



Newsletter

Paris Auto Show Car Manufacturers Show Strong Commitment to EVs

When Elon Musk pre-sold 400,000 Tesla 3, all automotive manufacturers went from being conservative to being aggressive EV promoters. At a recent board meeting at Daimler-Mercedes Benz in Germany a Board Member asked the top executives "Tesla pre-sold 400,000 electric vehicles, what are we doing with EVs?" We believe that the same question was asked to most of the Top Executives of the car manufacturers in the world.

At the Paris Auto Show, ten months after that Tesla's record bookings, it seems that the panorama has suddenly changed and practically all manufacturers show their commitment to EVs and this time with real facts. There is been a drastic change of strategies in 2016. Many European manufacturers (BMW, Audi, VW, Mercedes, Land Rover) launched several turbo diesel engines into the US market but the experiment failed after the VW diesel scandal. The diesel market for passenger vehicles in the US is dead and the EV market has all the basis to thrive.

Mercedes-Benz introduced the new Generation EQ line of EVs which will be available for sale in 2018.



Dieter Zetsche, CEO of Mercedes Benz with the New Generation EQ

Volkswagen, still recovering from its diesel scandal, shows a new and green image. VW

introduced the brand I.D. by Volkswagen that will feature a new range of EVs capable of going 250-375 mile . They will be available in 2020. The company also announced 30 new electric vehicle models by 2025.



I.D by Volkswagen

Chevrolet is rolling out the production of the Chevy Bolt with 240 mile range. It will be available at \$37,495 this December. The Bolt is the first mass produced vehicle with a range comparable to the Tesla S and a price comparable to the Tesla 3. It will have a one year advantage over the Tesla 3 to gain market share and position itself as a No-Range-Anxiety EV.




2017 Chevy Bolt




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