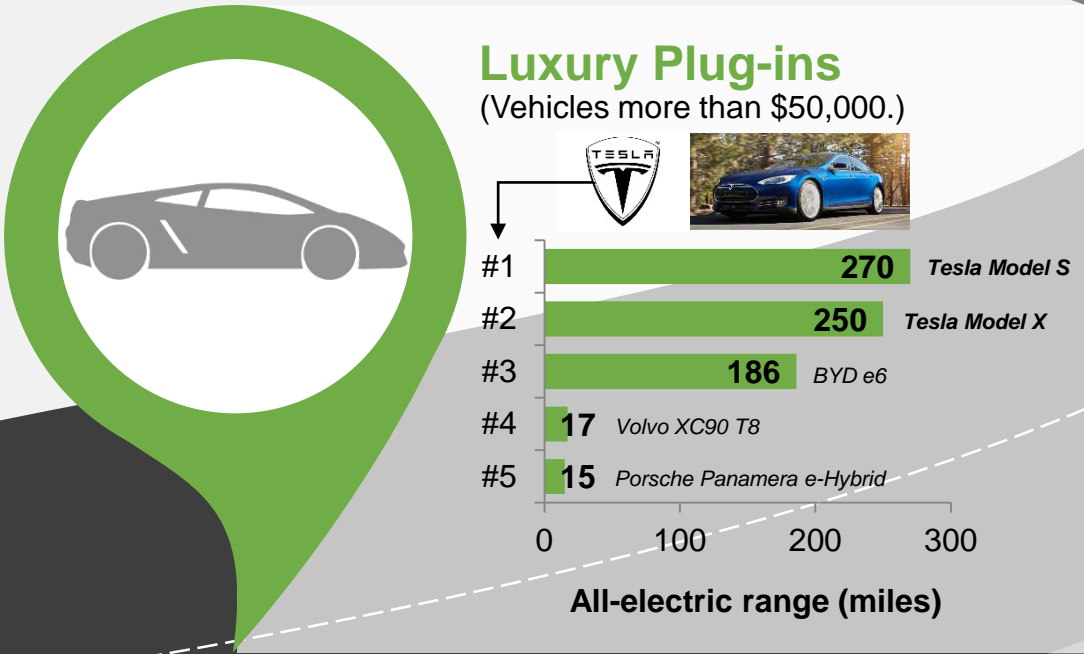
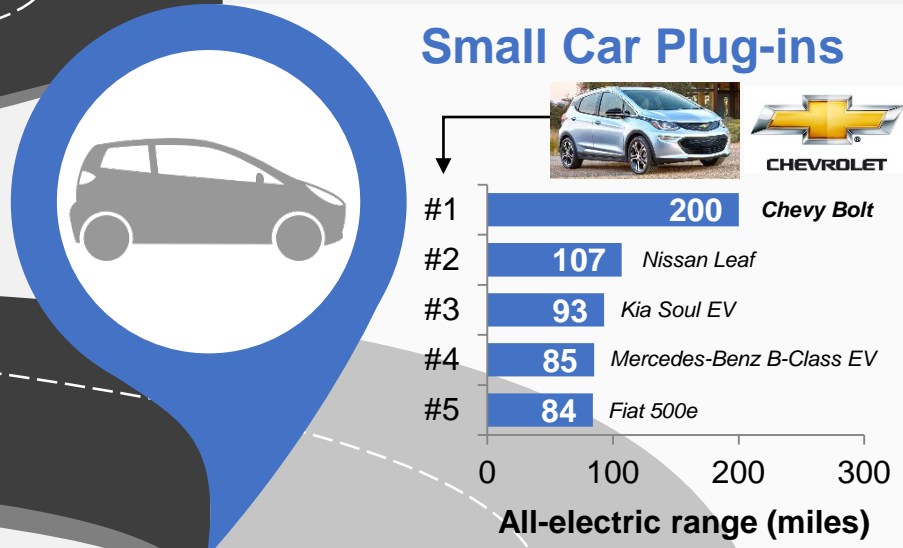
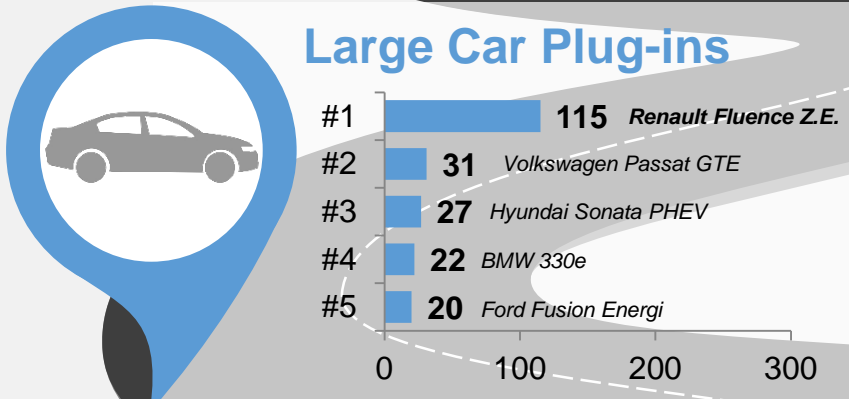
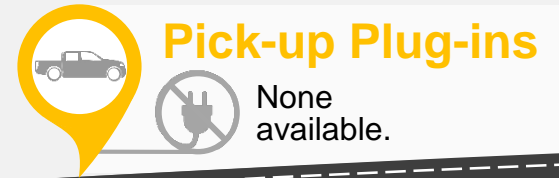
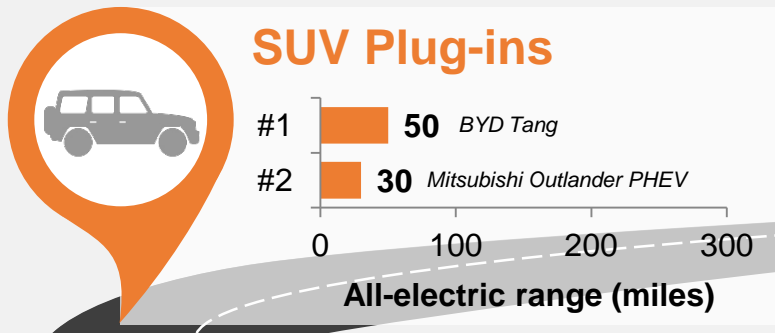
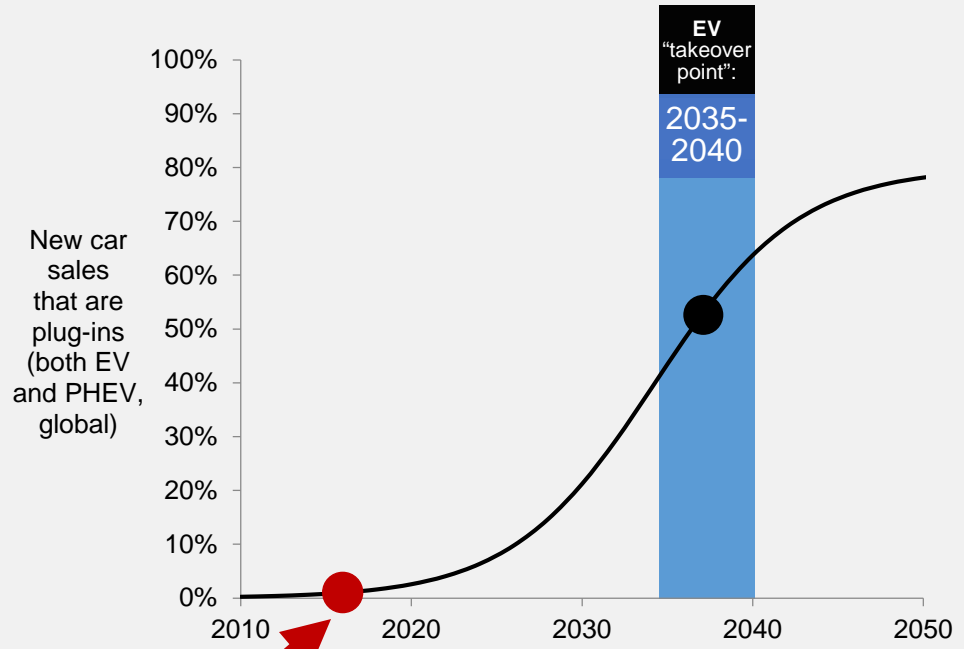


Tracking electric vehicle plug-in sales is simple enough – about 500,000 were sold globally in 2015, making up less than 1% of passenger vehicle sales. However, a more important question for the future is: How many compelling EVs exist? We find three vehicles for 2016 that offer an all-electric driving range greater than 200 miles – two from Tesla, one from GM:



**What about the future? In this 2016 edition, we estimate EVs to take over the auto market in the 2035-2040 time frame:**

(Our estimate is based on our ongoing research on battery cost reduction trends, OEM plug-in development and deployment plans, regulatory and policy shifts, and industry adoption timelines)



## 2016 Auto Industry Report Card

<b>Small car plug-ins</b>		Just one model with 200+ mile range ( <i>Bolt</i> ) Costs 90% extra vs. average small car	<b>F</b>
<b>SUV plug-ins</b>		Zero models with 200+ mile range (for <\$50k) Costs 80% extra vs. average SUV	<b>F</b>
<b>Large car plug-ins</b>		Zero models with 200+ mile range (<\$50k) Costs 80% extra vs. average large car	<b>F</b>
<b>Pickup plug-ins</b>		Zero models from credible OEMs, with any range, at any price	<b>N/A</b>
<b>Luxury plug-ins</b>		Just two models with 200+ mile range (Tesla's <i>Model S</i> and <i>Model X</i> )	<b>C-</b>