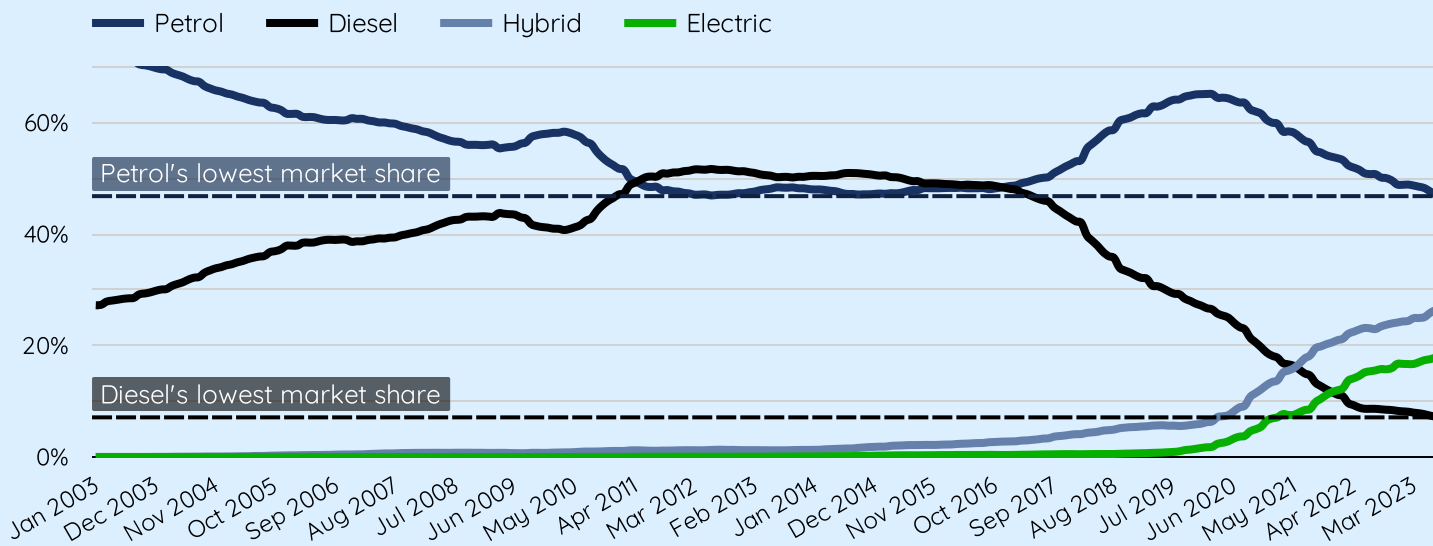


1 in 5 new cars fully electric in bumper August for EV sales

Share of new car registrations by fuel type, rolling 12 month periods to Aug 2023



Electric Cars
16,200
↑ 77.1%

Electric Vans
1,290
↑ 12.6%

Electric Motorbikes
314
↓ -44.4%

ZEV HGVs
51
↑ 920.0%

Electric car registrations had their strongest month of 2023 in August, as 1 in five new cars registered in the UK had no exhaust pipe. The number of electric cars registered in August was 77% higher than August 2022, when battery powered cars represented 15% of all cars sold. Taken together, pure electric and hybrid electric cars represented half of all new cars registered in the UK. Diesel registrations slumped even further to 6.3%, and the number of diesel cars on the road is now falling rapidly.

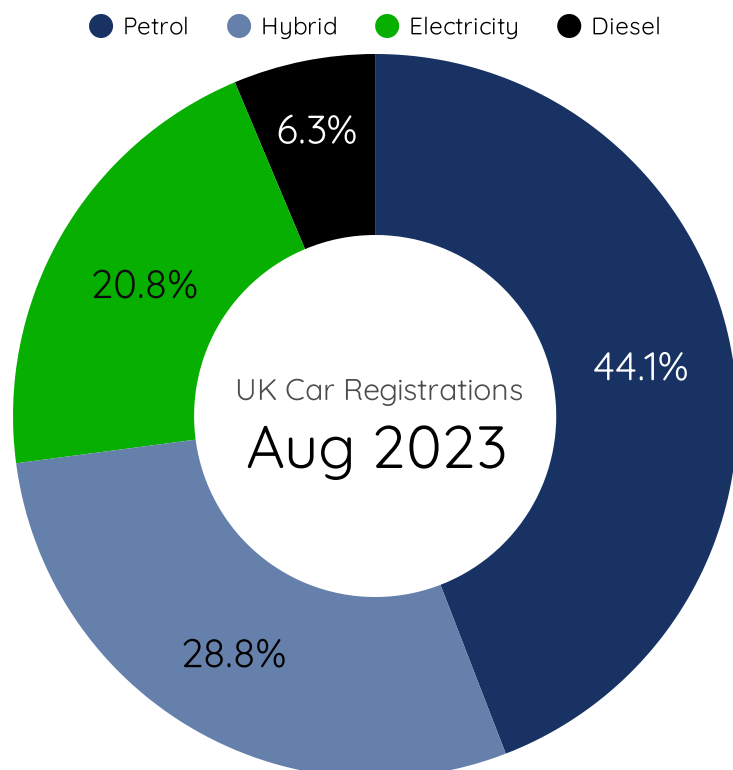
Registrations of both petrol and diesel cars fell to historic lows, with registrations of both accounting for the smallest share of new cars in any twelve month period for the last 20 years. In the last 12 months, 47% of new cars were petrol, following a brief resurgence after emissions scandals hit diesel brands in the late 2010s.

Electric vans and battery-powered lorries also had a bumper August, with 8% of new vans being battery powered, and a record number of electric HGVs hitting the UK's roads.

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7. [About & methodology](#)

Suggestions, feedback or requests for data? We'd love to hear from you:
data@newautomotive.org



Ben Nelmes, Chief Executive of New AutoMotive said:

"It is great to see British motorists embracing clean cars in their thousands. Despite an unprecedented cost of living crisis and rising interest rates, demand for electric cars has remained surprisingly resilient."

"Motorists who go electric don't look back: they tell us they love the cheaper running costs, smoother driving experience and guilt free travel."

"The government should build on this progress by putting in place a strong California-style Zero Emissions Vehicle Mandate to give car companies and EV charger installers certainty. It is almost two years since this policy was first announced; Ministers should stop dragging their feet and put it in law."

Cars: Tesla dominating UK EV market

Tesla are dominating the electric UK electric car market in 2023. In all but two months of 2023, Tesla have been the best selling brand of electric cars - gone are the months where Tesla do not make any deliveries. The new Model Y is proving highly popular in the UK, which is the mainstay of their 17% market share figure.

MG has seen significant growth in its market share more than doubling its sales in the first 8 months of this year. Volvo and Polestar also occupy a growing portion of EV sales. Notably 40% of BMWs sold in August were fully electric.

Notable by their absence from any meaningful position in the league tables are Toyota and Ford. Chinese brands Ora and BYD have also struggled to make headway, with less than 100 EV registrations each in August.

Most popular BEV brands, August 2023 vs 2022

	Marque	Regs	Δ	Mkt Share	Δ
1.	TESLA	3,834	2,902 ↑	23.67%	13.48% ↑
2.	MG	1,760	1,486 ↑	10.86%	7.87% ↑
3.	BMW	1,588	556 ↑	9.8%	-1.48% ↓
4.	KIA	1,058	498 ↑	6.53%	0.41% ↑
5.	VOLKSWAGEN	1,053	145 ↑	6.5%	-3.43% ↓
6.	AUDI	953	408 ↑	5.88%	-0.08% ↓
7.	POLESTAR	810	699 ↑	5%	3.79% ↑
8.	MERCEDES-B...	789	202 ↑	4.87%	-1.55% ↓
9.	HYUNDAI	678	-40 ↓	4.19%	-3.67% ↓
10.	VAUXHALL	596	138 ↑	3.68%	-1.33% ↓

Top ten BEV brands, 2023 YTD vs last year

	Marque	Regs...	Δ	Mkt Share	Δ
1.	TESLA	31,984	925 ↑	17.53%	-1.35% ↓
2.	MG	18,624	8,687 ↑	10.21%	4.17% ↑
3.	VOLKSWAGEN	15,385	4,243 ↑	8.43%	1.66% ↑
4.	BMW	13,851	2,496 ↑	7.59%	0.69% ↑
5.	AUDI	12,245	4,186 ↑	6.71%	1.81% ↑
6.	KIA	11,034	-2,065 ↓	6.05%	-1.92% ↓
7.	VAUXHALL	9,556	1,673 ↑	5.24%	0.45% ↑
8.	MERCEDES-BE...	9,227	-511 ↓	5.06%	-0.86% ↓
9.	POLESTAR	8,899	5,063 ↑	4.88%	2.55% ↑
10.	HYUNDAI	8,597	-2,224 ↓	4.71%	-1.87% ↓

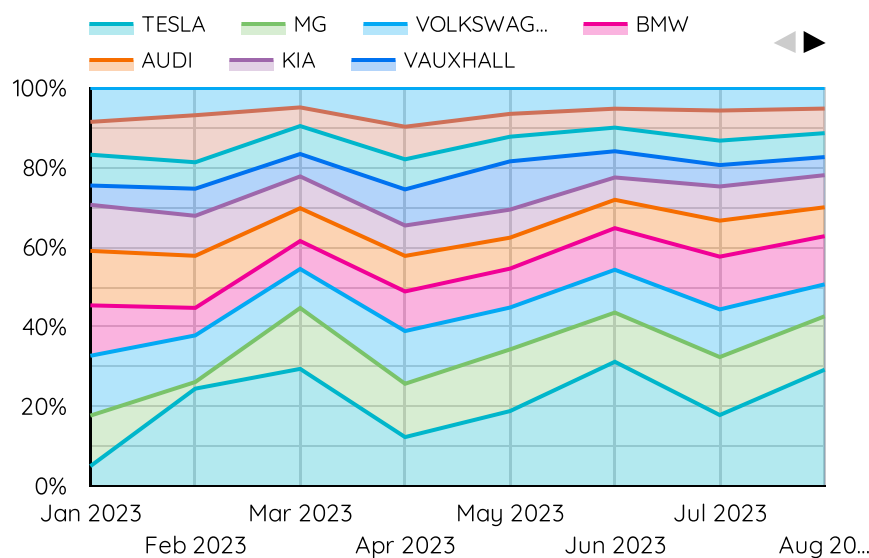
2023 YTD vs previous year

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Fuel Type	Regs	% Δ	Mkt. Share	Δ
Petrol	519,557	-8.3% ↓	47.96%	-3.45% ↓
Hybrid	302,198	11.0% ↑	27.89%	3.19% ↑
Electricity	182,417	10.9% ↑	16.84%	1.91% ↑
Diesel	79,238	-19.7% ↓	7.31%	-1.65% ↓
Grand total	1,083,410	-1.7% ↓	100%	0%

August 2023 vs August 2022

Fuel Type	Regs	% Δ	Mkt. Share	Δ
Petrol	34,447	4.8% ↑	44.13%	-8.9% ↓
Hybrid	22,473	61.1% ↑	28.79%	6.28% ↑
Electricity	16,200	77.1% ↑	20.75%	5.99% ↑
Diesel	4,943	-17.8% ↓	6.33%	-3.37% ↓
Grand total	78,063	26.0% ↑	100%	0%



Top ten BEV models, 2023-to-July vs last year

Model	Regs	% Δ
1. MODEL Y RWD	10,063	-
2. MODEL Y LONG RANGE AWD	8,999	-24.9% ↓
3. 4 TROPHY	6,338	126,660.0% ↑
4. 4 SE	5,419	49,163.6% ↑
5. POLESTAR 2 EV FWD	4,779	350.0% ↑
6. MOKKA ULTIMATE EV	3,726	307.7% ↑
7. MODEL 3	3,244	904.3% ↑
8. Q4 E-TRON S LINE 40	3,220	191.4% ↑
9. ID3 LIFE	3,066	2.6% ↑
10. I4 EDRIIVE40 M SPORT	2,704	142.3% ↑

August: steady growth in e-van sales

Electric vans had a strong August, with 8.3% of new vans battery electric, up from 7.8% last year. There are now over 50 different models and variants available on the market, which is helping to fuel the growth in electric van registrations. This steady growth is welcome, and shows the need for the Department for Transport to keep targets in the van element of the ZEV mandate under review. DfT is currently targeting 10% of new vans to be fully electric in 2024, but it looks increasingly likely that this target will be exceeded.

Vauxhall continue to dominate the electric van market, with their electric Vivaro model - which is assembled in Ellesmere Port - continuing to be popular with commercial fleets and small businesses alike.

2023 YTD vs previous year

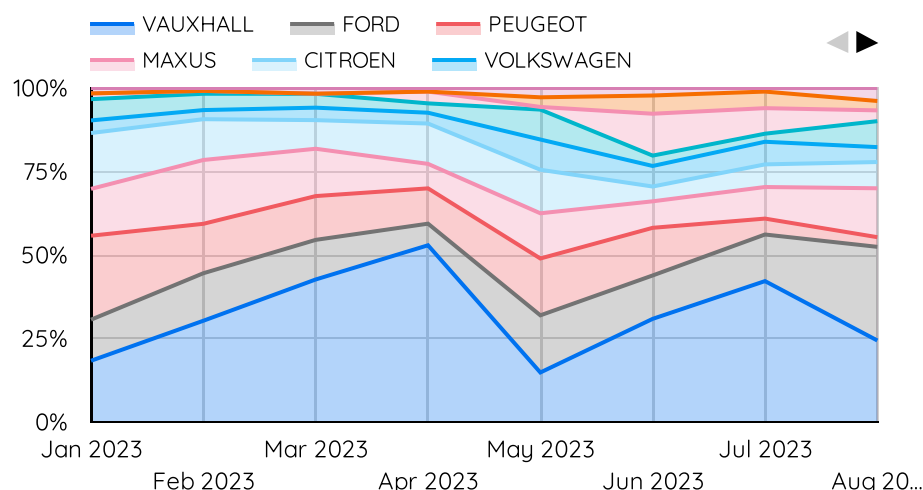
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Fuel Type	Regs. ▾	% Δ	Mkt. Share	Δ
Diesel	185,797	-1.3% ↓	92.19%	-0.21% ↓
Electricity	11,945	1.7% ↑	5.93%	0.16% ↑
Petrol	3,157	-1.3% ↓	1.57%	-0% ↓
Hybrid	645	15.2% ↑	0.32%	0.05% ↑
Grand total	201,544	-1.1% ↓	100%	0%

August 2023 vs August 2022

Fuel Type	Regs. ▾	Δ	Mkt. Share	Δ
Diesel	13,805	609 ↑	89.1%	-0.94% ↓
Electricity	1,290	144 ↑	8.33%	0.51% ↑
Petrol	269	106 ↑	1.74%	0.62% ↑
Hybrid	71	-39 ↓	0.46%	-0.29% ↓
Grand total	15,494	838 ↑	100%	0%

Number of different e-van models registered



Most popular BEV brands, 2023 YTD

Rank	Marque	Regs ▾	Δ	Mkt Share	% Δ
1.	VAUXHALL	3,786	189 ↑	31.7%	3.5% ↑
2.	FORD	1,540	512 ↑	12.89%	47.3% ↑
3.	PEUGEOT	1,339	-953 ↓	11.21%	-42.6% ↓
4.	MAXUS	1,306	256 ↑	10.93%	22.3% ↑
5.	CITROEN	1,068	436 ↑	8.94%	66.1% ↑
6.	TOYOTA	850	245 ↑	7.12%	38.1% ↑
7.	VOLKSWAGEN	544	527 ↑	4.55%	3,045.2...
8.	MERCEDES-BENZ	509	-890 ↓	4.26%	-64.2% ↓
9.	RENAULT	458	76 ↑	3.83%	17.9% ↑
10.	NISSAN	234	-198 ↓	1.96%	-46.7% ↓
Grand total		11,945	201 ↑	100%	0.0%

Most popular BEV models, 2023-to-July

Rank	Model	Regs ▾	% Δ
1.	VIVARO F3100 PRIME EV	1,555	-
2.	VIVARO-E 3100 DYNAMIC	1,285	-44.6% ↓
3.	PARTNER PROFESSIONAL PREM + EV	548	-
4.	E DELIVER 9	528	2.7% ↑
5.	PROACE CITY ICON EV	459	71.3% ↑
6.	COMBO-E 2300 PRIME	445	-
7.	E-BERLINGO 800 ENTERPRISE ED	442	-
8.	E-TRANSIT 350 LEADER	411	-17.0% ↓
9.	E DELIVER 3	406	30.5% ↑
10.	PROACE ICON EV	305	14.7% ↑
Grand total		10,018	0.6% ↑

ZEV Mandate Tracker

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ZEV Credit Balance: Cars

-32.6K

↑ 5,021.88

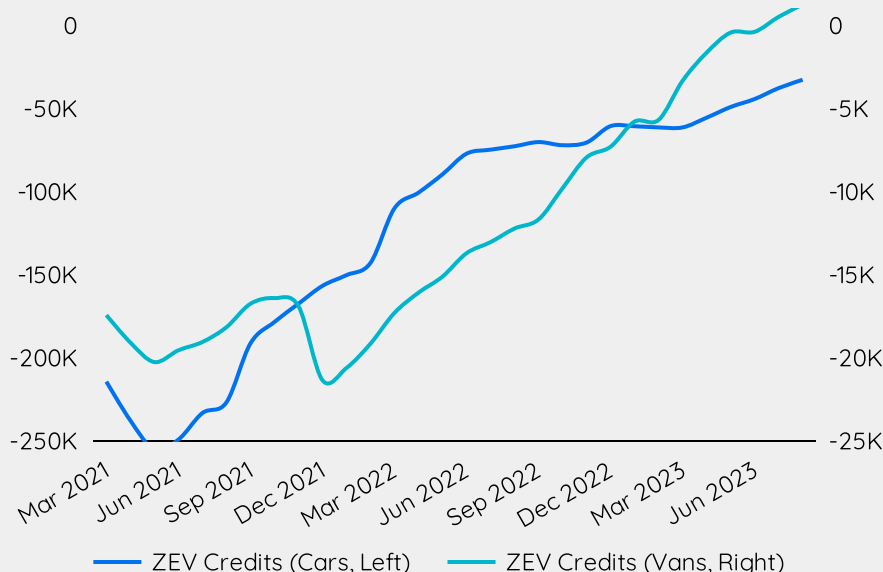
ZEV Credit Balance: Vans

1.3K

↑ 741.3

We model how car and van companies would perform against the UK government's [proposed Zero Emissions Vehicle Mandate](#) targets. We compare sales in the last 12 months against the first target for 2024.

In 2024, car companies will have to ensure that they have enough ZEV credits to cover 22% of their car sales and 10% of their van sales. We're tracking the overall availability of credits in the market as well as each brand's surplus or deficit of credits.

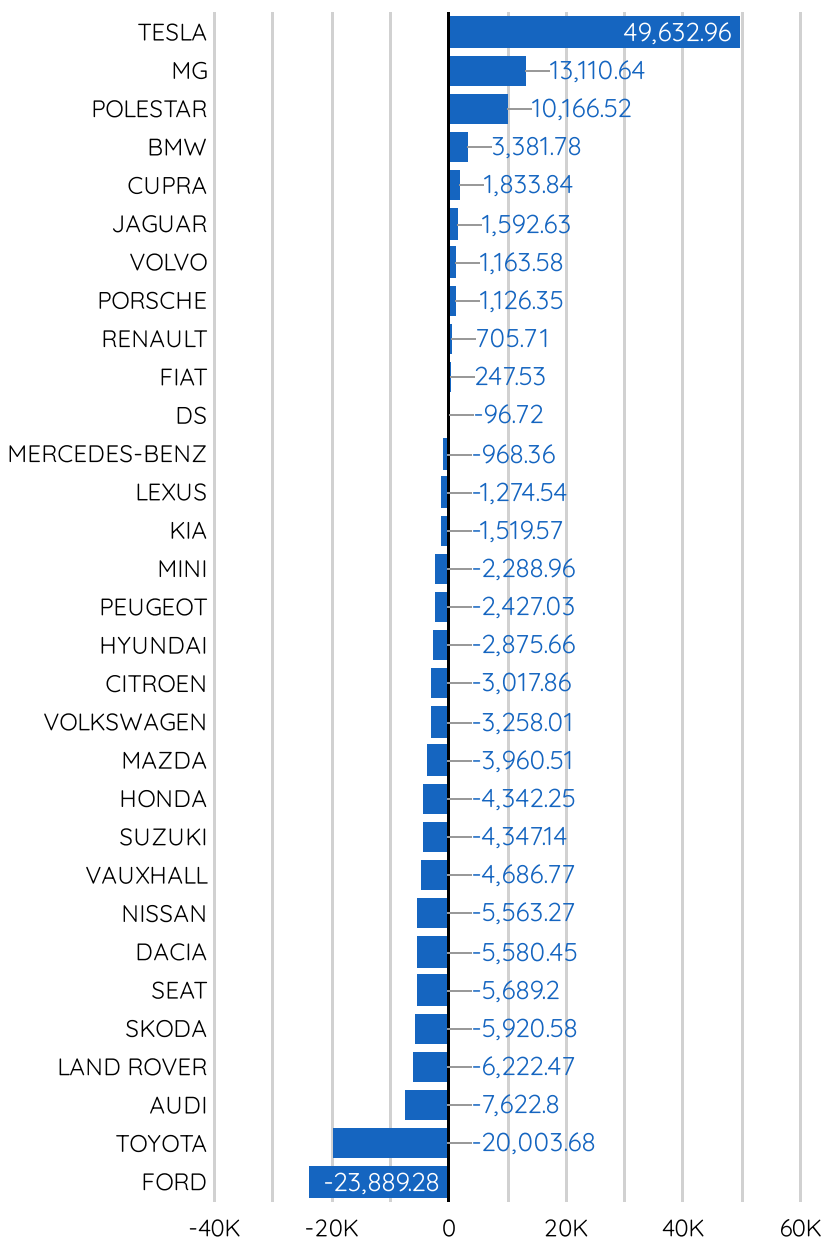


Analysis

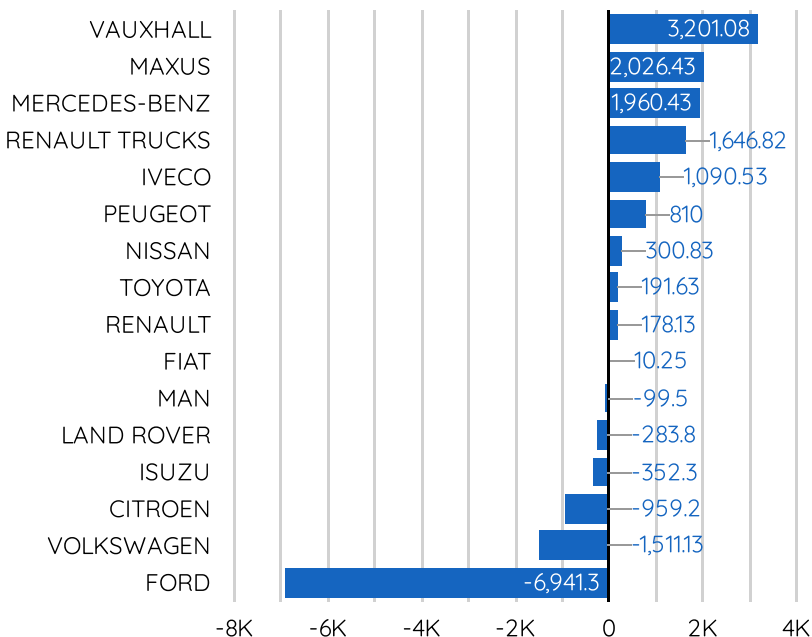
The DfT's proposed van targets would see a surplus of ZEV credits, weakening the effect of the ZEV mandate on the market. This would depress the price of a credit, reducing the incentive to sell more electric vans in the UK. If the credit balance gets any closer to zero, then DfT should look at tightening the targets.

Vauxhall's leading position on van sales puts them in line to benefit from the ZEV mandate with a potential income from credit sales worth tens of millions, which would support the sale of electric vans assembled in Ellesmere Port. In the car segment, Tesla has continued its dominant position, followed by MG, Polestar, Cupra and Jaguar.

Cars (M1) 2023



Vans (N1 and zero emissions N2 <4,250kg)



Motorbikes: sales slow but some models continue to surge

Although at first glance, motorcycle sales figures look disappointing as registrations have decreased across the board - seasonality is a critical factor, with March to May being the high season for sales. As we come to the end of the riding season, we are likely to continue seeing a decrease in new motorcycle sales - EV or otherwise.

What is more interesting is the Market Share - with Petrol increasing by 2.5% at the expense of Electric bikes. In part, this comes as a result of a bigger systematic issue that is seen with EV bikes, wherein the range, and the speed of motorcycles currently on the market is still inferior to petrol counterparts. As a result, those riding outside of urban areas are still much more likely to stick with ICE - despite EV prices decreasing.

Looking at the list of models, the top 10 are still sub 100 mile range and thus accommodate an urban niche, and yet within the niche something interesting is happening. The G5S and the VSA are showing an extraordinary surge in popularity.

What is so special about those bikes? They are scooters. The G5S can be purchased new from under £3k, with a range of 72 miles and a top speed of 52mph. This serves as a direct replacement for a 125cc runaround at a lower price point, lower running costs, and added features such as an integrated security system (not a given with bikes). Although we still have a ways to go to see a sensibly priced EV tourer to compete with the BMW GS - urban EV motorcycles are already here, and the next riding season could a boost this market needs.

2023 YTD vs previous year

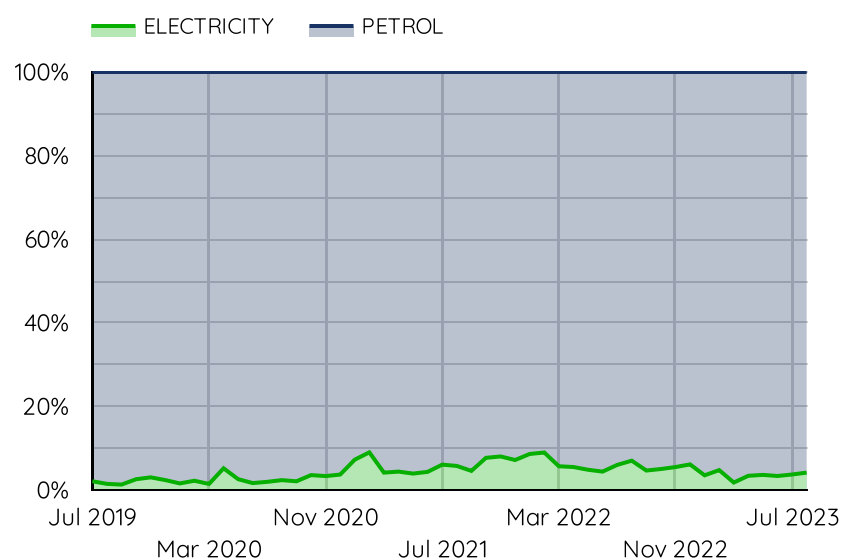
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Fuel Type	Regs. ▼	% Δ	Mkt. Share	Δ
Petrol	71,741	-12.8% ↓	96.73%	2.5% ↑
Electricity	2,421	-51.9% ↓	3.26%	-2.5% ↓
Grand total	74,163	-15.0% ↓	100%	0%

August 2023 vs August 2022

Fuel Type	Regs. ▼	% Δ	Mkt. Share	Δ
Petrol	7,231	-3.5% ↓	95.84%	2.86% ↑
Electricity	314	-44.4% ↓	4.16%	-2.85% ↓
Grand total	7,545	-6.4% ↓	100%	0%

Motorbike registrations by fuel type since 2018



Most popular BEV brands 2023-to-August

Marque	Regs ▼	% Δ	Mkt Share	Δ
VMOTO	467	-57.2% ↓	19.29%	-2.4% ↓
Sur-ron	411	129.6% ↑	16.98%	13.42% ↑
MAEVING	156	-	6.44%	-
Talaria	141	18.5% ↑	5.82%	3.46% ↑
Yadea	115	-47.2% ↓	4.75%	0.42% ↑
NIU	109	-79.7% ↓	4.5%	-6.17% ↓
PIAGGIO	99	-57.7% ↓	4.09%	-0.56% ↓
E-Max	87	-73.1% ↓	3.59%	-2.85% ↓
Horwin	71	-39.3% ↓	2.93%	0.61% ↑
BMW	57	-32.9% ↓	2.35%	0.66% ↑
Grand total	2,421	-51.9% ↓	100%	0%

Most popular BEV models 2023-to-July

Model	Regs ▼	% Δ
1. Model not recorded	188	-68.1% ↓
2. LIGHT BEE	174	-51.3% ↓
3. ULTRA BEE	156	-
4. CPA	148	-75.1% ↓
5. RM1	131	-
6. G5S	89	493.3% ↑
7. CUX	88	1.1% ↑
8. VSA	84	265.2% ↑
9. TCM	67	-69.8% ↓
10. STING	61	-37.8% ↓
Grand total	2,106	-54.4% ↓

HGVs: August sets new e-HGV record

August saw a yet another new record number of electric HGVs registered in the UK, with 51 vehicles hitting the UK's roads. These vehicles are far more than just bin lorries! Renault Trucks have registered 31 vehicles so far this year, many of which are cargo-carrying vehicles, such as the E-Tech T (pictured), which has a power output of 460kW, connected to battery packs that range from 180 to 540kWh and a manufacturer indicated range of 300km.

Analysis

It is likely that the total cost of operating these vehicles is already cheaper than fossil-powered alternatives. However, electric HGVs are in urgent need of a policy framework and government strategy to support companies to purchase and operate more of them. The UK government committed at COP26 to end sales of new non-zero HGVs by 2040, with lighter (<26 tonne) HGVs being zero emissions from 2035.

In the absence of a regulation or policy, this commitment remains merely an ambition. It is likely that the UK government will look closely at proposals brought forward by the European Commission to drive forward electric HGV adoption in the EU, as well as the experience of introducing a zero emissions vehicle mandate scheme for passenger cars and light commercial vehicles.

HGVs account for around a third of UK diesel consumption, making them a significant contributor to UK emissions as well as the UK's reliance on expensive imported fuels.

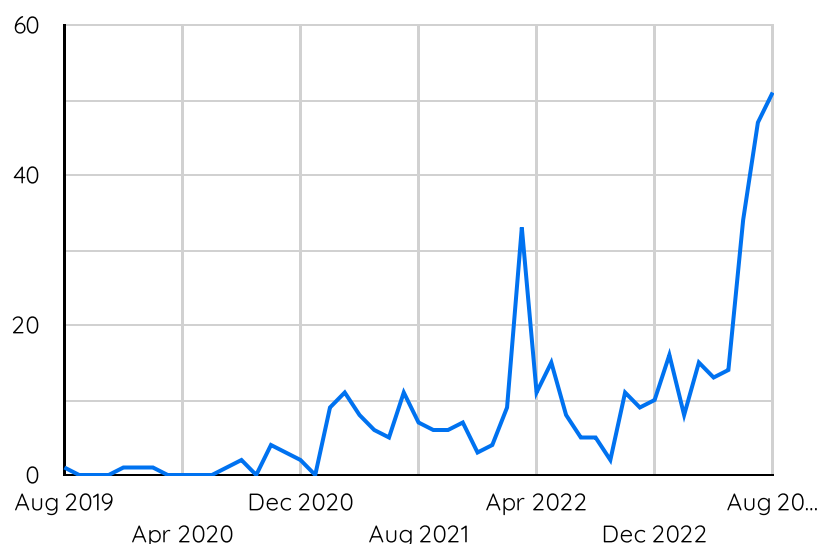
HGVs 2023 YTD vs previous year [Back to home page](#)

Fuel Type	Regs. ▼	% Δ	Mkt. Share	Δ
Diesel	27,185	-1.1% ↓	99.28%	-0.39% ↓
Electricity	198	115.2% ↑	0.72%	0.39% ↑
Grand total	27,383	-0.7% ↓	100%	0%

HGVs August 2023 vs August 2022

Fuel Type	Regs. ▼	% Δ	Mkt. Share	Δ
Diesel	2,494	-7.0% ↓	98%	-1.82% ↓
Electricity	51	920.0% ↑	2%	1.82% ↑
Grand total	2,545	-5.3% ↓	100%	0%

Monthly electric HGV registrations



Most popular BEV brands, HGVs 2023 YTD

Marque	Regs. ▼	Δ	Mkt Share	Δ
DENNIS	86	61 ↑	43.43%	16.26% ↑
RENAULT TRUCKS	31	25 ↑	15.66%	9.13% ↑
VOLVO	26	24 ↑	13.13%	10.96% ↑
IVECO	20	15 ↑	10.1%	4.67% ↑
DAF	7	-28 ↓	3.54%	-34.51% ↓
MITSUBISHI FUSO	6	2 ↑	3.03%	-1.32% ↓
ELECTRA E-STAR	6	1 ↑	3.03%	-2.4% ↓
VOLTA TRUCKS	5	-	2.53%	-
SCANIA	4	-	2.02%	-
MERCEDES-BENZ	3	-	1.52%	-



Renault Trucks have a leading position in the market so far in 2023

Grand total **198** **106 ↑** **100%** **0%**

About this bulletin

Introduction

Electric Car Count is a monthly data series from New AutoMotive, a not-for-profit independent transport research organisation with a mission to accelerate and support the UK's transition to electric vehicles. You can find out more about New AutoMotive by visiting www.newautomotive.org/mission

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Data Sources & Methodology

The data we present comes from a mixture of sources. Data on vehicle registrations comes from the DVLA, and is based on a snapshot of the vehicle licensing database taken in the first few days of each month to gain a view of the last month's new registrations. We also obtain some information from the DVSA's MOT database. Data that is not about vehicles, for example, data on latest prices in the market, is taken from surveys carried out by New AutoMotive of prices advertised on a range of websites.

Terminology

Fuel Types

In our view, a vehicle's fuel type refers to its *primary* form of propulsion. Most vehicles are straightforwardly propelled by a diesel-fuelled engine, petrol-fuelled engine, or an electrically powered motor. Fuel types become complicated when vehicles have multiple forms of propulsion, for instance in the case of hybrid electric vehicles. Except in some rare cases, our view is that hybrids are just more efficient petrol or diesel vehicles, since the electric power is not the primary energy source for propulsion. Therefore we refer to the following fuel types:

Pure electric, or Electricity - these are battery-electric vehicles which are propelled exclusively by an electric motor and have no tailpipe emissions, to which the DVLA assigns an 'ELECTRICITY' fuel type classification. They do not include fuel cells. In some very rare cases, these vehicles can carry a fossil-fuelled range extender.

Hybrid, or hybrid electric - these are primarily petrol or (less commonly) diesel-fuelled vehicles that have some kind of electric motor to assist in reducing fuel consumption. Some carry a plug, and some do not.

Other fuel type terminology in this bulletin is hopefully self explanatory.

Vehicle Types

We refer to four main categories of vehicles. They are as follows, with an explanation of what is included in each category:

Cars - vehicles with a type approval of 'M1', indicating that they are light vehicles for the purpose of carrying passengers.

Vans - vehicles with a type approval of 'N1', or with a type approval of 'N2' that are also zero emissions up to 4,250kg, in line with the DfT's proposed definition for the ZEV mandate, to recognise the heavier weight of zero emissions light goods vehicles.

HGVs - vehicles with a type approval of 'N3' or 'N2' that are also not zero emissions and with a weight of less than 4,250kg.

Motorbikes - vehicles with a type approval of 'L1' or 'L3'.