



# COMPETT

Competitive Electric Town Transport



[www.compett.org](http://www.compett.org)

>> ELECTROMOBILITY IS ENTERING THE MAINSTREAM MARKET <<



## PROJECT DATA

Funding/€	Total cost/€	Duration
1.433.764	1.433.764	36 months

**Partners**

- Transportøkonomisk Institutt (Institute of Transport Economics), NO
- Danish Road Directorate, DK
- Austrian Energy Agency, AT
- Buskerud University College, NO
- Konsberg Innovasjon AS, NO

## MAIN RESULTS

- Diffusion of EVs follows “diffusion theory”, in which the technological innovation takes place in a social system where incentives and social networks are at work.
- Incentives providing users with relative advantages over ICE vehicles or leading to price reductions are the most effective with EV sales taking off when the cost is equalised with other vehicles.
- EVs are compatible with most daily transport needs in households and nine out of ten owners in Norway will buy an EV also next time. So will one third of their friends, with one third having done so already.
- COMPETT has developed an analytical tool that can calculate and assess the diffusion of EVs and its environmental and economic effects in different scenarios.

## PROJECT CONCLUSION

Electric vehicles are becoming mainstream thanks to forerunner countries, larger selection of vehicles and technology improvements. Forerunner countries’ societal support and user attitudes are uniquely positive. COMPETT shows that EV owners, in Norway mostly consumers, in other countries mostly fleet operators, drive EVs as much as alternative ICEs. Especially multi vehicle households manage their daily travelling with charging at home/work and adapt effortlessly to the vehicles range capabilities.

To increase sales, buyers must see relative advantages, providing gains over ICE vehicles. Incentives help, but also technology improvements are needed. Batteries should last the life of the vehicle and permit more km of driving per recharge to enable EVs to contribute to the European and national GHG emission reduction goals in the transport sector.

Incentives speed up adoption rates and are needed to get sales started. The incentives have a triple effect nudging buyers into buying, dealers into offering vehicles and manufacturers to develop and distribute EVs. As sales volumes increase, the costs of introducing EVs into the dealership networks go down, thereby reducing prices. Increasing production volumes more importantly reduce manufacturers’ costs per vehicle.

Incentives lowering purchase price are more effective than those lowering operating costs. User incentives providing owners with advantages are particularly effective. With a new generation of vehicles coming 2016–2018 and some countries introducing more incentives, further growth is expected.