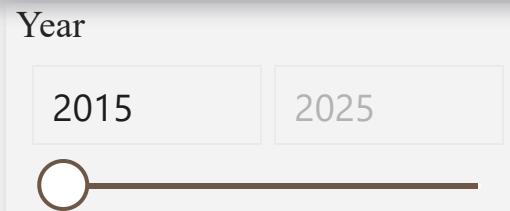


GLOBAL ELECTRIC VEHICLE MARKET & SALES INSIGHTS



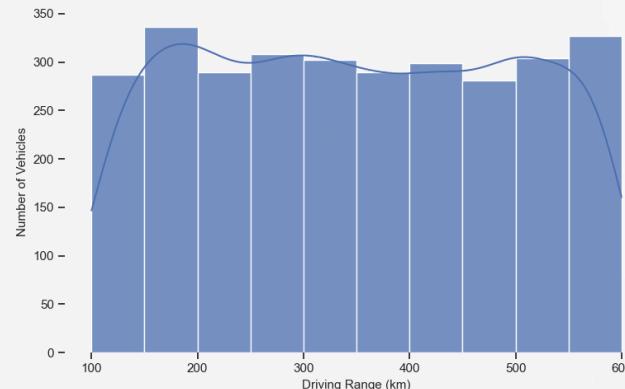
Total Units Sold 2024
3022

Avg Price(USD)
90.6K

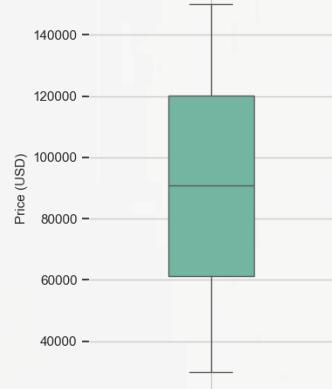
Avg Range(Km)
349.90

EV Units Sold vs Target (2024)
2953397
Goal: 2663699 (+10.88%)

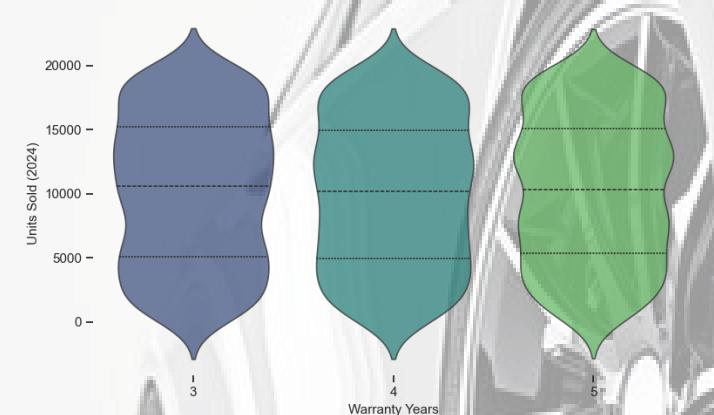
Distribution of Driving Range(Km)



Price dispersion



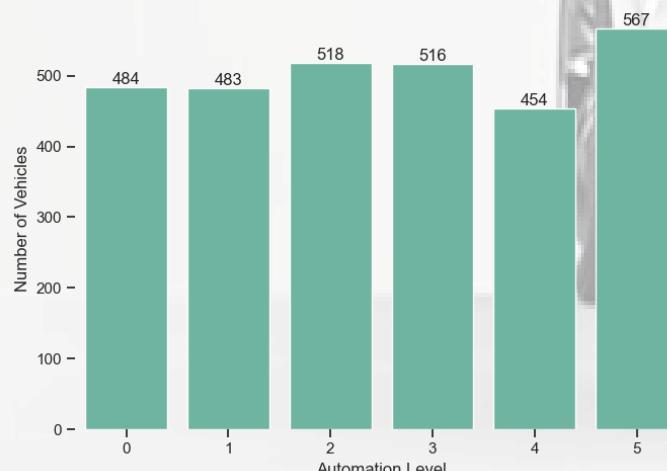
Units Sold Distribution by Warranty Period



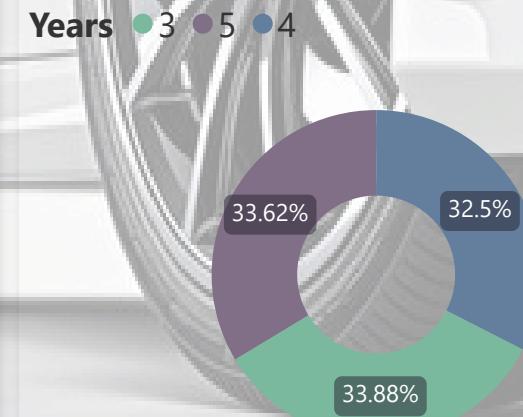
Units Sold: Top Manufacturers vs Top Countries

Manufacturer	France	Japan	Malaysia	New Zealand	Poland	Singapore	Sweden	Thailand	UK	United Arab Emirates
Ferrari	36754	12720	37847	35743	60173	42677	23517	37689	16202	11447
Genesis	0	15103	42048	21656	0	23857	19461	0	0	25418
Great Wall Motors	21637	35028	0	53081	25243	391	26216	35213	26885	431
Mini	81505	22184	32884	10503	22912	8578	19574	16228	34318	28582
Nissan	53158	35729	41539	17264	24369	17722	52673	45199	14140	0
Rimac	9391	19955	35501	0	12022	78212	11747	45229	32997	46651
Skoda	22321	20628	11781	17140	33121	37647	39430	28550	0	39319
Toyota	33270	26641	15010	45675	14272	48557	0	9639	11674	55579
VinFast	28714	68338	17810	32253	12990	18382	24281	29440	19230	38963
XPeng	12923	17341	2624	0	26578	23599	17931	30167	69748	44676

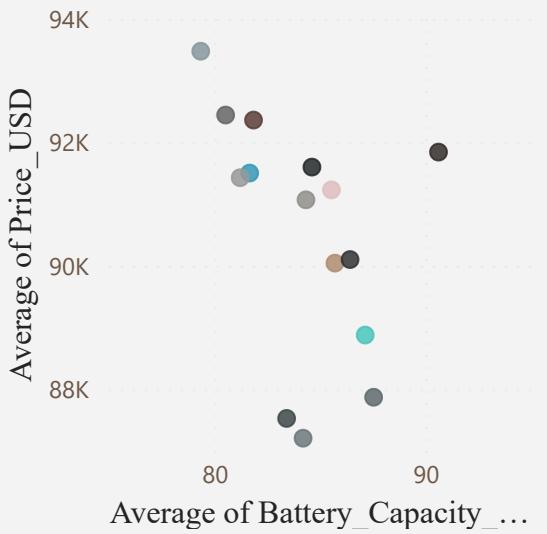
Distribution of Automation Levels



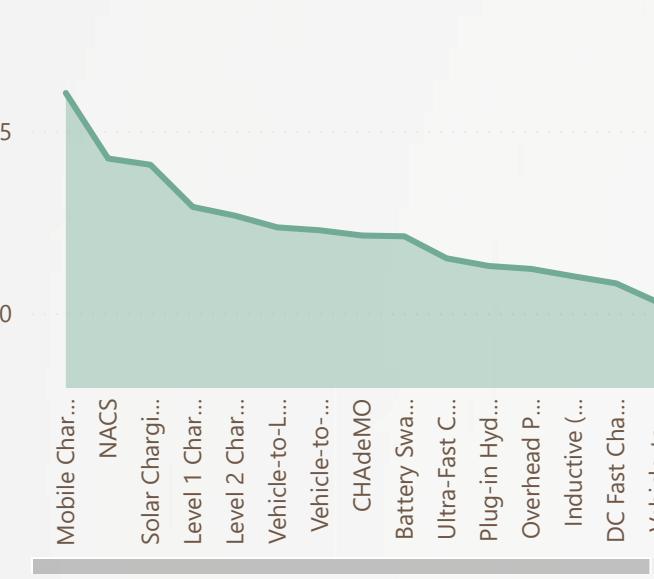
Warranty Duration Across EV Manufacturers



Avg Battery Capacity and Price by Battery Type



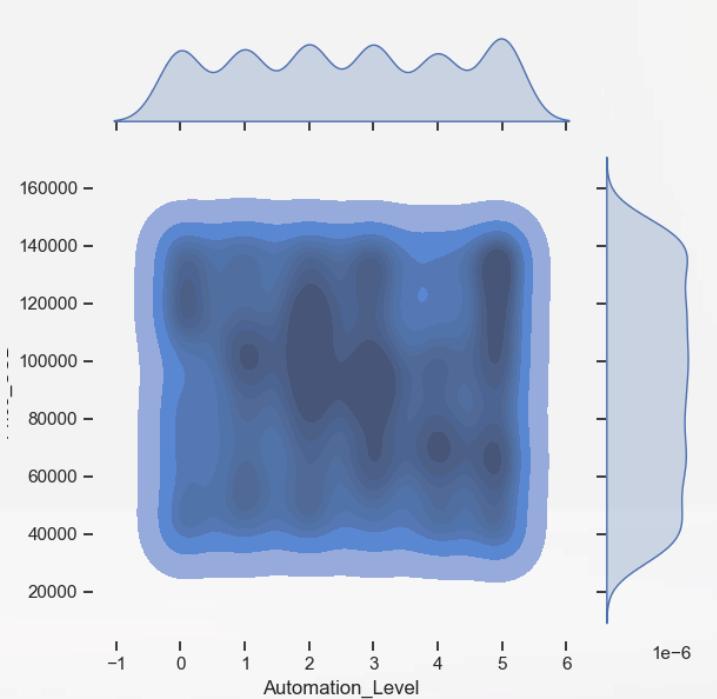
Avg Charging Time(Hr) by Charging Type



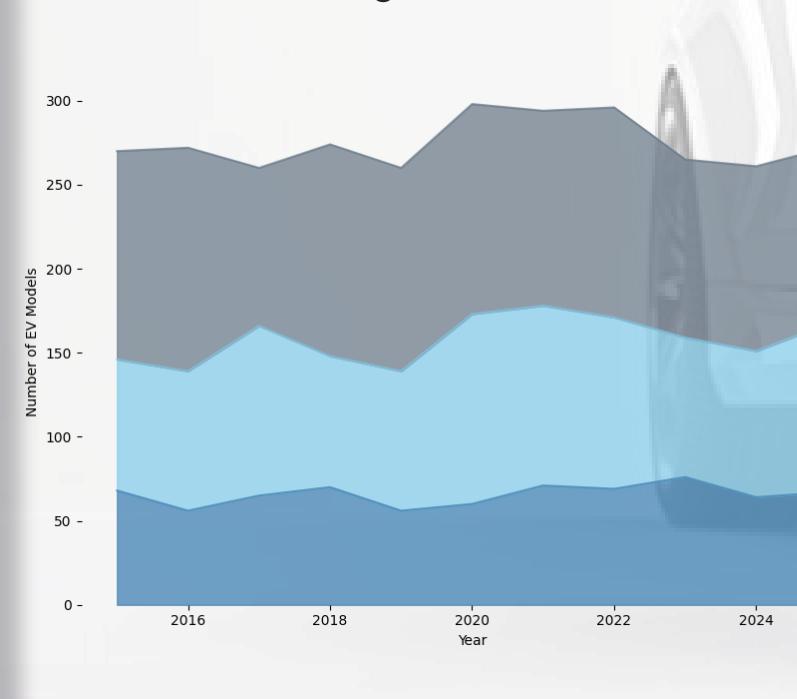
Avg Range by Year and Battery Type



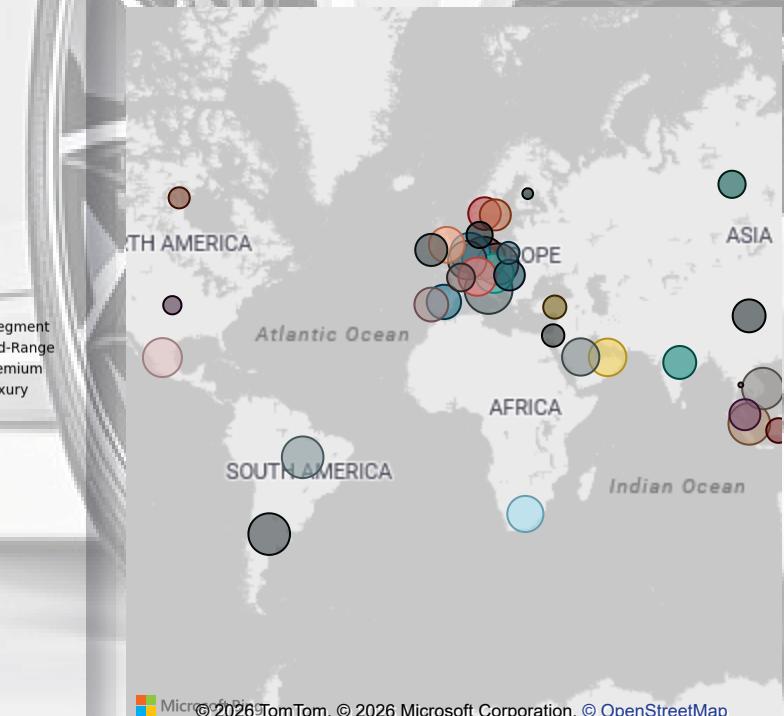
Automation Level & EV Price



Price Segment Growth Over Years



Average EV Price by Country



Analytical Overview of Global EV Market Trends and Strategy

Descriptive Analysis - *What is happening?*

- Total EV units sold in 2024 have exceeded the target, indicating strong market demand.
- The average EV price is around mid-range, while the average driving range has increased significantly, reflecting improvements in battery technology.
- Automation levels increase vehicle prices, but do not show a proportional increase in sales volume.
- No sharp drop in sales as warranty length increases.
- EV sales are not evenly distributed—a small number of manufacturers and countries dominate total units sold.
- Charging time varies widely across charging types, highlighting infrastructure inconsistency.

Predictive Analysis – *What is likely to happen?*

- The steady increase in average driving range over the years suggests that future EV models will continue to offer better range, further reducing range anxiety.
- Since mid-priced EVs consistently outperform luxury models, future sales growth is likely to remain strongest in the mid-range price segment.
- EVs with longer warranty periods are expected to see higher adoption, as customer trust increasingly influences purchase decisions.
- Markets and countries that already show strong EV sales are likely to continue leading adoption, especially if charging infrastructure improves.

Prescriptive Analysis – *What should be done?*

For Manufacturers

- Focus product development on mid-priced EVs with strong battery range rather than ultra-premium models.
- Prioritize battery efficiency and durability over costly automation features that do not directly drive adoption.

For Business & Market Strategy

- Expand operations in high-performing countries and regions before entering underdeveloped markets.
- Align pricing, range, and warranty strategies to match evolving consumer expectations.

