Twitter Thread by ceo plus■■, Roger Rusch

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#CarMarketSwitzerland 2020:
After the great news that #Tesla achieved 500k global deliveries, I dug a bit into the 2020 car market data of■■and could discover really amazing facts.

Highlights:
- BEV market share Dec 20: 16%
- Tesla with huge push in Q4 & Dec

(Thread)

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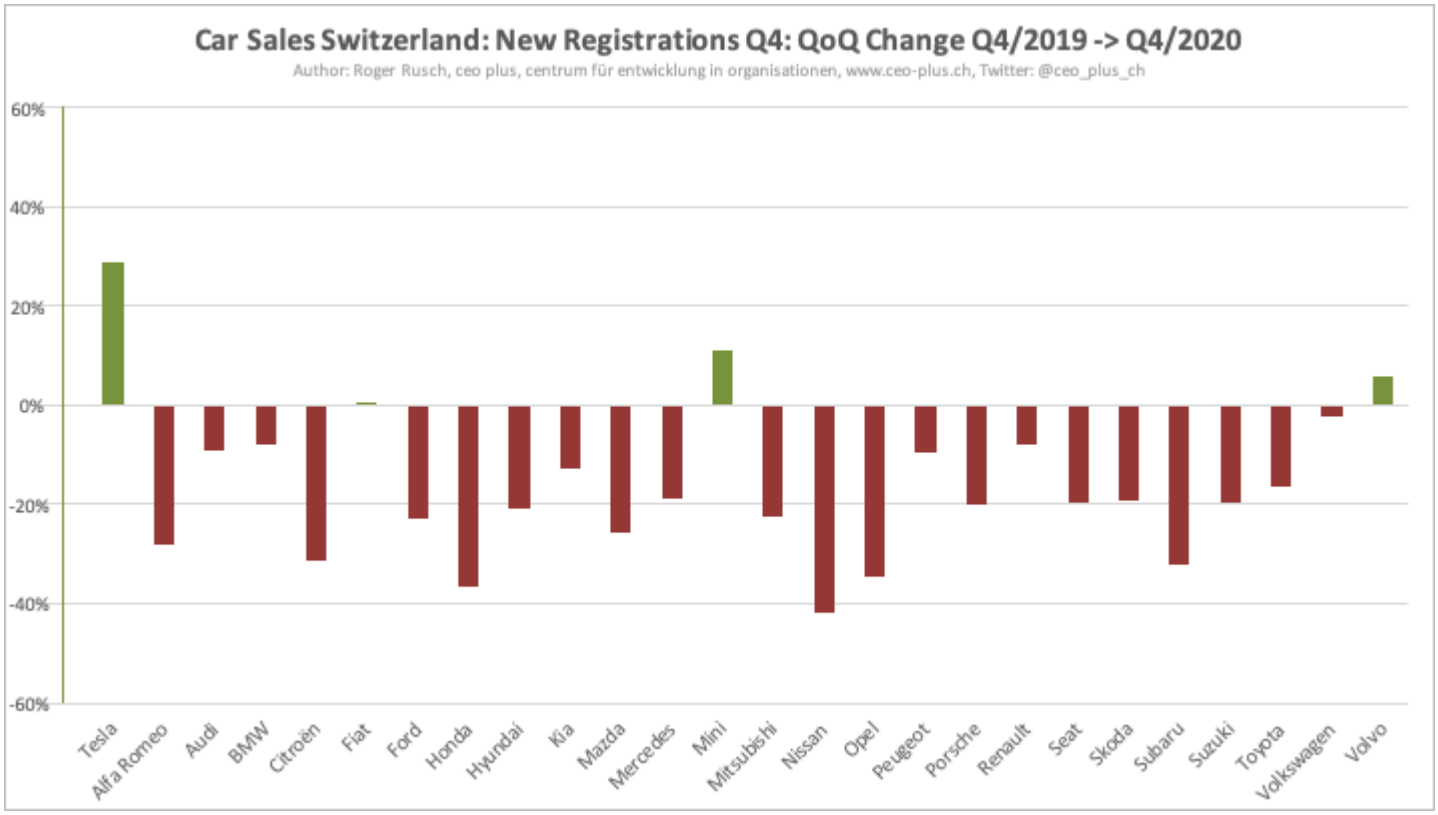
#CarMarketSwitzerland 2020:
Compared to Q4/2019, the market is down by 14.6% in Q4/2020, with declines of up to 64% (Lexus). #Tesla increased its sales by nearly 30%.



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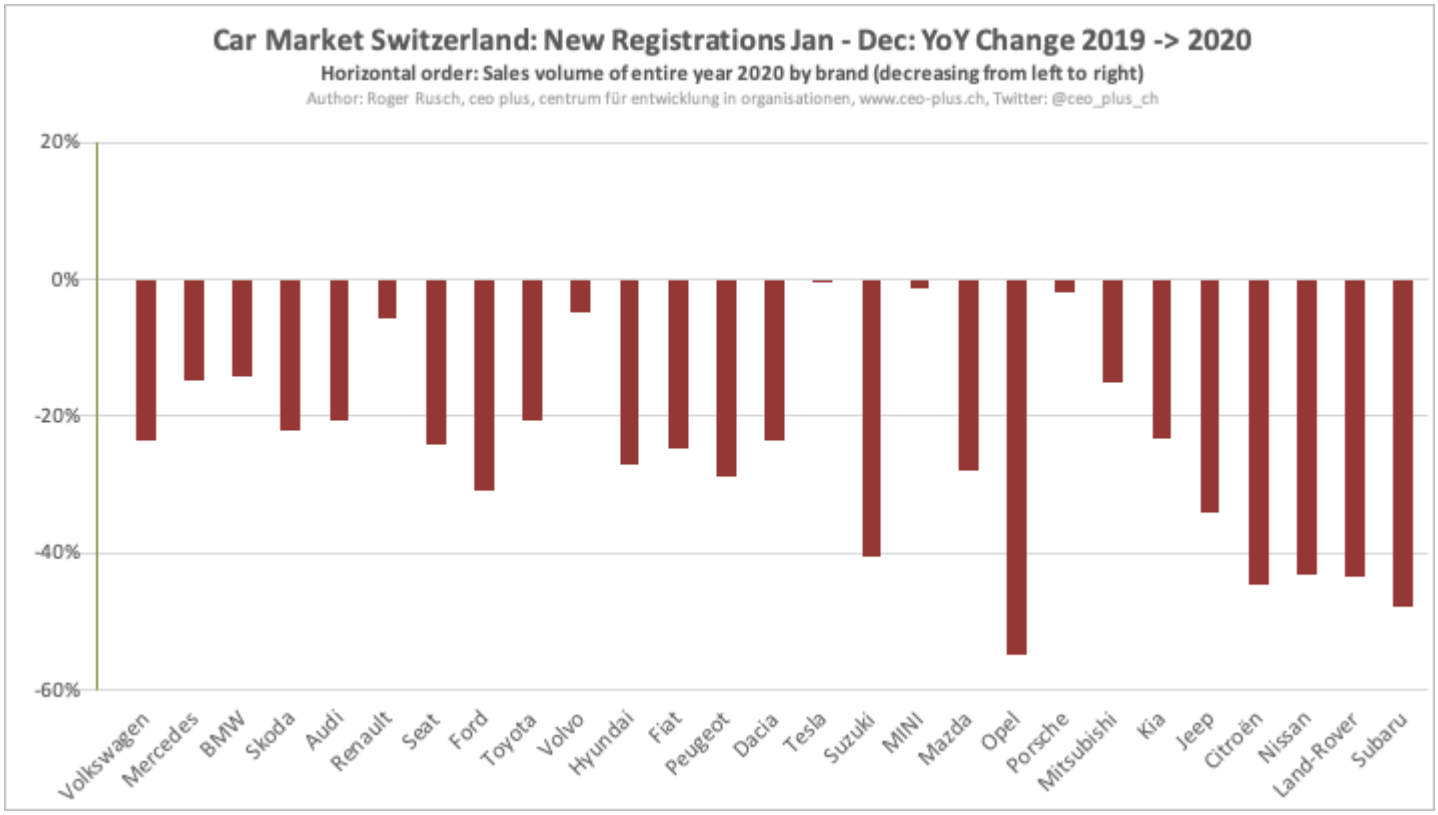
#CarMarketSwitzerland 2020:
Compared to 2019, the entire #COVID19 year is down by 24%, with declines of up to 55% (Opel). With 6’042 deliveries, #Tesla could keep the 2019 level.



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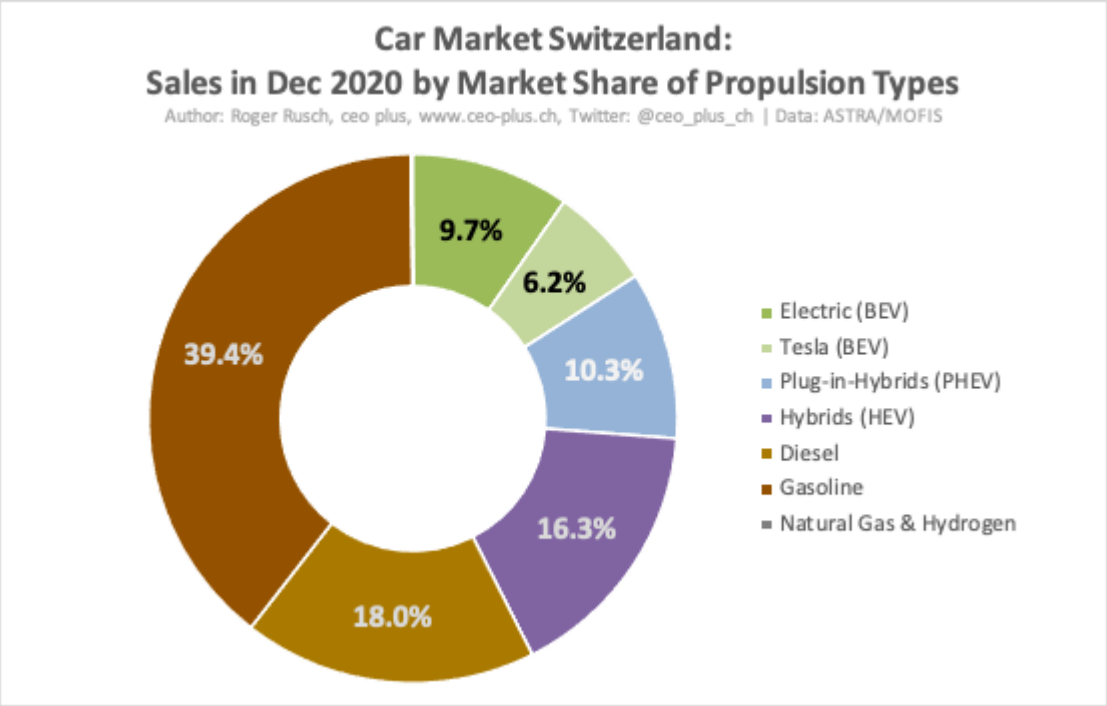
#CarMarketSwitzerland 2020:
In Dec 2020, the market was back to pre-#COVID19 levels. Gas-guzzlers fell to their lowest market share of only 57.4% while hybrids increased to 26.6% and #BEV's to 16%.

#Tesla's share of
- entire market: 6.2%
- BEV market: 39.2%



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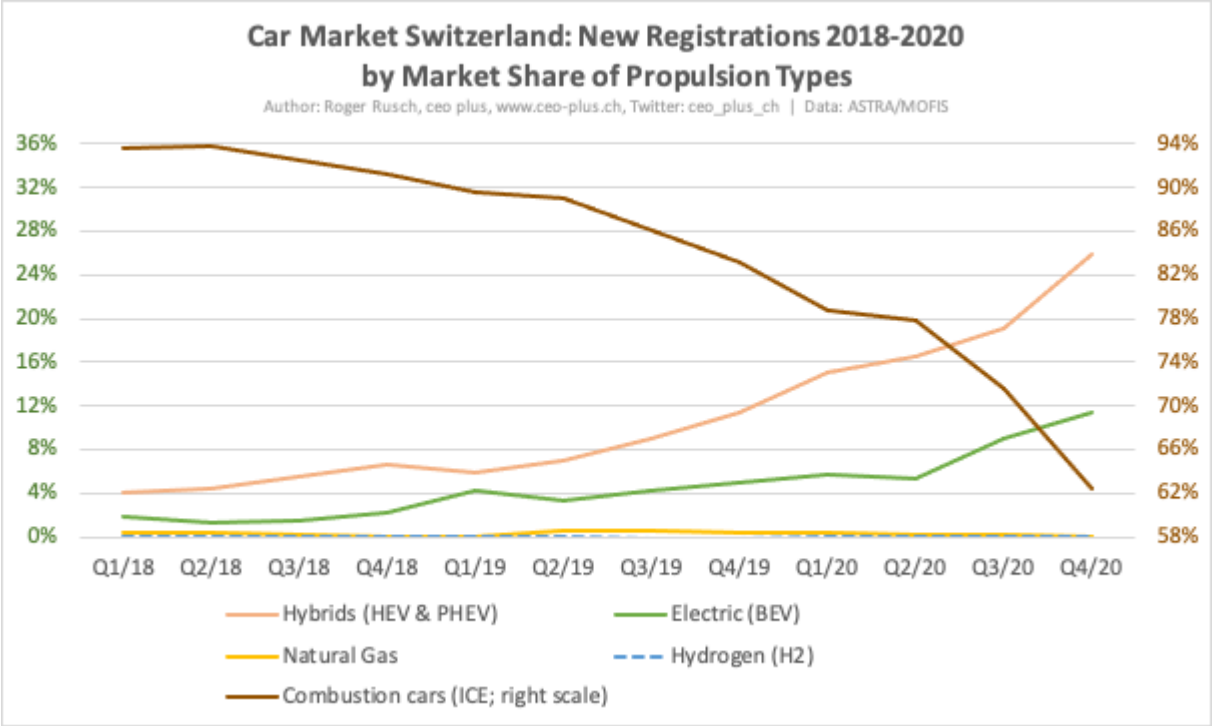
#CarMarketSwitzerland 2020:
In Q4/2020, internal combustion engine (#ICE) cars were down to 62.5% market share. Unfortunately, people are buying more #Hybrids (25.9%) than #BEV's (11.5%). However, this trend has reversed in the single months of Q4.



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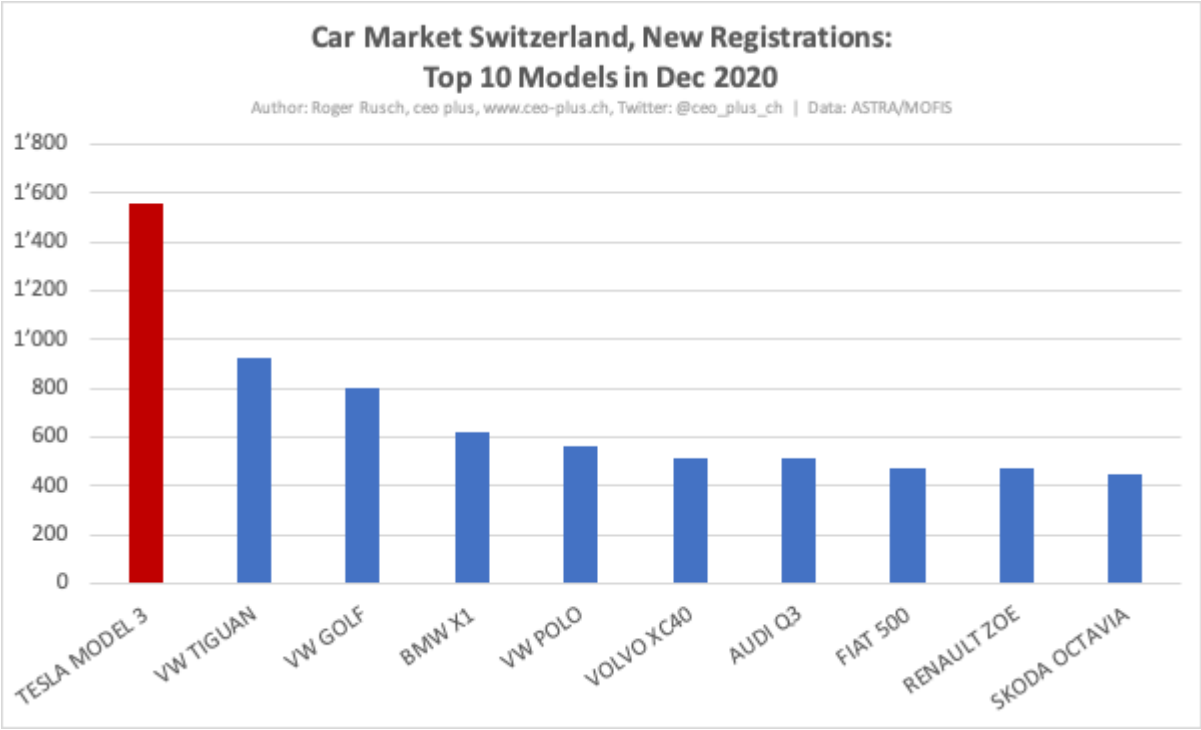
#CarMarketSwitzerland 2020:
The #Tesla #Model3 was the top selling model in Dec 2020, with nearly double the sales of the runner-up, the VW Tiguan.



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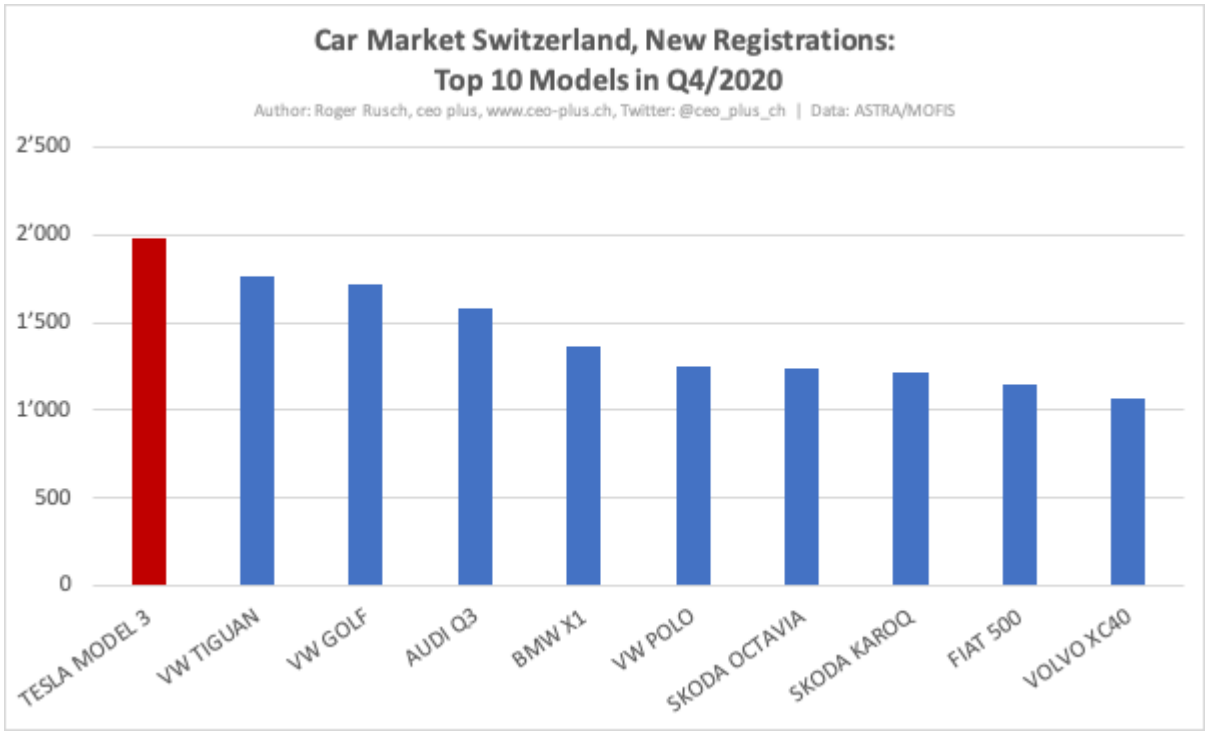
#CarMarketSwitzerland 2020:
The #Tesla #Model3 was the best selling model of all cars even of the entire Q4/2020.



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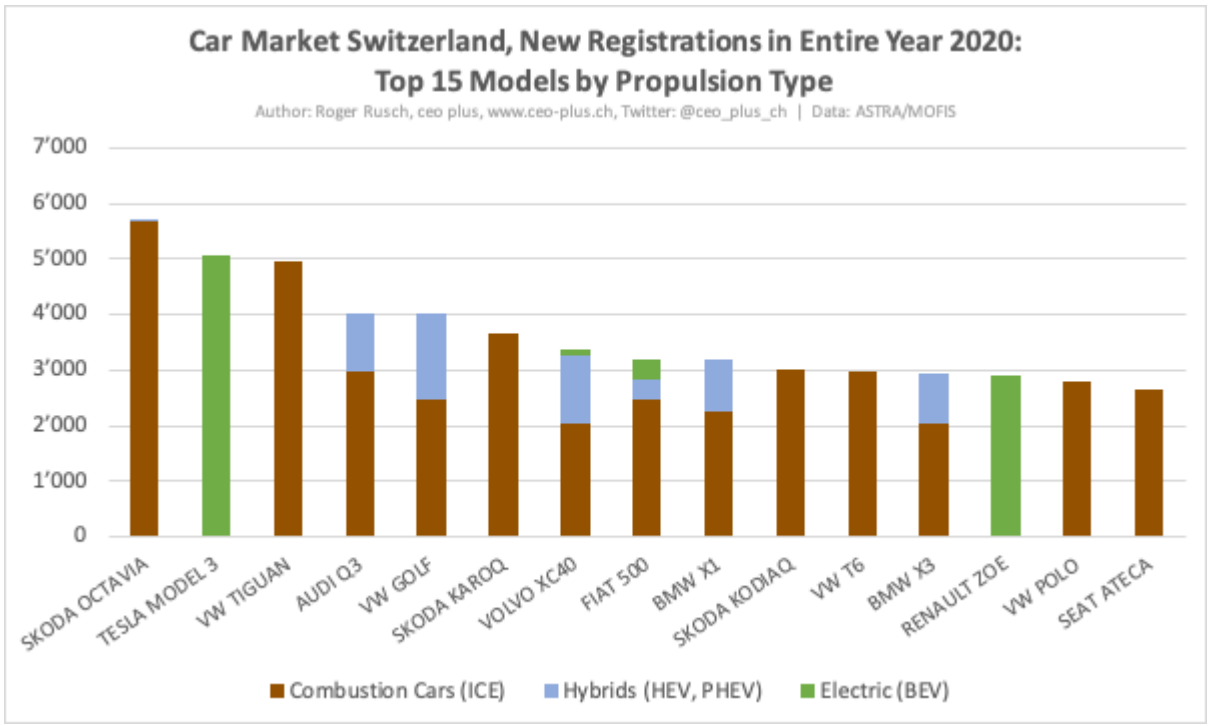
#CarMarketSwitzerland 2020:
In the entire year 2020, the #Tesla #Model3 was the 2nd best selling model of ALL cars!!! Amongst the 15 top models, 11.1% were #Hybrids and 15.4% #BEV's.



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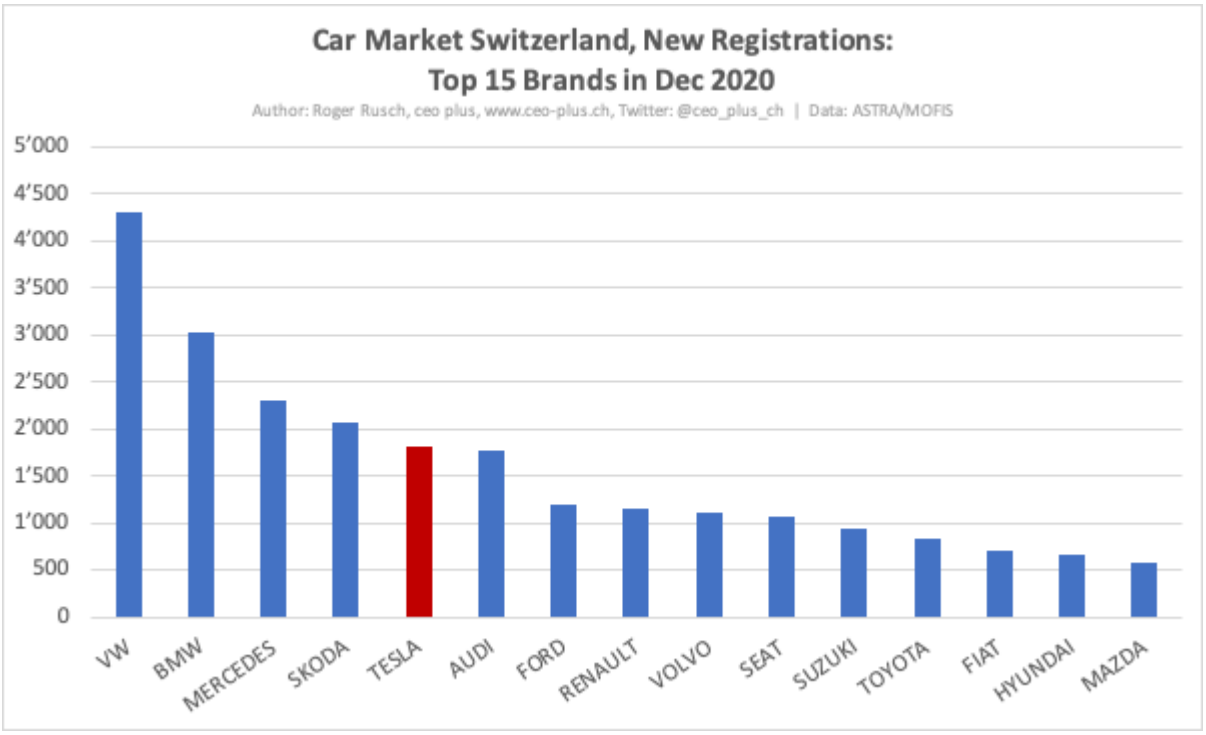
#CarMarketSwitzerland 2020:
In Dec 2020, #Tesla was the 5th best selling brand of all cars.



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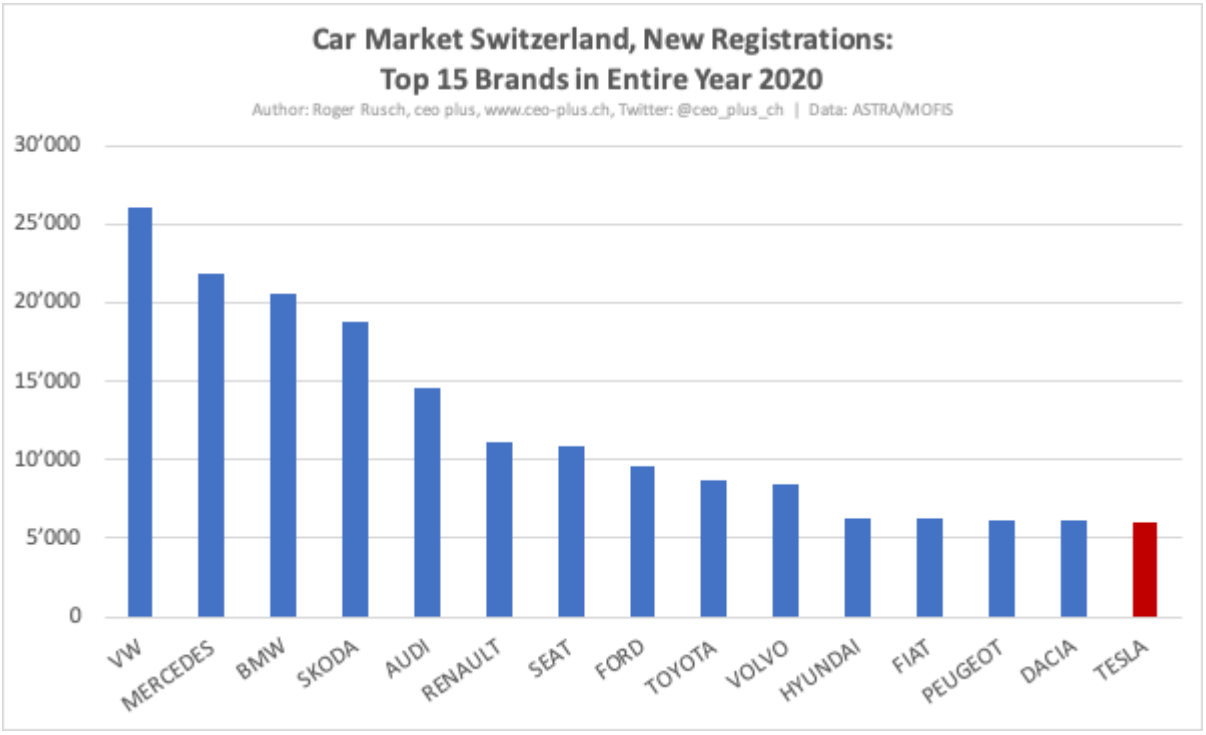
#CarMarketSwitzerland 2020:
In the brand ranking for the entire year 2020, #Tesla is ranked 15.



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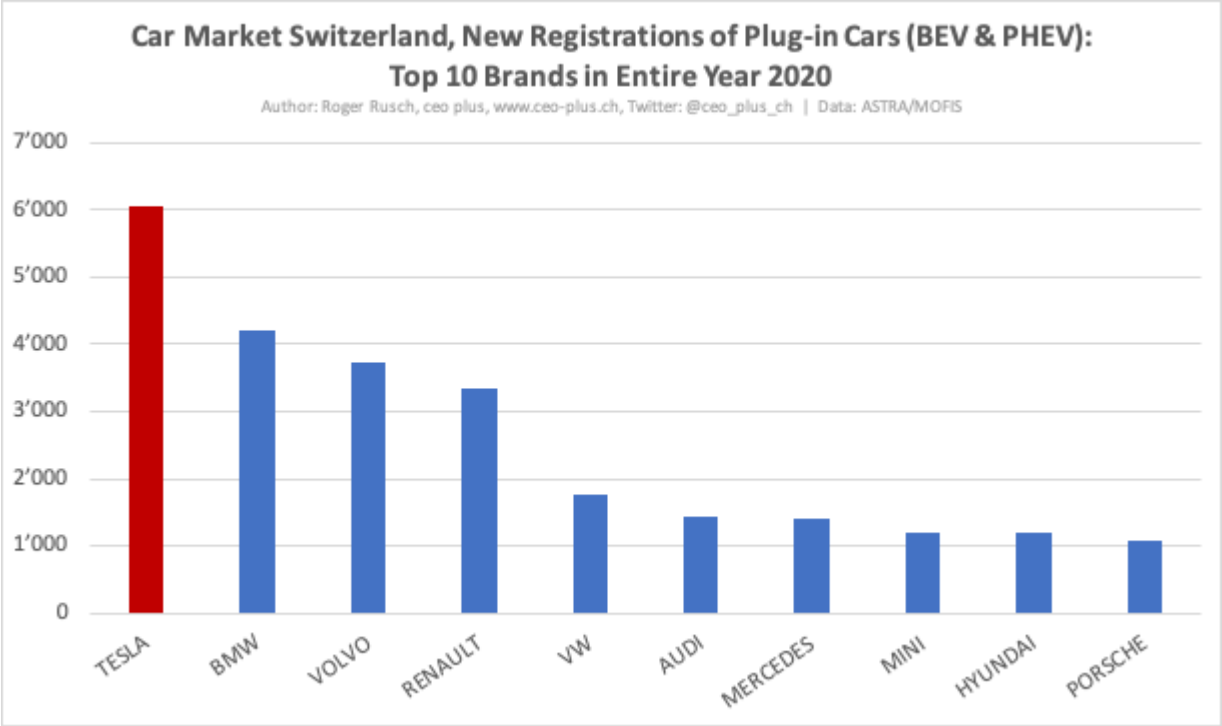
#CarMarketSwitzerland 2020:
Looking at the market of all plug-in cars (#BEV & #PHEV combined), #Tesla is the market leader with quite a lead and owns 18% market share of all plug-in cars.



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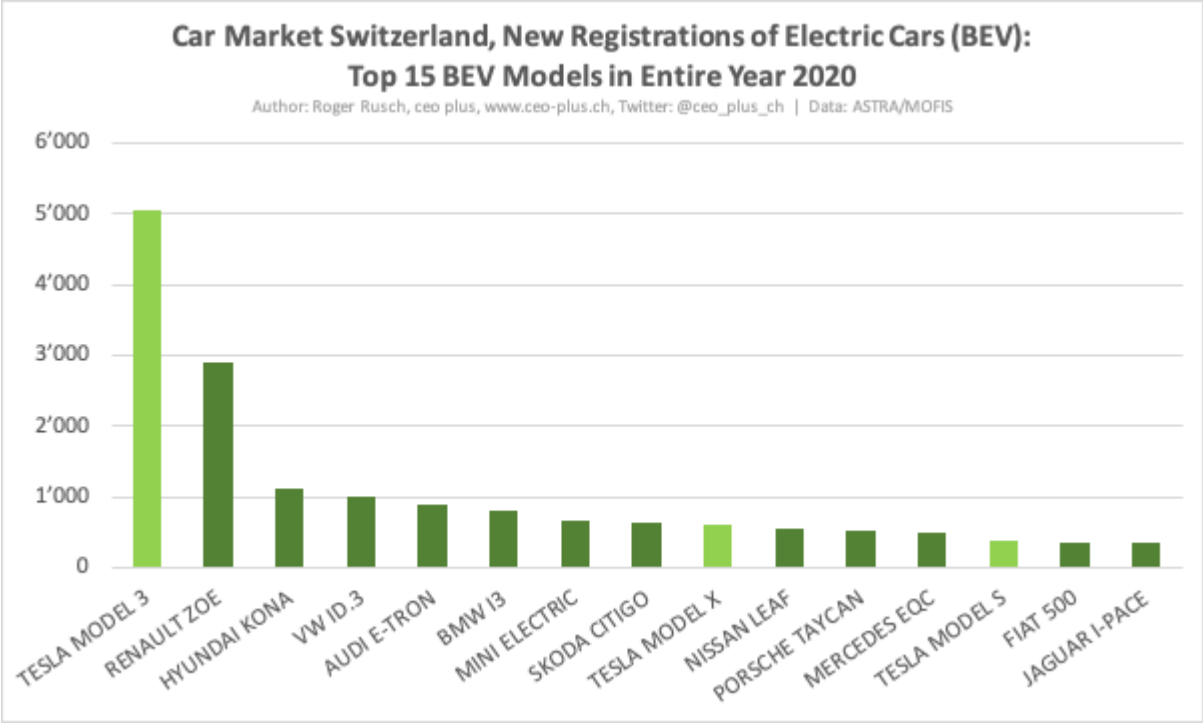
#CarMarketSwitzerland 2020:
The top selling #BEV model of 2020 was the #Tesla #Model3, followed by the #Renault #Zoe and the #Hyundai #Kona. The Model 3 accounts for 26% market share of the BEV market.



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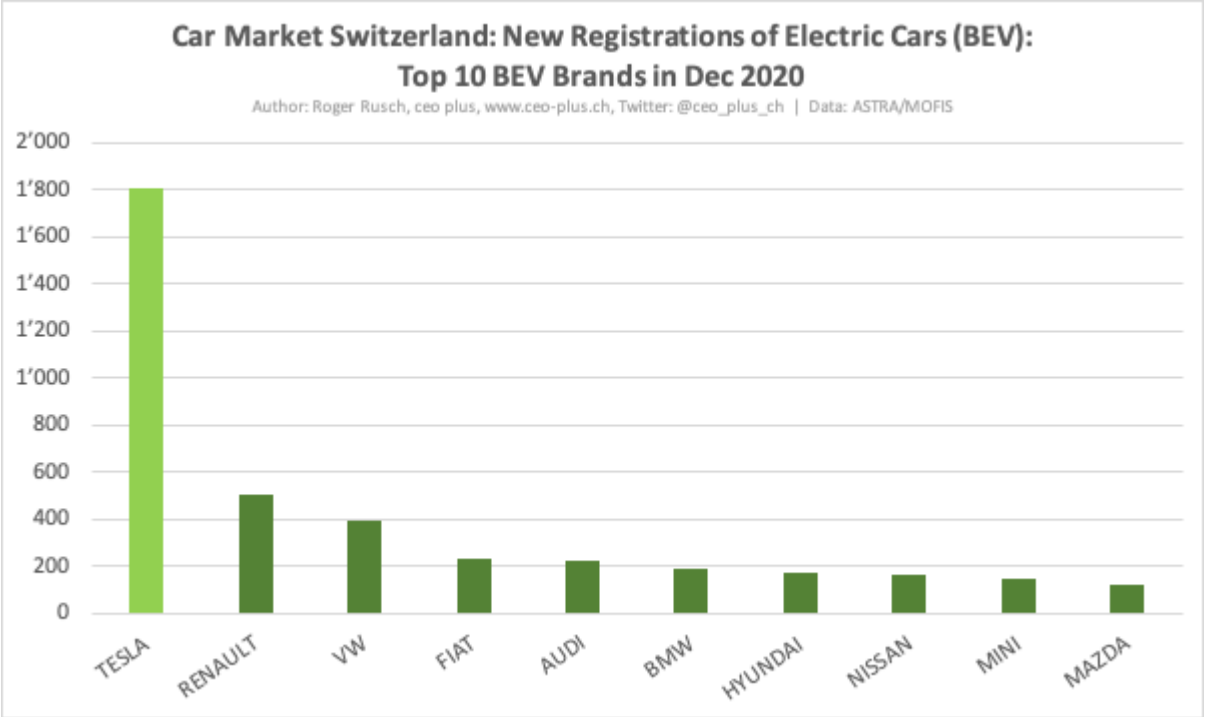
#CarMarketSwitzerland 2020:
In Dec 2020, #Tesla literally dwarfed the #BEV competition with record 1'807 deliveries. The runner-up #Renault sold less than a third. Tesla sold as many BEVs as the 7 runners-up COMBINED!



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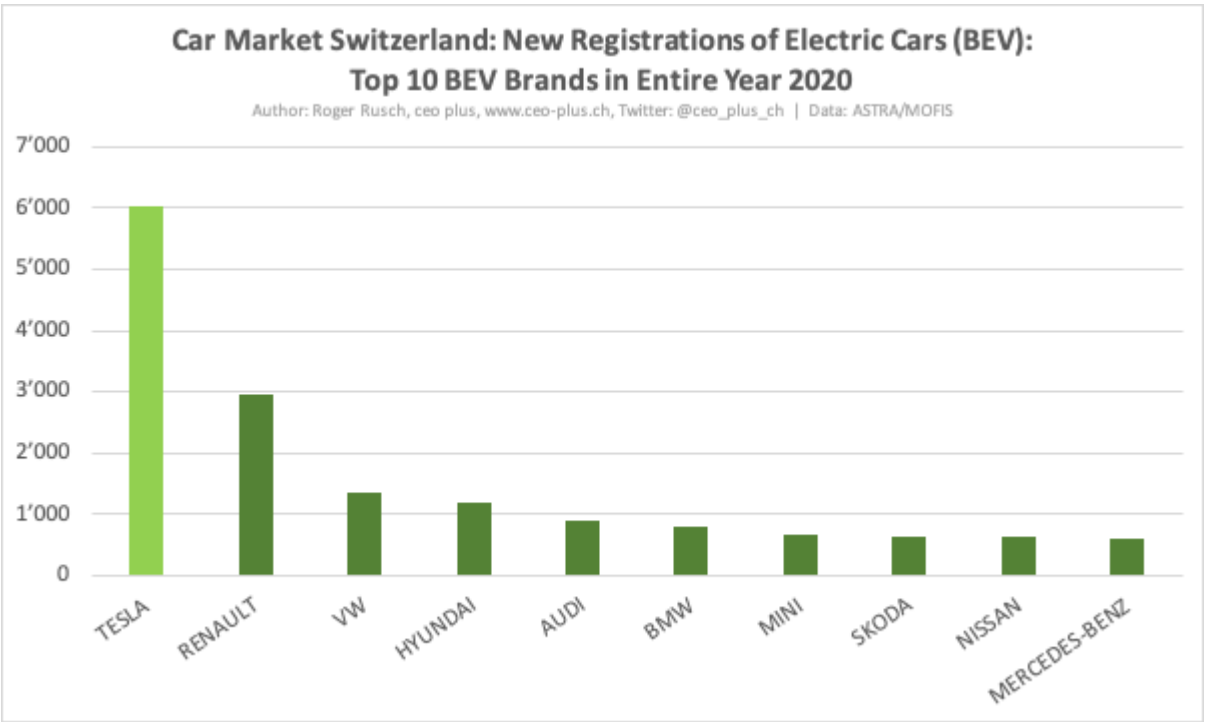
#CarMarketSwitzerland 2020:
Looking at the #BEV market of the entire year 2020, 60% are in the hands of 4 players: #Tesla, #Renault, #Hyundai and #VW. Tesla's market share is 31.1% which is more than double that of the runner-up.



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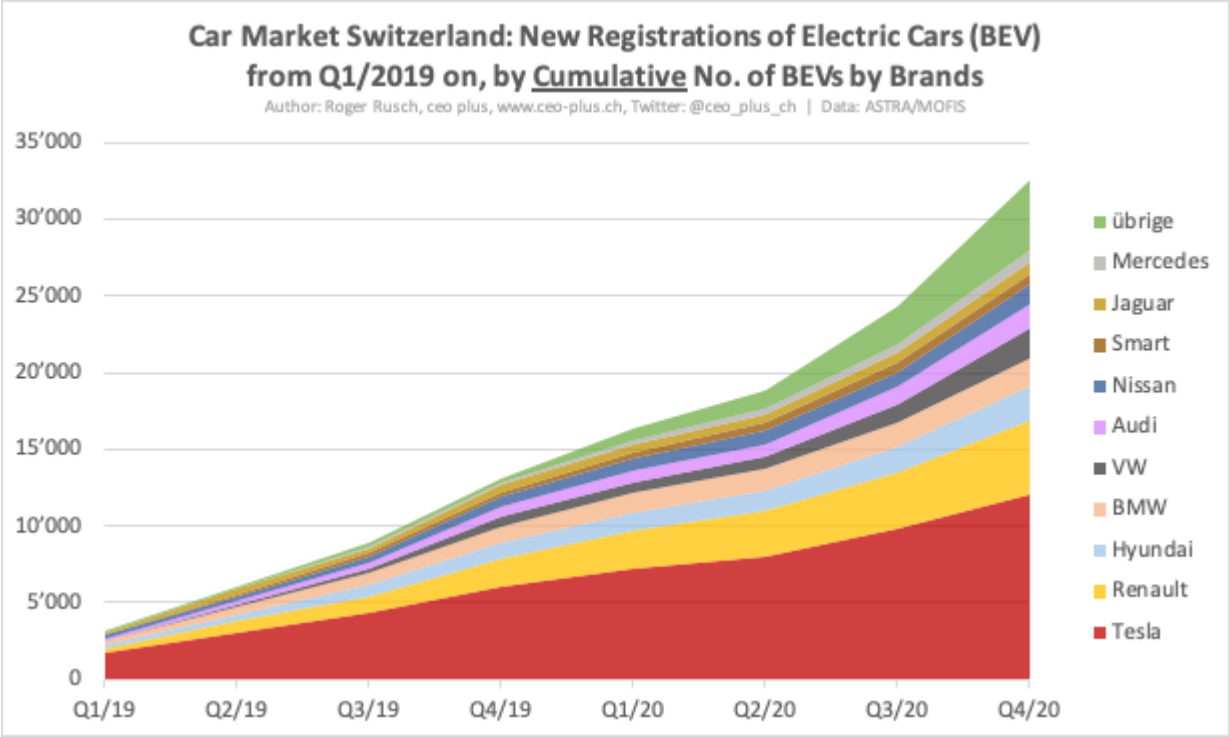
#CarMarketSwitzerland 2020:
If we look at the cumulative no. of #BEV's that have been sold since Jan 2019, #Tesla of course is pushing the market with 12'102 vehicles - approx. the same amount as #Renault, #Hyundai, #BMW, #VW and #Audi COMBINED.


Car Market Switzerland: New Registrations of Electric Cars (BEV)
from Q1/2019 on, by Cumulative No. of BEVs by Brands
Author: Roger Rusch, ceo plus, www.ceo-plus.ch, Twitter: @ceo_plus_ch | Data: ASTRA/MOFIS
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Smart
Nissan
Audi
VW
BMW
Hyundai
Renault
Tesla