EU Must Adhere to 2025 CO_2 Targets and Create Policies to Drive EV Uptake and Deliver Jobs, Prosperity and Clean Air

- **E-Mobility Europe calls on the EU and national governments to adhere to the agreed 2025 CO_2 limits, as key step to 2035**
- **Critical time as more EV choices arrive in market, and OEMs and EV ecosystem providers commit to major investments**
- **EU and national governments have a responsibility to improve market conditions for industry and society's wellbeing**

Brussels 03/02/2025: E-Mobility Europe, the association for Europe's combined electric vehicle (EV) ecosystem, is calling on EU leaders to maintain the market pull of agreed 2025 CO_2 limits, while supporting European companies with compliance through more stable and smarter action to boost electric vehicle demand.

According to new research released today by E-Mobility Europe and New Automotive, the EU's CO_2 limits for 2025 will lead to 450,000 more EVs on the road by the end of this year, taking total EV sales to 2.4 million for the full year, compared with a scenario where targets are relaxed. This is an important step to keep Europe on track to its 2035 and 2040 CO2 limits for cars, vans, and trucks.

Achieving the limits, which were previously agreed by all EU governments in 2019, could result in fuel savings of an additional €270 million, taking total fuel cost savings from all new EVs in 2025 to €1.4 billion, directly benefitting European vehicle owners. It also would save 530,000 million tonnes of CO_2 in the EU – equivalent to 1.3 times the emissions of Poland[1].

Chris Heron, Secretary General, E-Mobility Europe, said: "It's critical that Europe's 2025 CO_2 limits remain in place to help pull electric vehicle sales upwards. They are necessary to keep a level playing field and to drive ecosystem investment in the face of intense global competition. If the European Commission does investigate flexibilities, it must tread very carefully to keep healthy pressure on the 2025 market".

"But governments must also take more responsibility to support carmakers in achieving compliance, through smarter and more stable incentive policies. Let's unite on making 2025 a success and not backtrack before we get started."

After a stagnating 2024 weighted down by Germany's abrupt removal of subsidies, European automakers are increasing electric vehicle production ahead of 2025 CO_2 limits, including seven new models being introduced under €25,000. This creates an opportunity for industries and governments to align together on supporting consumer uptake.

Maintaining the EU limits also strengthens market certainty, helping the EU charging industry to hit market projections of 13 million charging points by the end of this year[1], and reconfirming demand prospects for at-risk European battery investments.

"The research released today recommends that the EU and national governments first act to boost market demand in support of automaker efforts, considering remedial action only once seeing if the 2025 limits have been reached," said Ben Nelmes, CEO of New AutoMotive.

However, concerns over European market conditions have led to calls from several Member State governments for theoretical future fines to be pre-emptively cancelled. The European Commission has last week committed to investigate "possible flexibilities" to keep industry competitive.

"While we welcome that the European Commission is evaluating whether EU-level incentives can be set-up to stimulate electric car sales across the region, it's vital all Member States accept their responsibility too, improving electric vehicle attractiveness for consumers through stable policies that don't break the bank[2]".

"Electrification of the vehicle parc in Europe will improve air quality, ensure greater freedom from fossil fuel volatility, and reduce driving costs for all. Governments across the EU agreed to the 2035 goals two years ago. That was the easy part: now we must put the policies in place to make it happen, both to reduce the impact of climate change and to ensure that Europe is not left behind countries like China in the transition to an electrified economy," said Heron.

[1] Polish emissions for 2022, as reported by 'Poland: Climate Action Progress Report', DG Clima, 2023

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About E-Mobility Europe
E-Mobility Europe is the new name for AVERE, the European industry association for the electric vehicle ecosystem. Its membership brings together all national Electric Vehicle associations, as well as 70+ companies from across the ecosystem – electric vehicles, infrastructure, supply chain, fleet owners, and technology.

E-Mobility Europe's mission is to deliver an EU policy framework that encourages Europe's successful transition to electric vehicles by 2035, in a way that benefits both the region's people and its industries.

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[1] Source: P3 market research commissioned by ChargeUp Europe, 2024
[2] A range of fiscally-efficient incentive options are available to governments going beyond direct subsidies, including tax rules favouring electric vehicles and penalizing ICE vehicles, and non-financial incentives as pursued effectively in Norway (priority use of bus lanes, lower parking fees etc).

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About New AutoMotive
New AutoMotive is an NGO that works to increase the pace of the clean energy transition, focusing on road transport - one of the largest sources of greenhouse gases and air pollution. The organisation uses data to tell stories, informing the public and influencing policy development.

New AutoMotive campaigned for and helped win the UK's Zero Emissions Vehicle mandate, one of the most ambitious clean transport policies in the world.

Each month, New AutoMotive releases the Global Electric Vehicle Tracker, Electric Car Count and Electric Van Count, the most up-to-date sources of EV data in the UK and globally. It also releases numerous reports detailing the switch to electric and what the UK government needs to do to make this happen.

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