

E-Mobility Benchmarking Analysis Who is really leading the way?

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further on IE2S

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Key Highlights

OBJECTIVE COMPARISON

- **Direct comparison** of leading manufacturers based on key factors: market share, vehicle features, charging infrastructure, and services
- Industry-proven benchmarks for real-world application
- Comprehensive overview of market leaders' strengths and weaknesses, along with opportunities for strategic development

YOUR STRATEGY IN FOCUS

- Analysis of the competitive landscape in the rapidly growing electric mobility market
- Key topics: user-friendliness, innovative mobility services, expansion of charging infrastructure
- Goal: strengthening your market position and targeted development of your electric mobility portfolio

STRATEGIC INSIGHTS

- Market Assessment of the competitive landscape in e-mobility
- Key topics for advancing e-mobility: Optimising user experience, expanding innovative services, and developing charging infrastructure
- Valuable insights for strategic decision-making based on our analysis

Analysis overview and methodological approach

Clarity through categorisation

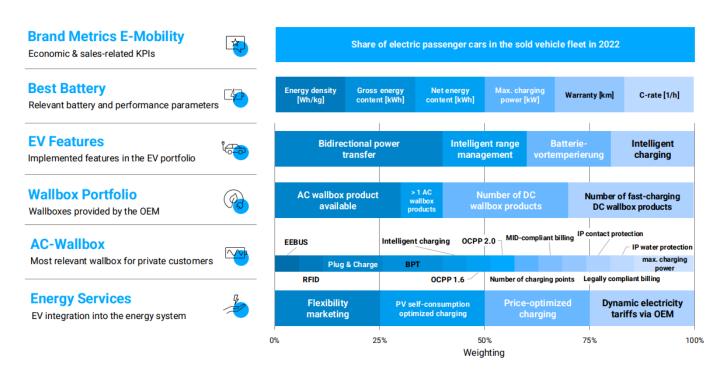
Our analysis clearly highlights the differences between the leading electric vehicle manufacturers. The results are structured into distinct categories, allowing for a precise comparison:

- 1. Market Share within total vehicle sales
- 2. Best Battery performance
- 3. EV Features
- 4. Wallbox Portfolio
- 5. AC Wallbox
- 6. Energy Services

While market share and battery characteristics can be directly compared, we have developed a scoring system for categories that are more difficult to quantify. This approach enables a well-founded overall assessment of manufacturers.

Points are awarded based on the availability of specific features. Additionally, weighting within each category allows for a quantitative evaluation, providing a comprehensive ranking of individual automotive manufacturers.

Breakdown of Categories and Weighting of Attributes



Interpreting the results correctly

What do percentiles indicate?

Throughout our analysis, we frequently refer to percentiles to provide a clearer picture of where manufacturers stand in comparison to the overall data distribution. These insights are further enhanced through informative visual representations.

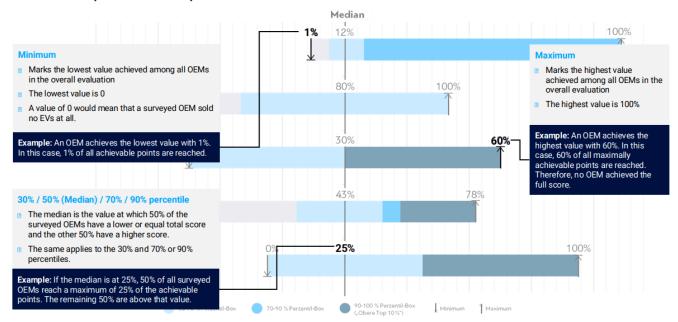
Percentile boxes help illustrate results in relation to the entire dataset, allowing for a precise classification of automotive manufacturers.

- The **50th percentile (median)** indicates the value at which 50 % of manufacturers fall below or are equal, while the other 50 % are above.
- I Similarly, the **30th, 70th, and 90th percentiles** can be determined, offering additional reference points.
- The **100th percentile** represents the highest value achieved by any manufacturer the maximum.

The range between **the 90th percentile and the maximum** is visualised as the 90-100% percentile box. Its width indicates the level of variation among the top 10 %. A **wide box** suggests significant differences in performance within the leading group. A **narrow box** implies that the top manufacturers achieve very similar results.

Explanation of the Statistical Values

Minimum, Maximum, Median and Percentiles



Initial findings and concrete examples

EV market share: Untapped potential remains

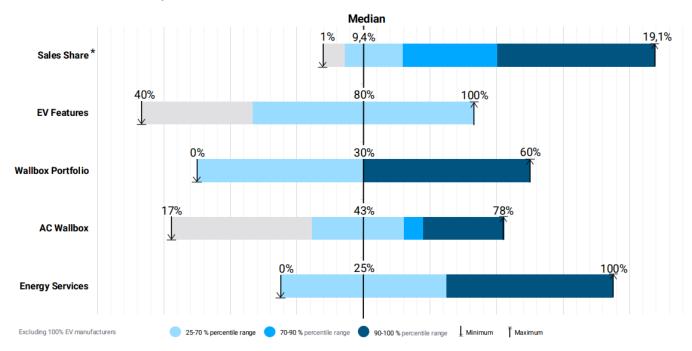
One example from our analysis illustrates the significant differences in the share of electric vehicles (EVs) within the total sales of various manufacturers in 2022.

- Manufacturers like Tesla and BYD, which exclusively produce electric vehicles, naturally achieve a 100 % EV share.* *To present an authentic picture of the traditional automotive industry, we have deliberately excluded these pure EV pioneers from our representation of sales shares. This ensures a representative and meaningful depiction of the established manufacturers on their path to an electric future.
- For traditional manufacturers still selling internal combustion engine (ICE) vehicles, the range is much broader: One manufacturer recorded just 1 % EV sales, while another achieved up to 19.1 %
- The median share among all examined manufacturers stands at 9.4 %, meaning half of the manufacturers sold 9.4 % or fewer electric vehicles.

The gap within the top 10 % of conventional manufacturers is notable. The leading brands reach an EV share of at least 15%, yet more than eight out of ten vehicles sold still have combustion engines.

A manufacturer with just 1 % EV sales faces mounting pressure to adapt its strategy to remain competitive and avoid falling behind in an increasingly electrified market.

Overall Overview of the OEMs analyzed, <u>excluding</u> 100% EV Manufacturers EV sales, wallbox portfolio as well as vehicle features & services





Which manufacturers are setting the benchmark in battery technology? Our E-Mobility Benchmarking analysis examines energy density, storage capacity, and charging performance – key factors shaping the future of electric mobility. A closer look at the results reveals significant differences and promising potential.

The battery is the core component of an electric vehicle, significantly influencing key purchasing factors such as range, charging speed, and overall practicality. In our analysis of the "Best Battery" category, we compare the battery technologies of leading automotive manufacturers, focusing on critical performance and efficiency criteria.

For this evaluation, we have analysed each manufacturer's most advanced battery, defined as the one with the highest energy density.

Energy density

Compact power for maximum range

Energy density – measured in Wh/kg – indicates how much energy can be stored per kilogram of battery weight. Higher values result in lighter, more efficient vehicles with greater range.

The energy density values vary significantly: The median of the batteries analysed is 220 Wh/kg, with leading manufacturers exceeding this benchmark. These manufacturers gain a technological advantage by increasing range without adding weight, setting new industry standards while continuing to refine their technologies.

Manufacturers with lower energy density face the challenge of improving their battery performance to remain competitive. Achieving this requires not only technological advancements but also strategic decisions in supply chain management and production optimisation.

Gross and net energy content

A measure of storage capacity and range

Energy content – also referred to as storage capacity and measured in kilowatt-hours (kWh) – indicates how much energy a battery can store in total (gross) and how much of it is actually available for use (net). This distinction is relevant, as usable energy directly impacts a vehicle's range and everyday practicality.

Gross energy content

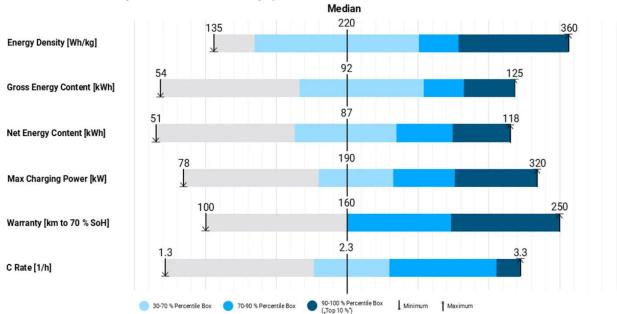
Among the batteries analysed, the median gross energy content is 92 kWh, with the highest value reaching 125 kWh. These figures represent the total amount of energy a battery can store, including the portion allocated for vehicle peripherals such as cooling systems and onboard electronics. Differences between manufacturers are evident, as the gross value can significantly deviate from the net value in some cases.

Key takeaways

Delta between gross and net energy content: A large gap between gross and net energy content (e.g. 92 kWh gross but only 70 kWh net) suggests that a portion of the battery's capacity is reserved. This reserve is deliberately designed to protect the battery from excessive stress, preventing deep discharges and premature ageing. Manufacturers following this approach prioritise long-term reliability, ensuring stable performance over extended periods. While this can slightly reduce the immediately available energy, it enhances battery durability and maintains consistent vehicle efficiency over time.

Best Batteries of the analysed OEMs

Distribution by relevant battery parameters



Maximum charging power

Time as a key factor

Charging performance, measured in kilowatts (kW), determines how quickly an electric vehicle can be recharged. For many users, this is a crucial factor – especially on long journeys where shorter charging stops significantly enhance convenience.

Significant Variations in Charging Speeds

The charging capabilities of manufacturers vary widely: some reach up to 320 kW, theoretically enabling an 80 % charge of a 100 kWh battery in under 30 minutes. Among the batteries analysed, the median charging power is 190 kW.

At the lower end, some manufacturers offer charging speeds below 100 kW, leading to longer charging times, which are often perceived as a drawback by consumers. These manufacturers may need to upgrade their charging capabilities to meet modern customer expectations.

Key takeaways

While high charging power enables faster recharging, manufacturers must carefully balance charging speed and battery longevity. Optimising this balance is key to maintaining battery health, ensuring long-term performance, and enhancing user satisfaction.

Warranty

Long-term security for customers

In our analysis, warranty is measured in terms of kilometre coverage, making it a key quality indicator for an electric vehicle's battery. A longer warranty provides customers with confidence in battery longevity and reflects the manufacturer's trust in its own technology.

Key findings

Most manufacturers analysed offer a battery warranty of up to 160,000 km. Some extend this further, providing coverage up to 240,000 km under certain conditions. Additionally, many warranty models also cover the State of Health (SoH), which measures the remaining battery capacity relative to its original storage capacity at the time of purchase. A common condition is that the SoH must not fall below 80 %, provided the guaranteed mileage (e.g. 160,000 km) has not been exceeded. Manufacturers that offer warranties with lower SoH limits or extended mileage coverage reinforce customer trust and position themselves as reliable partners in the market.

Note: In practise, battery warranties often also include a time-based limitation (e.g. 8 years). However, this aspect is not part of our current analysis, which focuses solely on kilometre-based warranty coverage as a standardised metric

Key takeaways

Higher mileage warranties increase customer confidence and enhance the appeal of electric vehicles. Manufacturers offering lower warranty coverage risk being perceived as less reliable in the eyes of consumers.

C-rate

Speed of energy flow

The C-rate, measured in 1/h, indicates how quickly a battery can absorb energy. A C-rate of 1 means the battery can be fully charged within one hour. C-rates above 1/h correspond to charging times of less than an hour and are often linked to fast-charging technology.

Significant variations in charging speed

Charging speeds vary considerably across manufacturers. Our analysis reveals distinct differences in C-rates:

- The median C-rate among the batteries analysed is 2.3/h, meaning a full charge or discharge takes approximately 26 minutes.
- Some manufacturers achieve C-rates of up to 3.3/h, enabling charging times of under 20 minutes.
- The lowest C-rate recorded in our analysis is 1.3/h, corresponding to a charging time of around 46 minutes—which may limit user convenience.

Key takeaways

A high C-rate significantly enhances the usability of electric vehicles by reducing charging times and increasing availability for mobility needs. Manufacturers with top-tier C-rates position themselves as leaders in fast-charging technology. However, it is important to note that frequent fast charging at high C-rates can accelerate battery degradation, potentially shortening its lifespan. Therefore, optimising charging strategies is crucial for balancing performance, durability, and user satisfaction

How future-proof is your e-mobility strategy?

Our analysis of leading automotive manufacturers in the European market highlights one key factor: Battery technology is the core of e-mobility and a crucial differentiator. The results provide clear insights into the current landscape and tangible opportunities for the future – ranging from energy content and charging performance to overall range.

Are you ready for the future?

Where does your greatest potential for optimisation lie? Together, we can develop strategies to future-proof your battery portfolio and actively shape the future of e-mobility.

Let's connect!

Wir laden Sie ein, gemeinsam über Trends und Strategien zu sprechen, Ideen auszutauschen und die Zukunft der Elektromobilität aktiv mit-zu gestalten.

Your IE2S contact for Battery:



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EV-FeaturesFour features revolutionising electric mobility

Who is leading the way in electric vehicle features? Our analysis reveals which manufacturers offer the most advanced technologies and explores the potential of key innovations such as bidirectional power transfer, intelligent range management, battery preconditioning, and smart charging.

The electric vehicle market is expanding rapidly – and with it, the demand for cutting-edge features that enhance usability and efficiency. In our EV features analysis, we examine four pivotal technologies and assess how extensively leading automotive manufacturers have integrated them into their portfolios.

Our key insights

Trends shaping the future of e-mobility

Bidirectional Power Transfer (BPT) - The Car as an Energy Supplier

This key technology enables vehicles not only to store energy but also to feed it back into the power grid, home, or other electronic devices as needed. Through V2X (Vehicle-to-Anything) applications, electric vehicles become an integral part of the energy ecosystem, actively contributing to the energy transition with their storage capacity. Around 70 % of manufacturers already offer this feature – a clear competitive advantage that reinforces the role of electric vehicles as mobile energy storage units.

Intelligent Range Management – Greater Efficiency Through Smart Planning

70 % of manufacturers have already implemented intelligent range management systems to enhance vehicle range through dynamic route planning and optimised charging stops. This feature significantly improves everyday usability and is increasingly expected by customers as a standard function.

Battery Preconditioning – Efficiency in All Conditions

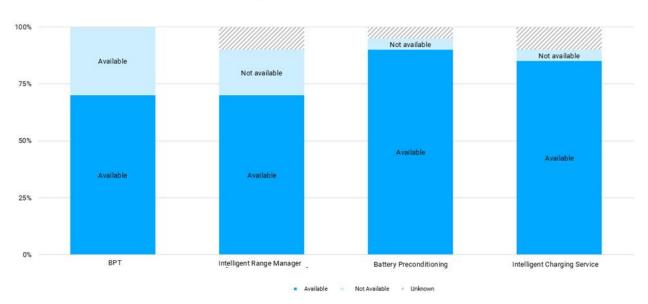
90 % of manufacturers now offer this function, making it an industry standard. Battery preconditioning ensures optimal energy use, particularly in extreme weather conditions, whether in severe cold or intense heat. This feature also enhances battery longevity, contributing to the overall efficiency of electric vehicles.

Smart Charging – Cost and Time Optimisation

Smart charging management adapts charging processes based on real-time electricity prices, grid load, and individual user preferences. 80 % of manufacturers have already integrated this service, making it an essential feature that strengthens customer loyalty and enhances competitiveness.

EV Features of the analysed OEMs

Some EV features have already become standard



Your e-mobility strategy - are you "one step ahead"?

Our analysis of leading automotive manufacturers in the European market shows that the most essential EV features have now become standard. The competition is shifting increasingly towards their further development. Manufacturers looking to differentiate themselves must not only meet current demands but also anticipate future customer needs and emerging trends. In particular, features such as bidirectional charging and Vehicle-to-Grid (V2G) – enabling electric vehicles to serve as flexible, grid-integrated energy storage solutions – are becoming critical.

What does this mean for your business?

EV features are no longer just technological add-ons – they have become key factors in comfort, efficiency, and everyday usability. Manufacturers who continuously invest in optimising these functionalities secure their market position and enhance the appeal of their vehicles.

Additionally, taking a proactive approach in the V2X space and offering solutions for grid stability and energy optimisation can create a strong strategic advantage. These developments have the potential to reshape the automotive market and drive it in a new direction.

Are you ready to strengthen your market position?

How can you stand out in an increasingly competitive landscape? Which technologies are critical for your strategy?

Let's connect!

We invite you to exchange ideas, discuss trends, and explore strategies for the evolving e-mobility landscape.

Your IE2S contact for EV features:



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Traditionally, the core competency of automotive manufacturers has been vehicle production – but with the growing market share of electric vehicles, more and more are expanding their portfolios to include wallboxes. In our E-Mobility Benchmarking, we compare these individual and complex charging solutions based on quantifiable criteria, highlighting which manufacturers stand out with a broad and diverse offering. We examine technical features, portfolio variety and strategic approaches to provide transparency on developments in this growing segment.

From vehicle to charging infrastructure – wallboxes as catalysts: automotive manufacturers move into the energy sector

As part of our E-Mobility Benchmarking series, we now turn the spotlight to a frequently overlooked yet critical component: the wallbox. While previous analyses focused on the electric vehicles themselves, we now shift our attention to the surrounding infrastructure – because for private users, the charging solution is just as important as the vehicle itself.

Many automotive manufacturers have already recognised the strategic relevance of this area and have expanded their product range to include proprietary wallboxes, complementing their EV offerings. This development underscores the increasing importance of delivering integrated, end-to-end e-mobility solutions.

Our analysis focuses on the wallbox portfolios of leading manufacturers, exploring three key questions:

- How many manufacturers have integrated wallboxes into their offering?
- How many different models are included in each portfolio?
- Which features and technical specifications are provided?

Why a future-proof wallbox strategy matters

Our analysis reveals how manufacturers can significantly strengthen their market position through a well-considered wallbox portfolio and the strategic prioritisation of key functionalities. Combining product diversity with innovation enables brands to position themselves precisely and secure long-term competitive advantages.

A brand's interoperable ecosystem is proving to be an effective tool for strengthening customer loyalty and reaching new target groups. This creates lasting differentiation in an increasingly competitive market landscape.

Key success factors include:

- **Portfolio expansion:** A broad product range that meets diverse user needs helps solidify a strong market presence.
- Customer-focused solutions: Tailored charging options that address factors such as charging power, smart control and PV compatibility enhance customer satisfaction.
- **Driving e-mobility adoption:** Seamless charging experiences, supported by advanced features like automated load management and intuitive operation, increase acceptance and support the wider transition to electric mobility.

AC vs DC wallboxes at a glance

Who is investing in which technology?

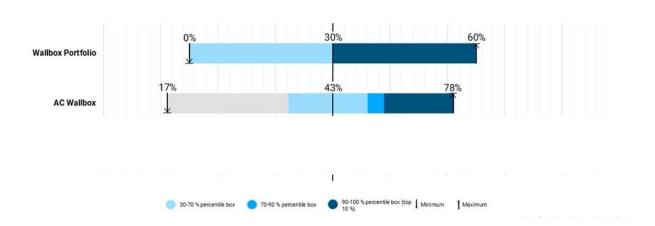
Our ahighlights which manufacturers include wallboxes in their product range. The offerings vary – from a single AC wallbox, an extended selection of AC charging stations, to manufacturers who have expanded their portfolio with DC or Fast-Charging DC wallboxes.

For the overall evaluation, we differentiate as follows:

- **Technology coverage:** The inclusion of AC, DC and Fast-Charging DC wallboxes is each weighted at 30% of the total score, reflecting the importance of broad technological coverage.
- Product diversity: The availability of multiple AC wallbox models contributes 10% to the total score, recognising the added value of a diversified AC product offering.

Overall overview of all analysed OEMs

Wallbox Portfolio



Technological features

What makes a wallbox high-performing?

Our analysis focuses on key technical characteristics that shape the performance and user-friendliness of these charging stations. The evaluation is based on a wide range of technological aspects:

1. Communication and connectivity:

- EEBUS standard for cross-device communication
- OCPP 1.6 and 2.0 for standardised backend integration

2. Authentication and ease of use:

- RFID technology for secure identification
- l Plug & Charge for automated recognition

3. Intelligent charging solutions:

- Bidirectional power transfer (BPT)
- I Smart, dynamic load management

4. Charging capacity and speed:

- Number of available charging points
- I Maximum charging power

5. Billing systems:

- MID-compliant metering
- Legally compliant billing

In the overall evaluation, Plug & Charge, bidirectional power transfer and maximum charging power receive 2.5 times the weighting to reflect their particular importance in delivering advanced charging solutions.

Market analysis

Plenty of room for growth and untapped potential

Our evaluation of the wallbox market highlights significant opportunities for innovation and growth. The key takeaways are:

- The median overall rating stands at just 30% of the possible 100%. This moderate market penetration is a clear sign that the current offerings are not yet fully developed.
- While some manufacturers do not offer wallboxes at all (0% rating), even the frontrunners reach only 60% fulfilment. This means that even market leaders have considerable room for improvement.

What these findings mean

The results paint a picture of a market in transition. While the strategic importance of charging infrastructure is increasingly recognised, many manufacturers have yet to fully capitalise on the opportunities in this segment. Companies that take a proactive approach and strategically expand their wallbox offerings can gain a significant competitive advantage.

AC vs. DC wallboxes

Two concepts compared

Our analysis reveals a clear divide between AC and DC charging solutions

AC dominance with nuances:

- 60% of manufacturers offer AC wallboxes a clear sign of market maturity.
- However, only 35% provide more than one AC variant, indicating room for product diversification.

DC technology: a market in its infancy?

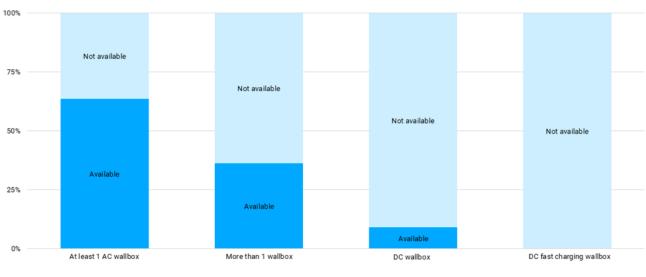
Only 9% of manufacturers currently offer DC wallboxes, highlighting the early-stage development of this segment.

What these findings mean:

While AC charging solutions remain the industry standard, the potential of DC fast-charging stations remains largely untapped. Forward-thinking manufacturers who invest in DC technology early can secure a strong competitive advantage in the fast-charging market.

Wallbox Portfolio of the Analysed Manufacturers

Most manufacturers currently rely exclusively on AC wallboxes.



Feature check

Which technologies are gaining ground?

Our analysis paints a diverse picture of the current market, highlighting both established technologies and emerging innovations:

1. Communication and Connectivity

- OCPP 1.6 is widely adopted (55%), while OCPP 2.0 is gaining ground (38%) a clear trend towards networked systems.
- EEBUS is still in a niche position (27%) but showing increasing adoption.

2. Authentication and User Experience

- RFID technology dominates (68%), reinforcing its role as the de facto standard.
- Plug & Charge (27%) is attracting growing interest as a seamless charging solution.

3. Smart Charging Solutions

- 59% of manufacturers integrate intelligent charging, reflecting the rising importance of energy management.
- 31% also incorporate BPT (Bidirectional Power Transfer) in wallboxes, paving the way for V2X applications.

4. Charging Capacity and Speed

- 22kW charging power is the most common (50%), followed by 11kW (27%).
- Only 9% of manufacturers offer multi-user charging solutions, leaving room for further market expansion.

5. Billing Systems

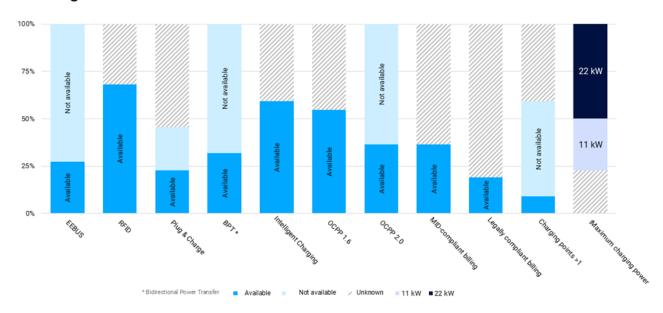
MID-compliant billing (36%) and legal metrology-compliant billing (18%) are gaining traction, particularly for public charging points.

What these findings mean:

The diversity of implemented technologies highlights strong market dynamics and a phase of rapid innovation and differentiation. Many features are not yet widely standardised, presenting significant opportunities for forward-thinking manufacturers.

AC Wallbox of the Analysed Manufacturers

Heterogeneous technical features of AC wallboxes.



Wallboxes - an overlooked opportunity?

Although vehicle charging plays a central role in user experience and customer confidence, our analysis reveals that many manufacturers still underestimate the potential of wallboxes. A strategic expansion of your portfolio could be the key to securing a decisive competitive advantage.

- Is your charging infrastructure offering future-proof?
- Which features should you prioritise to gain market share?

Together, we can explore your opportunities in the wallbox market and develop a tailored strategy.

We look forward to the exchange! Let's discuss trends and strategies to shape the next stage of electromobility together.

Your contact at IE2S for wallbox solutions:



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As mobility undergoes transformation, intelligent energy management is becoming increasingly important. Our E-Mobility Benchmarking reveals how automotive manufacturers are integrating innovative services into their charging infrastructure—and what patterns can be derived from this development. The analysis provides valuable insights into trends, market potential, and strategic opportunities. Businesses gain a solid foundation for decision-making to position themselves for the future, leverage competitive advantages, and strengthen their role in an increasingly interconnected energy system.

With the growing adoption of electric vehicles, the demand for smart charging solutions extends far beyond traditional infrastructure. Energy Services enable a more efficient and cost-effective use of electricity by optimising charging processes and integrating them into the energy system. In our E-Mobility Benchmarking, we specifically analysed aspects such as PV self-consumption optimisation, price-optimised charging, flexibility trading, and dynamic electricity tariffs. The findings highlight which automotive manufacturers already offer these services and where significant potential for further development still exists.

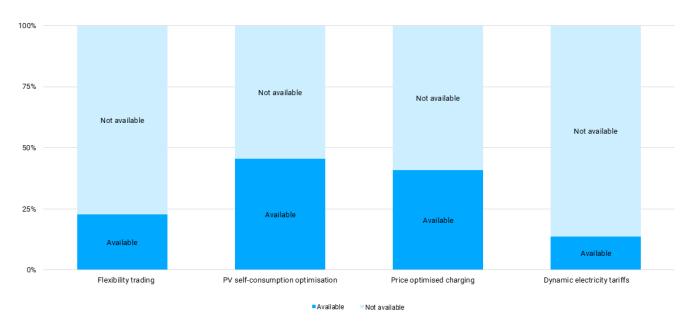
Our key findings

E-Mobility meets the energy market

- Flexibility trading: Around 20% of automotive manufacturers incorporate flexibility trading, where electric vehicles actively interact with the energy system. Through smart charging and discharging (V2G), users can engage with the grid and generate additional revenue by selling surplus energy. Unlike other Energy Services, flexibility trading extends beyond mere consumption management, turning EVs into active players in the energy market. However, its limited adoption indicates that this concept has yet to reach widespread implementation.
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- Price optimised charging: Approximately 40% of automotive manufacturers offer an innovative charging system that takes advantage of time-of-use electricity pricing (TOU). This allows EVs to charge predominantly during low-tariff periods, leading to significant cost savings. However, the relatively slow adoption of this approach suggests that, while the industry is moving in the right direction, a unified standard has yet to emerge. For consumers, this means that charging cost optimisation varies by manufacturer, but it presents an attractive opportunity to benefit from fluctuating electricity prices—a practice that is also more environmentally friendly.
- Dynamic electricity tariffs by OEMs: The integration of dynamic electricity tariffs by automotive manufacturers is an emerging trend in e-mobility, though it remains limited in implementation. With a penetration rate of just 14% among the analysed OEMs, this is currently the least offered Energy Service. Dynamic tariffs allow EVs to charge automatically when electricity prices are at their lowest, using real-time electricity market data. While this can significantly reduce charging costs for users, grid operators benefit from enhanced grid stability due to demand balancing. The low adoption rate suggests that regulatory and organisational hurdles still need to be overcome for broader market acceptance.

Energy Services across all analysed providers

Energy services are still rarely part of the overall service offering



Comprehensive energy services as your competitive edge

Our analysis reveals a clear divide in the market: while a small number of manufacturers have fully integrated Energy Services, the majority are lagging behind. With a median adoption rate of just 25%, most OEMs only implement individual solutions rather than a holistic approach. A mid-range performance in Energy Services is virtually non-existent—manufacturers either offer comprehensive solutions or lack essential services altogether. This indicates that Energy Services are not yet an industry standard, and the market is still being shaped by a few pioneering players.

What Does This Mean for Your Business?

Currently, no single Energy Service is integrated into more than 50% of OEM portfolios. However, the demand for a holistic energy management offering in the vehicle ecosystem is expected to rise significantly. This presents a strategic opportunity:

- Advisory expertise can help businesses guide their customers towards optimised charging behaviour.
- This supports lower energy costs and promotes sustainable action.
- Companies that invest early in smart energy management solutions will gain a decisive competitive advantage and position themselves as industry leaders.

Are you ready to strengthen your market position?

- How can you establish a sustainable competitive edge?
- Which technologies are crucial for your future strategy?

Let's discuss how we can shape the future of e-mobility together—by identifying emerging trends and developing tailored strategies.

Your contact at IE2S for energy services:



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Conclusion and industry potential

E-Mobility: growth potential and future outlook

The electric vehicle market still holds significant growth potential. A median EV sales share of 9.4% highlights that the industry is still in the early stages of its transformation. Given the ambitious EV sales targets set by many manufacturers and the increasing convergence of the energy and automotive industries, now is the time for strategic decisions.

As the transition accelerates, expert guidance is more critical than ever—and that's where we come in. With our deep industry expertise, we help you develop a future-proof e-mobility strategy tailored to your goals.

Interested in learning more?

Stay tuned for upcoming insights, or get in touch to drive your e-mobility strategy forward. We're here to help you navigate the transition and set the right course for success.

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