

Press Release

# Ayvens Mobility Guide: increasing EV cost effectiveness and accelerating adoption

Paris, Tuesday 28 November 2023

Ayvens releases its November 2023 edition of Mobility Guide, a comprehensive analysis to navigate the ever-evolving world of electric vehicles (EVs), sustainable practices, and international fleet management.

The sales growth of electric vehicles in 2022 and the first half of 2023 has accelerated compared with previous years, confirming that electrification is a megatrend. Thereby, the question isn't anymore if but how fast the electrification will happen, as the industry is facing multiple challenges and uncertainties.

This 2023 edition of Mobility Guide highlights the main barriers to Battery Electric Vehicles (BEV) adoption, which are range anxiety, charging infrastructure complexity and affordability. As the largest multi-brand EV fleet worldwide, Ayvens has an important role to play to demystify the electrification landscape for its clients, particularly for fleet managers overseeing international fleets, and guide them into this ever-evolving landscape to a successful EV transition.

## Diving into this complex environment

There are abundant factors to consider while making the EV transition, such as varying data across countries, EV adoption, infrastructure, taxation and incentive schemes, green offer, Battery Electric Vehicle (BEV) Total-cost-of-ownership (TCO) parity, sustainability relevance, etc. Ayvens Mobility Guide aims to provide a **sustainability compass** to support the electrification journey, in this transformative era in the automotive industry, with:

- **46 individual country scorecards** showcasing the **6 metrics** behind the scoring (EV adoption, charging infrastructure, taxation and regulation, green powertrain offering, sustainability relevance and the BEV-TCO parity vs internal combustion model equivalent);

- An assessment of **taxation framework and regulatory requirements** around electric vehicles for **33 countries**.

### Keys findings from November 2023' edition include:

- The **Total Cost of Ownership (TCO) BEV parity has improved in many countries**, such as Spain, Belgium and Italy but also Ireland and Poland and **operating a BEV is now cheaper than internal combustion engine vehicle (ICE) in many European countries**, such as for instance, France, Belgium, Austria, and Norway.
- Out of the 46 countries examined, only **11 fall into the "developed" category**, indicating a robust presence of EVs and favourable conditions for further electrification. All 11 countries are situated in Europe, primarily in the western and northern regions. **Norway** (with a score of 81), **Austria** (with a score of 69) and The **Netherlands** (with a score of 68) emerge as the **best prepared** countries for the electric vehicle revolution.
- Many **transitioning countries**, such as Portugal (with a score of 57), Switzerland (with a score of 54), and Ireland (with a score of 51), **are progressing** and **closing the gap** with developed countries.

‘With fast technological evolution, rising energy costs, and inflation on vehicles, we’re living in uncertain times and facing adverse winds. This makes the EV transition, especially when it involves making decisions that affect multiple countries, a complex process’, **comments Annie Pin, Chief Commercial Officer at Ayvens**. ‘As a global sustainable mobility player, we are committed to accelerating the take up of EVs, by providing a one-stop-shop solution for electrification. This goes hand in hand with accompanying our clients in this journey, jointly supporting the achievement of their corporate climate goals in this ever-evolving world. And our Mobility Guide is already a success story, with many of our clients using the country classification to pace their transition’.

### Notes to editors:

- Ayvens Mobility Guide November 2023 is **available to download [here](#)**
- This is the **1<sup>st</sup> edition under the Ayvens brand** (*formerly ALD Automotive / LeasePlan*) and is a fusion of ALD Automotive’s Mobility Guide and LeasePlan’s EV Readiness Index, aimed at demystifying the electrification landscape for fleet managers, particularly those overseeing international fleets.
- The **46 countries included** in the Mobility Guide are: Austria, Belgium, Denmark, Finland, France, Germany, Luxembourg, Netherlands, Norway, Sweden, UK, Greece, Hungary, Ireland, Italy, Japan, Portugal, Spain, Switzerland, Thailand, Algeria, Australia, Brazil, Bulgaria, Canada, Chile,

Colombia, Croatia, Czech Republic, Estonia, India, Latvia, Lithuania, Malaysia, Mexico, Morocco, New Zealand, Peru, Poland, Romania, Serbia, Slovakia, Slovenia, Turkey, UAE, USA.

- Given the sheer diversity of markets in various continents, it is essential to devise a **scoring system** whereby they could all be compared, giving a like-for-like EV Maturity Score marked out of 100. Ayvens set out to create the most objective score possible, fully recognising that hurdles exist in every country, varying from range anxiety to charging infrastructure complexity, and from affordability to local rules and regulation. Ayvens focuses on 6 pillars: EV adoption, charging infrastructures, taxation and regulation, green powertrain offering, BEV TCO parity and Sustainability relevance. The sum of these pillars produces the total country score.
- **Ayvens has recently reached half-a-million Electric Vehicles on the road.** Read the Press Release [here](#)

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## About Ayvens

Ayvens is the leading global sustainable mobility player committed to making life flow better. We've been improving mobility for decades, providing full-service leasing, flexible subscription services, fleet management and multi-mobility solutions to large international corporates, SMEs, professionals, and private individuals.

With 15,700 employees across 44 countries, 3.4 million vehicles and the **world's largest multi-brand EV fleet, we're leveraging our unique position** to lead the way to net zero and spearhead the digital transformation of the mobility sector. (The company is listed on Compartment A of Euronext Paris (ISIN: FR0013258662; Ticker: ALD). Societe Generale Group is Ayvens majority shareholder.)

Find out more at [ayvens.com](https://www.ayvens.com)

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