The future of electric cars in the UK
A roadmap to how electric vehicles might go mainstream

**Infrastructure**
- An industry fund worth £600m is established to support infrastructure development
- EVs reach purchase cost parity with petrol equivalents
- Launch of autonomous charging
- Substantial decline in need for parking spaces, freed-up space along roads is used for micro housing projects

**Fleet**
- A major car company releases an EV with nearly 600 km range. Drivers’ range anxiety drops to an all time low.
- EV market share of pure-electric OEMs reaches 10%
- Most major OEMs have 100% electric versions of all their models
- Battery costs reach £100/kWh for typical EVs

**Customer Offer**
- First fleet procurement departments negotiate large-scale EV fleet rates
- 50% of all commercial fleet managers have plans for EV fleet deployment
- Suppliers and their partners launch first flex home offerings, including fully financed EV chargers, thermostat and household controls to reduce bills
- Integrated bills (£/mile) are commonplace across a range of charging locations

**Mobility**
- Autonomous electric taxis are common in urban centres
- Customers save 40% on ‘total cost of energy’ by switching to electric
- Blockchain-based smart contracts for taxis lead to rapid expansion of peer-to-peer ride-hailing

**Direct Incentives**
- First five Clean Air Zones (CAZ) cities in operation
- Government commits an additional £1bn to drive uptake of ULEV
- Time of Use congestion charging introduced
- National petrol scrappage scheme to encourage scrapping of remaining non-ULEVs

**Markets & Pricing**
- European Commission sets EU-wide ‘benchmarks’ for sales of full battery electric cars at the level of 15% by 2025 and 30% by 2030
- Government directs funding to DNO connections, speeding up infrastructure development
- Smart charging, including pricing of locational constraints, allows DNOs to effectively manage clustering

**Policy**
- First section of motorway with induction charging opens
- Nearly 40% of mileage travelled is low carbon
- First flying taxi service in London goes live as a pilot project

**CONSUMERS AND PRODUCTS**
- All major electricity suppliers have special EV tariffs, some offer fully managed charging solutions
- Home owners share data with a range of parties via newly launched home data portals for personalised tariff quotes
- First autonomous taxi service starts operation
- Launch of first autonomous minibus

**TECHNOLOGY**
- Blockchain technology allows consumers to earn money by giving other EV drivers access to their charging point in a peer to peer model
- Induction (wireless) charging for use in home garages gains popularity
- Launch of plug-in vehicles starting disappearing from UK showrooms

**Incentives or government interventions are no longer required as ULEVs have become the norm**

**2018 - 2024**
- 1 million EVs on UK roads

**2025 - 2029**
- 5 million EVs on UK roads

**2030 - 2034**
- >10 million EVs on UK roads

**2034 - 2040**
- 15 million EVs on UK roads

**Real time dynamic road pricing across congestion, cost of road infrastructure and emissions**