Consumer Monitor 2023

EUROPEAN ALTERNATIVE FUELS OBSERVATORY

COUNTRY REPORT HUNGARY

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1. The 2023 European EAFO consumer monitor: key findings & conclusions

The European Green Deal aims for a 90% reduction of greenhouse gas emissions for transport. Different policies are in place to achieve this goal, including standards on CO_2 vehicle emissions, public procurement rules, or the recently adopted Alternative Fuels Infrastructure Regulation (AFIR)[1, 2, 3]. Nevertheless, in 2019, the transport sector was responsible for around one-quarter of the EU's total CO_2 emissions, 60.6% of which were emitted by passenger cars. The passenger car is still the main transport mode and has continued to increase its share since the year 2000[4]. Replacing existing fleets with zero-emission vehicles is one of the key measures identified for this purpose. Important efforts have been made to promote electric cars, and therefore, identifying the main hurdles and needs of (potential) battery electric drivers can support the design and implementation of tailored strategies, policies and solutions to stimulate the demand for this type of vehicle.

For more than a decade, three main barriers have been identified regarding the mass up-take of passenger battery electric vehicles (BEVs): purchase price, driving range and availability of recharging infrastructure. There have been significant advances: battery costs have dropped by 90%, vehicle range has increased from 100-150 km up to 400+ km, and the recharging infrastructure network is expanding. Nevertheless, BEVs represent only 1.68% of the total passenger cars fleet in the EU, and the recharging infrastructure coverage is still limited in some countries and urban areas[5,6].

This report highlights the main findings of the 2023 EAFO Consumer Monitor survey and presents the results for Hungary. Taking these barriers and developments into account, the key findings of the 2023 EAFO consumer monitor are:

- 19% of the Hungarian participants are interested in BEVs, 34% are (very) familiar with these. 43% consider buying a BEV in a time frame of 0-5 years. The most important BEV advantage is related to the driving characteristics of these vehicles (e.g., quiet, comfortable).

[1] https://eur-lex.europa.eu/resource.html?uri=cellar:5e601657-3b06-11eb-b27b-01aa75ed71a1.0001.02/DOC_1&format=PDF
[2] https://eur-lex.europa.eu/eli/dir/2019/1161/oj
[3] https://eur-lex.europa.eu/eli/reg/2023/1804/oj
[4] https://www.europarl.europa.eu/topics/en/article/20190313STO31218/co2-emissions-from-cars-facts-and-figures-infographics
[5] Van Mierlo, J., Berecibar, M., El Baghdadi, M., De Cauwer, C., Messagie, M., Coosemans, T., Jacobs, V. A., & Hegazy, O. (2021). Beyond the State of the Art of Electric Vehicles: A Fact-Based Paper of the Current and Prospective Electric Vehicle Technologi
[6] https://alternative-fuels-observatory.ec.europa.eu/

- For Hungarian drivers, the BEVs' cost is by far the main disadvantage of driving electric cars. The BEVs' price is also the number one challenge in the twelve surveyed countries. The Hungarian participants are willing to pay 10,000 €. for a BEV (used or new), whereas for 42% of the Hungarian BEV drivers, the purchase price paid was between 20,000 € and 39,999 €. 6% paid less than 10,000 €, 29% paid between 10,000 € and 19,999 €, 21% paid 40,000 € or more, and 2% did not know or did not want to indicate the purchase price.
- BEVs' range is also considered a limitation, even though it is not as important as its price. A minimum desired range between 300 km to 500 km was the choice of 32% of all Hungarian drivers surveyed. 500 km and more would be the preference of 45%. On the other hand, 10% of the Hungarian BEV drivers indicated a factory range until 200 km, 53% between 201 km and 400 km, and 37% more than 401 km. For 89% of the Hungarian BEV drivers the factory range of their vehicle was usually or always enough.
- 97% of Hungarian BEV drivers use their vehicles daily or several times a week. Their BEV are both new and second-hand vehicles (51%, and 49% respectively) and privately owned (70%).
- Limited recharging public slow options are also considered a disadvantage. To a lesser extent, survey respondents indicated that too few fast recharging points and not having the possibility to recharge privately can also be a problem.
- 68% of Hungarian BEV drivers know what vehicle-to-grid (V2G) is and 79% are interested in buying a V2G-capable vehicle.

The EAFO Consumer Monitor 2023 results also provide further **insights concerning the three main barriers identified and the measures that could support non-BEV and BEV drivers**:

1. Hungarian non-BEV drivers are typically characterised as a 33-55-year-old female, living in a detached house, with a low income (800-1,999 €) and secondary education level. On the other hand, a 35 to 55-year-old male, living in a detached house, with a middle income (2,000-3,999 €) and a high education level represents BEV drivers.
2. 67% of the surveyed non-BEV Hungarian drivers would consider buying a BEV in the short, medium, or long term. In contrast, 13% do not know if they would buy a BEV and 20% would not buy such a vehicle.
3. When both non-BEV and BEV Hungarian drivers were asked about different governmental incentives to support electric driving, a

subsidy to purchase a new BEV was the incentive with the highest impact.

4. For all surveyed Hungarian drivers, the most relevant information to have a clear opinion about electric driving is to have information about the cost comparison with fossil fuel cars and batteries and/or driving range, and a test-drive.

5. The second-hand and leasing options at an affordable price need to be further considered. 49% of the Hungarian BEV drivers bought a second-hand BEV, while 19% indicated that they lease a car (privately or for business purposes), for which 51% pay less than 500 € per month.

6. When comparing factory range to BEV range satisfaction, 90% of the BEV driver respondents whose vehicle has a factory range between 201 and 300 km indicated that this was usually or always enough. This was also the case for 89% of the respondents whose vehicle has a factory range between 301 and 400 km.

7. Hungarian BEV drivers responded that the most used location to recharge is a recharging station or wallbox at home (used 49% of the time daily or several times a week). On a daily or weekly basis, public slow and fast recharging points are less often used (9% and 6% respectively).

8. For Hungarian BEV drivers, important characteristics of a public recharging session are short or no waiting time to access a recharging point, a fully operational recharging station at arrival and clear and transparent price information. Convenient on-the-spot payment options and integrated cable were considered less important.

9. When surveyed Hungarian BEV drivers were asked about the longest waiting time at a public recharging point, 24% never wait when this is occupied (they leave without recharging), while 28% waited for 15 minutes or less. Still, 41% waited between 15 minutes to 1 hour, and 7% waited 1 hour or more.

10. Most Hungarian BEV drivers know which recharging connector or plug is compatible with their car, know how much time it will take to fully recharge their vehicle and have a clear overview of the recharging points in their vicinity.

11. For Hungarian BEV drivers, the main problems encountered when travelling abroad are the limited range of their vehicle, and slow and long recharging times. On the other hand, 63% found their experience when recharging abroad easy or very easy.

12. The most important criteria to eventually buy a V2G compatible BEV are being able to use the battery of the V2G capable BEV to power their home (e.g., for heating, appliances, etc.) and having a similar purchase price to their current BEV. Solar panels are the most common Renewable Energy Device (RED) among BEV drivers.

The European Alternative Fuels Observatory (EAFO) supports the adoption of alternative fuels in EU transport. It provides key information for the development of relevant strategies and policies, by providing information on the evolution of alternative fuel vehicles and recharging/refuelling infrastructure at the EU level and per country. The EAFO also includes a dedicated section for policymakers and consumers, addressing a wide range of stakeholders including different government levels, vehicle manufacturers, other e-mobility industry companies, and automobile organisations, etc.

As part of the EAFO consumer section[7], and for the second year in a row, a survey was launched in October 2023 in twelve EU countries[8,9] to better understand consumers' intentions to adopt battery electric vehicles (BEVs), their e-mobility and recharging behaviour, and the challenges they perceive or encounter in this sense. The EAFO Consumer Monitor focuses on electric road transport in particular passenger vehicles. It supports policymakers and other key stakeholders by identifying trends, needs and opportunities in the transition towards zero-emission mobility. Detailed information on the survey methodology is available in Annex I.

The EAFO Consumer Monitor survey was performed as follows:

- An online survey was conducted by a closed panel to have a representation of the general population including non-BEV and BEV drivers[10].
- To improve the relevance of the analysis of the BEV drivers alone, an identical online survey was openly disseminated through the EAFO partner AVERE and other external contributors, including FIA members ANWB in the Netherlands and Touring Belgium, the Ministries of Transport from Luxembourg and Lithuania, and the Swedish Energy Agency.

[7] https://alternative-fuels-observatory.ec.europa.eu/consumer-portal

[8] The twelve countries surveyed were: Belgium, Denmark, France, Germany, Hungary, Italy, Lithuania, Luxembourg, Netherlands, Slovenia, Spain, and Sweden.

[9] The results for BEV drivers in Lithuania, Luxembourg and Spain are not representative due to the small sample size (29, 38, and 37 BEV drivers respectively). Nevertheless, these are included to indicate trends in BEV driving, mobility behaviour and the recharging infrastructure.

[10] For this report, non-BEV drivers are identified as those driving a vehicle having an internal combustion engine (diesel, petrol, CNG or LPG, hybrid or plug-in hybrid car). BEV drivers refer to those driving a vehicle with no internal combustion engine and with the battery of the electric motor being recharged by the means.

The total number of valid responses in Hungary is 1,393 respondents, of which 1,178 were filled out by non-BEV drivers and 215 by BEV drivers.

Following Section 1 on key findings and conclusions, Section 2 presents the surveyed Hungarian participants' attitude, interest, and the information that could support BEV (potential) drivers. Section 3 focuses only on BEV drivers providing an insight into the Hungarian BEV drivers' e-mobility and recharging behaviour. Section 4 provides an overview of the results using key indicators for the twelve countries surveyed and the EU aggregated results. Finally, section 5 includes a summary of the 2023 situation in Hungary in terms of passenger BEVs and recharging infrastructure based on the most recent data from EAFO.

2. Consumer monitoring results: general population views on driving full-electric vehicles

This section presents the results of the merged datasets of the surveyed Hungarian non-BEV and BEV drivers: 1,393 valid responses from BEV (215) and non-BEV drivers (1,178). It focuses on their attitude, interests and information that could support them to further drive BEV cars.

2.1. Socio-demographics

Based on the survey results, the Hungarian BEV driver is represented by a 35 to 55-year-old man living in a detached house with a middle income and a high education level. The main differences when compared to Hungarian non-BEV drivers' representation are the percentage of female drivers, the household income, and the education level.

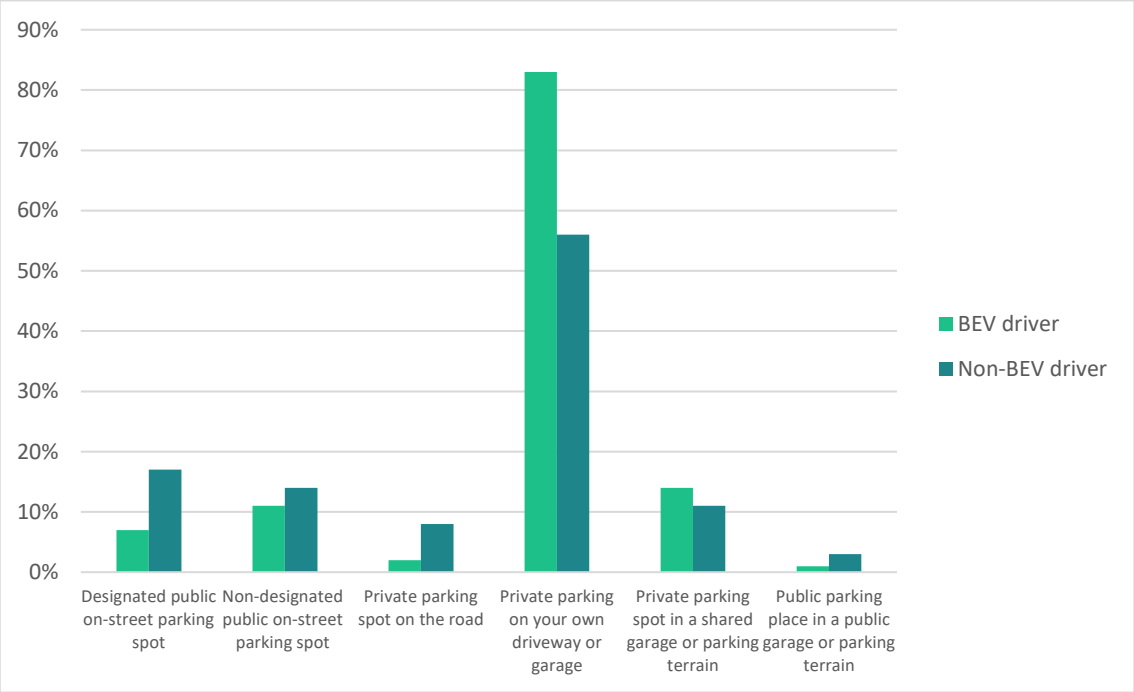
Table 1 – Socio-demographic results from the survey.

		BEV Driver	Non-BEV driver
Gender	Female	5%	54%
	Male	95%	46%
Age	-35	9%	24%
	35-55	71%	48%
	55+	20%	28%
Income	< 800 €	4%	30%
	800-1,999 €	28%	46%
	2,000-3,999 €	48%	19%
	4,000-5,999 €	17%	4%
	≥ 6,000 €	3%	1%
Education	None		
	Primary education	1%	3%
	Secondary education	42%	70%
	University or other higher education (e.g., college, polytechnic, academy, etc.)	57%	27%
Housing	Apartment/studio	23%	38%
	Attached house	5%	2%
	Semi-detached house	6%	3%
	Detached house	65%	56%
	Other	1%	1%

Source: EAFO Consumer Monitor and Survey 2023.

Although most BEV drivers surveyed live in a detached house, 23% live in an apartment or studio. Both Hungarian BEV and non-BEV drivers indicated that that they can park at a private parking on their driveway or garage (multiple answers were possible).

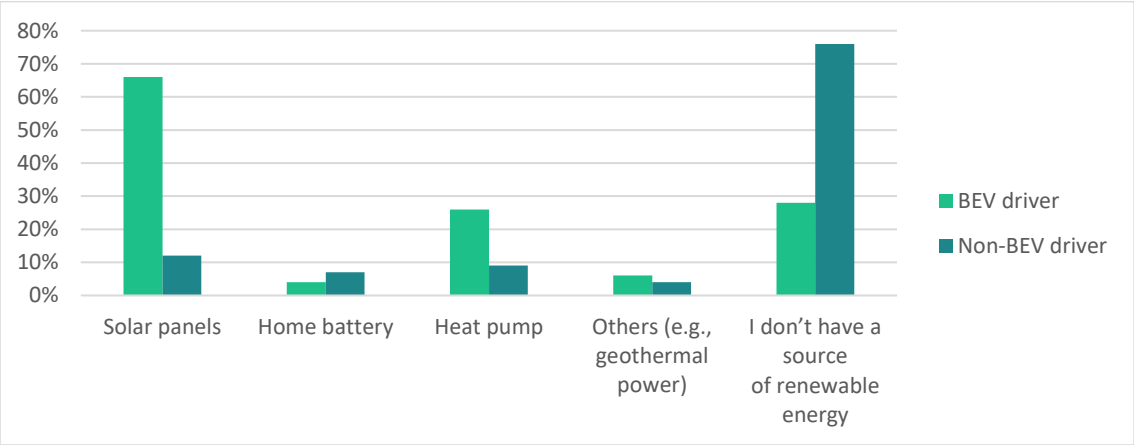
1. Hungarian drivers identified parking options (multiple answers were possible).



Source: EAFO Consumer Monitor and Survey 2023.

There are also differences between Hungarian surveyed participants when it comes to Renewable Energy Devices (RED), as more BEV drivers reported having a source of renewable energy.

2. Figure: Hungarian drivers' Renewable Energy Devices (RED) possession (multiple answers were possible).



Source: EAFO Consumer Monitor and Survey 2023.

2.2. Attitude and motivation towards battery electric vehicles

19% of the respondents in Hungary specified that they are (very) familiar with battery electric driving and 34% are interested in this. The main BEVs' advantage is related to the driving characteristics of these vehicles.

2. Table: Opinion and views on battery electric vehicles.

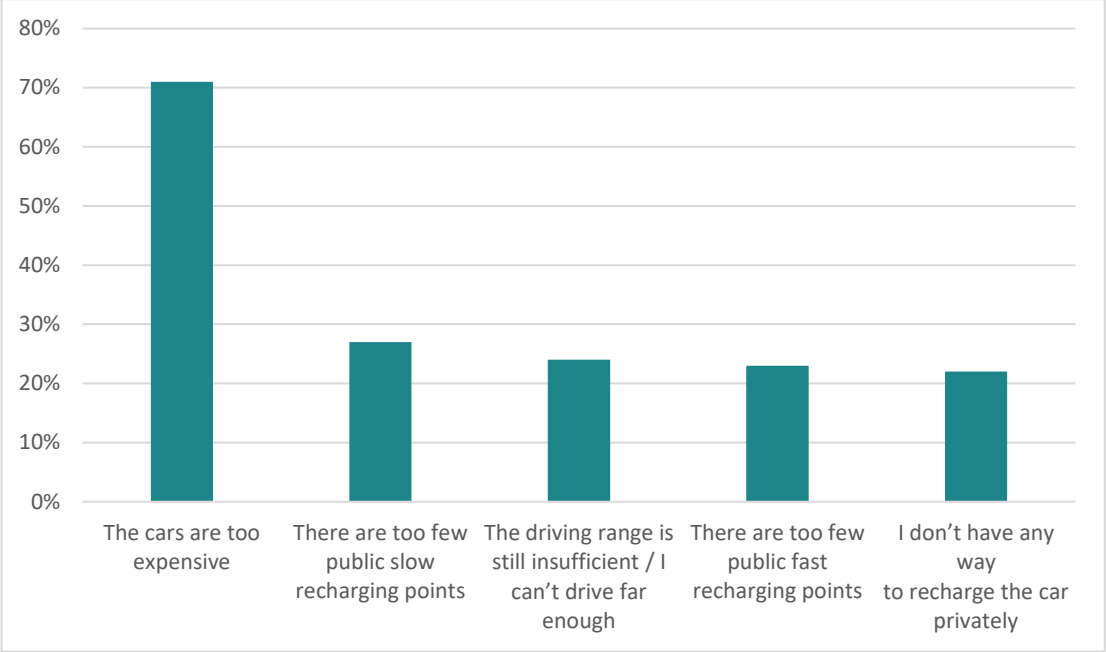
	Results
(Very) familiar with BEV driving (non-BEV drivers)	19%
Interest in BEVs (non-BEV drivers)	34%
Top three advantages BEVs (all surveyed drivers)	Driving characteristics (quiet, comfortable, fast, etc.), economical to use, better for human health (no tailpipe pollutant emissions)

Source: EAFO Consumer Monitor and Survey 2023.

2.3. Main barriers and opportunities to adopt battery electric vehicles

Hungarian surveyed participants were asked to choose the five most relevant disadvantages of driving battery-electric vehicles. As previously reported, these include the price of BEVs, limited recharging options (either private or public), and BEVs' range.

3. Figure: Hungarian drivers' top 5 identified disadvantages of battery electric vehicles.

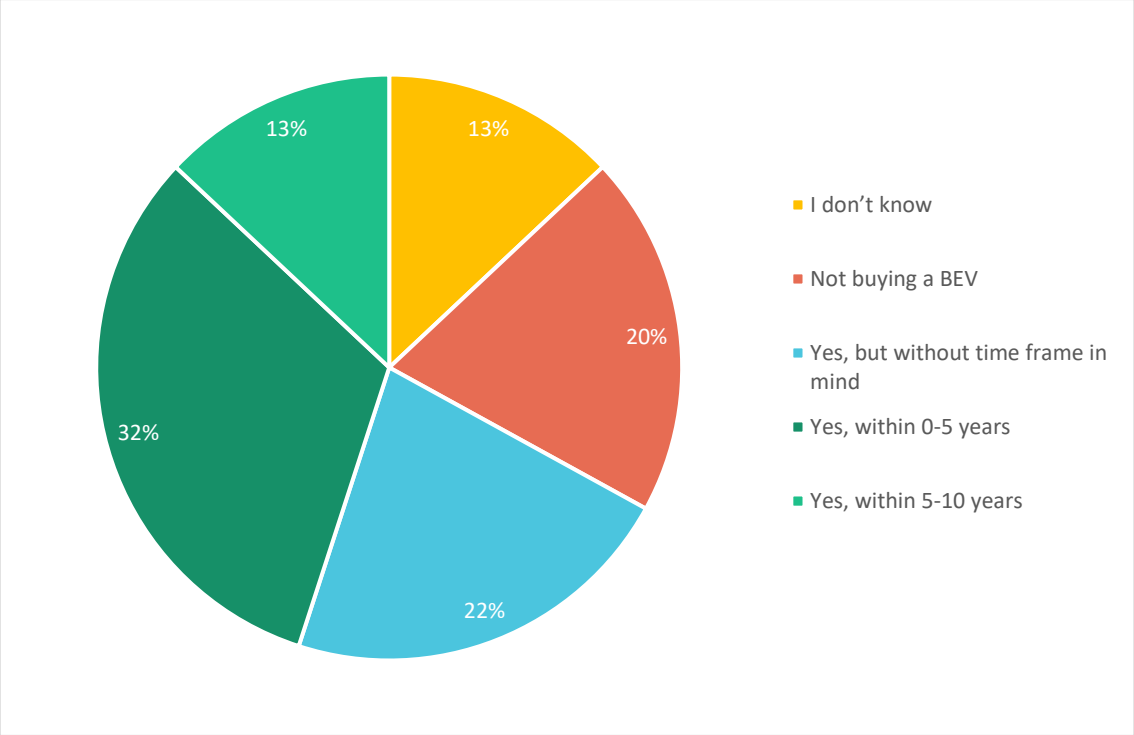


Source: EAFO Consumer Monitor and Survey 2023.

2.4. Time frame to buy a battery electric vehicle

20% of the Hungarian non-BEV driver respondents do not consider buying a battery electric vehicle. 32% expect to do so in a time frame of 0-5 years.

4. Figure: Hungarian non-BEV drivers' time frame to buy a battery electric vehicle.



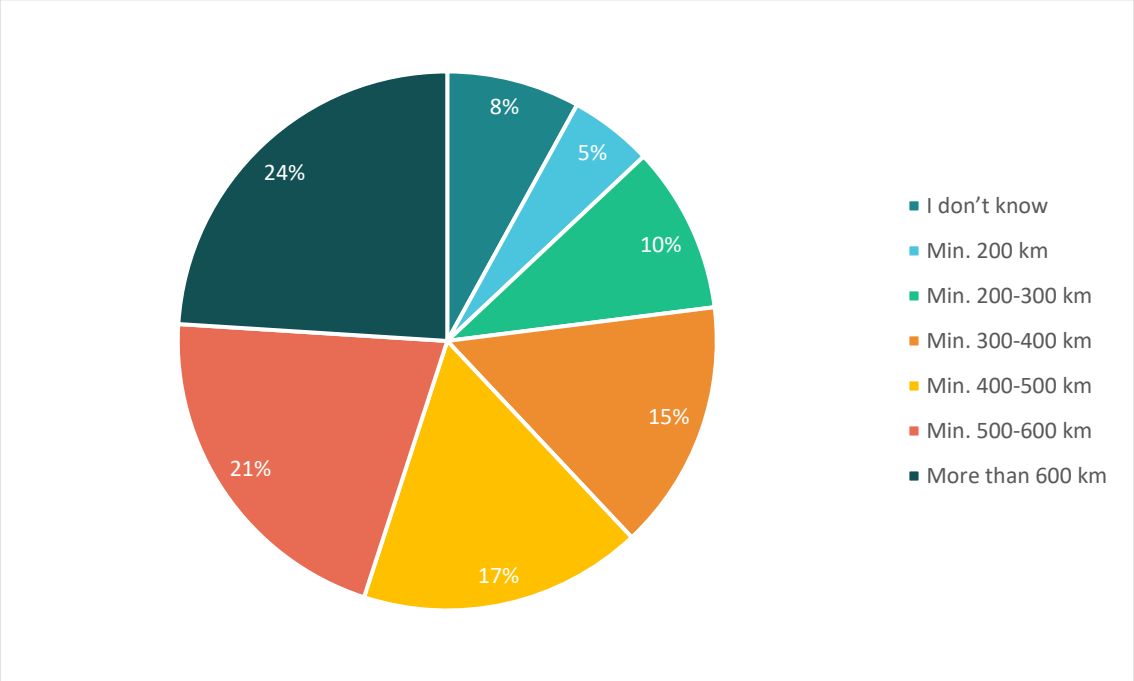
Source: EAFO Consumer Monitor and Survey 2023.

2.5. Willingness to pay and desired range of a battery electric vehicle

The median price that all Hungarian respondents are willing to pay for a new or used Internal Combustion Engine Vehicle (ICEV) is 5,000 € while for a new or used BEV is 10,000 €.

In the EAFO consumer monitor survey, desired range was described as the number of kilometres that can be driven with a full battery without recharging. A minimum desired range between 300 km to 500 km was the choice of 32% of all Hungarian drivers surveyed. 500 km and more would be the preference of 45%.

5. Figure: Hungarian drivers' desired driving range of a battery electric vehicle.



Source: EAFO Consumer Monitor and Survey 2023.

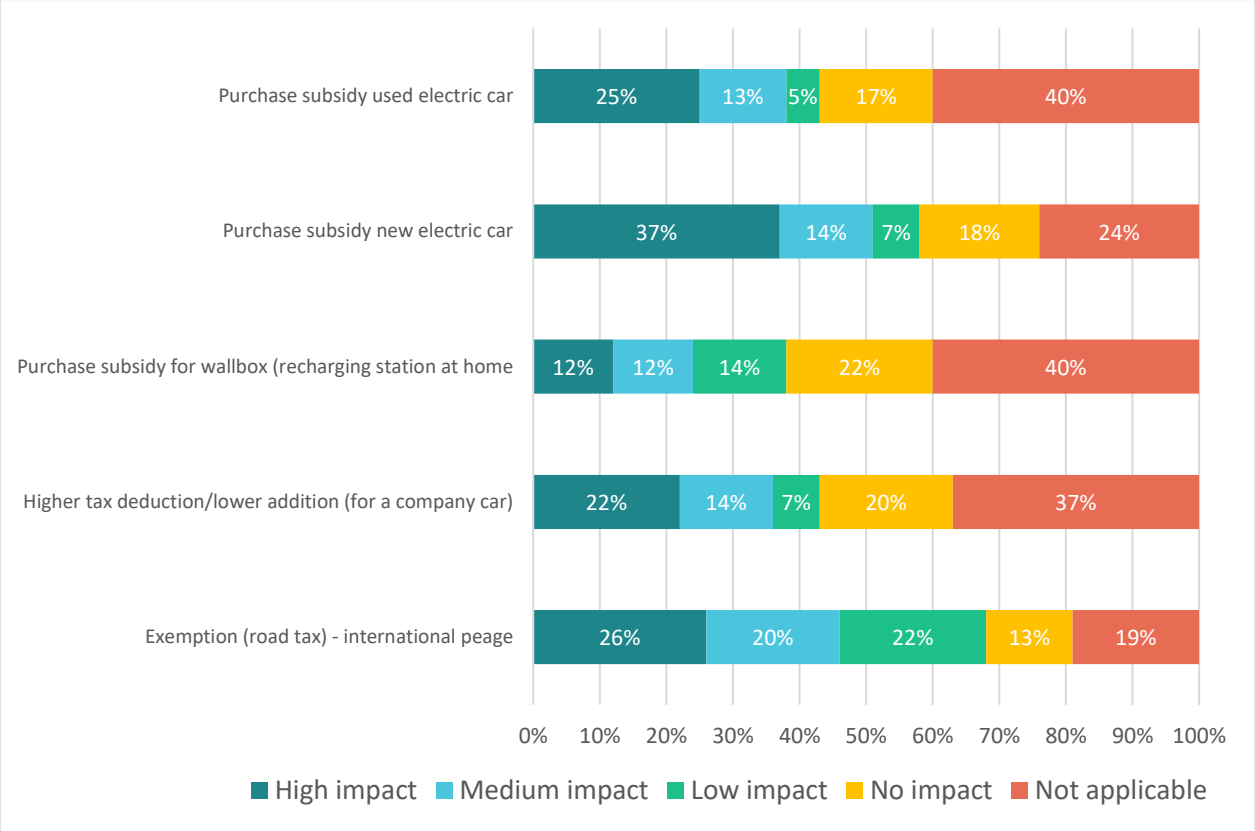
The current BEV market consists of a considerable amount and variety of models (115 individual models, and 286 model variations) with a range between 300 and +600 km (models' variance in March 2024 according to the EAFO). On the other hand, there are only thirteen BEV models available with a purchase price between 20,000 € to 35,000 € (representing 5% of the total BEV models in the market). These have an average range of 217 km (min 135 km, max 300 km), and include mostly cars in the A and B segments (supermini, e.g., city cars), with a couple of models in the C segment (compact, e.g., small family cars).

2.6. Support and governmental incentives to drive a battery electric vehicle

Hungarian drivers were asked about what they would value the most to have a clearer opinion about electric driving. Cost comparison with fossil fuel cars and more information about batteries and/or driving range were the most relevant support measures.

In addition, they also indicated the impact of different governmental incentives on the decision to drive an electric vehicle. A subsidy to purchase a new BEV, road tax exemptions, and a higher tax deduction for company cars are the incentives with the highest perceived impact.

6. Figure: Perceived impact of governmental incentives on Hungarian drivers' decision to drive a full-battery electric vehicle.



Source: EAFO Consumer Monitor and Survey 2023.

A series of subsidies for EVs were available until 2022, these were re-implemented for businesses from February 2024.

3. Consumer monitoring results: Mobility and recharging behaviour of battery electric drivers

This section focuses on BEV Hungarian drivers (215 valid responses). The results of the EAFO 2023 survey give an insight into the mobility behaviour of Hungarian BEV drivers. Results on recharging behaviour are also presented.

3.1. Mobility behaviour and vehicle ownership

97% of the BEV Hungarian drivers surveyed use their vehicle several times a week or daily. Most BEVs (when it is the main household vehicle) are both new and second-hand vehicles privately owned cars. Most Hungarian BEV drivers have less than one to 3 years of experience as a BEV driver.

3. Table: Mobility behaviour and vehicle ownership.

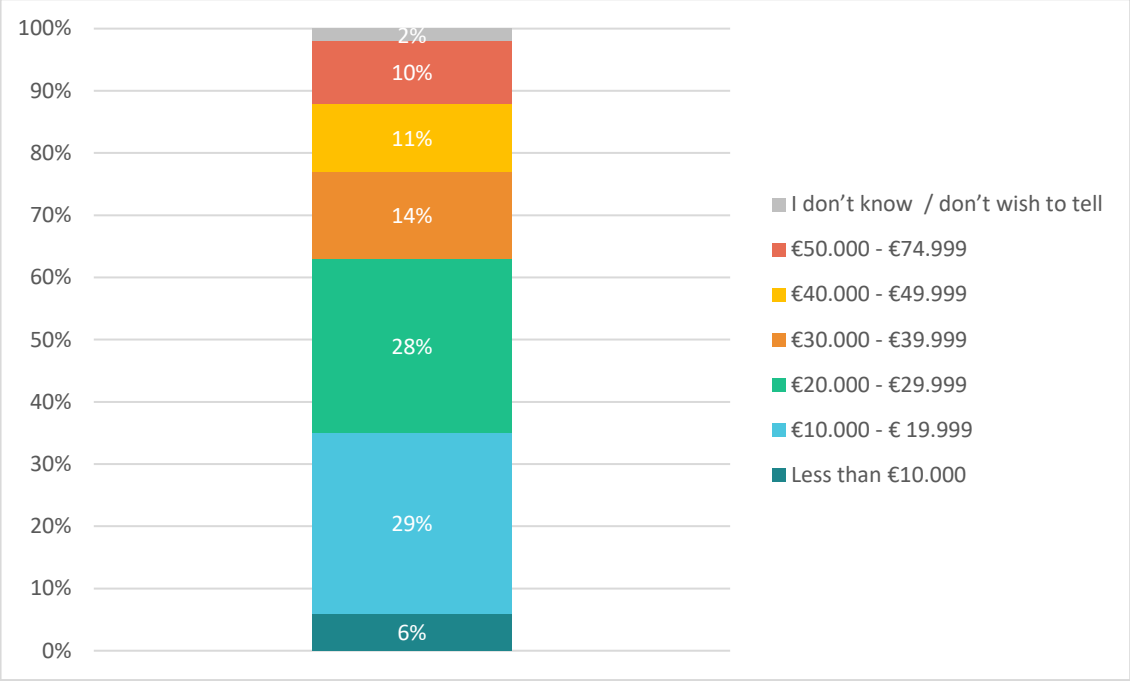
	Results
< 1 year to 3 years as BEV driver	67%
3 years to 5 years or longer as BEV driver	33%
km driven per year (median)	20,000
km driven per day (median)	80
BEV drivers using their vehicle daily to several times a week	97%
Main activity when driving their BEV	For shopping/errands (e.g., bringing and picking up the children, doctor visits, administration)
BEV ownership (BEV as main car)	
Leased BEV (business)	13%
Leased BEV (private)	6%
BEV company car (if employee)	11%
Privately owned BEV	70%
New vs. second-hand BEVs (BEV as main car)	
New BEV	51%
Second-hand BEV	49%

Source: EAFO Consumer Monitor and Survey 2023.

3.2. Purchase and lease price paid by BEV drivers

Surveyed BEV Hungarian drivers indicated the purchase price paid when their BEV is the main vehicle. For 42% this was between 20,000 € and 39,999 €. 6% paid less than 10,000 €, 21% paid 40,000 € or more, and 2% did not know or did not want to indicate the purchase price.

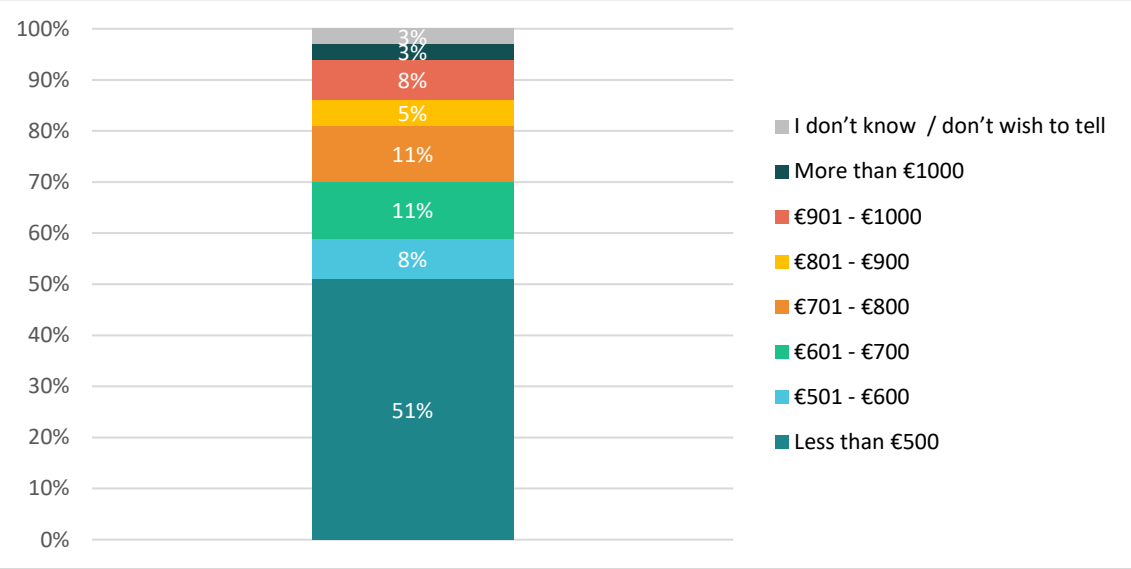
7. Figure: Hungarian BEV drivers' purchase price for their battery electric vehicle.



Source: EAFO Consumer Monitor and Survey 2023.

On the other hand, 19% of the Hungarian BEV driver participants responded that their first car was leased (privately or for business purposes). 51% pay less than 500 € per month, while 46% pay more than 501 €.

8. Figure: Hungarian BEV drivers' lease price for their battery electric vehicle.

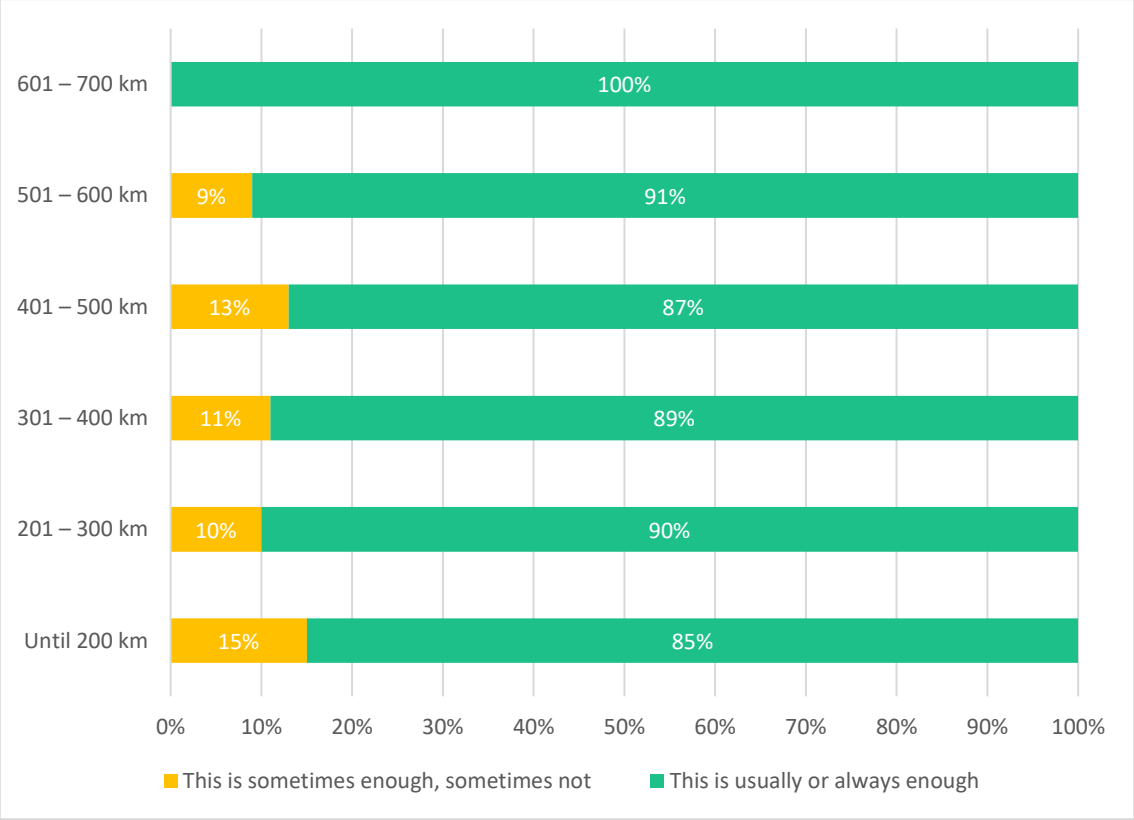


Source: EAFO Consumer Monitor and Survey 2023.

3.3. Factory range and range satisfaction of full-electric cars used by BEV drivers

Factory range refers to the kilometres a new BEV can drive with the available vehicle battery after running a World Harmonised Light Vehicle Test Procedure (WLTP) test cycle. 10% of the Hungarian BEV drivers indicated a factory range until 200 km, 53% between 201 km and 400 km, and 37% more than 401 km. The factory range of the first car was usually or always enough for 89% of the surveyed Hungarian BEV drivers. When comparing factory range to BEV range satisfaction, 90% of the BEV driver respondents stated that a factory range between 201 and 300 km was usually or always enough. This was also the case for 89% of the respondents of a car with a factory range between 301 and 400 km.

9. Figure: Factory range and range satisfaction according to Hungarian BEV drivers.

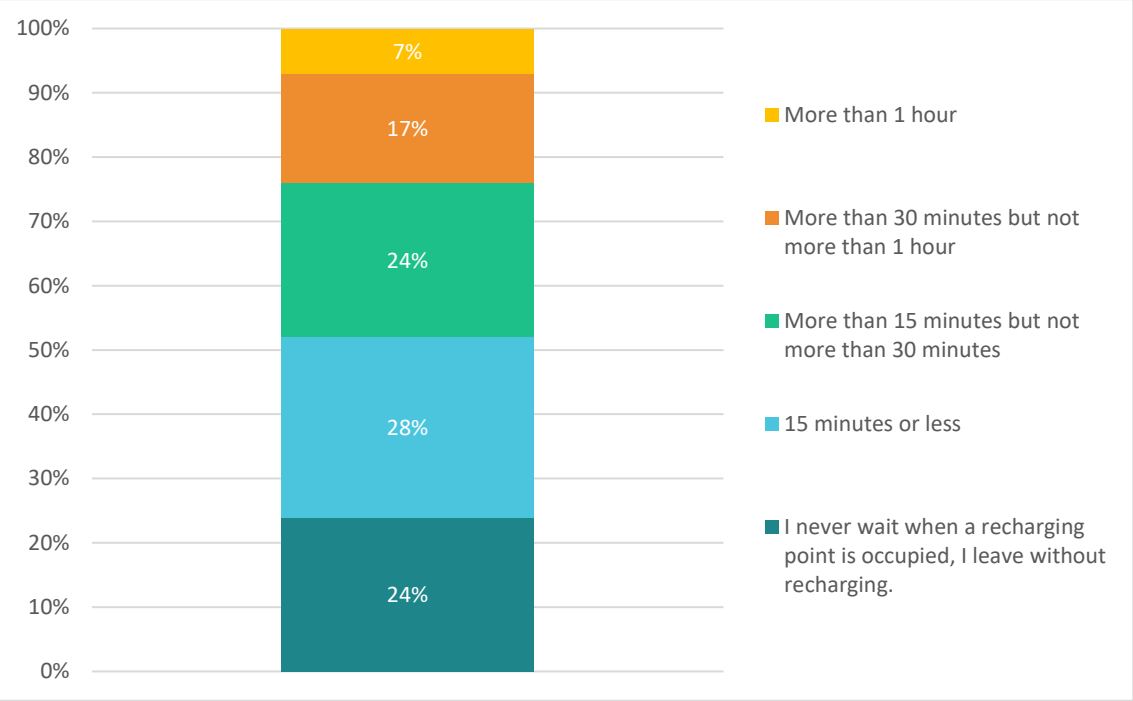


Source: EAFO Consumer Monitor and Survey 2023.

3.4. BEV drivers recharging according to battery level and waiting time at public recharging points

Surveyed BEV Hungarian drivers were asked what the longest waiting time was to use a public recharging point. 24% never wait when this is occupied (they leave without recharging), while 28% waited for 15 minutes or less. Still, 41% waited between 15 minutes to 1 hour. Furthermore, 67% responded that they recharge their BEV when the battery level reaches a certain threshold.

10. Figure: Hungarian BEV drivers' waiting times when using a public recharging point.

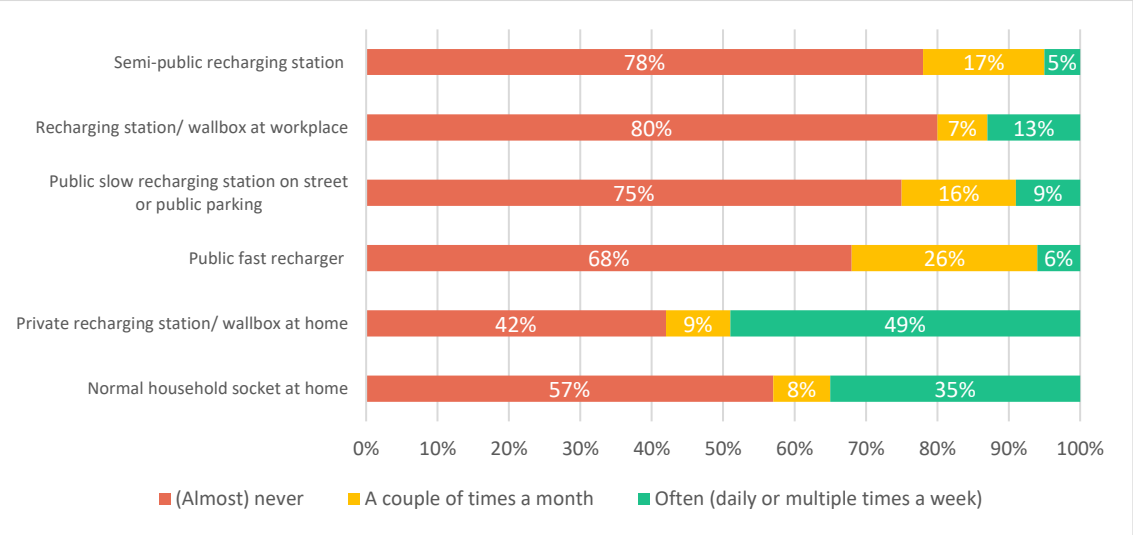


Source: EAFO Consumer Monitor and Survey 2023.

3.5. Recharging location and frequency of use by BEV drivers

For BEV Hungarian drivers a private recharging station or wallbox at home is the most frequently used location. Public slow recharging stations on the street or public parking and public fast recharging stations are not that often used (9% and 6% respectively).

11. Figure: Recharging location and frequency use by Hungarian BEV drivers.

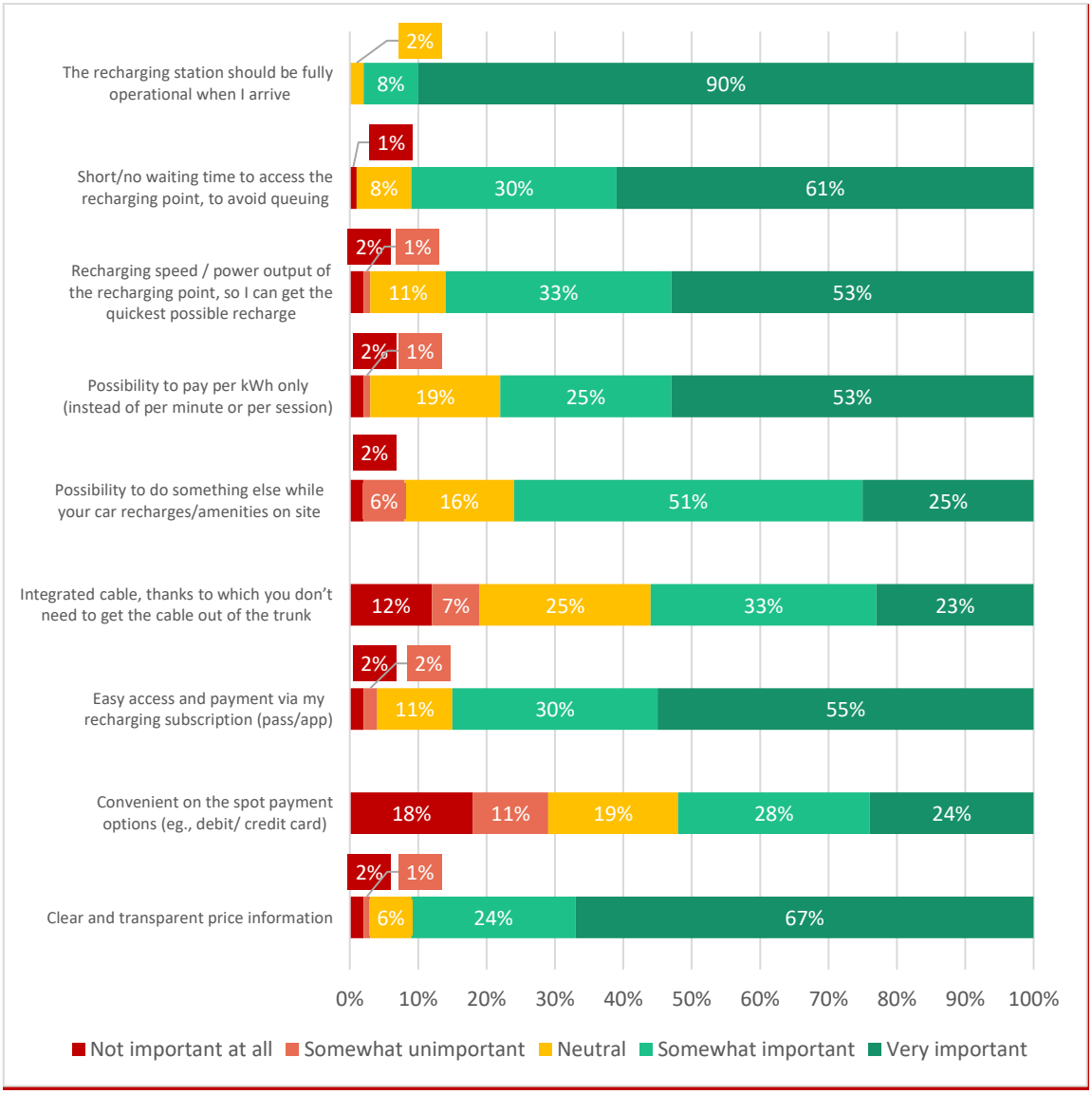


Source: EAFO Consumer Monitor and Survey 2023.

3.6. Important characteristics of a public recharging session for BEV drivers

Hungarian BEV driver respondents were asked to indicate the most important characteristics of a public recharging session. A fully operational recharging station when arriving, clear and transparent information, and short or no waiting time to access a recharging point were considered the most important ones. Convenient on-the-spot payment options and an integrated cable were considered less important.

12. Figure: Important characteristics for Hungarian BEV drivers of a public recharging session.

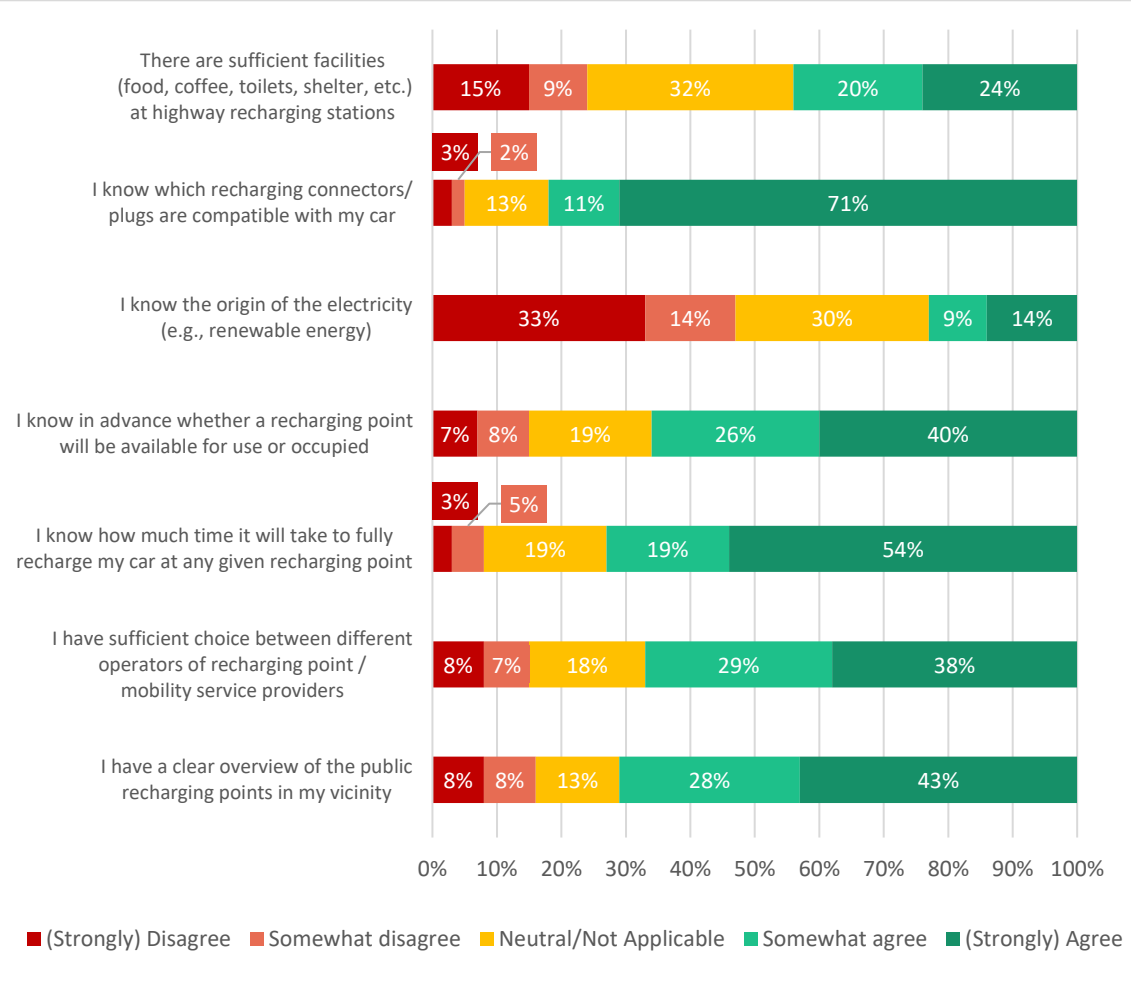


Source: EAFO Consumer Monitor and Survey 2023.

3.7. BEV drivers' opinion and payment options at public recharging points

Most Hungarian BEV drivers know which recharging connector or plug is compatible with their car, know how much time it will take to fully recharge their vehicle, and have a clear overview of the recharging points in their vicinity. On the other hand, they mostly do not know the origin of the electricity at public recharging points. They also indicated that there are no sufficient facilities at highway recharging stations.

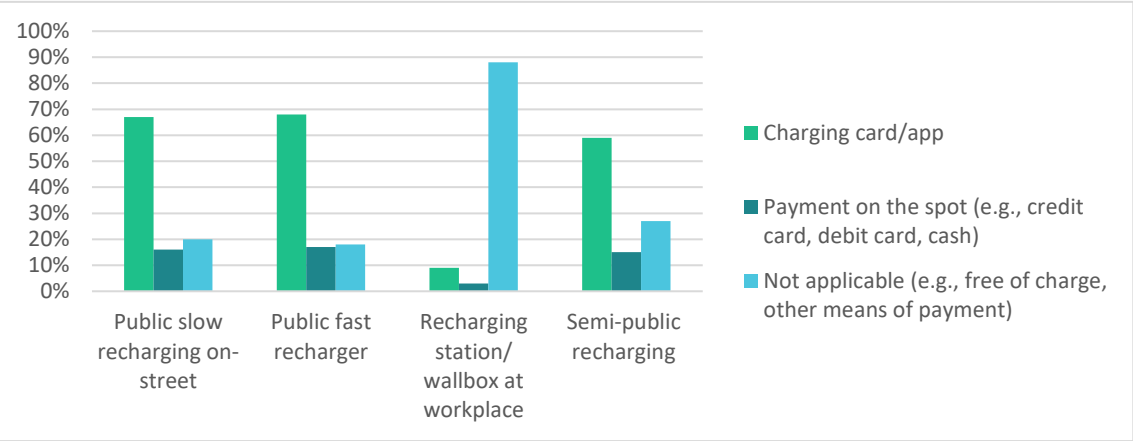
13. Figure: Public recharging points opinions of Hungarian BEV drivers.



Source: EAFO Consumer Monitor and Survey 2023.

In all public and semi-public recharging stations, a charging card or app is the most used payment option.

14. Figure: Payment options used at recharging station by Hungarian BEV drivers.

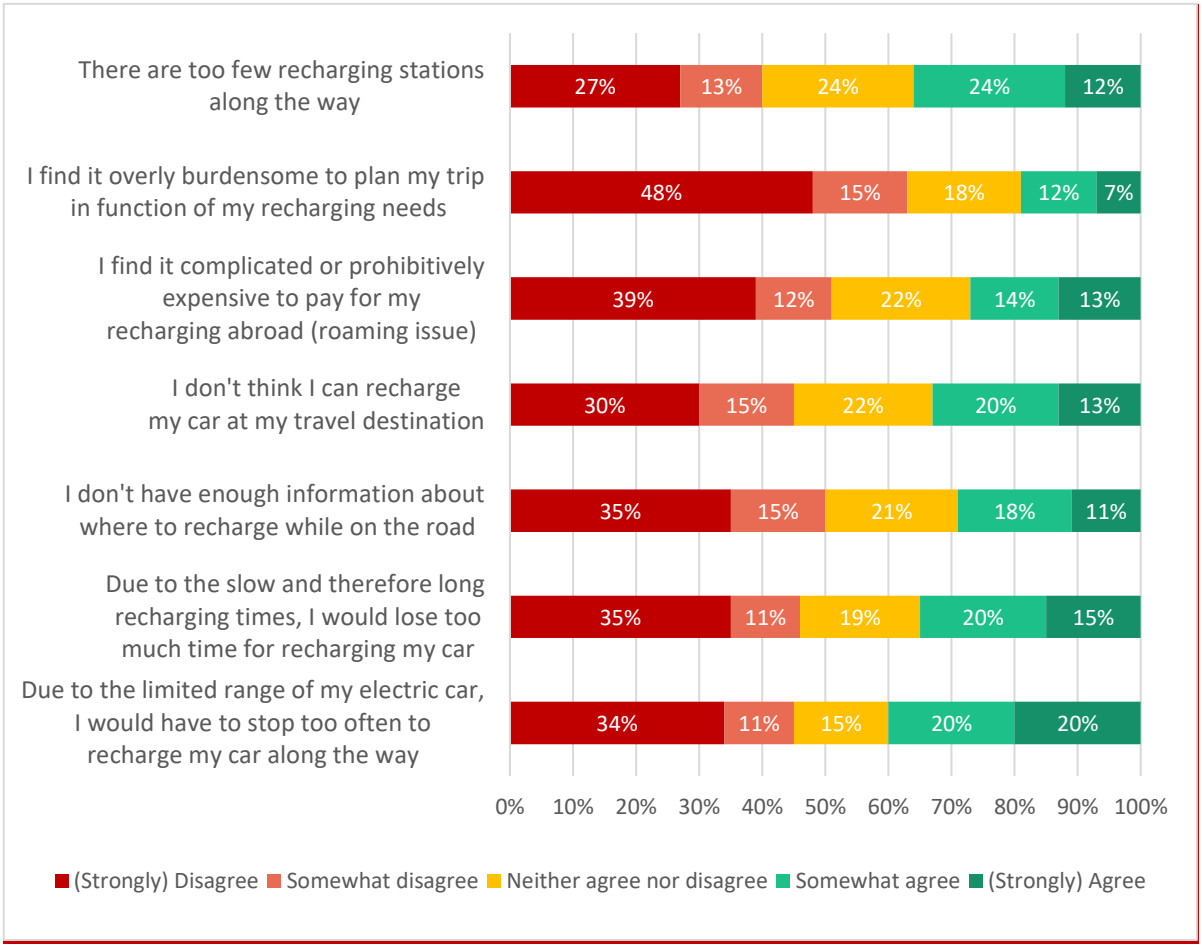


Source: EAFO Consumer Monitor and Survey 2023.

3.8. Main problems encountered by BEV drivers when travelling abroad

45% of the Hungarian BEV drivers responded that they have travelled multiple times abroad with their BEV, 17% have travelled once, and 38% have never used their BEV to travel abroad. When they were asked to indicate the main problems encountered when travelling abroad, the limited range of their vehicle, and slow and long recharging times were the main issues identified.

15. Figure: Hungarian BEV drivers' opinions regarding travelling abroad with a BEV.



Source: EAFO Consumer Monitor and Survey 2023.

Nevertheless, when looking at their recharging experience when travelling abroad, 63% specified that it was (very) easy, while 4% considered it as (very) difficult.

4. Table: BEV drivers experience when recharging abroad.

	Results
Very easy	26%
Easy	37%
Not easy, but not difficult either	25%
Difficult	2%
Very difficult	2%
Not applicable (did not recharge my car abroad)	8%

Source: EAFO Consumer Monitor and Survey 2023.

3.9. Future trends: BEV drivers' awareness and interest in vehicle-to-grid capable vehicles

Vehicle-to-grid (V2G) refers to the interaction between Electric Vehicles and the power grid. The basic idea of V2G is to use EV batteries as intermediate storage facilities for providing services to the electric power system when BEVs are parked. For example, giving energy back to the grid when the car is not in use. Hungarian BEV drivers were asked if they were aware of this technology. 8% had never heard of it, while 68% indicated being aware and having knowledge about this.

5. Table: BEV drivers V2G awareness

	Results
No, never heard of it	8%
Yes, heard of it, but know nothing/just a little bit about it	24%
Yes, heard of it and know quite a bit/a lot about it	68%

Source: EAFO Consumer Monitor and Survey 2023.

Moreover, 79% of Hungarian BEV drivers stated that they are interested in buying a vehicle car with the V2G functionality. The most important criteria to eventually buy such a vehicle are being able to use the battery of the V2G capable BEV to power their home (e.g., for heating, appliances, etc.), and having a similar purchase price to their current BEV car.

16. Figure: Hungarian BEV drivers' willingness to buy a V2G-capable BEV (multiple answers were possible).

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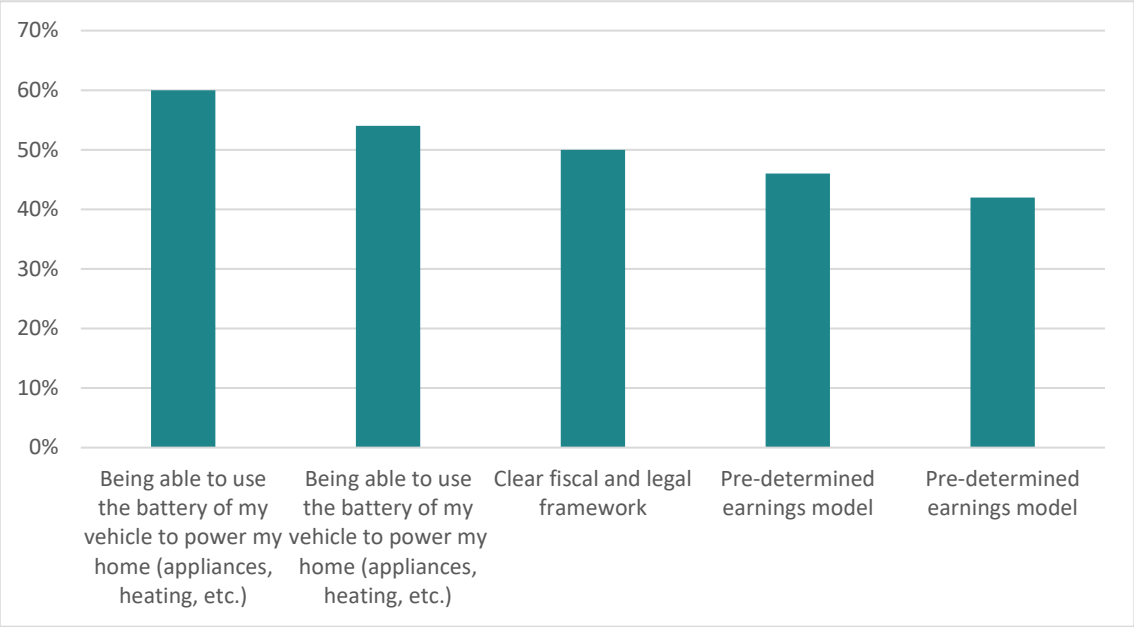


Source: EAFO Consumer Monitor and Survey 2023.

4. Surveyed countries and EU aggregated results & incentives overview[11]

The number one BEV driving disadvantage identified in all cases is the purchase price of the vehicle.

Hungary has one of the highest percentages of potential BEV buyers in the short, medium, and longer term. The proportion of leased business cars and second-hand BEVs is the highest among the surveyed countries. In terms of recharging infrastructure, Hungarian BEV drivers recharge their vehicle considering the battery level, but they have the lowest percentage of using public recharging infrastructure on a daily or weekly basis. A fully operational recharging station at arrival was the most important characteristic of a public recharging session

[11] The results for BEV drivers in Lithuania, Luxembourg and Spain are not representative due to the small sample size (29, 38, and 37 BEV drivers respectively). Nevertheless, these are included to indicate trends in BEV driving, mobility behaviour and the recharging infrastructure.

6. Table: Barriers and opportunities BEV driving

Country	Main disadvantage	% BEV potential drivers (time frame considering buying a BEV)	High impact government incentive to drive BEV	Existing financial incentive (end 2023) 9
Belgium	BEVs are too expensive	44%	Subsidy buying a new EV	Flanders to offer 5,000 € EV grants in 2024 (no subsidies in 2023), reduced annually till 2027. Zero-emission vehicles get tax exemptions, with BEVs 100% company tax deductible till 2026. BIK (benefit-in-kind) rates are CO_2-based, and Brussels offers LEZ replacement subsidies for commercial vehicles and plans to ban diesel by 2030.
Denmark		62%		Denmark offers no direct purchase subsidies for EVs but provides significant tax incentives (more than 10k € in contrast to ICE cars). BEVs enjoy a full exemption from registration taxes, and PHEVs benefit from reduced rates. The country supports public and private EV recharging infrastructure through financial subsidies, tax exemptions, and mandatory installation regulations in new buildings.
France		46%		France offers up to 7,000 € ecological bonus for EVs and 6,000 € for trade-ins, with tax benefits like 50% registration fee exemption for EVs and BIK (benefit-in-kind) reductions for company EVs until December 2024.
Germany		55%		Germany ended its EV subsidies in December 2023, with manufacturer discounts until Mar 2024. Tax benefits for EV company cars continue, and EVs remain exempt from the annual circulation tax until 2025. The focus has shifted to vehicles with proven climate benefits, with a 130 € billion investments in sustainable mobility.
Hungary		67%		Hungary offers a 79 € million subsidies for company BEVs from February 2024 (no subsidy in 2023), with grants up to 10,500 € based on vehicle price and battery capacity. Green plate vehicles enjoy numerous tax exemptions including registration, vehicle, and transfer taxes. Additional benefits include corporate tax credits for energy efficiency, deductible costs for electric charging stations, and free municipal parking for green plate vehicles.
Italy		65%		Current incentives go up to a maximum of 5,000 € with respect to emission class and if you scrap an old polluting car. New incentives (from mid-2024) will go up to a maximum of 13,750 € with respect to income (<30k €) and for BEVs: however, incentives are active, even if lower, for other emission classes, including ICE. Benefits include a five-year tax exemption, reduced VAT for people with disabilities, and incentives for charging installation. Lombardy provides regional subsidies, enhancing support for a cleaner vehicle transition.
Lithuania		*55%*	*Subsidy buying a used EV*	In 2024, Lithuania offers up to 4,000 € for new BEVs, 2,500 € for used EVs, and tax incentives, since the 1st of January 2023, VAT deductions apply on EV purchases up to 50,000 €.

Country	Main disadvantage	% BEV potential drivers (time frame considering buying a BEV)	High impact government incentive to drive BEV	Existing financial incentive (end 2023) 9
Luxembourg		*51%*	*Subsidy buying a new EV*	Purchase subsidy of 8,000 € for new BEVs and FCEVs (Fuel Cell Electric Vehicle) with less than 7 seats and under 18 kWh/100 km consumption; 3,000 € if above this threshold. Up to 1,000 € for electric motorcycles and quadricycles, covering up to 50% of the cost, extended until March 2024. The government halved administrative tax for BEVs, and applied CO_2-based tax incentives, aiming for 49% new EVs by 2030.
Netherlands		52%	Road tax exemptions	Dutch EV incentives include purchase subsidies (2,950 € new, 2,000 € used), and tax emptions until 2024 on BPM (Belasting van personenauto's en motorrijwielen or tax on private motor vehicle and motorcycle charged once for each car registered) and MRB (Motorrijtuigenbelasting, a vehicle tax based on fuel, emissions and weight, paid monthly or quarterly from the date of car registration on the name of the owner). Entrepreneurs enjoy additional tax benefits, although the MIA/Vamil scheme is being phased out. Energy tax for recharging stations is reduced, indirectly lowering costs.
Slovenia		43%	Subsidy buying a new EV	Slovenia offers up to 6,500 € subsidy for new EVs under 35,000 € retail price, for individuals, and various subsidies for legal entities on new EVs up to 65,000 € retail price. Zero benefit-in-kind for company cars, VAT deductions on EV purchases up to 80,000 €, and subsidized Eco Fund loans promote EV adoption.
Spain		*70%*		Spain's MOVES programs offer significant EV subsidies, with up to 7,000 € for new BEVs under conditions like vehicle scrappage. MOVES III extends till July 2024 with a 400-800 € million budgets. Incentives include major tax reductions, VAT exemptions, and enhanced recharging point installation aids, promoting broader EV adoption across the nation. These benefits are complemented by local exemptions from road taxes and special privileges like toll and parking exemptions for electric vehicles.
Sweden		62%		No purchase subsidies for personal EVs post-November 2022, but a new 'climate premium' for light electric trucks from February 2024 (30% of cost difference, capped at 4,300 €. Ongoing support includes minimal road tax (SEK 360 or 31 €), tax benefits for electric company cars, and funding for electric vehicle supply equipment projects.
EU 12 countries		57%		Financial support through grants and loans.

7. Table: BEV cars' ownership model & new/second-hand market

Ownership model & new/used BEV	Belgium	Denmark	France	Germany	Hungary	Italy	Luxembourg	Lithuania	Netherlands	Slovenia	Spain	Sweden	EU-12 countries
Leased BEV (business)	7%	0%	2%	5%	13%	4%	*0%*	*0%*	4%	1%	*0%*	6%	4%
Leased BEV (private)	5%	4%	31%	22%	6%	10%	*16%*	*7%*	14%	15%	*14%*	25%	16%
BEV company car (if employee)	39%	1%	5%	12%	11%	2%	*6%*	*7%*	16%	13%	*3%*	16%	11%
Privately owned BEV	49%	95%	62%	61%	70%	84%	*78%*	*86%*	66%	71%	*83%*	53%	69%
New BEV	79%	73%	77%	86%	51%	89%	*84%*	*26%*	76%	75%	*92%*	67%	74%
Second-hand BEV	21%	27%	23%	14%	49%	11%	*16%*	*74%*	24%	25%	*8%*	33%	26%

8. Table: Recharging behaviour of BEV drivers

Country	Waiting time 15 min or less	BEV drivers recharging considering battery level	% time using slow public recharging point daily/per week	% time using fast public recharging point daily/per week	Most important characteristic public recharging session	Most used payment option at slow recharging points	Most used payment option fast public recharging points
Belgium	31%	46%	23%	16%	Short or no waiting time to access a recharging point	Charging card or app	Charging card or app
Denmark	26%	47%	42%	32%	Fully operational recharging station at arrival		Payment on the spot
France	42%	44%	15%	8%	Clear and transparent price information		Charging card or app
Germany	26%	64%	12%	7%	Fully operational recharging station at arrival		
Hungary	28%	67%	9%	6%	Fully operational recharging station at arrival		
Italy	15%	51%	33%	18%	Fully operational recharging station at arrival		
Lithuania	*10%*	*45%*	*17%*	*10%*	*Fully operational recharging station at arrival*		
Luxembourg	*24%*	*42%*	*11%*	*8%*	*Fully operational recharging station at arrival*		

Country	Waiting time 15 min or less	BEV drivers recharging considering battery level	% time using slow public recharging point daily/per week	% time using fast public recharging point daily/per week	Most important characteristic public recharging session	Most used payment option at slow recharging points	Most used payment option fast public recharging points
Netherlands	38%	54%	20%	8%	Short or no waiting time to access a recharging point		
Slovenia	31%	52%	11%	5%	Fully operational recharging station at arrival		
Spain	*16%*	*70%*	*57%*	*46%*	*Short or no waiting time to access a recharging point*		
Sweden	40%	38%	15%	9%	Fully operational recharging station at arrival		
EU 12 countries	32%	51%	18%	10%	Fully operational recharging station at arrival		

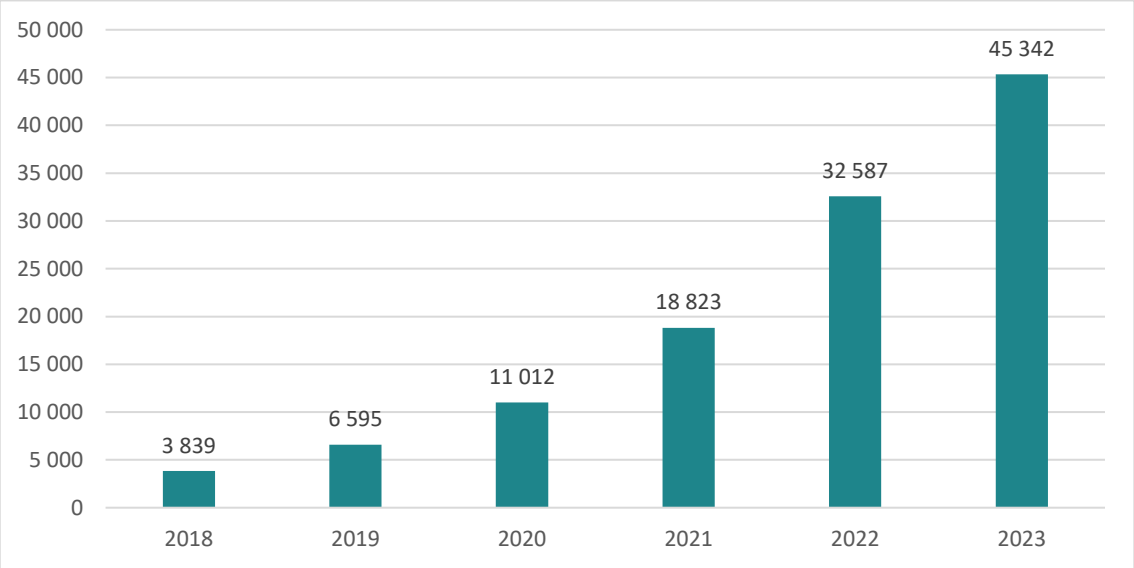
5. BEVs and recharging infrastructure in Hungary

The Hungarian government has implemented different incentives, including tax benefits, VAT exemptions and subsidies to support the uptake of electric vehicles and recharging infrastructure (an overview of these can be found in EAFO incentives & legislation Hungary).

Hungary has allocated a budget of 79,091,000 € starting from February 5th, 2024, exclusively for companies to support the purchase of Battery Electric Vehicles (BEVs). The subsidy is structured based on vehicle cost and battery capacity: up to 5,500 € for passenger cars costing no more than 30,000 € with a battery capacity of up to 41kWh, up to 9,500 € for those costing 37,000 € with batteries between 41kWh and 59kWh, and up to 10,500 € for cars costing up to 52,700 € with more than 59kWh. Similar subsidies apply to M2, N1, and N2 category vehicles, with grants ranging from 9,500 € to 10,500 € depending on the cost and battery capacity.

In addition to purchase grants, green plate vehicles (100% electric, plug-in hybrids, and zero-emission vehicles) enjoy several tax benefits including exemption from registration tax, vehicle tax, and property transfer tax. Regular hybrids have a fixed registration tax of 209 €. BEVs and PHEVs are exempt from specific taxes, and only 50% of the operating VAT is deductible for these vehicles. Moreover, a corporate tax credit for energy efficiency investments can be claimed for six years, covering up to 70% of the calculated tax, with a cap of 15 € million. Furthermore, most municipalities offer free parking for vehicles with green plates, although some withdrew this benefit in 2023. The total cost of installing electric recharging stations is fully deductible from corporate taxes and can be deducted from the income tax base of energy suppliers.

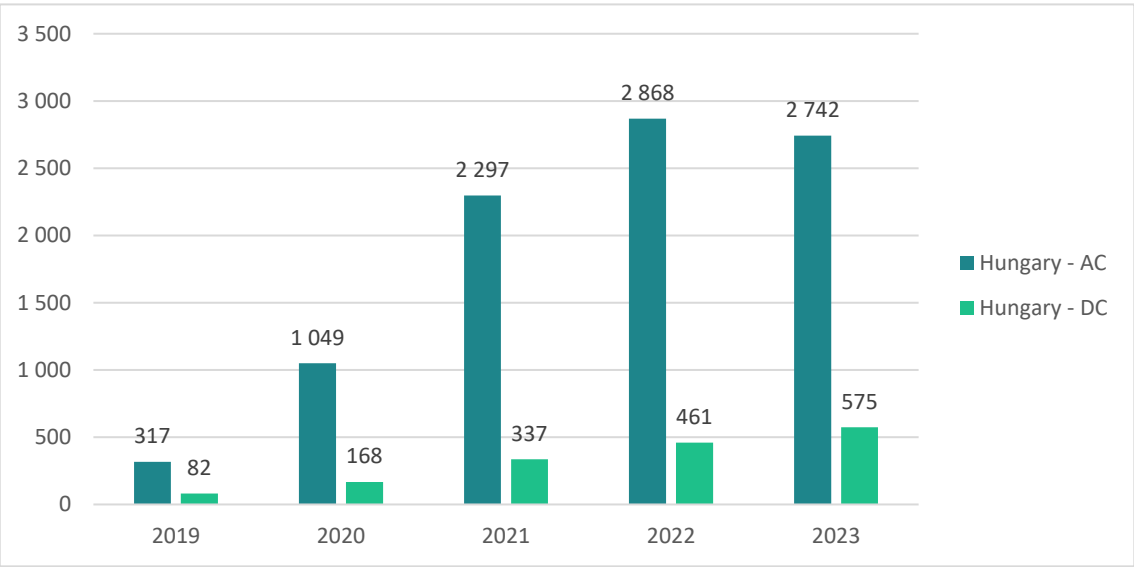
17. Figure: Evolution of the total BEV passenger vehicles in Hungary



Source: EAFO portal.

For the year 2023, there were 45,342 BEVs, representing 1.07% of the total passenger vehicles fleet in Belgium.

18. Figure: Evolution of alternating and direct current (AC or slow and DC or fast) recharging points in Hungary (EAFO portal, end December 2023)



Source: EAFO portal.

Moreover, the public recharging infrastructure network has considerably grown in the last few years. According to the EAFO portal, by the end of 2023, there were 2,9742 (AC) slow public recharging points, and 575 (DC) fast public ones.

6. Annex I: Consumer monitoring methodology & approach

For the 2023 launch of the EAFO consumer monitor survey, twelve countries[12] were selected. The survey was conducted using a panel on the general population of each of the surveyed countries. To improve the analysis of BEV drivers, a purposeful sample was collected through AVERE and external contributors, including FIA members ANWB in the Netherlands, Touring Belgium, the Ministries of Transport from Luxembourg and Lithuania, and the Swedish Energy Agency. The same survey was used for both the panel and the BEV sample.

The survey campaign was launched at the end of October 2023. For the panel in Hungary, the aim was to reach 1,200 responses. The survey was open for one month. As BEV drivers are difficult to reach, their survey campaign was closed at the beginning of February 2024 in all surveyed countries.

The datasets were subjected to validation tests, including:

- Respondents should have completed the survey by the end and should have agreed to the terms and conditions of the survey.
- Respondents who specified not owning a driver's license were excluded.
- Respondents who filled out the survey in one-third (or less) of the time median for all respondents were excluded from the survey, as it was deemed impossible to fill out the survey thoroughly and in its entirety in such a short time.
- Respondents who indicated unusually high values to open questions with continuous variables (kilometres driven in a day, kilometres driven in a year, purchase price of a BEV and purchase price of an Internal Combustion Engine Vehicle) were excluded from the results.
- Respondents who came up with nonsensical patterns of answers to open questions were excluded.

The validation of all the datasets was finalised in mid-February 2024. To improve the relevance of the analysis of the BEV drivers alone, the survey conducted on BEV drivers (from AVERE and other external contributors) was combined with the survey conducted on the general population. The respondents were considered BEV drivers when their first, second or third car was a BEV. A total of 1,393 responses were considered valid for both the panel and the AVERE and external contributors' datasets. Out of these, there were 1,178 non-BEV and 215 BEV drivers.

[12] The twelve countries surveyed were: Belgium, Denmark, France, Germany, Hungary, Italy, Lithuania, Luxembourg, Netherlands, Slovenia, Spain, and Sweden.

The validated and combined datasets of all surveyed countries were used for a EU aggregated report.

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