Conclusion

The electrification of the global vehicle fleet is undoubtedly a long-term ambition. Not only because the amount of cars needed to replace the existing fleet is enormous; but also because its fast development (cf graph showing EV and Charging Stations development?) will never be sustainable without a reliable charging stations network. And although companies are able to create and release new models rapidly, the network will take time to be deployed.

The technological and industrialization pace is fast, unlikely to slow down the market expansion. Costs and charging times are being constantly reduced, and through alternative technologies -such as Wireless Charging, EV charging is becoming more and more convenient. Performances of EVs are catching up with regular cars, even surpassing them – Tesla cars, and aim at providing equal or better service, on top of being environment friendly.

Still, uncertainties and risks remain. Oil prices keep the regular still attractive compared to the electric solutions, and, combined with a persistent – although no longer verified - lack of confidence in current EVs’ performances tend to maintain consumers away from this new market. Also, the multiplicity of technologies and standards result in difficult strategic choices for companies. Finally, the risk of technology obsolescence and possibility of rare Earth material, especially lithium, shortage may have a tremendous impact on the market, on the long term.

Right now governmental support is needed to set up the global Charging Station Network, if only regarding financial support and regulation issues. Plus, since the development of the EV market is in accordance to major environmental objectives, government’s actions tend to have a rather supportive than restrictive influence on the market. Evidence shows regional and governmental action results in efficient boosts in charging stations and EV sales. Close collaboration between government and companies is key to success in the market.

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| * The electrification of the global vehicle fleet is a long-term ambition. * The technological and industrialization pace is fast, unlikely to slow down the market expansion. * Still, uncertainties and risks remain, for example: market competition, consumer perception and technology choices * Close collaboration between government and companies is key to success in the market. |