

## December sales hold up as industry gets ready for legislation.

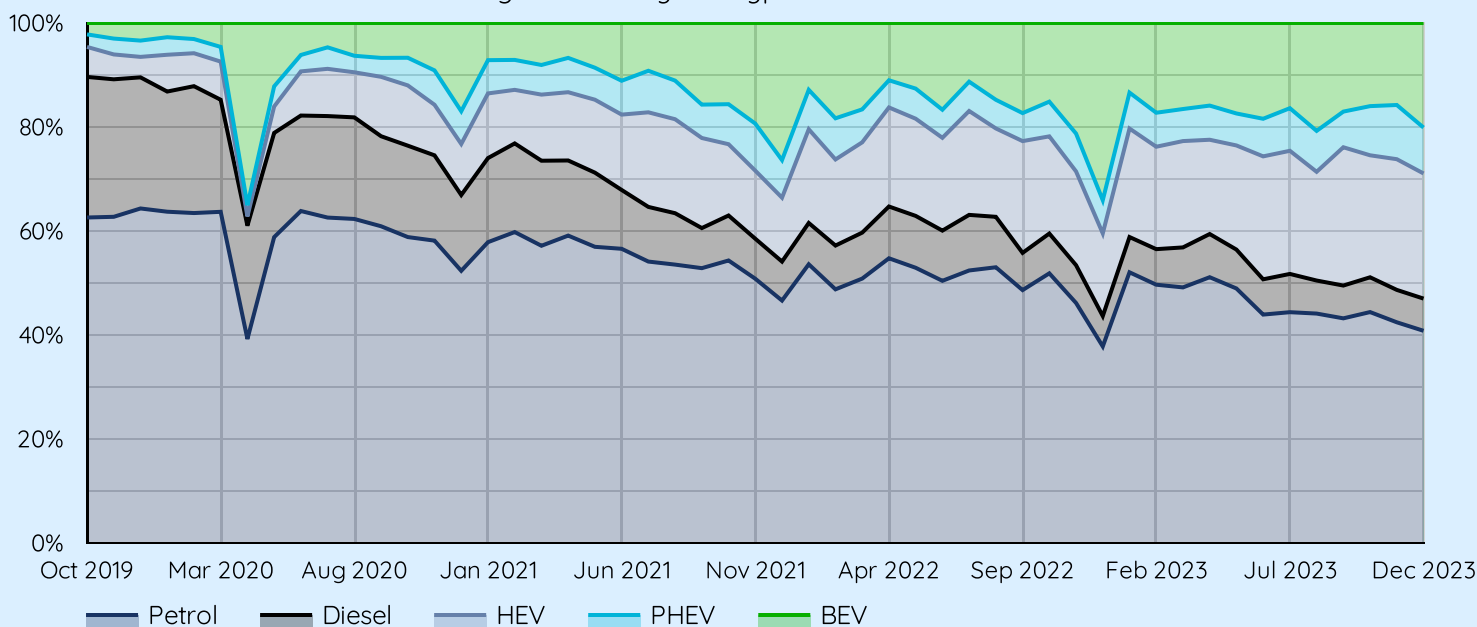
New car registrations by fuel type to Dec 2023

Electric Cars  
**26,003**  
↓ -35.6%

Electric Vans  
**2,953**  
↑ 69.8%

Electric Motorbikes  
**231**  
↓ -30.0%

Electric HGVs  
**22**  
↑ 120.0%



Electric vehicle sales ended 2023 positively, despite a slowdown at some firms in the last 2 months as industry has got ready for the Zero Emissions Vehicle mandate, which introduces a major set of incentives for makers to sell more electric cars and vans from 2 January.

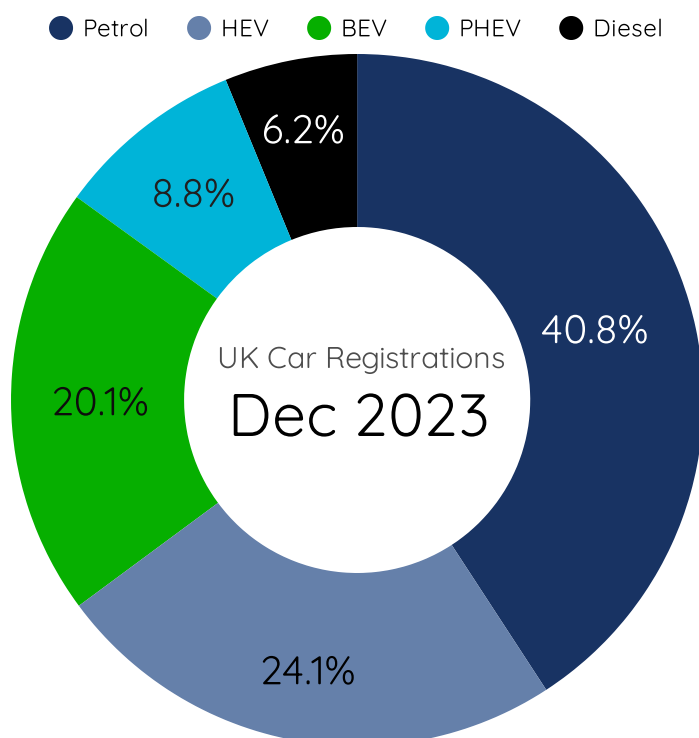
Pure electric cars accounted for 19.9% of sales in December 2023, down on the record levels set in December 2022, but close to the 22% set in the ZEV mandate for 2024. The main contributor to the drop on 2022 levels is the much lower sales of Tesla, which has suffered setbacks in production in the second half of 2023 - meanwhile, other firms have stepped in to fill the gap.

Electric vans also recovered strongly, accounting for 10.5% of van sales - up by a quarter on December 2022 and above the 10% market share targeted by the ZEV mandate for vans.

### Contents

1. Snapshot
2. [In-depth: Cars](#)
3. [In-depth: Vans](#)
4. [In-depth: Motorbikes](#)
5. [In-depth: HGVs](#)
6. [About & methodology](#)

*Suggestions, feedback or requests for data? We'd love to hear from you:*  
[data@newautomotive.org](mailto:data@newautomotive.org)



### Ben Nelmes, Chief Executive of New AutoMotive said:

*"A slowdown in December has long been forecast, especially when compared with record high sales in December 2022. However, electric car sales have held up well, just shy of the 22% target set by the Zero Emissions Vehicle Mandate that came into force this week.*

*"EV sales for 2023 are up on the previous year, whilst the decline in market share of petrol and diesel continues.*

*"The car market is highly volatile from month to month, but we expect continued growth in sales as people become familiar with EVs and the ZEV Mandate delivers the cars people want at prices they can afford. But Government must champion the transition - explaining the financial benefits, and tackling misinformation, which it committed to in its Plan for Drivers."*

## BEVs On Target for 22% of Sales

December marked the seventh consecutive month where electric and hybrid cars (53%) were sold at a near 1:1 ratio to ICE cars (47%) with one in five of all cars being pure electric. On the eve of the introduction of the ZEV Mandate this steady and increasing dominance in the market acts to reinforce both that consumers are on board with electrification and that now is the right time for these changes.

This month's data highlights increasing diversity in the market with 8 out of the top 10 manufacturers for BEVs increasing their sales on this time last year and only two of these manufacturers falling short of the 22% of sales target required of them in 2024 for the final month in 2023 alone.

Following a year laden with production problems for Tesla we saw a drop in their total sales (-10,855) in the final month of 2023 compared to the same time last year. However, the resilience of the BEV market is becoming increasingly more difficult to ignore with December falling comfortably within both the top 10 months for BEV sales (26,003) and top 6 in terms of BEV market share (20%).

With nearly three electric vehicles being sold every five minutes in December and one nearly every 90 seconds through 2023 it is increasingly becoming clear that it is manufacturers that have been slow to adapt such as Toyota, with only 3 BEV sales in December, that are the ones at risk being left behind by the new motoring revolution.

### BEV market share: YTD (vs last year)

	Marque	Regs ▼	Mkt Share
1.	TESLA	47,543	15.99%
2.	MG	29,153	9.8%
3.	BMW	26,574	8.94%
4.	VOLKSWAGEN	23,647	7.95%
5.	AUDI	23,259	7.82%
6.	MERCEDES-BENZ	19,786	6.65%
7.	KIA	16,341	5.5%
8.	HYUNDAI	12,798	4.3%
9.	POLESTAR	12,435	4.18%
10.	VAUXHALL	11,785	3.96%

### 2023 YTD vs previous year

[Back to home page](#)

Fuel Type	Regs. ▼	Mkt. Share
Petrol	806,912	46%
HEV	396,555	22.61%
BEV	297,335	16.95%
PHEV	131,573	7.5%
Diesel	121,778	6.94%
<b>Grand total</b>	<b>1,754,153</b>	<b>100%</b>

### Latest month, changes vs last year

Fuel Type	Regs. ▼	Δ	Mkt. Share	Δ
Petrol	806,912	71,274 ↑	46%	-3.88% ↓
HEV	396,555	124,433 ↑	22.61%	4.15% ↑
BEV	297,335	45,976 ↑	16.95%	-0.09% ↓
PHEV	131,573	40,571 ↑	7.5%	1.33% ↑
Diesel	121,778	-2,849 ↓	6.94%	-1.51% ↓
<b>Grand total</b>	<b>1,754,153</b>	<b>279,400...</b>	<b>100%</b>	<b>0%</b>

### Top car sellers' BEV sales (YTD)

	Marque	Total New Cars...	of which % BEVs
1.	VOLKSWAGEN	154,459	15.13%
2.	FORD	137,873	1.88%
3.	AUDI	124,720	19.25%
4.	TOYOTA	102,587	0.48%
5.	KIA	101,806	16.78%
6.	BMW	98,854	27.02%
7.	VAUXHALL	97,445	11.79%
8.	NISSAN	84,428	8.92%
9.	HYUNDAI	82,050	15.88%
10.	MERCEDES-BENZ	80,573	24.8%
11.	MG	77,377	37.04%
12.	SKODA	66,164	12.03%
13.	PEUGEOT	60,758	10.47%
14.	TESLA	47,543	100%
15.	VOLVO	46,982	22.06%
16.	LAND ROVER	42,098	0%
17.	MINI	40,372	15.39%
18.	RENAULT	40,289	12.18%
19.	SEAT	30,919	0%

## E-van sales cool ahead of ZEV Mandate

After the apparent cooling in electric van sales in November, van sales bounced back strongly last month, reaching close to an alltime high at 10.50%. Whilst Maxus sales have surged back to first place after a quiet month in November, Vauxhall's UK manufactured electric vans remain responsible for 20% of sales in December. Toyota, Renault, Nissan and Mercedes sales also continue to trend upwards strongly.

Based on December figures alone, all 6 firms look set to comfortably meet the 10% headline target set in the ZEV mandate, although Stellantis, which owns Vauxhall is dragged down by the relatively poor showings this month of Peugeot, Citroen and Fiat. Ford, meanwhile has consistently scored low sales of electric vans, both as a share of its total registrations and the market as a whole.

### 2023 YTD vs previous year

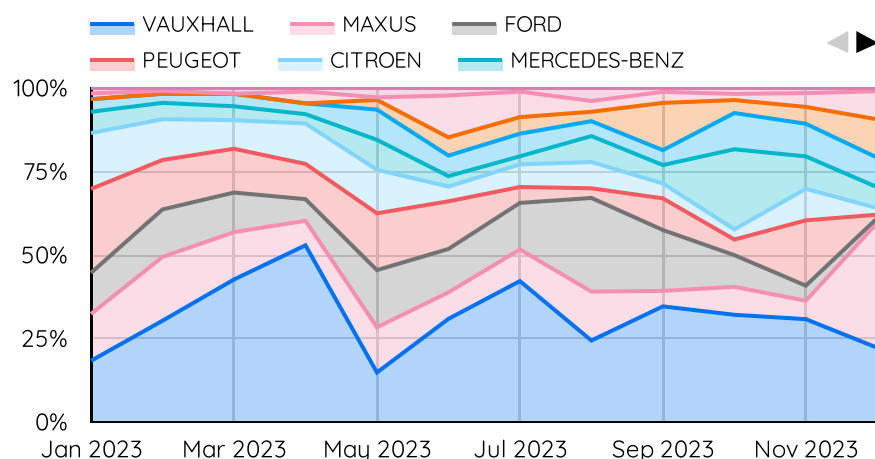
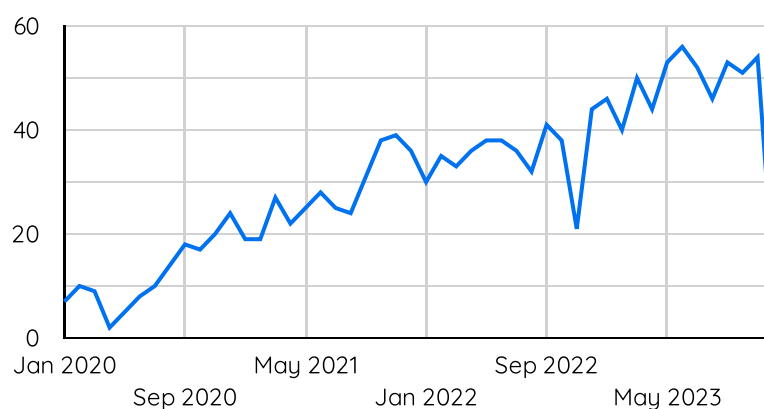
[Back to home page](#)

Fuel	Regs. ▼	Mkt. Share
Diesel	296,547	91.4%
BEV	20,990	6.47%
Petrol	5,739	1.77%
Hybrid	1,165	0.36%
<b>Grand total</b>	<b>324,441</b>	<b>100%</b>

### Latest month, changes vs last year

Fuel	Regs. ▼	Δ	Mkt. Share	Δ
Diesel	296,547	49,612 ↑	91.17%	-0.37% ↓
BEV	20,990	3,478 ↑	6.45%	-0.04% ↓
Petrol	5,739	2,030 ↑	1.76%	0.39% ↑
Hybrid	2,000	385 ↑	0.61%	0.02% ↑
<b>Grand total</b>	<b>325,276</b>	<b>55,502 ↑</b>	<b>100%</b>	<b>0%</b>

### Number of different e-van models registered



### BEV market share: YTD

Rank	Marque	Regs. ▼	Mkt Share
1.	VAUXHALL	6,224	29.65%
2.	MAXUS	2,619	12.48%
3.	FORD	2,283	10.88%
4.	PEUGEOT	1,988	9.47%
5.	TOYOTA	1,549	7.38%
6.	CITROEN	1,448	6.9%
7.	MERCEDES-BENZ	1,276	6.08%
8.	VOLKSWAGEN	1,188	5.66%
9.	NISSAN	1,066	5.08%
10.	RENAULT	876	4.17%
<b>Grand total</b>		<b>20,990</b>	<b>100%</b>

### Most popular BEV models: YTD\*

Rank	Model	Regs. ▼
1.	VIVARO F3100 PRIME EV	3,232
2.	VIVARO-E 3100 DYNAMIC	1,440
3.	E-TRANSIT 350 LEADER	1,122
4.	EVITO 66 PROGRESSIVE	930
5.	PARTNER PROFESSIONAL PREM + EV	887
6.	E DELIVER 9	759
7.	COMBO-E 2300 PRIME	692
8.	PROACE CITY ICON EV	689
9.	PROACE ICON EV	573
10.	E DELIVER 3	562
<b>Grand total</b>		<b>17,168</b>

## 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](http://www.newautomotive.org/mission)

### Terms of Use

We make all the data and content in this bulletin available under a Creative Commons [Attribution-NonCommercial-ShareAlike 4.0 International](#) (CC BY-NC-SA 4.0) License. That means that you are welcome to use our data or analysis for any non-commercial purpose, so long as any product or output is made available under the same license and making sure to attribute New AutoMotive as the source. **You may not use our data or intellectual property for commercial or private applications without purchasing a license from New AutoMotive.** This can be done by emailing [data@newautomotive.org](mailto:data@newautomotive.org).

### 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' and 'M2', 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'.