Conclusion

The electrification of the global vehicle fleet is undoubtedly a long-term ambition. Not only because he amount of cars needed to replace the existing fleet is enormous; but also because its fast development (cf graph) 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, EV charging is becoming more and more convenient.

Still, uncertainties and risks remain. Oil prices, compared to the electric solutions, are still attractive, and, combined to a persistent lack of confidence in EVs’ performances, tend to keep consumers away from this new market. 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 (lithium) shortage may have a tremendous impact on the market, on the long term.

But right now, support is needed to set up the global Charging Station Network. Government action is necessary, regarding financial support and regulation issues. Plus, since the development of the EV market is in accordance to major environmental objectives, their influence is rather supportive than restrictive. Evidence show regional and governmental action to result 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 (Market competition, consumer perception, technology choices) * Close collaboration between government and companies is key to success in the market. |