

# Tesla's Europe sales nearly halve in April

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**EUROPEAN CAR SALES** dipped in April as weaker economic growth and uncertainty due to global trade tensions prompted consumers to hold off on larger purchases.

New-car registrations slipped 0.3% to 1.08 million units, the European Automobile Manufacturers' Association said Tuesday. Major markets including Germany, France and the UK posted declines.

Lackluster demand at home is adding to a difficult picture for European carmakers as they face tariffs in the US and intense competition in China, the biggest electric-vehicle market. Volkswagen AG, Volvo Car AB and Mercedes-Benz Group AG are among manufacturers that are cutting costs to deal with the downturn.

Sales of gasoline and diesel models posted the biggest declines, outweighing growth in purchases of EVs and hybrid vehicles. While deliveries of fully electric models rose 28% last month, they still make up a smaller share of the market than some analysts had expected. BloombergNEF earlier this year forecast EVs to make up over 30% of sales in 2025. They accounted for 17% in April.

"The share of battery-electric vehicles is slowly gaining momentum, but growth remains incremental and uneven across EU countries," said Sigrid de Vries, ACEA's director general.

Tesla's European sales roughly halved in April to just 7,261 units, with its market share continuing to erode despite a refreshed lineup. The decline suggests Chief Executive Officer Elon Musk's controversial politics and association with US President Donald Trump are hurting the brand's popularity. China's

BYD sold more EVs than Tesla in Europe for the first time last month, according to market researcher Jato Dynamics. Pressure on carmakers to accelerate EV adoption has eased somewhat after the EU and UK delayed stricter emissions rules.

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