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[Most effective ways to promote electric vehicles studied](#)

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Picture:



Country:

Norway

Topic:

Policy and research

Clean and energy-efficient vehicles

Body:

A new study has assessed the best ways to promote electric vehicles and encourage consumers to adopt them.

The study was conducted in Norway, which now has the highest market share for battery-electric vehicles (BEVs) of any country in the world. There are currently over 70 000 BEVs operating on Norway's roads, and they accounted for over 20 per cent of new car sales in 2015.

A survey was circulated to around 3 400 BEV owners who were asked to rate the importance of different incentives such as exemption from taxes, free parking and ferry tickets, and use of bus lanes.

Over 80 per cent of respondents rated exemptions from VAT and purchase tax as critically important. Exemptions from road tolling and vehicle licensing fees were important for around 50 per cent, and other incentives were important for particular groups but not the entire study sample.

The result of the study clearly shows that for the majority of users reducing the cost of purchasing a

BEV is very important where taxes are high. For certain groups of users, such as in urban areas, the ability to park for free and drive in bus lanes is also attractive.

For more information, read the European Commission's [Science for Environment Policy news alert](#).

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