



The Norwegian Car Market 2024

08.01.2025

Content

- 1) New Passenger Cars**
- 2) Used Cars**
- 3) Passenger Car Fleet**
- 4) Light Commercial Vehicles**
- 5) Electric Cars in Norway**

1 New Passenger Cars





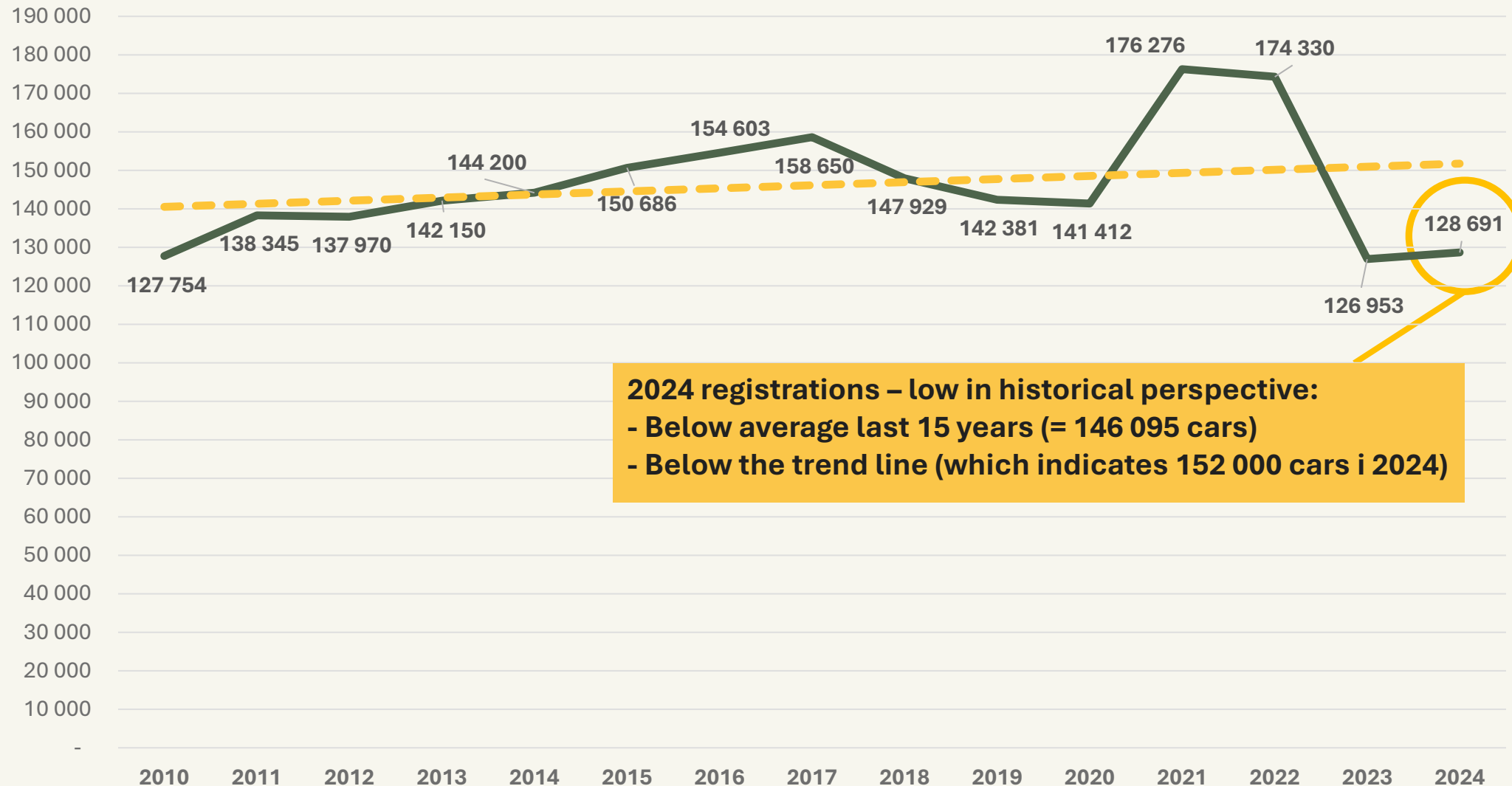
Important issues in 2024

- The legacy from 2023: Unusually low new car sales in January-February
 - Vehicle Tax changes from 1 January
 - Revised national budget with revised vehicle taxes from 1 July
- New EU rules on 7 July (GSR-2) affected car sales especially in May and June: Reduced number of BEVs, increased sale of ICE
 - European car industry in trouble
- Chinese cars tighten their grip in Norway

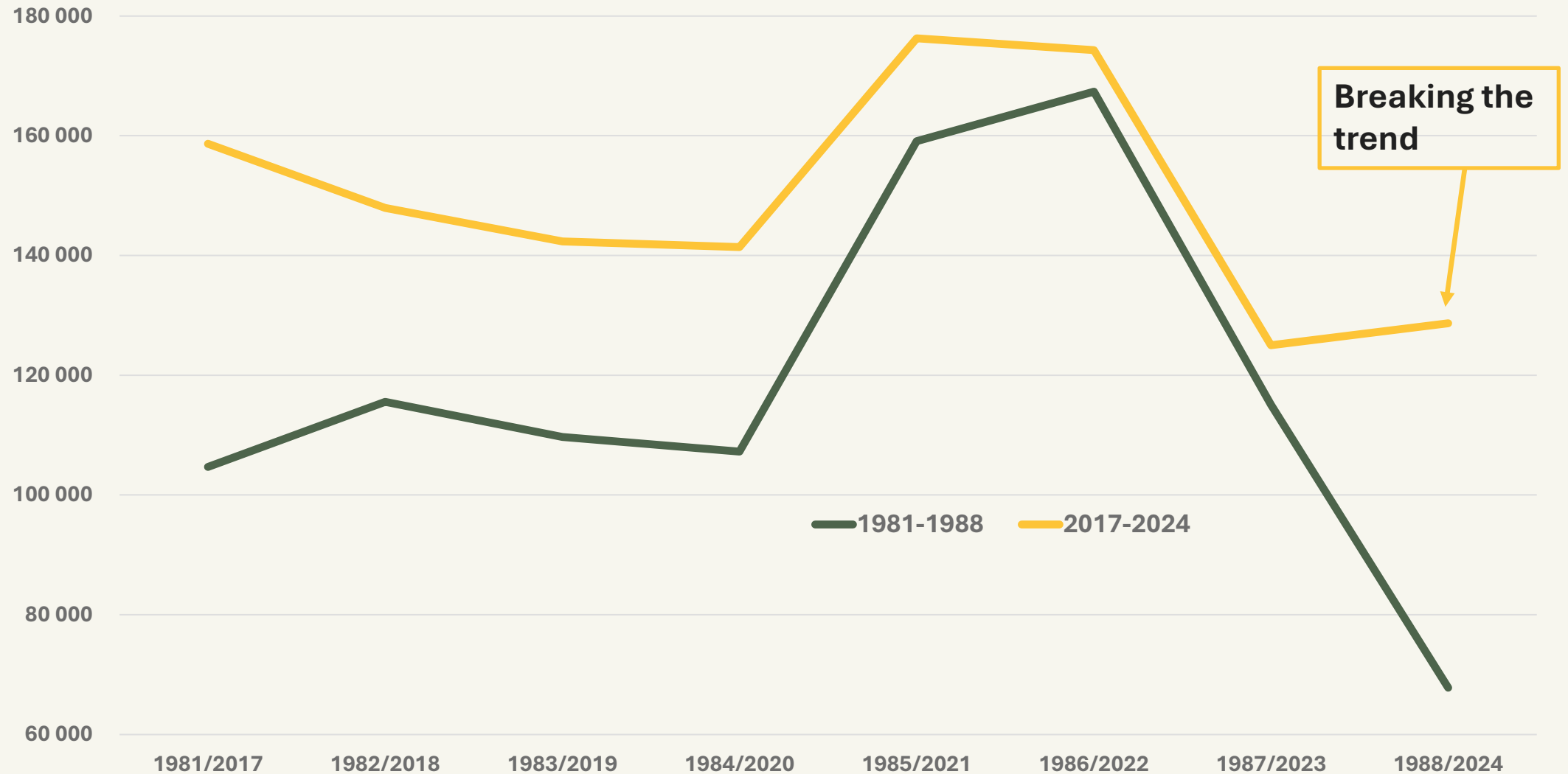
128 691

New Passenger Cars in 2024

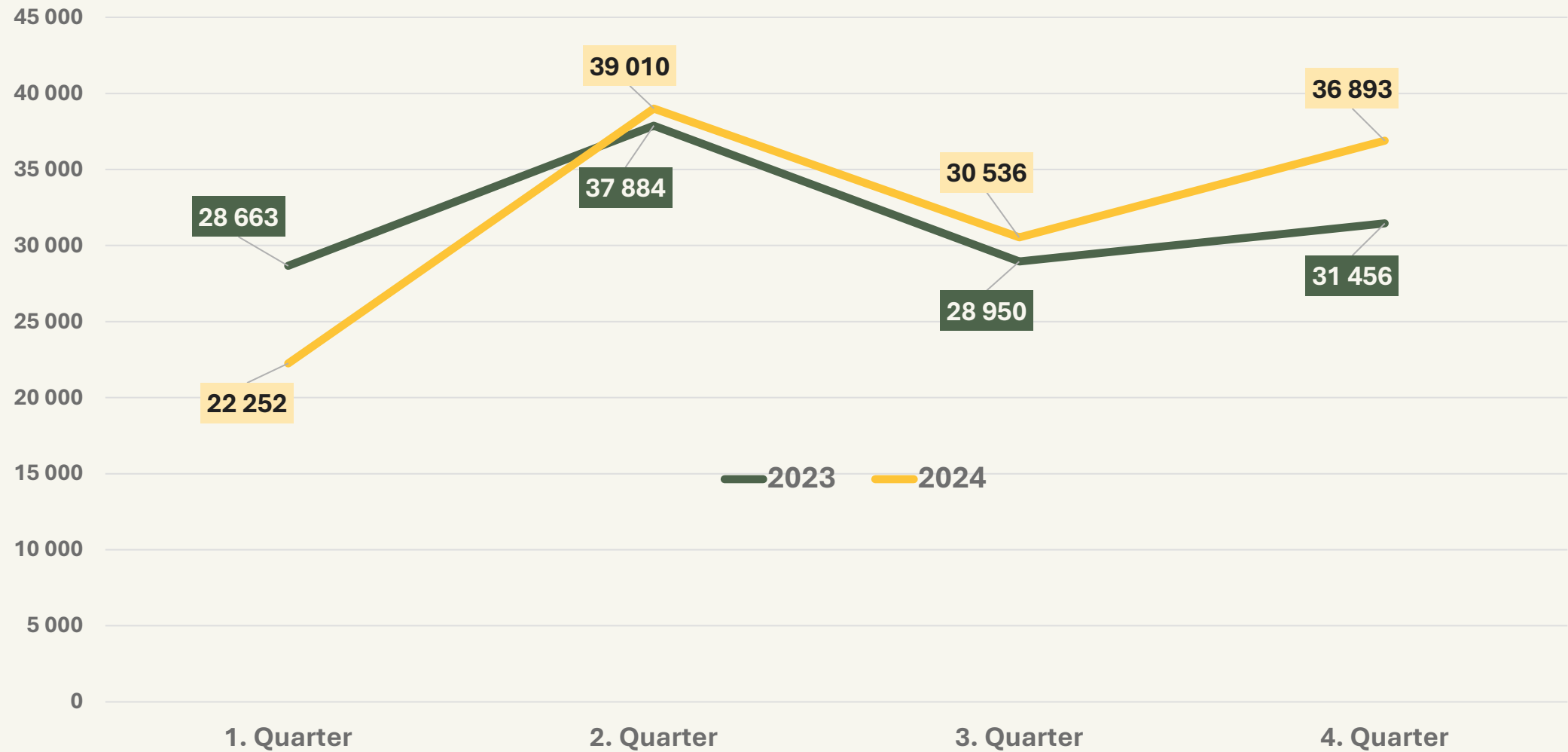
New Passenger Cars 2010-2024



New Passenger Cars in 1981-1989 and 2017-2024



Passenger Cars Sales per Quarter, 2024 vs. 2023

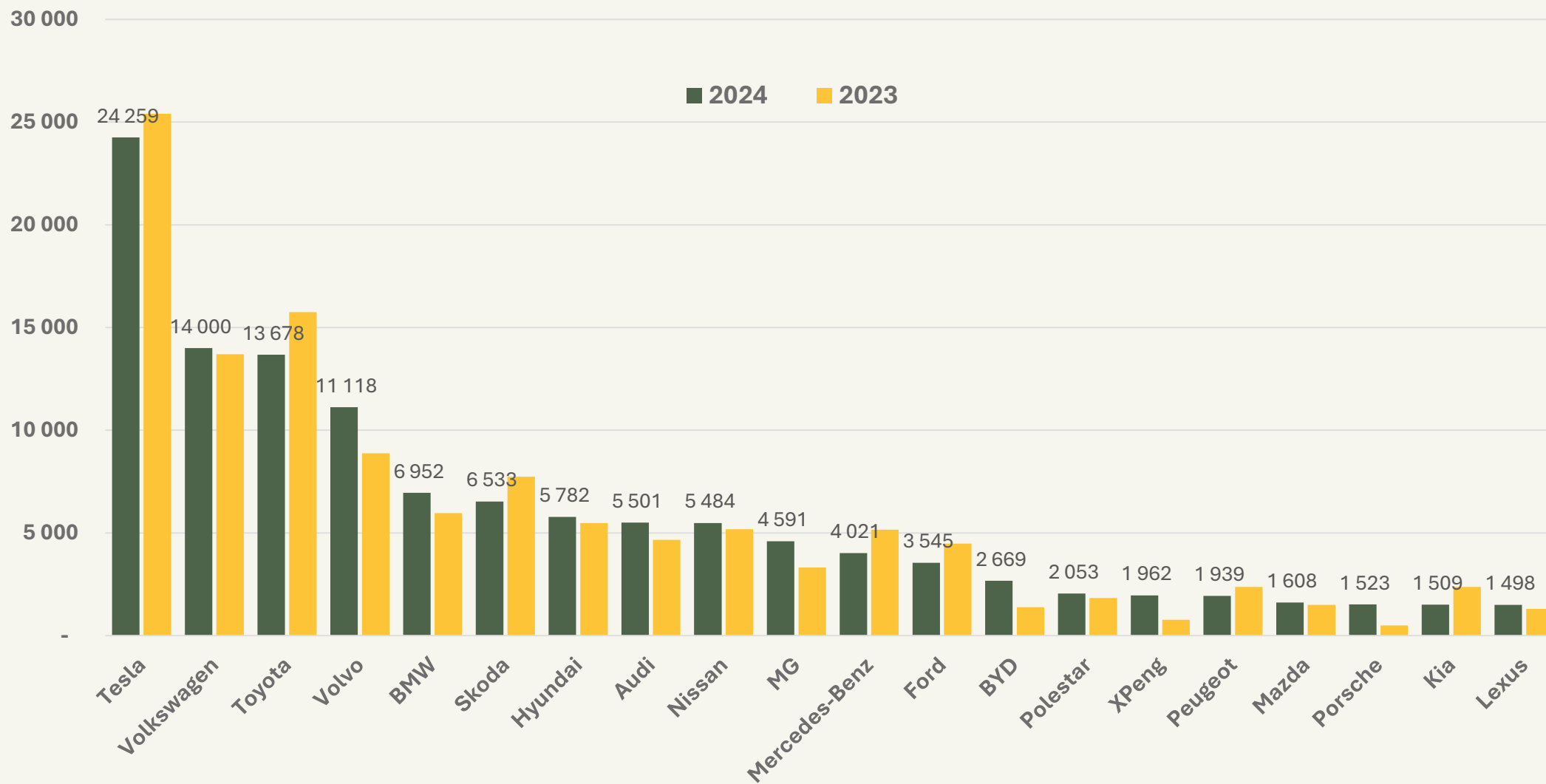




**Tesla was Norway's
most popular Car
Brand in 2024**

... as in 2023 and 2022

Top 20 Passenger Car Brands in 2024 vs. 2023

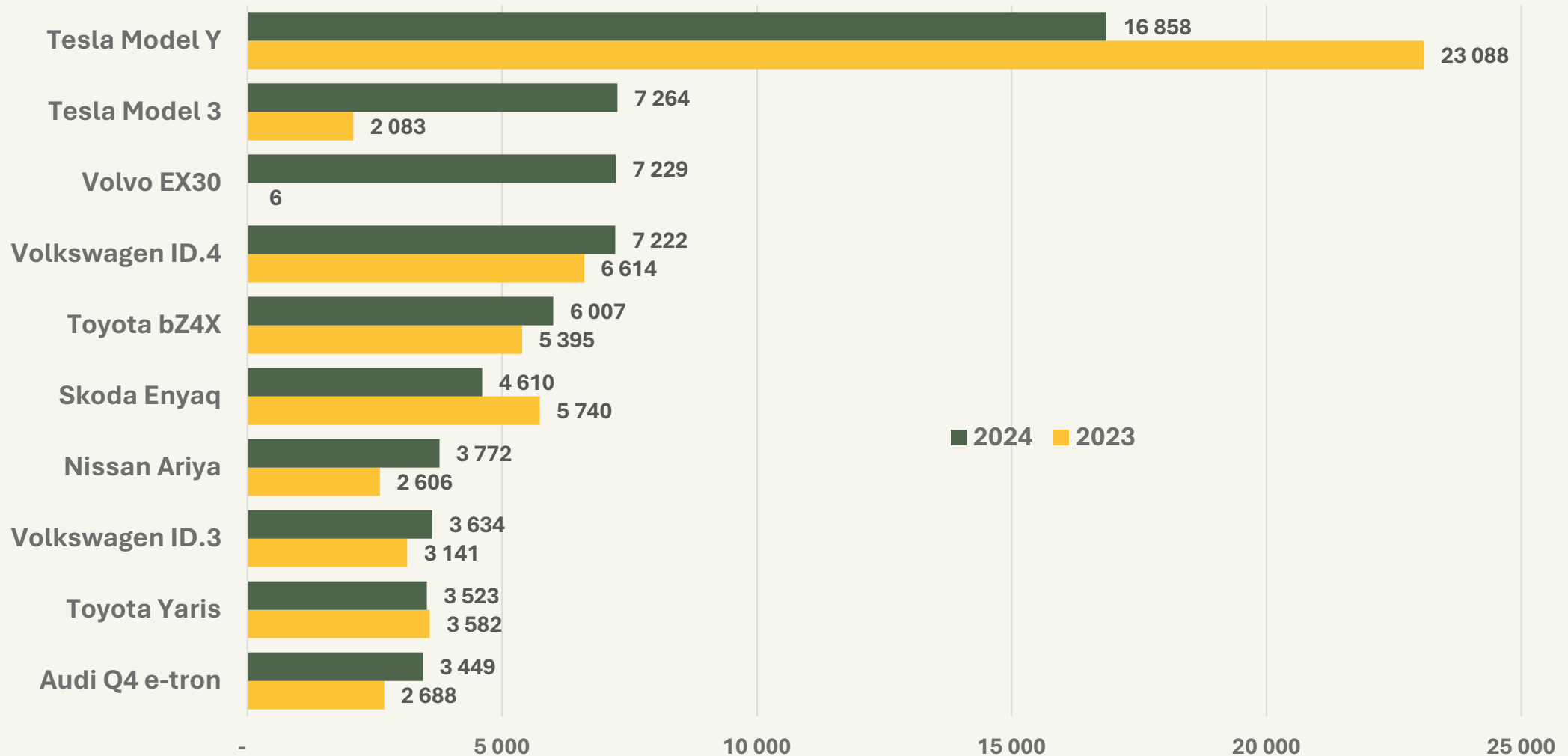




Tesla Model Y: No. 1 Car Model 2024

... as in 2022 and 2023

10 most popular Car Models in 2024





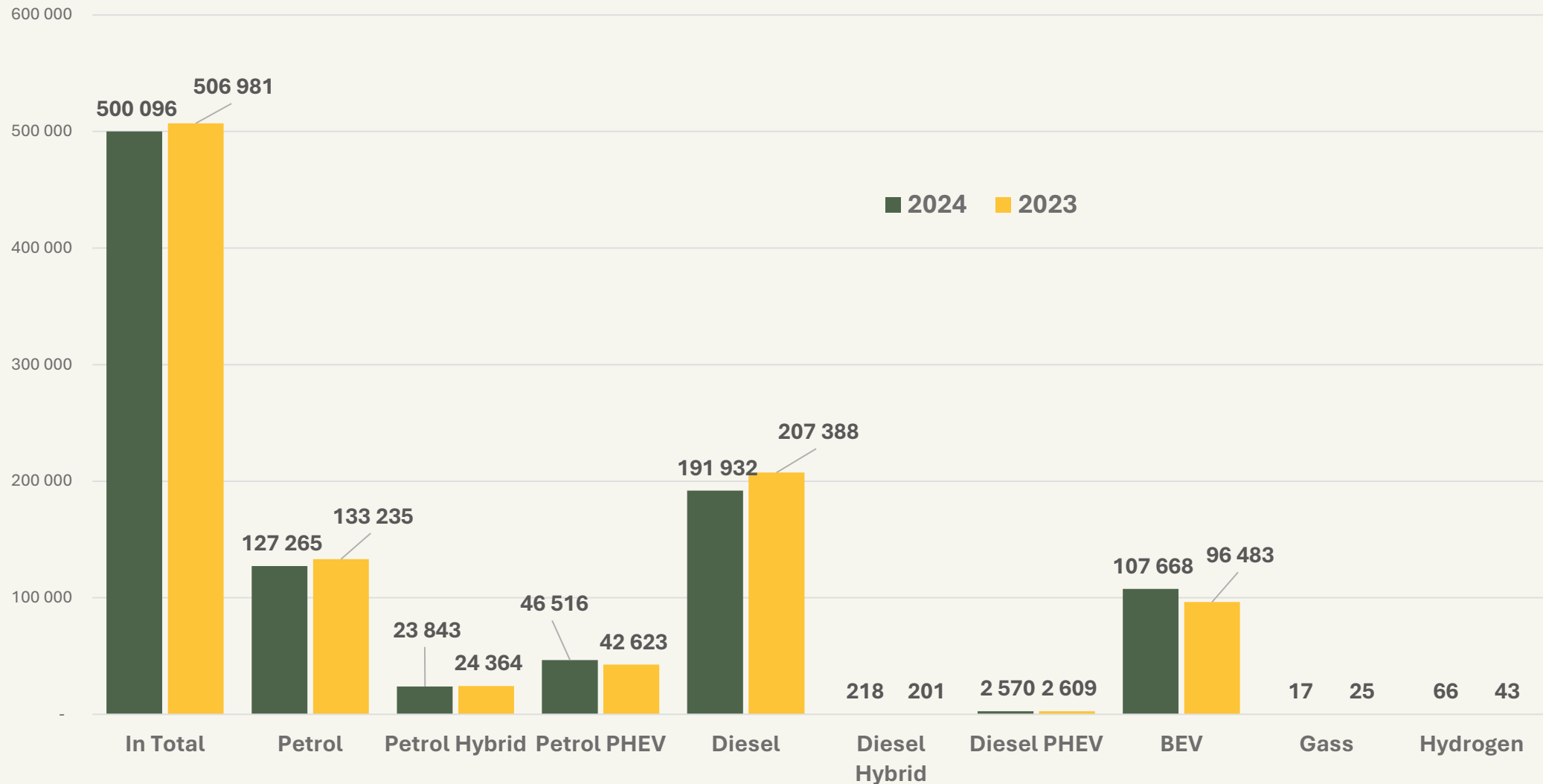
Norwegian Car Market in constant change

- 102 Car Models registered in 2023 were not registered in 2024
- 88 New Car Models were introduced in 2024
- Volvo EX30 – with the greatest progress since 2023 with +120 383 %

2 Used Cars



Relatively stable Used Car Market with fewer diesel and petrol cars and more BEVs and Hydrogen Cars in 2024

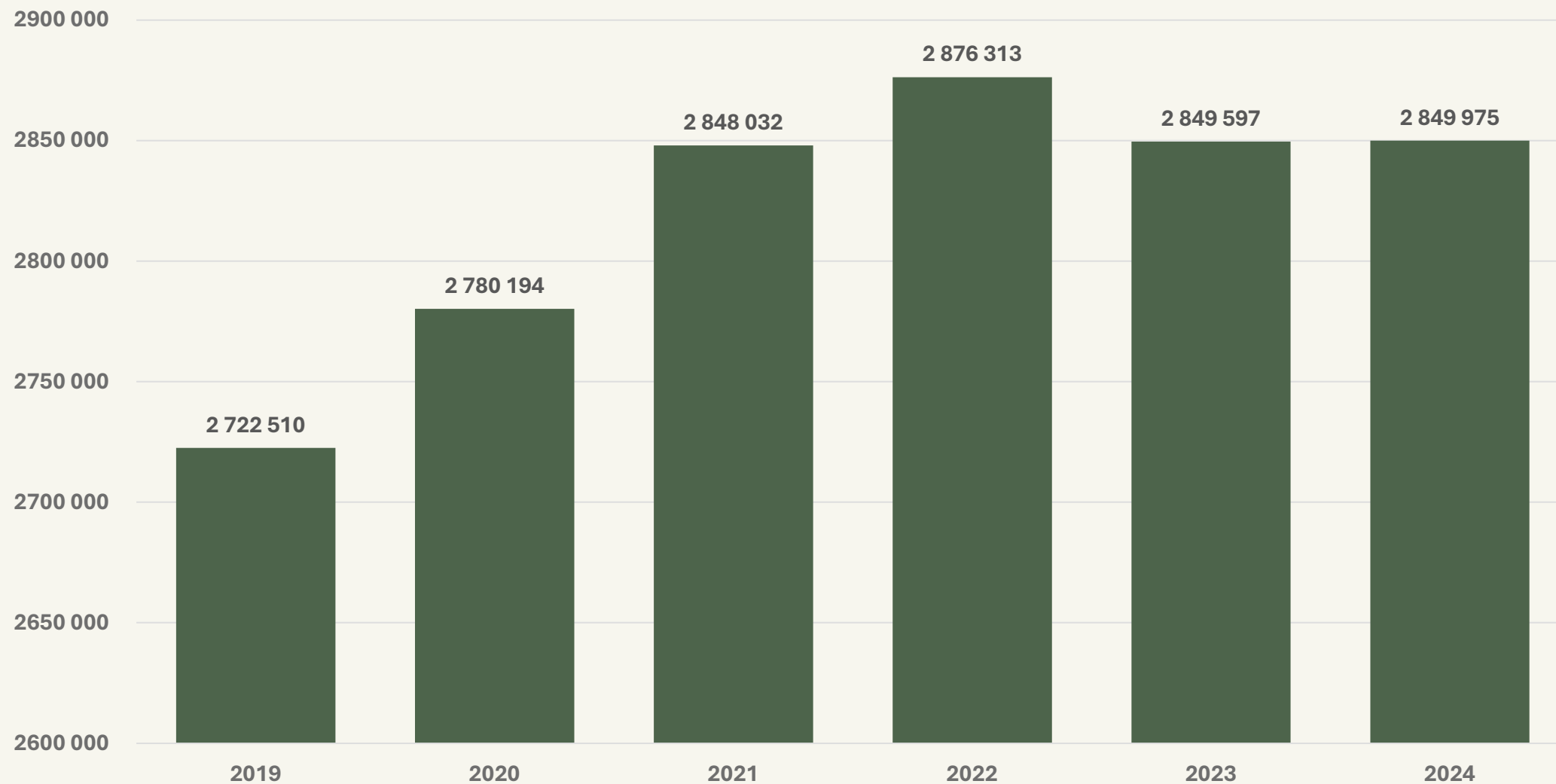


3

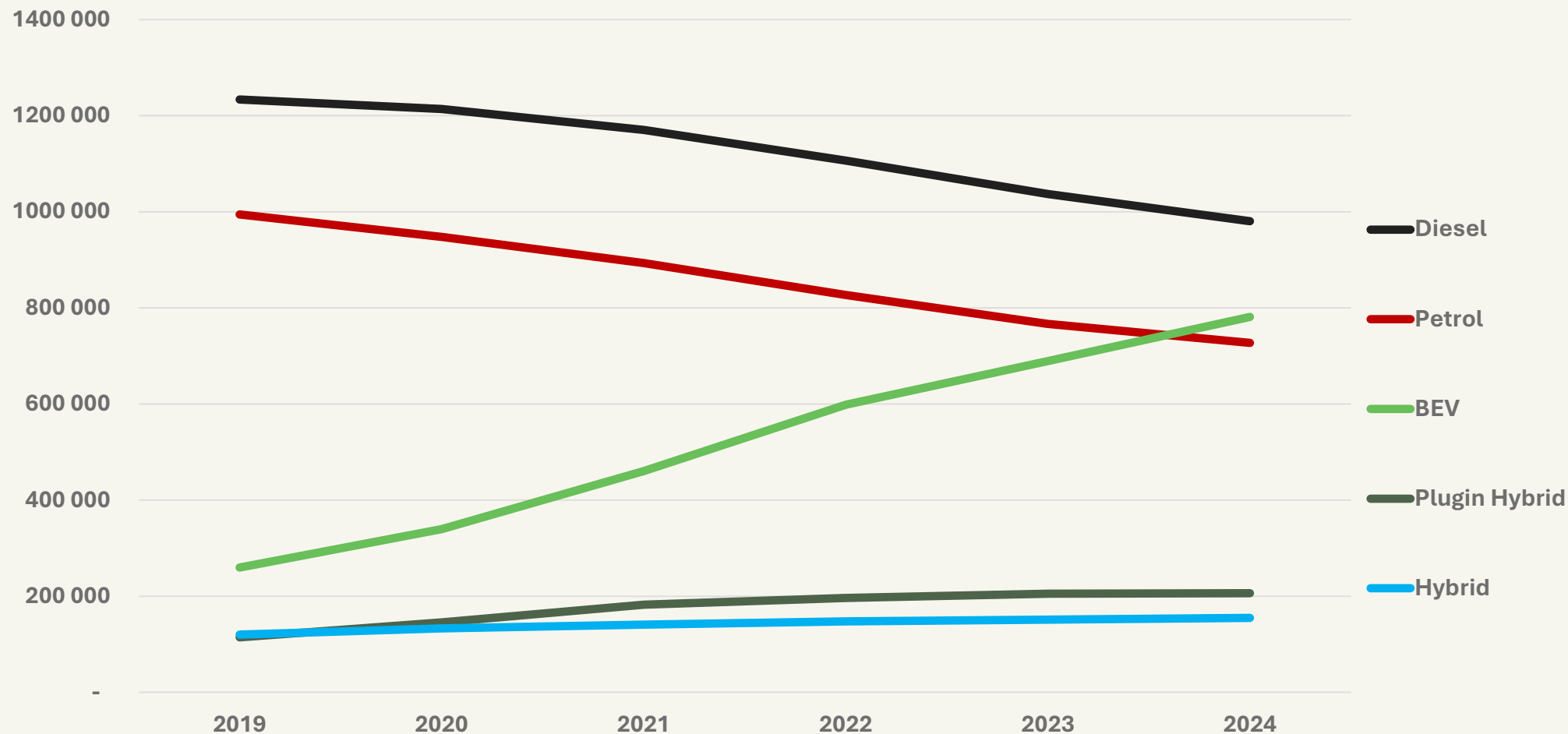
Passenger Car Fleet



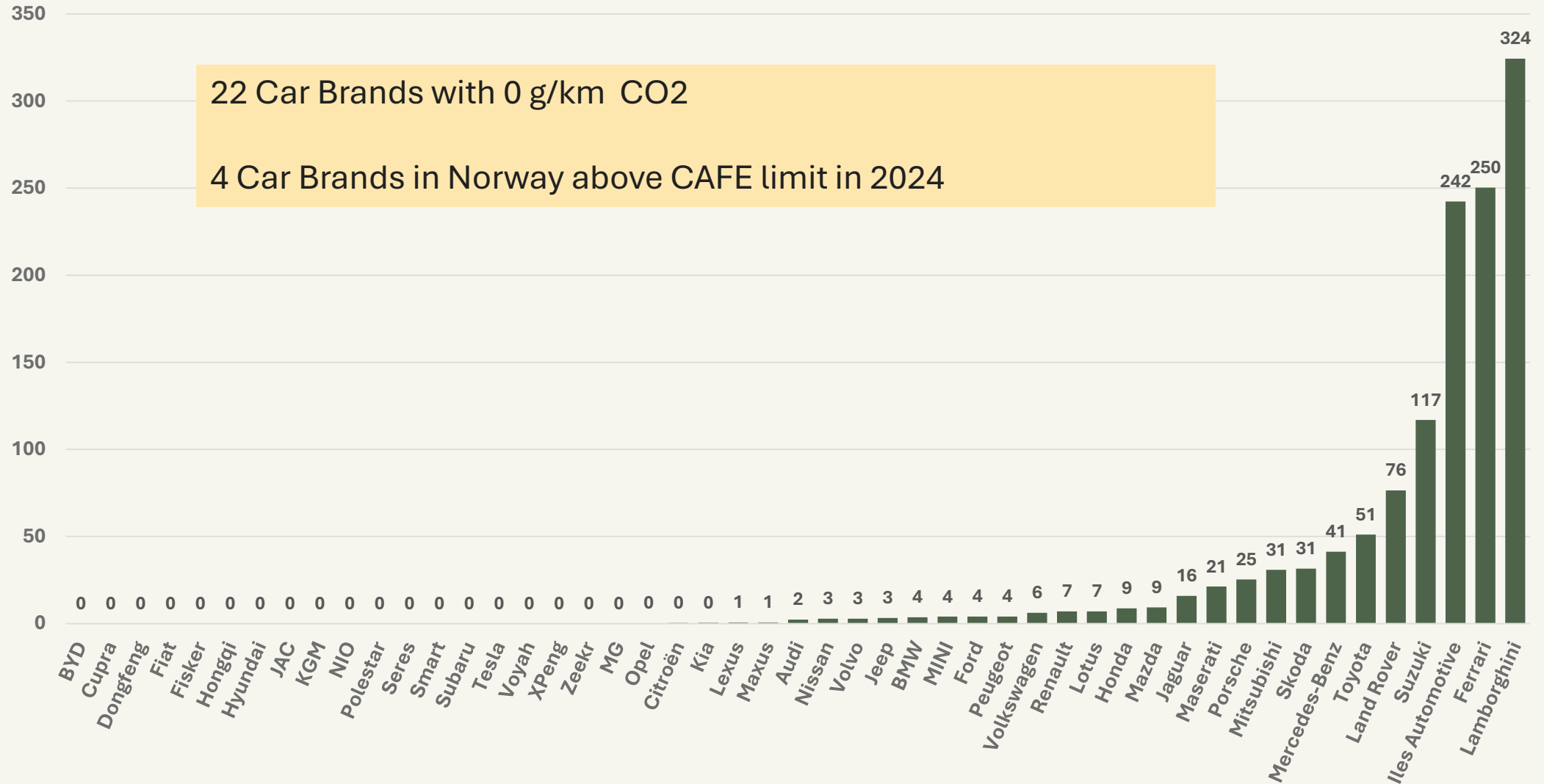
The Car Fleet has stabilized the last two years



Passenger Car Fleet per Powertrain 2019-2024



Average CO2 Emissions from New Passenger Cars per Brand



4

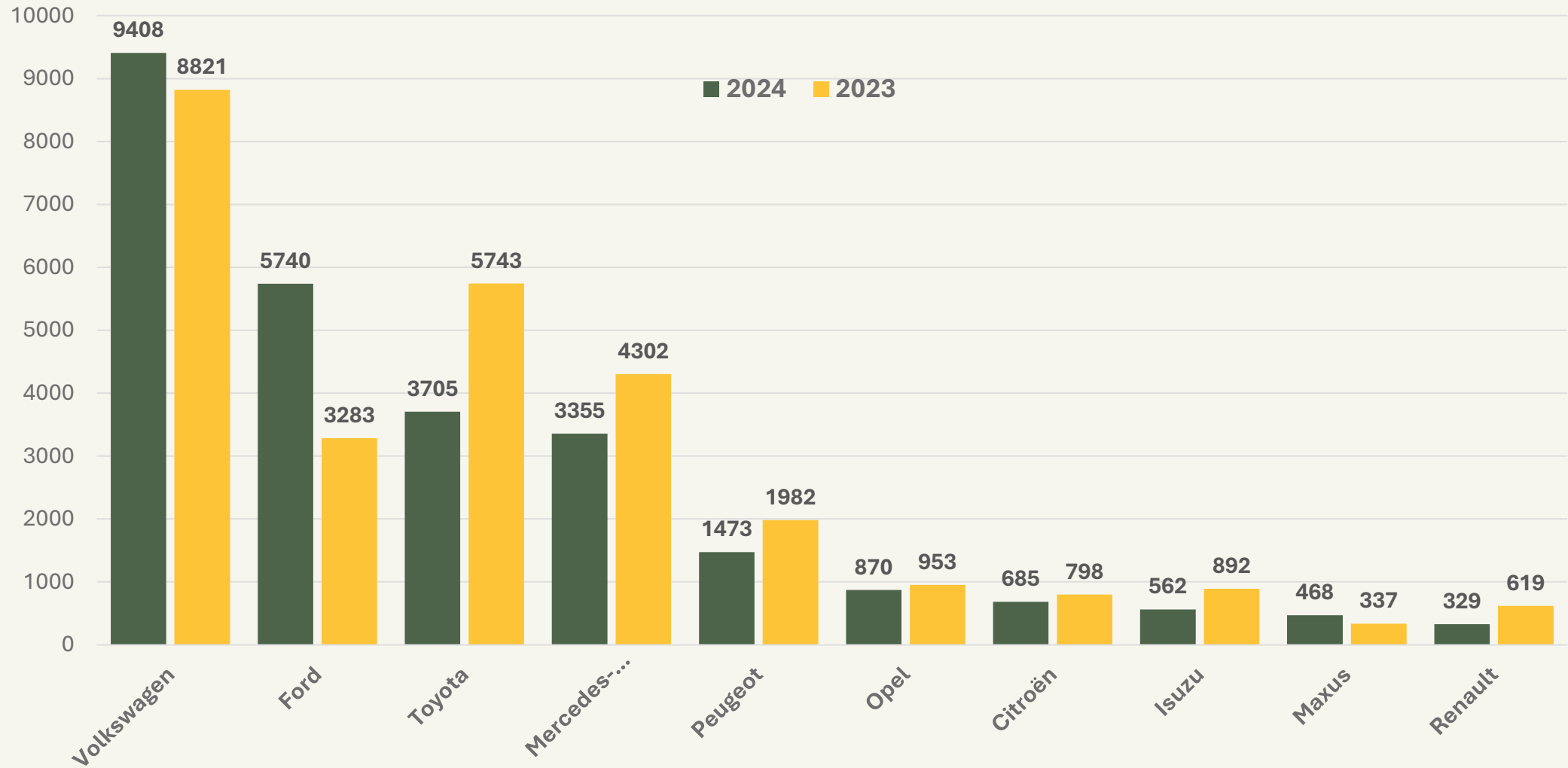
Light Commercial Vehicles



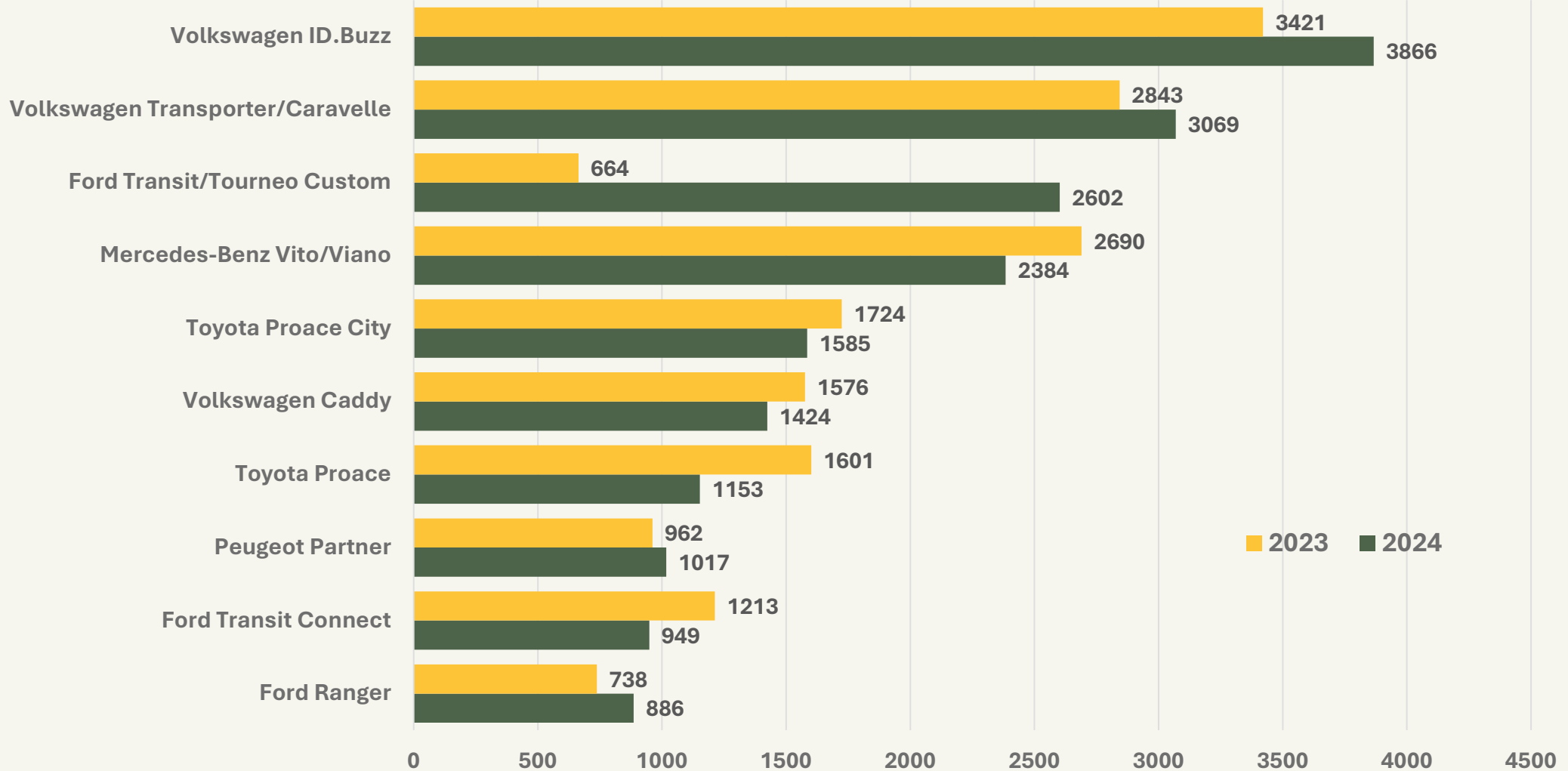
27 496

New LCVs in 2024

Top 10 LCV Brands in 2024 vs. 2023



Top 10 LCV Models in 2024 vs. 2023

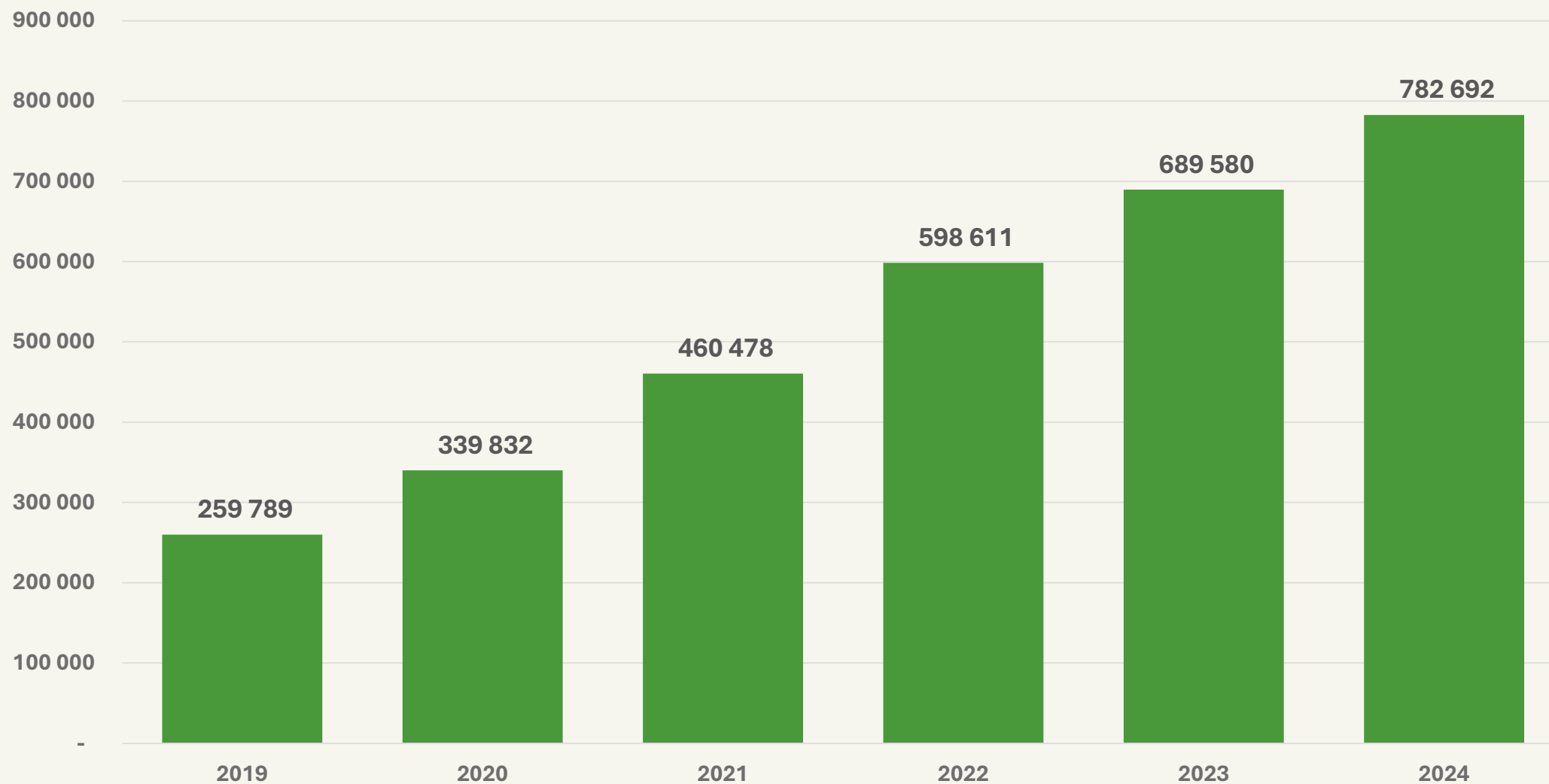


5

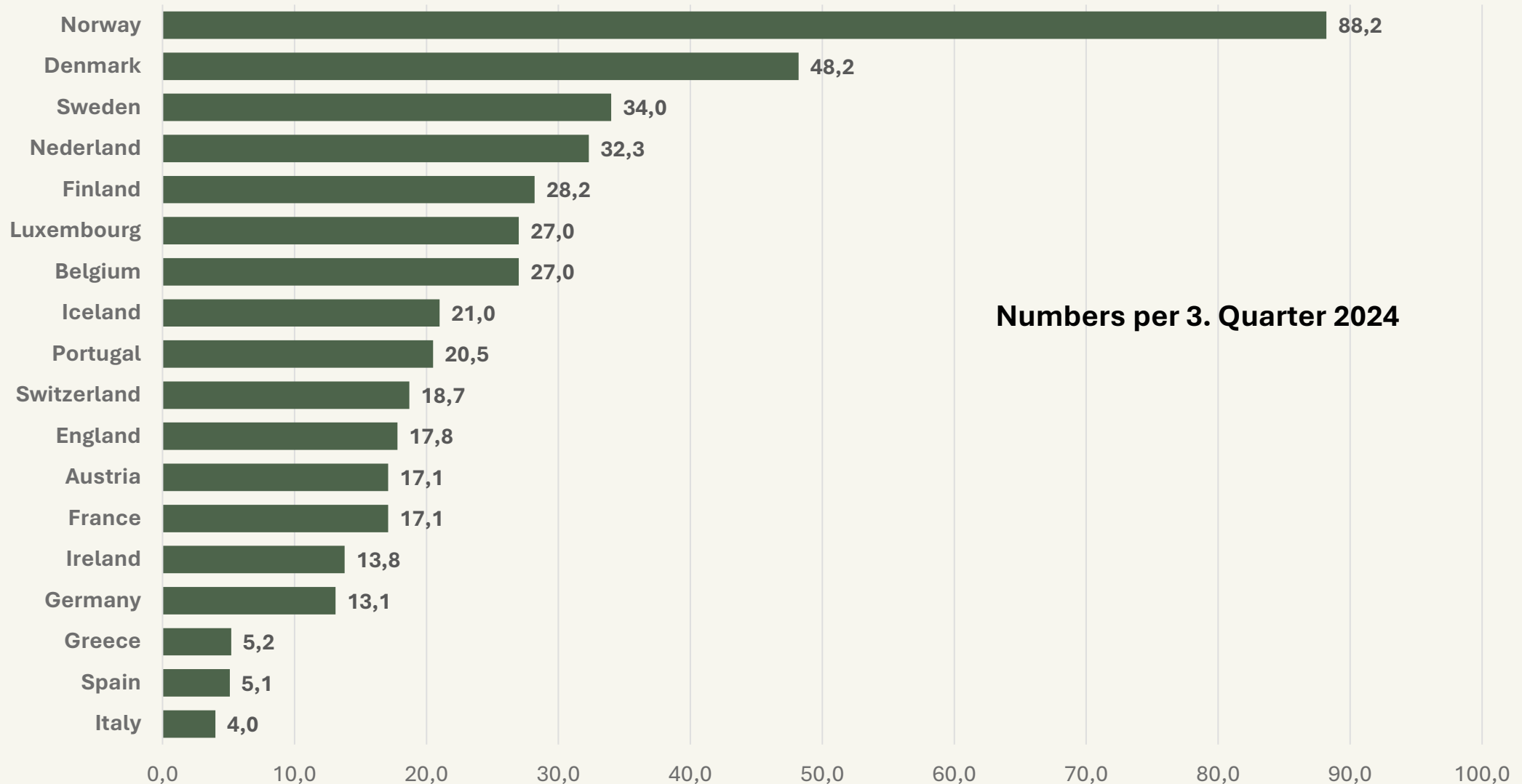
Electric Cars in Norway



BEV Fleet in constant growth - tripled in 5 years



BEV Market Share (new car sales) in Europe 2024



Electric Car Market Share - all Car types 2019-2024

