

## WHAT CAN WE EXPECT FROM ULTRA LOW EMISSION VEHICLES IN 2019?



Long gone are the days of electric cars being a mere pipeline dream. With prices continuing to drop for entry-level models and vehicle demand increasing each year, it's no wonder manufacturers are striving to stay ahead of the market curve. Many experts are envisaging new trends and manufacturers pushing the boundaries of expectation with the latest technology for electric cars.

With the continued change in technological advancements, what can the ULEV customer expect to see in 2019?

### **Luxury cars will continue to go electric**

With the increase in demand for ULEVs, 2019 is set to be a massive year for the industry as many high end manufacturers are looking to develop existing models into electric vehicles. Interestingly, with Jaguar's XJ model, the longstanding luxury specialists will completely remove their petrol and diesel XJ production line, ultimately replacing it with its flagship electric XJ model. With Audi unveiling its e-Tron vehicle and Mercedes poised to launch its EQC model, the

evidence suggests luxury cars will continue to boom in 2019, with a recent report estimating at least one million electric vehicles will be on the UK roads by 2020.

### **Improved price points**

Stereotypically, electric vehicles have carried somewhat high price points in comparison to their petrol or diesel counterparts. However, increasing demand in a highly competitive market has led many of the industry's manufacturers to re-think their costs to accommodate broader audiences. Importantly, not only the luxury players in the industry have managed to gain a foothold of the market - affordable offerings from Nissan, Renault and Hyundai are giving new drivers the opportunity to experience electric motoring. 2019 is set to be a strong year for the market with many affordable retailers increasing production rates and teasing a new wave of models with increased battery range and increased technological advancements.

### **Increased charging opportunities**



With the increase in demand for ULEVs, manufacturers are now continuing to put the focus on other important elements beyond the direct promotion of the vehicles - the technological advancements in improved battery power and charging methods.

BMW has recently stated that its drivers can lease its wireless charge pad technology. This is positive news for owners who would like less cable and more efficiency by simply driving over an inductive charging mat to initiate the charge. However, it's not only wireless charging that will boom this year, the increase in demand for ULEVs means that many regions across the UK will expect to see a rise in charging points too. In the North East, rapid charging infrastructure will soon be made available in key areas across the region where drivers will be able to charge their vehicles in just 20 minutes. This infrastructure will further normalise electric vehicle use, bringing it ever closer to the time it takes to fuel a conventional car.

### **New manufacturers**

As the number of ULEV drivers rise, so will the number of manufacturers, bringing new players to the market. Byton and Rivian have both teased concept vehicles in 2018, with plans to progress the development in the coming years.

It's also a highly exciting time for the market as Swedish electric car firm Uniti has announced plans for a production plant in the UK. The company produces cars with a highly futuristic appeal, with its Uniti One vehicle designed for the city commuter.

What trends are you expecting to see in 2019 from ULEVs? Follow Go Ultra Low North East on [Facebook](#), [Twitter](#) and [Instagram](#) for all the latest news.