

# EVs in the toll rings – the Norwegian LEZ solution

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Norwegian EV Association



# Norwegian EV Association

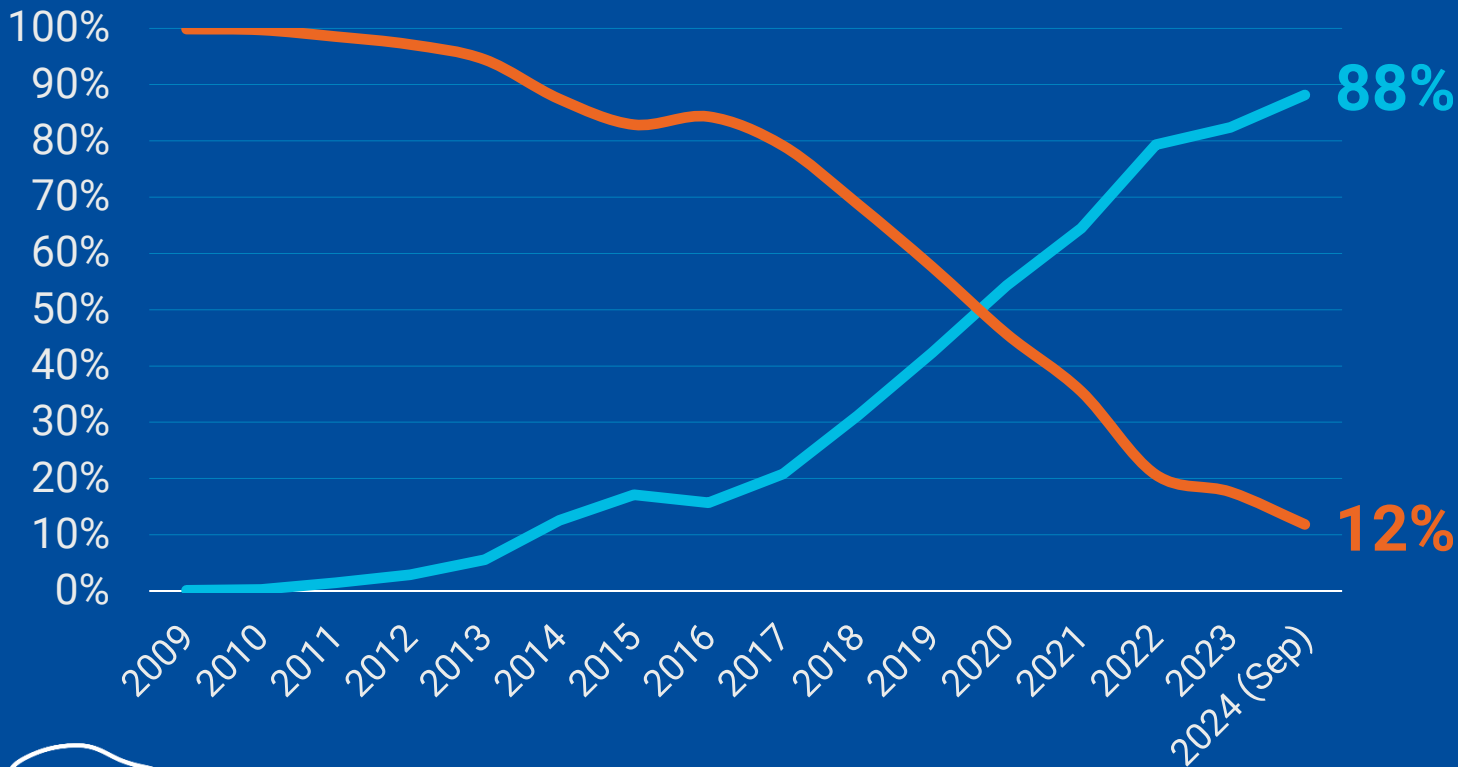
- Over 120.000 members (EV drivers)
- 55 employees

## Our goal:

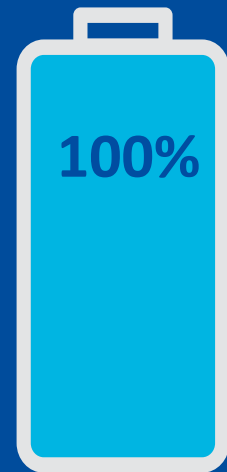
- **Electrify transport as fast as possible to the benefit of our climate and environment**



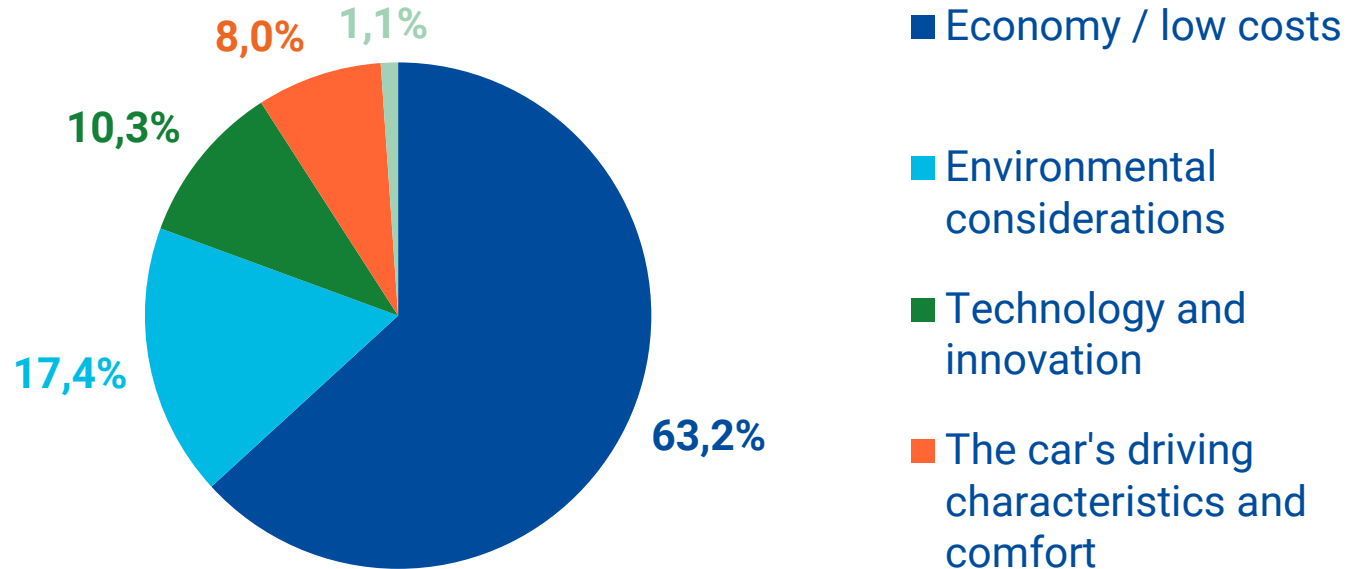
# Norway new car sales



Target for 2025:

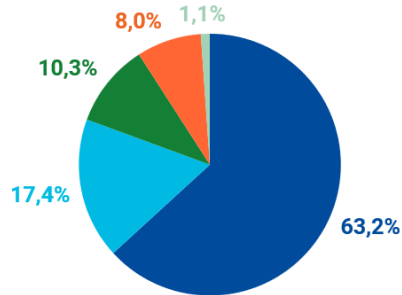


# Which of these four were most important to you in your decision to start driving an EV?



## Economy makes people switch

- Purchase prices
- Toll rings
- Parking and bus lanes
- Charging costs



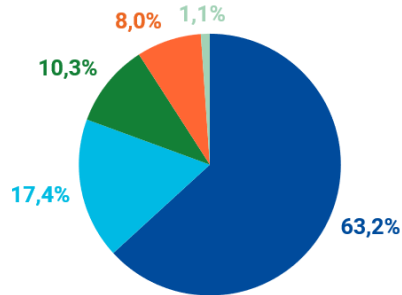
## The experience makes them stay

- Running costs
- Toll rings
- Parking and bus lanes
- User friendly charging



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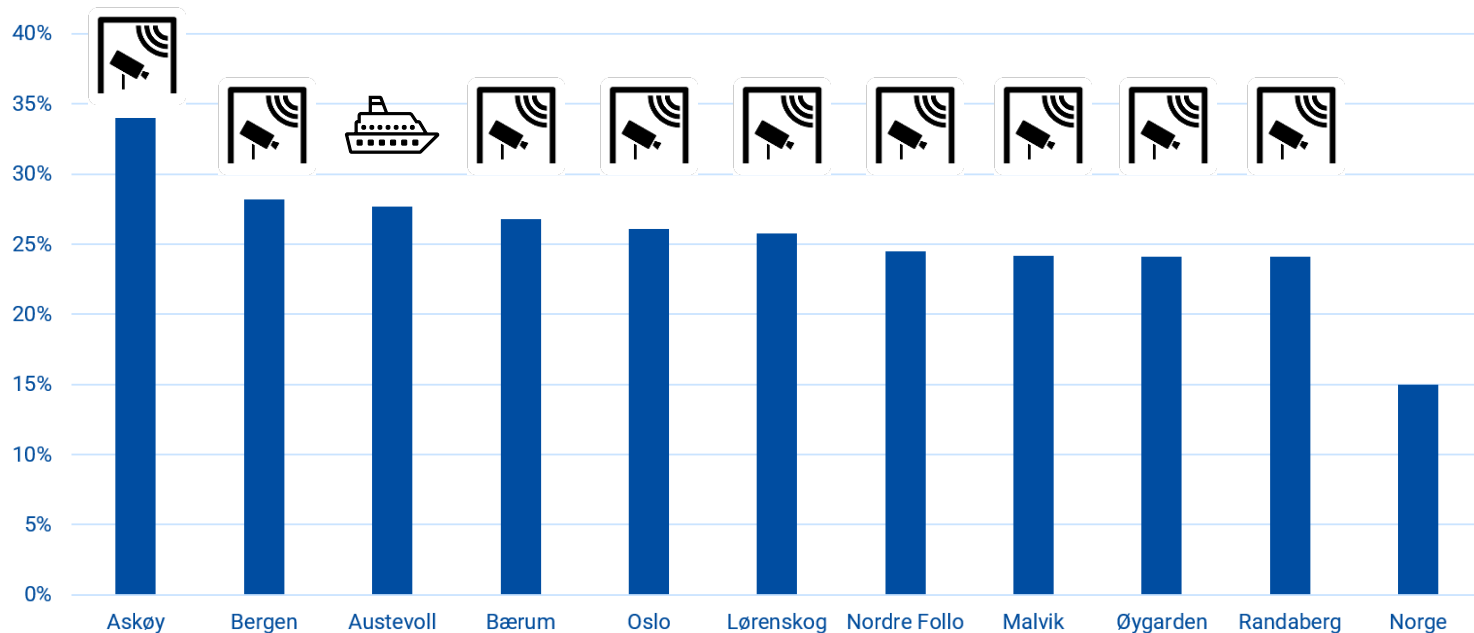
- Running costs
- **Toll rings**
- **Parking and bus lanes**
- User friendly charging



# How toll discounts accelerated the transition to EVs

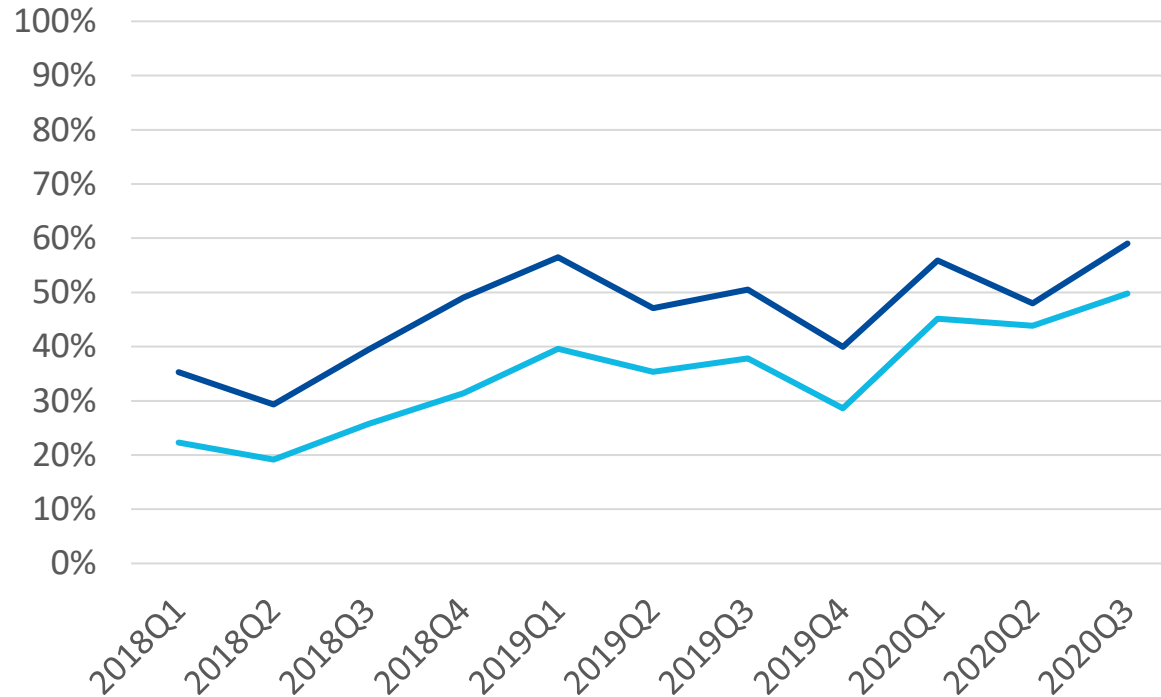


# Top 10 municipalities, EV share of total fleet





# EV market share in toll ring municipalities vs in the rest of the country



# Toll ring policy 1997

Free passing for EVs



# Toll ring policy 2018

EVs pay up to half of  
the regular toll fare

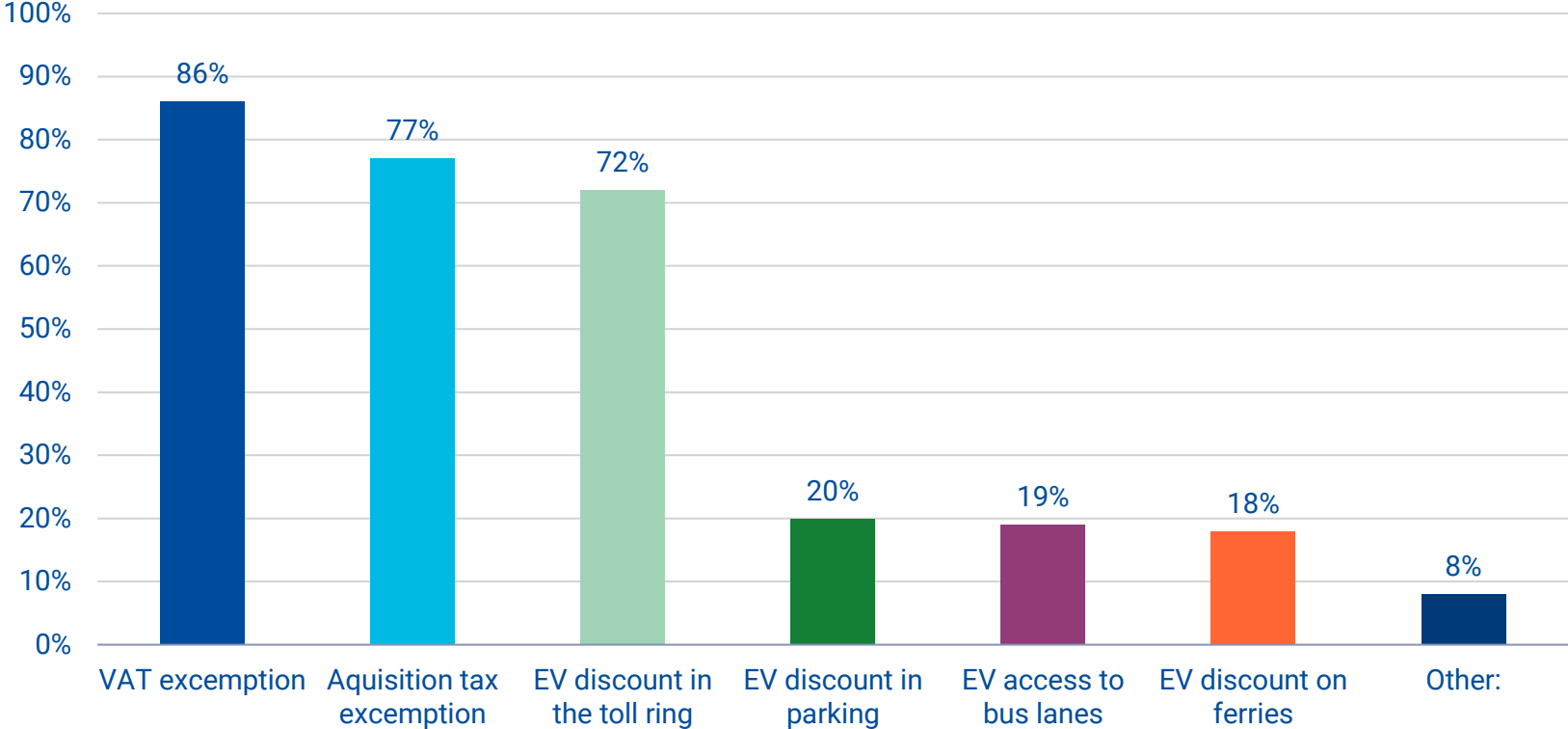


# Toll ring policy 2022

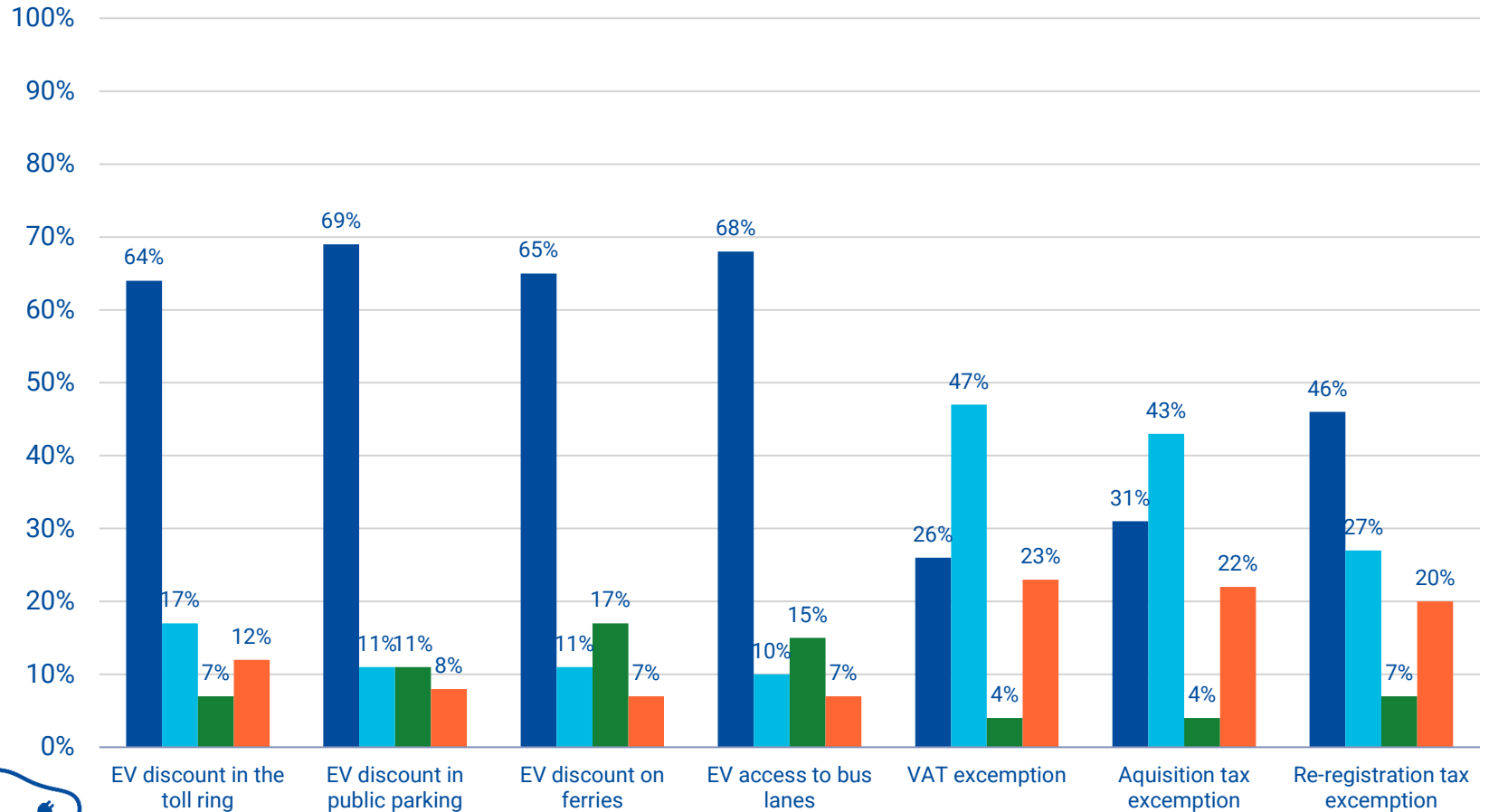
EVs pay up to 70% of  
the regular toll fare



# Mark the three most important EV advantages for you



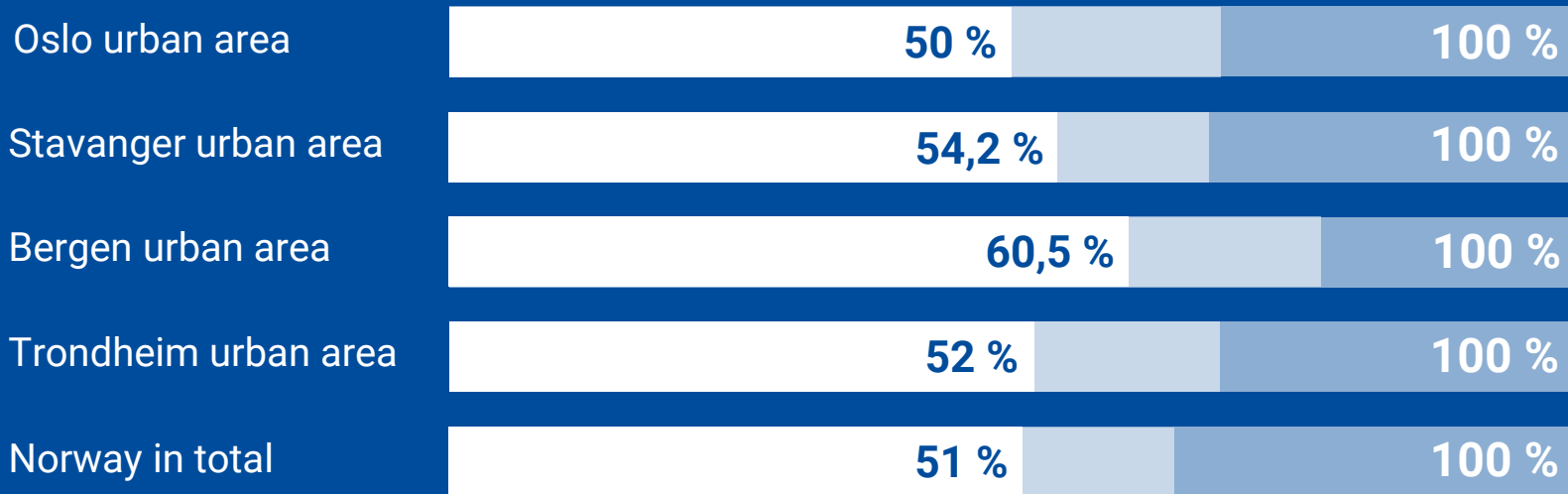
# Would you have bought an EV without



# EV market share (2021) in the four big urban areas



# If the discount were removed – according to our survey the EV driver 2021





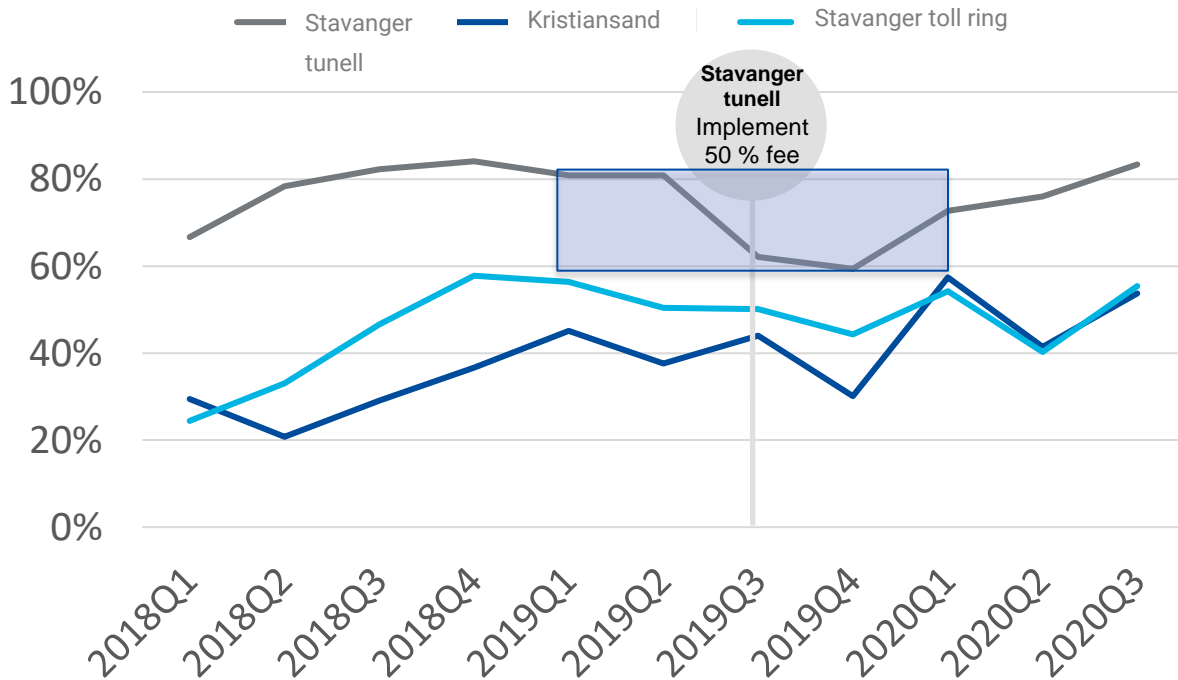
# How EV discount affect consumer behaviour

What happens when we look at the EV sales in two cities with different Toll Ring policies?

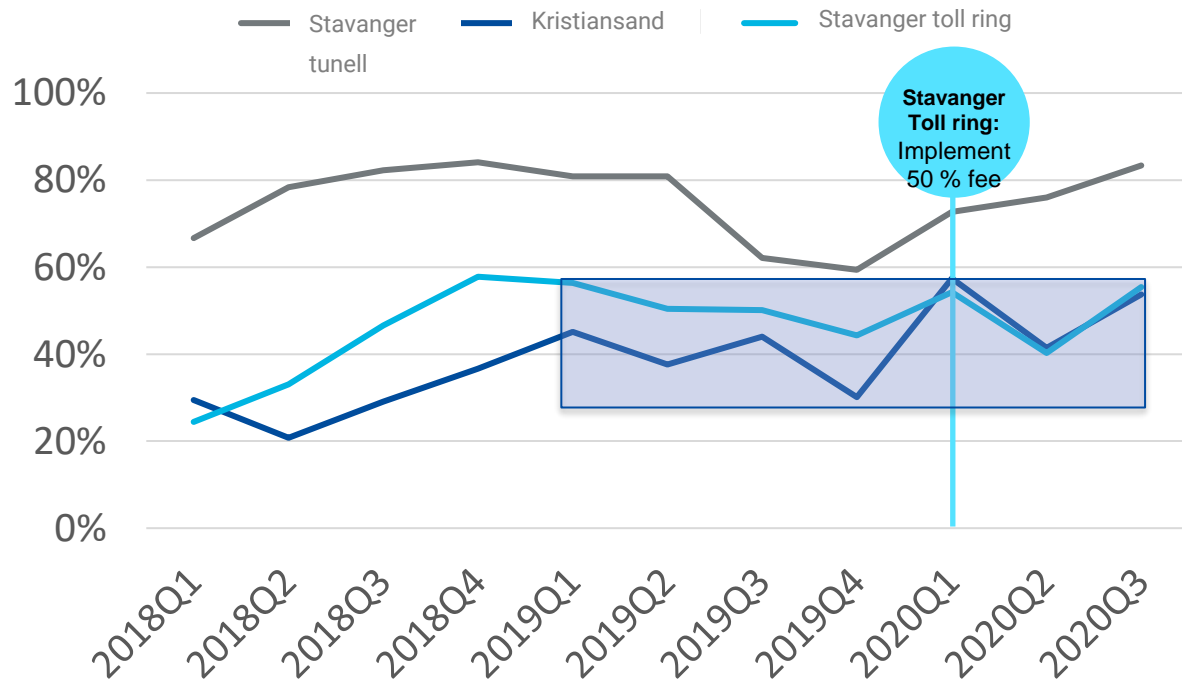
And what happens when they go from a free passing-policy to introducing payment for EVs?



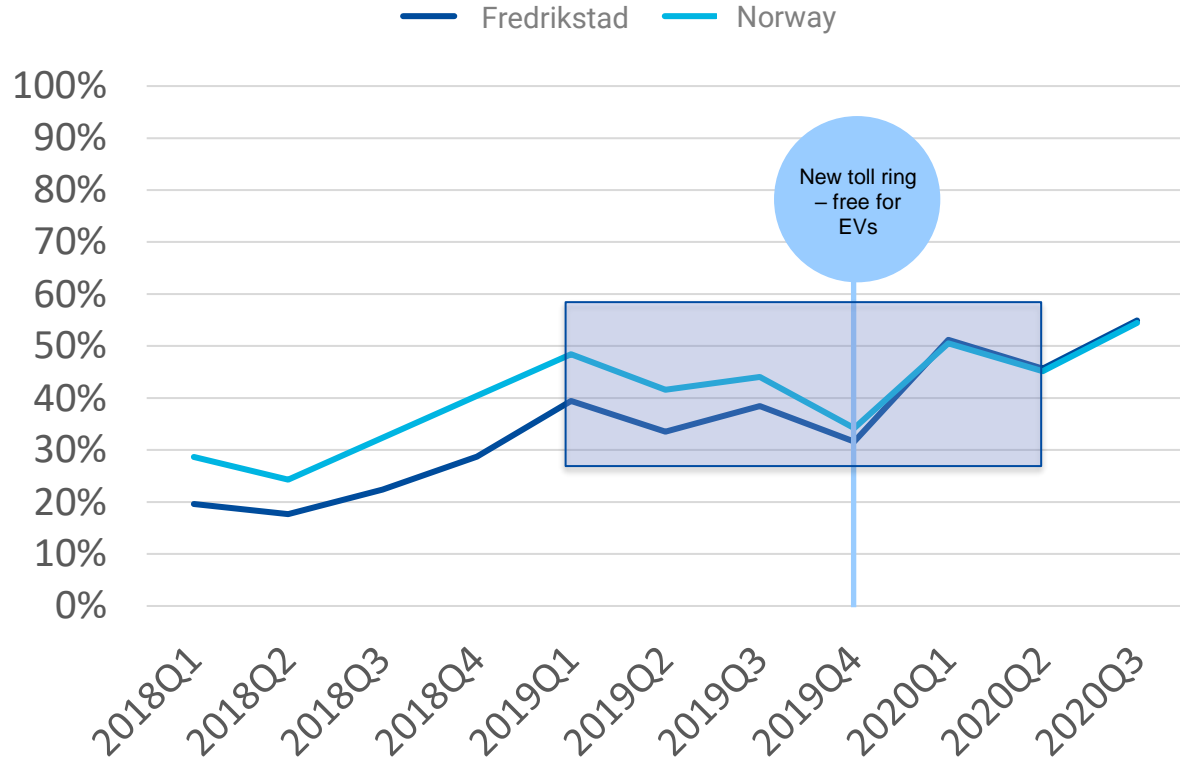
# Kristiansand closing the gap by keeping toll rings free for EVs



# Kristiansand closing the gap by keeping toll rings free for EVs



# The EV uptake in the city of Fredriksad was lagging behind – until they introduced LEZ



# Free passing / discount for EVs on toll roads

- The third most important Norwegian EV policy
- Documented effect
- Also makes second hand EVs more attractive





Norwegian **EV** Association

[elbil.no](http://elbil.no)