



BRIEFING - NOVEMBER 2025

How corporate fleets can boost demand for Made-in-EU EVs

The European Commission Clean Corporate Vehicles Initiative

Summary

Corporate fleets drive demand for Made-in-EU electric cars

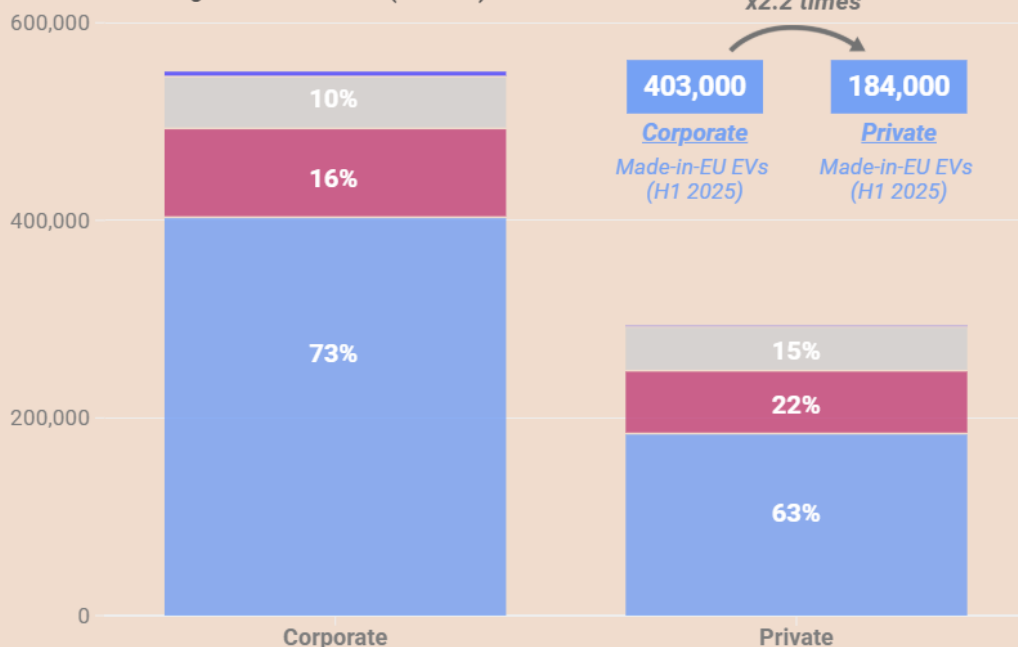
The European Commission is preparing a legislative proposal on Clean Corporate Vehicles. This is a big opportunity to boost demand for Made-in-EU electric cars.

Our analysis shows that already today, 73% of electric cars registered by companies were produced in the EU. For the private segment this was 63%. Because the majority of new vehicle sales in the EU are company cars, this 73% translates into 403,000 Made-in-EU EVs while for the private market this was only 184,000.

Corporate fleets drive the demand for electric cars Made-in-EU

■ Made in EU ■ Made in China ■ Made in US ■ Others (South Korea, Japan...)

New electric car registrations in the EU (H1 2025)



Source: T&E calculations based on Dataforce (2025) and EV-Volumes. New car registrations in the EU-27 (H1 2025).



EU fleet targets can grow demand for locally produced EVs by 1.2 million

With the upcoming Clean Corporate Vehicles proposal, the European Commission can further tap into this potential. Asking the corporate market to accelerate and lead Europe's shift to electric is legitimate:

- In 23 out of 27 Member States, companies receive more benefits than private buyers for owning an EV. In Germany this goes up to €14.000 per car.
- Despite such benefits, in only 3 Member States companies are really driving the uptake of electric cars.

This means that the corporate market's potential is far from exhausted: an EU-wide target (on Member States or companies) **asking large corporations to electrify 75% of their new cars in 2030, with Made-in-EU requirements, could lead to an additional 1.2 million locally produced EVs by 2030.**

Electrification targets for corporate fleets can boost demand for Made-in-EU electric cars



Targets for **large companies**
(>250 employees)



+1.2M
*extra Made-in EU
electric cars by 2030*

x2.3 times

*the car production of
the VW Wolfsburg plant
in 2024 (521,000)*



Policy recommendations:

- 1. Propose a Regulation on Clean Corporate Vehicles:** corporate fleets are key for both decarbonisation and European EV manufacturing, but their potential remains untapped.
- 2. Include ambitious, binding electrification targets:** the European Commission must set ambitious corporate electrification targets, either on Member States or on large companies.
- 3. Introduce local content requirements:** the legislation should introduce local content requirements for a certain share of the corporate fleet, which would ensure a higher demand for Made-in-EU EVs.

1. Why the EC should ask companies to lead on electrification

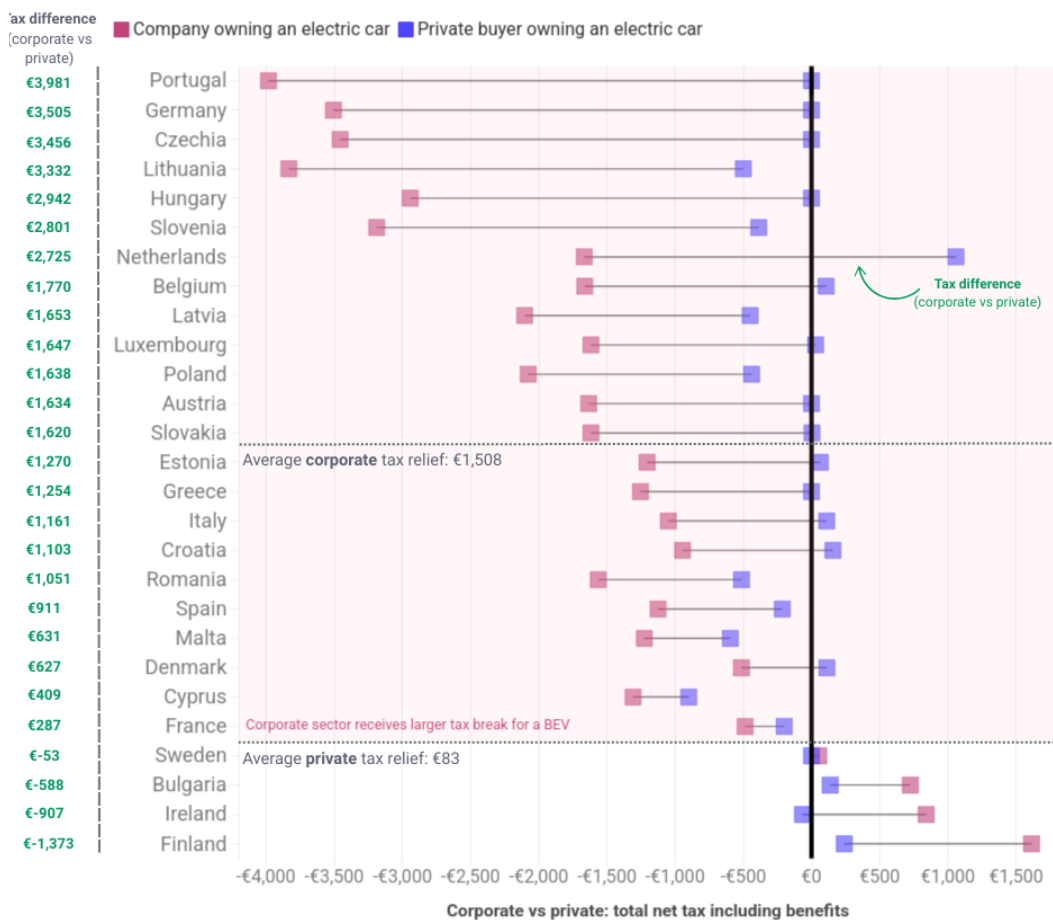
The European Commission is preparing a legislative proposal on Clean Corporate Vehicles. This law is expected to set binding electrification targets on corporate cars - either on Member States or on large companies.

1.1. Companies benefit from tax breaks when owning an electric car

There are good reasons for the Commission to ask companies to lead Europe’s switch to electric: when companies buy or lease a car, they benefit from fiscal advantages that are not available to private buyers. Examples are VAT deductions, depreciation write-offs and Benefit-in-Kind.

In 23 out of 27 Member States, companies receive more benefits than private consumers when owning an electric car. [T&E analysis](#) shows that the average EU corporate tax relief for an EV buyer is €1,508 yearly. In Germany, where corporate EV tax benefits are among the highest, this goes up to €3,505 per year, or €14,020 over a typical ownership period of four years. **Companies benefit from public money when owning an electric vehicle and should therefore drive the EU’s efforts in decarbonising road transport and boost demand for electric vehicles.**

In 23 out of 27 EU Member States, companies receive more benefits than private buyers owning a BEV



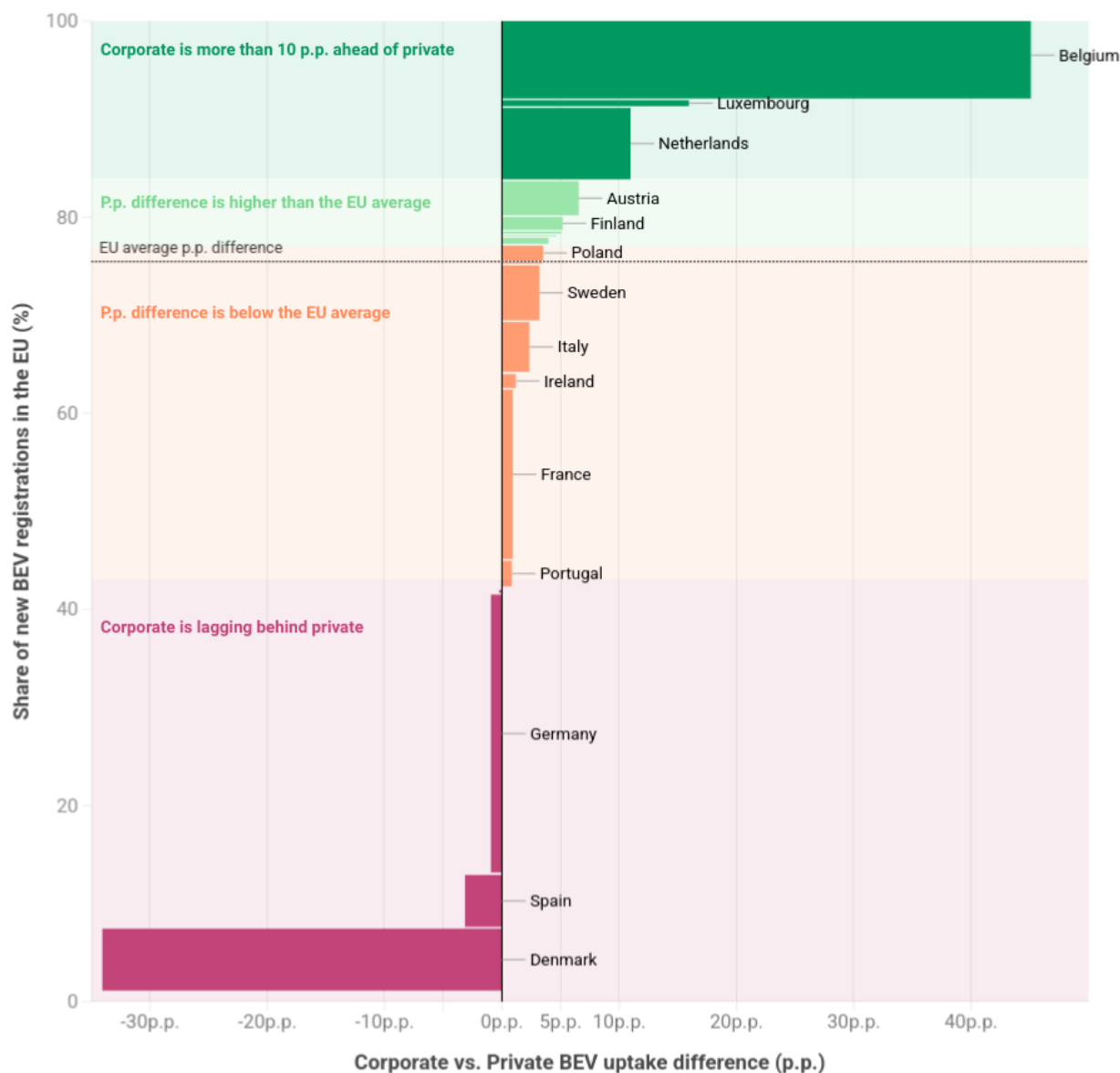
Source: T&E analysis for a compact electric SUV based on national fiscal sources as of April 2025.
Note: The total net tax includes the acquisition tax, ownership tax, BiK employer and the benefits VAT deductions, depreciation write-offs and purchase subsidies. Assuming a strict business-use-only (no private or mixed use), the average tax relief for a corporate BEV would be €2,011.



1.2. Only in three EU countries the corporate car market is clearly leading on electrification

Despite these fiscal benefits, companies are not clearly outpacing the private market in terms of electrification. This is partly due to the tax benefits that polluting company cars continue to receive. In only three EU countries the corporate market is significantly steering the adoption of BEVs (Belgium, Luxembourg, Netherlands). In large car markets such as Germany, France, Spain or Italy, their performance is underwhelming. Countries that have introduced structural fiscal reforms have a much higher corporate car electrification share. Since 2021, Belgium progressively phased out the fiscal deductibility for fossil fuel vehicles, creating a clear and growing incentive for BEV uptake. This has resulted in corporate BEV registrations of over 54% in the first half of 2025 (compared to 9% in the private market).

In only 3 EU Member States, companies are really driving the uptake of BEVs



Source: T&E calculations based on Dataforce (2025), H1 2025 new car registrations.
Note: Some country names are not shown in the graph because they register few vehicles (thin bar size)

2. Electrifying corporate fleets brings more benefits for EU automotive industry

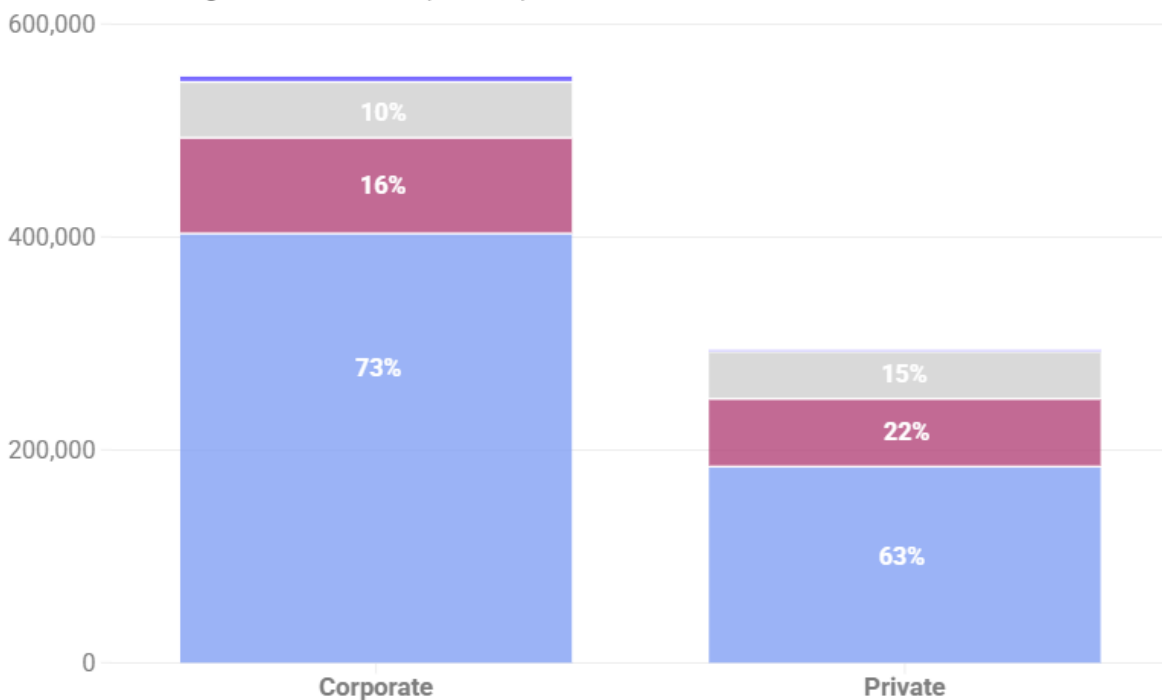
2.1. Companies buy more Made-in-EU EVs

Looking at the registration data of the first half year of 2025, companies tend to prefer purchasing more EVs that are made-in-EU than private households (73% against 63% for private buyers). Made-in-EU is defined as vehicles for which the final assembly line is located in the EU-27 (i.e. EVs of European brands that are produced in China and imported into the EU are not counted as Made-in-EU). Due to their high market share - 60% of new cars are corporate - and higher preference, there are 2.2 times more Made-in-EU electric cars registered by companies than private: 403,000 compared to 184,000 in just the first half of 2025.

Corporate fleets drive the demand for electric cars Made-in-EU

■ Made in EU ■ Made in China ■ Made in US ■ Others (South Korea, Japan...)

New electric car registrations in the EU (H1 2025)



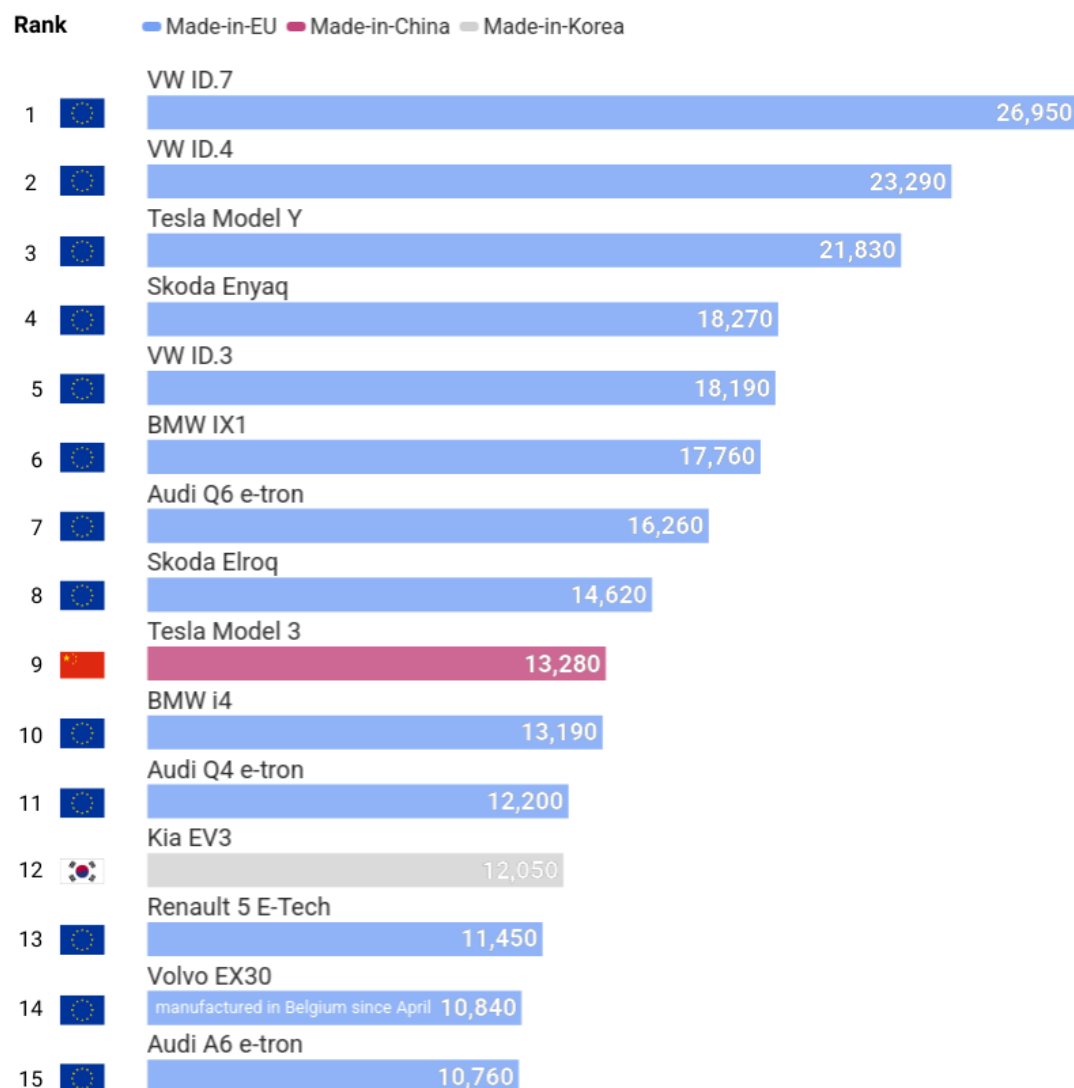
Source: T&E calculations based on Dataforce (2025) and EV-Volumes. New car registrations in the EU-27 (H1 2025). 

2.2. What are the most popular EV models in the corporate and private market?

This trend is also reflected when zooming in on the most popular EV models for both the corporate and private segment: Made-in-EU EVs currently dominate the business segment, with 13 out of the 15 most popular models manufactured in the EU. For private buyers, these numbers are telling a different story: only 10 out of 15 top-selling models are EU made (see [Annex](#)).

Companies buy more Made-in-EU electric cars

Best-selling electric corporate car models are in majority Made-in-EU



Source: T&E analysis based on Dataforce (2025) and EV-Volumes. H1 2025 new EU27 registrations.

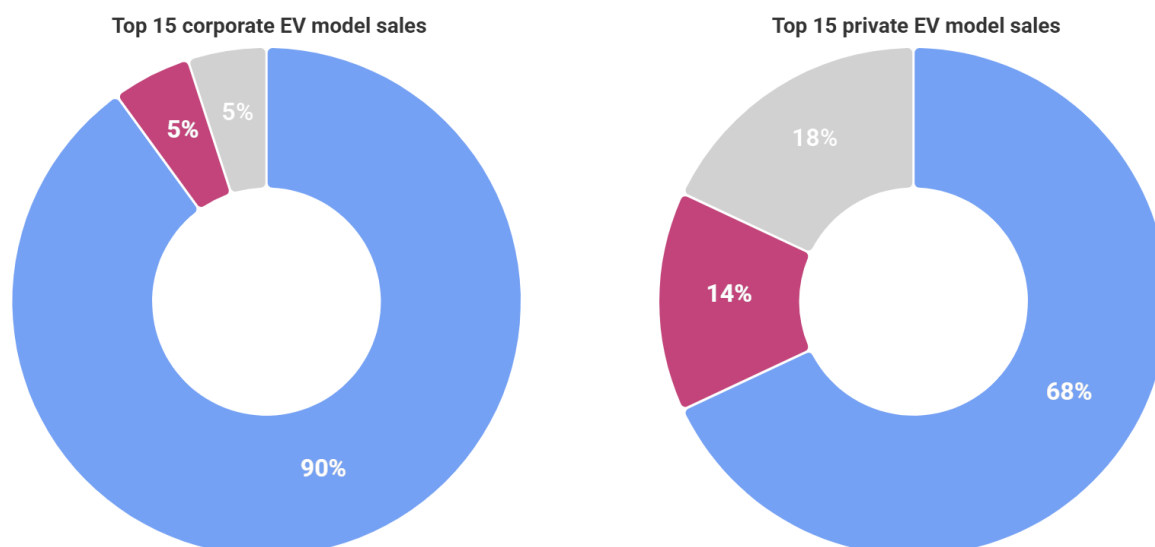
Note: A vehicle is considered produced in the EU if the final assembly line is physically located in one country of the EU27.



This gap becomes even more apparent when zooming in on the market share of the top 15 models that are not Made-in-EU (see figure below): for the corporate segment, the non Made-in-EU models (Tesla Model 3 and the Kia EV3), account for only 10% of the best-selling corporate EV sales in the first half of 2025. For the private segment, this is 32%.

Almost all of the best-selling corporate electric models are Made-in-EU

■ Made-in-EU ■ Made-in-China ■ Other



Source: T&E calculations based on Dataforce (2025) and EV-Volumes. New EU27 registrations H1 2025.

Note: A vehicle is considered produced in the EU if the final assembly line is physically located in one country of the EU27.



3. How EU fleet targets can further boost demand for made-in-EU EVs

As T&E analysis confirms, companies currently have a higher preference for a Made-in-EU vehicle when purchasing an EV. Nevertheless, there is still a lot of untapped potential, as companies are currently not clearly leading on electrification (see [Section 1](#)). In order to assess the additional benefits of the forthcoming EU Clean Corporate Vehicles legislation on Made-in-EU EV production, we have analysed the impact of EU fleet targets on the demand for EVs produced in the EU under two scenarios.

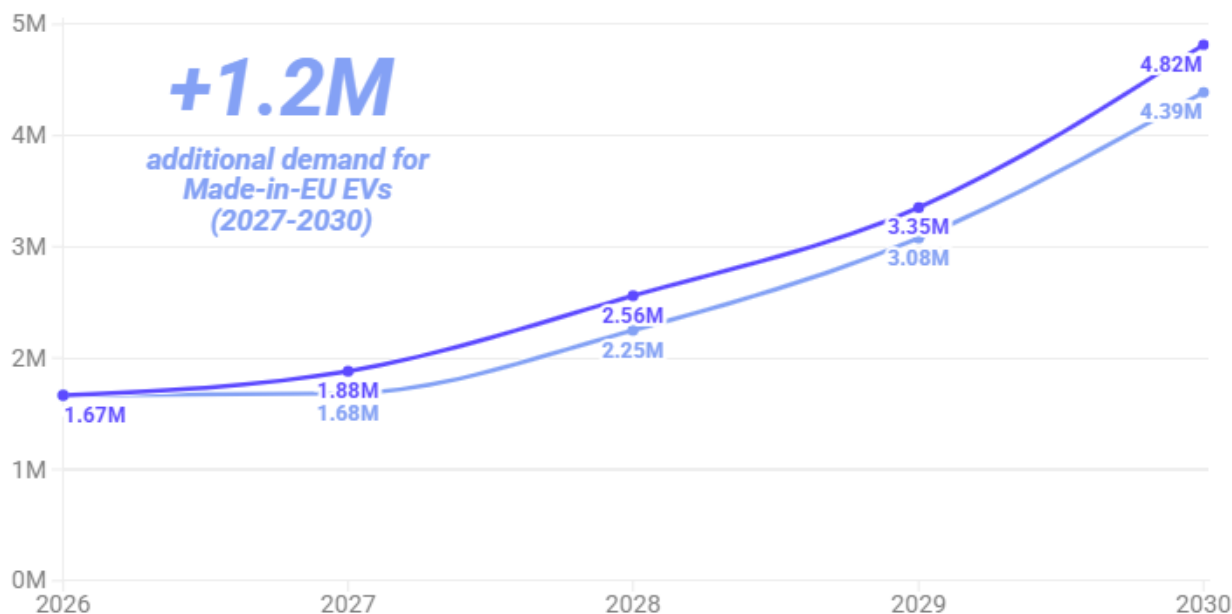
- 1. Business as usual:** without any obligations on corporate vehicles and under today's market conditions and CO₂ standards (Regulation 2019/631), we expect 13.1 million Made-in-EU electric vehicle sales between 2026 and 2030.
- 2. Binding electrification targets on Member States (only affecting large companies):** in this scenario, the European Commission proposes binding ZEV-purchasing targets on large companies (+250 employees) as part of the Clean Corporate Vehicles legislation: 50% of new large company registrations by 2028, and 75% by 2030 have to be zero emission vehicles, with a requirement that at least 90% of the targeted corporate cars must be Made-in-EU. These targets would increase the demand for additional made-in-EU electric cars by 1.2 million, bringing total production to 14.3 million vehicles. For illustration: the total production of the VW Wolfsburg plant in 2024 (all powertrain types) reached 521,000 units.

Being Europe's largest manufacturing country, the benefits for electric car production in Germany are particularly big. Results for Germany can be found in the annex.

Binding electrification targets on corporate fleets will boost demand for Made-in-EU electric cars

— Without EU fleets initiative — EU sets targets only for large companies (+ 250 employees)

Annual registrations of new electric cars Made-in-EU



Source: T&E analysis

Note: The targets for large companies are 50% in 2028 and 75% in 2030, with a requirement that at least 90% of the targeted corporate cars must be Made-in-EU. In this scenario, the CO₂ standards targets are not surpassed and it is assumed that no changes will be made to Regulation 2019/631.



This potential increase is crucial for Europe. It proves the CCV initiative is essential for growing the European manufacturing scale and keeping our domestic EV supply chain competitive. It achieves this industrial boost without needing to raise the ambition of current CO₂ emission standards.

4. Policy recommendations

To fully unlock the potential of the corporate car market to drive both the clean transition and the competitiveness of European car manufacturers, the European Commission should:

- **Propose a Regulation on Clean Corporate Vehicles:** corporate fleets make up 60% of new cars and therefore have a lot of potential for both decarbonisation and European car manufacturing. Today, however, the corporate segment is not really leading on electrification in most Member States, despite existing tax benefits and incentives.
- **Include ambitious, binding ZEV-targets:** the Regulation must set ambitious, binding Zero-Emission Vehicle (ZEV) targets on Member States. When designing national

policies, SMEs should be exempted from any requirements to obtain the targets. Instead, Member States should aim their measures at large companies (+250 employees) in order to tap into the industrial potential of corporate vehicles while limiting the impact on European businesses.

- **Introduce local content requirements:** this legislation should also include Made-in-EU requirements to further boost domestic EV production. By doing so, the Commission should clearly define what Made-in-EU EVs and batteries are and set up a transparent methodology rewarding Made-in-EU EVs, batteries, key components and materials.

Further information

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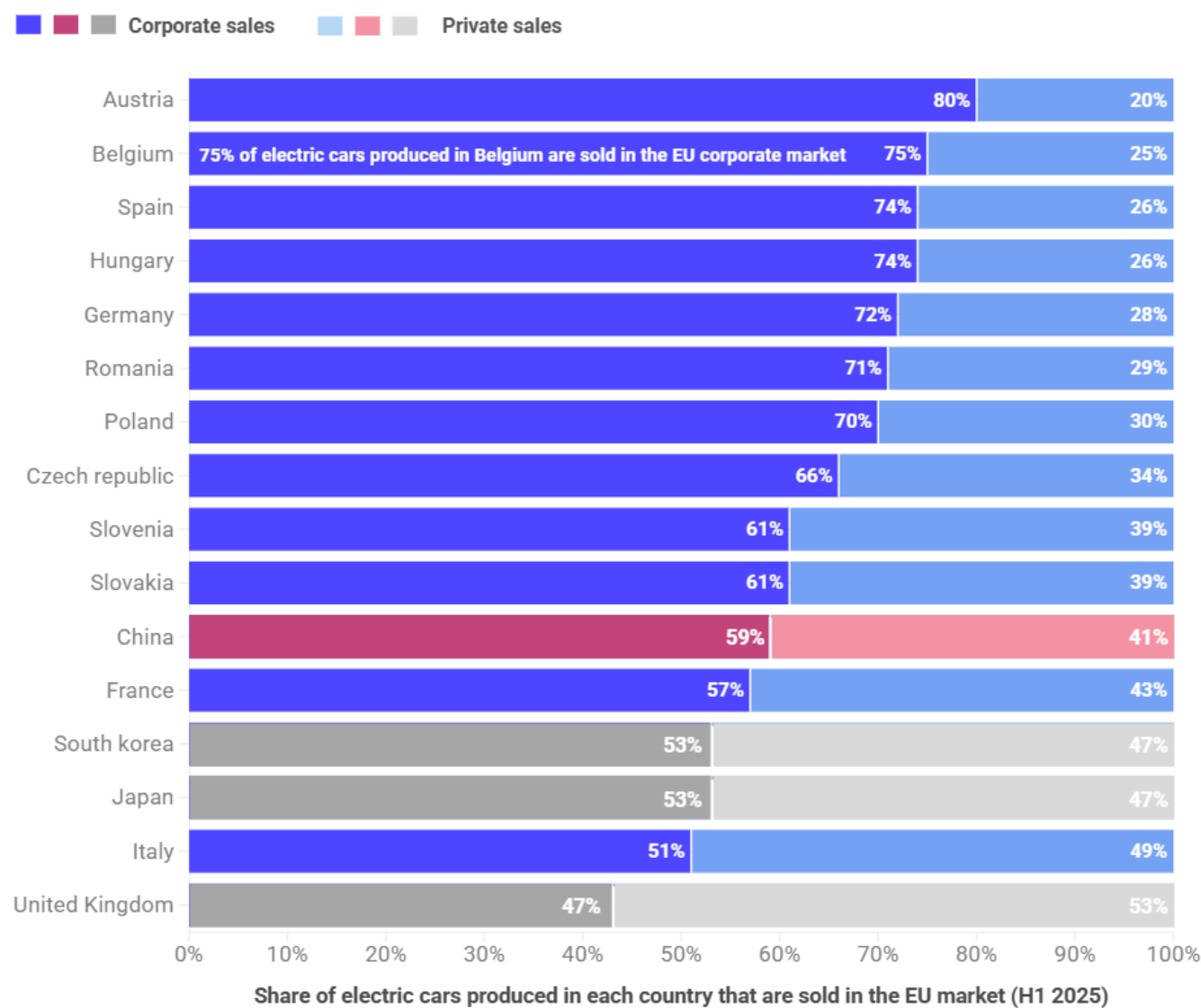
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Annex

T&E analysis of sales across major manufacturing countries reveals a striking trend: electric cars produced in the EU are overwhelmingly destined for the corporate segment. For the 11 listed EU manufacturing countries, the average corporate sales share stands at 74%, with 8 countries seeing over 70% of their domestically produced EVs sold to corporate fleets in the EU.

France (57%) and Italy (51%) show the lowest reliance on the corporate channel out of all EU countries. This can be directly attributed to the historical focus of domestic manufacturers, like Renault and Stellantis, on mass-market models, naturally catering to private buyers.

For European countries that manufacture electric cars, their main market is the corporate channel



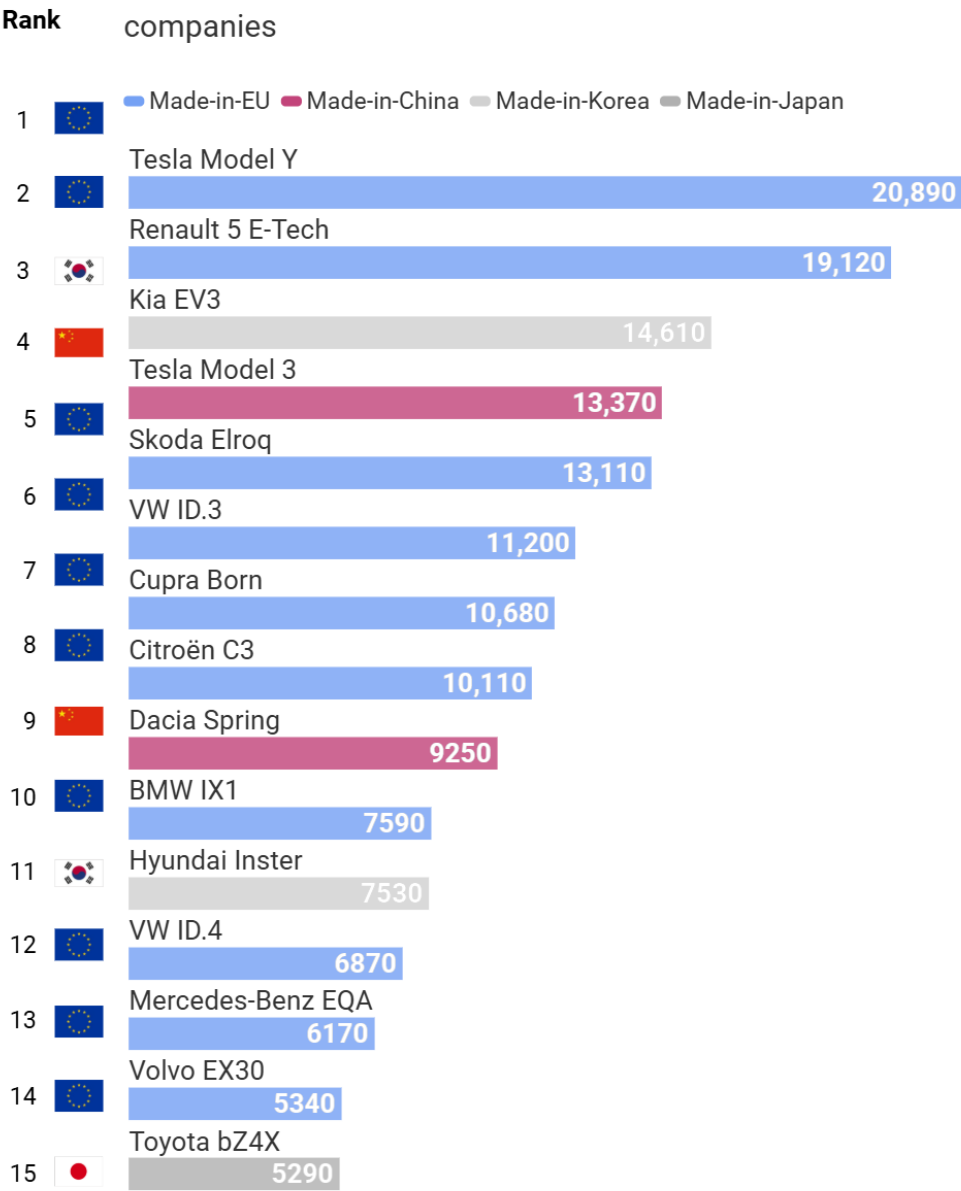
Source: T&E analysis based on Dataforce and EV-Volumes data



When zooming in on the most popular EV models for the private segment: Made-in-EU EVs account for 10 out of 15 top-selling models are EU made.

Private buyers rely more on imported electric cars

Best-selling electric private car models are more non-EU-made than those bought by companies

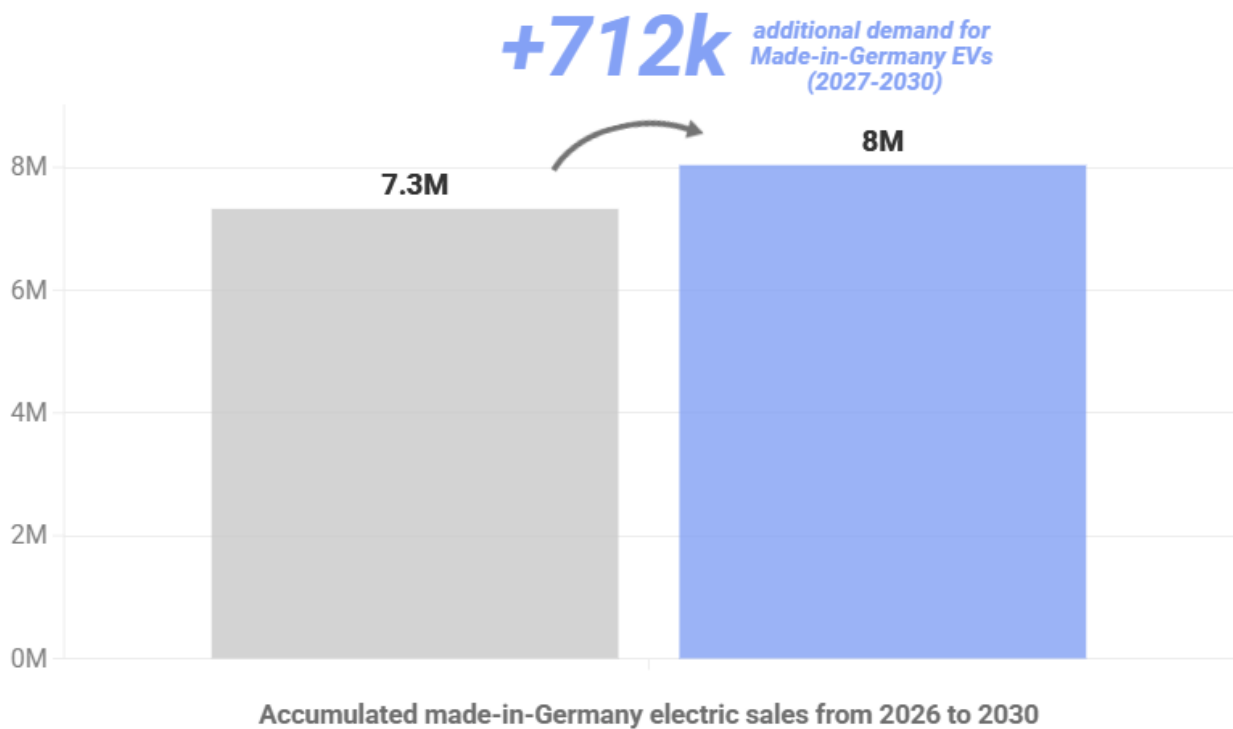


Source: T&E analysis based on Dataforce (2025) and EV-Volumes. H1 2025 new EU27 registrations.
Note: A vehicle is considered produced in the EU if the final assembly line is physically located in one country of the EU27.

Given that Germany is Europe’s largest car manufacturing country, the benefits of EU action on corporate fleets are particularly big.

EU initiative on corporate fleets can boost electric car production in Germany

- No EU action on corporate cars
- EU sets targets for Member States to electrify fleets of large companies (>250 employees)



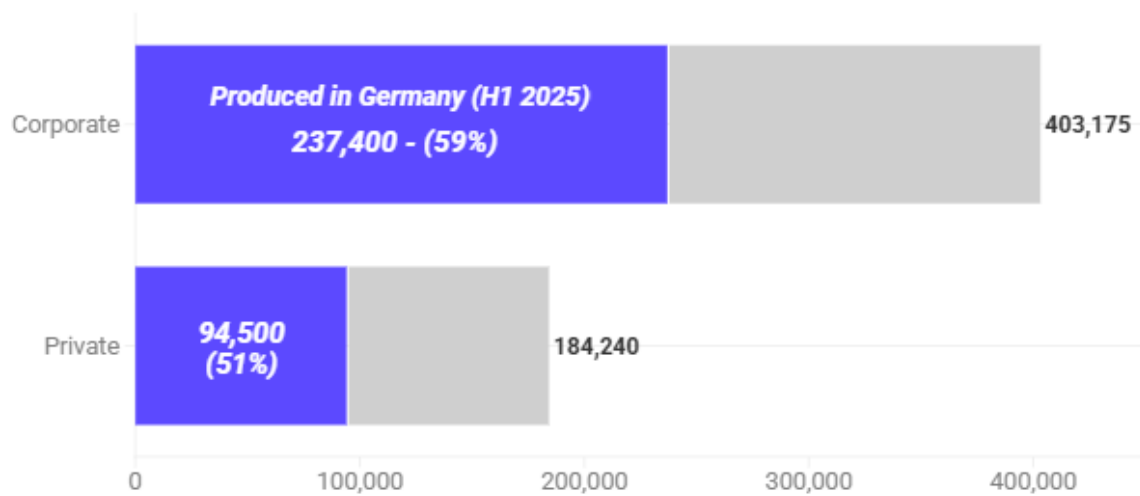
Source: T&E analysis

Note: The targets for large companies are 50% in 2028 and 90% in 2030. For the second scenario the targets are 40% in 2028 and 90% in 2030. In both scenarios, the CO2 standards targets are not surpassed and it is assumed that no changes will be made to Regulation 2019/631.



German production share of EVs produced in the EU (corporate and private market)

■ EVs produced in Germany ■ EVs produced in other EU countries



T&E calculations based on Dataforce (2025) and EV-Volumes. New car registrations in H1 2025. 