

Affordable EV platform: how the EU can bring social leasing to scale - T&E note

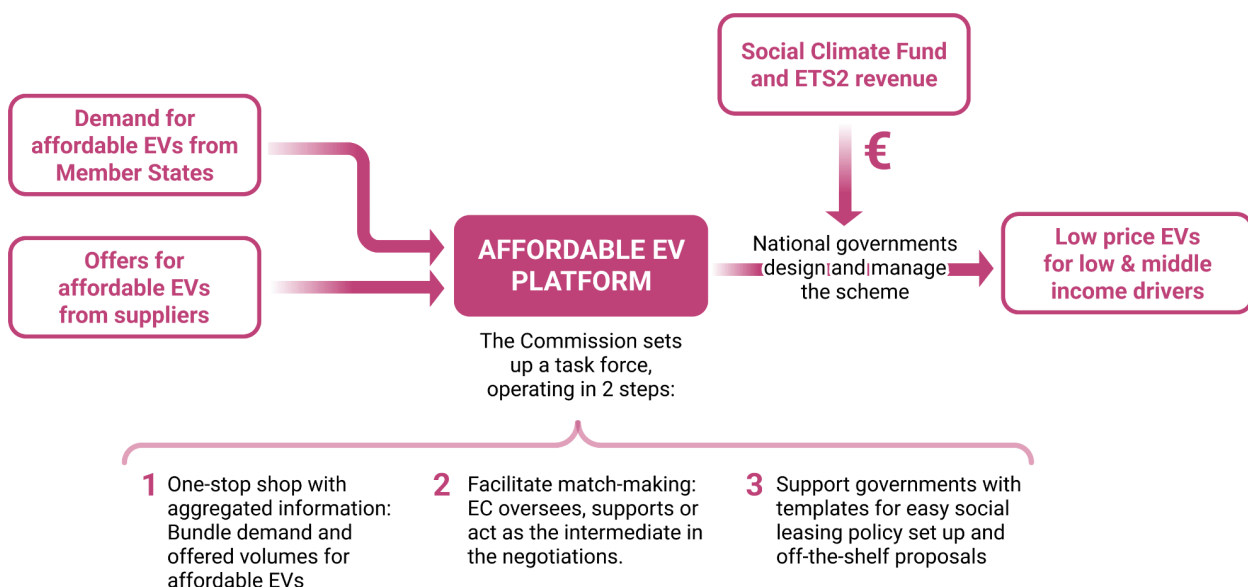
Overview

T&E proposes the creation of an EU-level low-price electric vehicle platform ('Affordable EV Platform'), to accelerate the transition to electric vehicles in a socially inclusive and industrially competitive way. The platform would: 1) boost demand for compact made-in-Europe EVs, and 2) help EU member states design support schemes by acting as a broker or facilitator.

The 'affordable EV platform' would support member states' design and set up national social leasing policies. Such schemes would be inspired by the France initiative, using SCF, ETS2 revenue and unspent RRF. Many Member States are interested in setting up social leasing but lack the administrative capacity or tools to implement such schemes effectively.

The platform would aggregate demand from Member States (in volume of affordable EV for social leasing schemes) on the one hand, and offers from carmakers and leasing companies on the other. The transparent demand and offers allow for competitive offers and better price negotiation. The platform would then facilitate the matching of the demand and offers to obtain large scale pan-EU projects in addition to supporting governments with templates for easy social leasing policy set up and practical off-the-shelf proposals.

T&E calls the EU Commission to take a stronger role (beyond succinct [recommendations](#) and [guidelines](#)) and set up an 'affordable EV platform' in 2025 as part of Commissioner Tzitzikostas' Sustainable Transport Investment Plan (STIP).



How would it work?

The European Commission would establish a task force to operate the platform, acting as a central coordinator (or broker) between governments and industry, facilitating matching, negotiation and policy set up:

1. **Step 1: Aggregate demand:** Member States express interest and quantity of vehicles needed for setting up social leasing schemes.
2. **Step 2: Collect offers:** Carmakers and leasing firms submit information about available vehicle volumes, models, and prices (before subsidy).
3. **Step 3: Matchmaking:** The EU Commission publishes aggregated demand and supply and acts as a facilitator or broker in the match making between the two. It could support negotiations when relevant. The Commission doesn't purchase or own the vehicles.
4. **Step 4: Support policy set up:** Support governments with templates for easy social leasing policy set up and off-the-shelf proposals which States can directly apply to their national context.

Key principles:

- **Subsidiarity:** National governments retain control over subsidies, eligibility criteria, scheme design and management. The participation would be voluntary and national governments would tailor the measures to the specific national context.
- **Transparency:** Open visibility of offers and demand encourages competition and increases effectiveness.
- **Made in Europe & affordability:** Vehicles should meet EU-origin or [eco-score](#) criteria and be below a certain maximum price.

Benefits:

- **Industrial boost:** Signals clear demand for affordable European EVs, helping manufacturers scale up.
- **Administrative ease:** Centralised pre-existing offers and prepared templates simplify policy setup at national level.
- **Support for smaller states:** Demand aggregation and EC secured framework (including pre-conditions) helps those with limited capacity or negotiation power to secure effective schemes.
- **Lower prices:** Transparency drives competition among OEMs and leasing companies by allowing countries to select offers which are better priced.
- **Social acceptability:** Social leasing offers low-income drivers access to affordable EVs, addressing the social barrier in the EV transition.

Conclusion: T&E urges the European Commission to launch the Affordable EV Platform in 2025 as part of the STIP. This initiative offers a smart, scalable solution to make the EV transition both socially fair and industrially strategic.

Annex - More details on steps 1, 2, and 3

The full design of the Affordable EV Platform should be developed collaboratively with policymakers, industry, and civil society once a political mandate is in place. Below is a proposed approach to guide early discussions.

Industry offers: Companies would submit offers containing:

- Year, volume, and price range (below €25,000 or €25,000–€35,000).
- Offers must be pan-European (valid in all EU countries) and meet a minimum volume (e.g. 50,000 units per model).
- Vehicles must meet minimum performance criteria: eco-score threshold, at least 300 km range, at least 100 kW DC charging capacity.
- Carmakers may bid alone or with leasing companies.
- Bids can match specific Member State demand and include final leasing prices based on expected national subsidies.
- Bids should cover multiple countries to ensure geographic diversity (for example combining a large market and a smaller one).

Government demand: Member States would:

- Indicate subsidy levels for each vehicle category (e.g. €5,000 per vehicle under €25,000).
- Specify target volumes (e.g. 50,000 EVs in 2025).
- State expectations for maximum effective leasing price (e.g. ≤ €150/month).
- Are encouraged to group their demand with other countries.

Pre-conditions applied across the final leasing schemes:

To ensure consistency and accessibility across the EU, final leasing schemes should meet these shared criteria:

- Minimum duration of 5–6 years
- Transparent pricing
- Monthly lease caps aligned with a reference table from the Commission (e.g. €150/month cap for a BEV under €25,000 with €5,000 subsidy)
- First payment cap to reduce upfront barriers for low-income users
- Geographic equity: A minimum number of smaller or lower-EV-penetration Member States should be included in final projects
- Funding sources: Social Climate Fund, ETS2 revenue (frontloaded to 2025), remaining RRF funds, and/or national budgets.

Further information

Lucien Mathieu, Cars Director

lucien.mathieu@transportenvironment.org