



#228

# EV Incentives Tracker



Electrification

## TABLE OF CONTENTS

- Introduction
- Birds Eye View
- Executive Summary
- What's New?
- Outlook
- Next Steps

As 2030 approaches, so too are the deadlines for electrification set by automakers, governing bodies, and governments worldwide. In recent years, purchase incentives have played a key role in EV uptake, making them more affordable and more accessible for more consumers globally.

For OEMs placing EVs at the core of future business strategies, scaling adoption through such incentives can facilitate these plans and secure customer loyalty. As such, a deep understanding of the incentives being offered to consumers across the EV lifecycle today can help automakers expand their customer base, maximize brand loyalty, and meet their electrification deadlines.

The EV Incentives Tracker provides in-depth analysis of the incentives that are presently impacting electrification across the automotive industry. In doing so, it helps OEMs and dealerships understand the incentives being offered for EVs today, and the developing trends around incentives that are impacting customer buying decisions in different regions. This report is released quarterly to provide the latest updates on existing and emerging incentives, and offers an accompanying Excel version with deep, data-driven, analysis.

## RELATED SBD REPORTS

### EV Legislation & Incentives Guide – 218

The report provides in-depth analysis of how and where legislation is impacting electrification in the automotive industry. It aims to help OEMs and lawmakers understand the regulations and incentives surrounding EVs today, as well as the legislation being worked towards by governments in different regions.

### COVERAGE



### FREQUENCY



### PUBLICATION FORMAT



### PAGES



Request price



## Key Benefits

- > Compare the incentives being offered in different regions and across the globe that will impact electrification
- > Support marketing campaigns on EVs by highlighting the most significant changes that have occurred and their potential impacts on consumer purchasing decisions
- > Identify the latest updates on new trends around these incentives

## This research supports



Competitive Landscaping



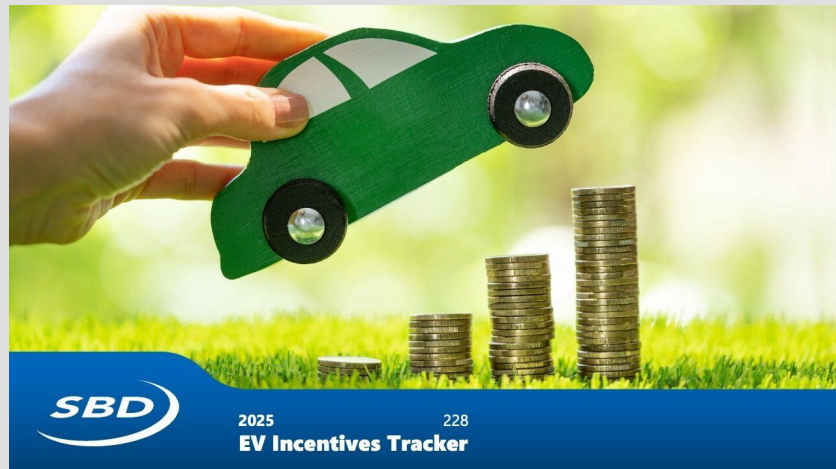
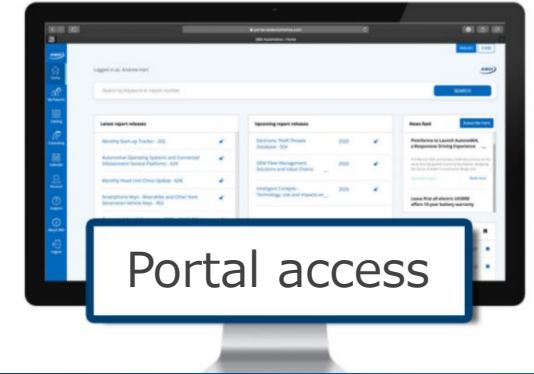
Customer Experience

## Do I have access?

100+  
Reports published per year

50k+  
Slides of insights, forecasts & data

4,000+  
# of auto professionals who access our reports



Request a quote for  
EV Incentives Tracker  
Quarterly Report for 2025

Request price >



[Request price >](#)



2025 228  
**EV Incentives Tracker**





# Contact SBD Automotive

## Do you have any questions?

If you have any questions or feedback about this research report or SBD Automotive’s consulting services, you can email us at [info@sbdautomotive.com](mailto:info@sbdautomotive.com) or discuss with your local account manager below.



[info@sbdautomotive.com](mailto:info@sbdautomotive.com)



[Book a meeting](#)

USA

UK

Germany

India

China

Japan



**Garren Carr**  
**North America**  
garrencarr@sbdautomotive.com  
+1 734 619 7969

**Luigi Bisbiglia**  
**UK, South & West Europe**  
luigibisbiglia@sbdautomotive.com  
+44 1908 305102

**SBD China Sales Team**  
**China**  
salesChina@sbdautomotive.com  
+86 18516653761

**Andrea Sroczynski**  
**Germany, North & East Europe**  
andreasroczynski@sbdautomotive.com  
+49 211 9753153-1

**SBD Japan Sales Team**  
**Japan, South Korea & Australia**  
postbox@sbdautomotive.com  
+81 52 253 6201