

DECEMBER 30 – JANUARY 5, 2019

TOP 1-3 HEADLINES

Numbers in Parentheses: (Total # of impressions/Total # of engagements)

1	Auto Dealerships	Toyota auto dealerships in the US do not want to sell Prius Prime. Author shares they could be selling 5K to 10K/mo.. (333/5)	1/4
2	bEV Mfr.	Congratulations to Tesla team on shipping 245,240 bEVs in 2018. (1775/137)	1/2
3		Norway #1 country in Europe placing orders for the Tesla M3. (1,230/131)	1/4

TOP 4-10 HEADLINES

4	Auto Industry	Global auto industry is being transformed by 6 Transformation Axes not just the transformation from ICEs to bEVs. (360/5)	1/4
5	bEV Buses	Unfair to pick on Germany. China is far ahead of the ROW in the adoption of bEV buses – 95% of all bEV buses are in China. (908/13)	1/5
6	bEV Mfr.	Photo of Polestar 2, a bEV, is gorgeous GR8 to see Polesatr’s CEO not using “Tesla Killer” language. “Designed to compete with Tesla M3” is much less contentious. (536/9)	1/3
7	Digital Transformation	Some great insights into eMobility and the changes its bringing to cities in 2019. (134/10)	1/5
8	Battery	Volvo CEO shares his thoughts on Li-ion batteries. We will: 1. Need collaborators to handle cell type & chemistry. 2. Buy modules & assemble Li-ion #batteries. 3. Build our core competence in cell controls to maximize energy & power densities. (762/3)	1/4
9		Updates on BYD’s Li-ion battery mfg. capability in China. (696/7). Will be in the “Top 3” manufacturers in the world. (334/10)	1/5
10		Tesla patent hints at more reliable batteries through ‘more robust and dynamic’ battery management system https://t.co/DKvVf	F2QL

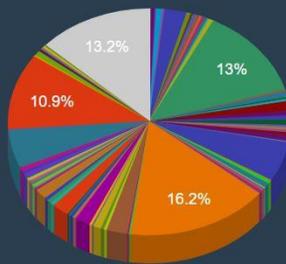
TMS "Top 30" Tweets (based on # of engagements): Dec. 30 - 29, 2018

text	count
Model 3 mid-range EPA rating is actually 264 miles, slightly higher than prior estimate of 260 https://t.co/l4eCpTObAI	693
Tesla Model 3 Year-Over-Year Sales Growth Outpaces Ford F-150 https://t.co/IhHNVNvYXf	207
Tesla Model X effortlessly tows a Chevrolet Silverado 1500 from a Supercharger stall in `De-ICE-ing` feat https://t.co/MZh7l...	203
U.S. Tesla Sales In December 2018 Up By 249% https://t.co/oX6SATDhYY https://t.co/OX2onKFR8W	143
@CharlieMilton @Reuters @Breakingviews @Tesla Weirdly, all the negative press seems to increase sales!	98
Wow... 1st class cabin on wheels! I need a ride like this! MT @jblefevre60 #AI #SelfDrivingCars #IoT #AutonomousVehicles @FrRonconi @dioannid @enricomolinari @evankirstel @elonmusk @albertogaruccio @clark_robotics @pascal_bornet @HaroldSinnott @WSWMUC https://t.co/BBqWsTytgB	77
Tesla patent hints at more reliable batteries through `more robust and dynamic` battery management system https://t.co/DKvVf...	74
Anti-Tesla pickup truck drivers take over a Supercharger station again https://t.co/6ByFMtIVKV by @fredericlambert https://t.co/...	57
@c4mer0n @burnflare @KroegerOve Singapore has enough area to switch to solar/battery & be energy-independent	51
Tesla Model 3 Sales = 32% of All Small + Midsize Luxury Car Sales in December (USA) https://t.co/muX9FsR4ms https://t.co/...	49
Tesla surprisingly increases range of the Model 3 with Mid-Range battery https://t.co/qfCB2qWjaE by @fredericlambert https://t.co/...	46
Electric car sales grew by 40% in Norway this year https://t.co/sD2dM9oTBj by @fredericlambert https://t.co/yxzHrMBQK8	43
@BPCLimited has steeply reduced the price of Bharatgas LPG 14.2 Kg Domestic Cylinder by Rs.253.50 in last 2 months inline with #InternationalMarket. https://t.co/pmLjUZAz3B	40
100% Electric Vehicle Sales Up 130% In 2018, 210% In Q4 2018 — US Electric Car Sales Report https://t.co/0it0LZoF6f http://t.co/...	38
Tesla` s Model 3 configurator in China teases March deliveries, Standard Range in 2H19 https://t.co/e9xJhGnoPP https://t.co/Q...	35
EV Safety Benefits — Crumple Zones, Rollover Results, Vehicle Control https://t.co/KWTDkxeL3f https://t.co/HI8LBuwJdp	29
Great Wall ORA R1 — An Electric Car With ~140 Miles Of Range For Less Than \$10,000 https://t.co/7sA9Hkkh4h https://t.co/...	28
A sales event three years in the making. Hurry in for exceptional offers on our line of BMW Certified vehicles today.	21
Almost One Third Of All New Car Sales In Norway In 2018 Were For Pure Electric Vehicles https://t.co/fNCPeIgrEe https://t.co/...	19
@BPCLimited is pleased to reduce price of Bharatgas LPG Domestic 14.2 Kg Cylinder by Rs.120.50 effective 1st January 2019. Bharatgas LPG Domestic Cylinder will now cost Rs.689 in Delhi. https://t.co/Px9fxtuuv7	17
Can you drive "blind" using only parking sensors like in @Netflix` s Bird Box? https://t.co/Ufzn3j5dmo https://t.co/Hp1xkk...	16
Tesla`s Secret Weapon: Intense Focus On Batteries https://t.co/gqLuDHUub1B https://t.co/Vhm1BLaq5D	16
Make your #Ferrari truly unique with the wide range of kits and accessories offered by the Ferrari Genuine Program	15
New Zero Emissions Rules For Public Transportation & Shuttles In California https://t.co/Hb31fzqhJI https://t.co/RXzrPsO...	15
@BPCLimited customer finds Bharatgas LPG Domestic Cylinder very affordable after reduction of price by Rs.120.50 today. @PetroleumMin @dpradhanbjp @singharunbpcl https://t.co/ZgKevDhxXO	15
Tesla Nearly Tripled Auto Delivery Capacity In 2018 https://t.co/06jYuwqGnf https://t.co/6mcarQrpxm	14

bEVCurrent TMS has processed >20 million tweets since June 11, 2019. We can confirm that Tesla dominates social media in the global auto industry space: Of the 79,000 Relevant Tweets TMS has captured with a URL, 32,830 (42%) include Tesla. For BMW, with the next largest auto manufacturer presence on twitter, bEVCurrent TMS captured just 4,840 Tweets.

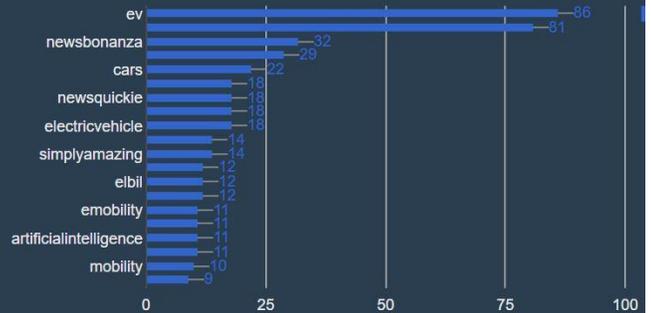
bEV Current/Global Automotive Overview

All @Users Mentioned



- @Acura
 - @astonmartin
 - @BloombergNEF
 - @BMW
 - @BMWUSA
 - @BPCLimited
 - @BYDCCompany
 - @calstart
 - @CARandDRIVER
 - @Carpervert
- ▲ 1/9 ▼

Hashtag



bEVCurrent TMS Results: December 30 – January 5, 2019

InPut - Total numbers of:

Organizations followed, 263; Hashtags (e.g., ev, #ev, eMobility) followed, 90

Tweets with URLs	Tweets without URLs
79920	101203

Last Week's Selected Search Results 1:

VW, 2,285 (Top #, battery); Audi, 1,083 (battery); Porsche, 857 (ev); Skoda, 65; Taycan, 379; eTron, 52; Mercedes, 687; BMW, 4,520.

Tesla, 27,654; Nissan, 2,729; GM, 3,401; Ford, 2,354; Jaguar, 706 (battery); iPace, 69.

Outputs since June 11 - Total number of:

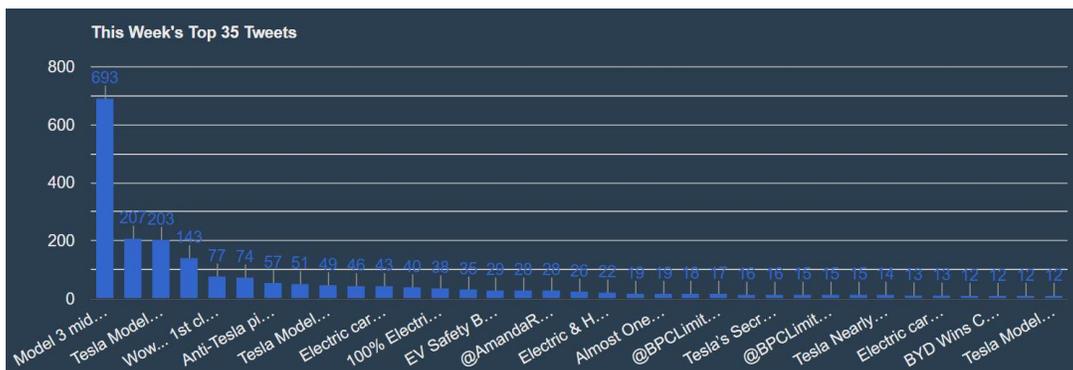
Tweets streamed & text mined by TMS: 21,935,151

Curated & processed tweets stored in TMS: 181,123. With links to URLs, 79,920. Relevant tweets with URLs added this week: 4,544

Last Week's Selected Search Results 2:

Bike, 595; ebike, 70; bicycle, 68; eScooter, 4; Scooter, 244; lime, 51.

Charging, 8,686; Chargepoint, 513; Electrify America, 151; Ionity (UK), 35.



1. TOYOTA PRIUS PRIME EXHAUSTIVE REVIEW: THE GOOD, THE BAD, THE VERDICT

<https://insideevs.com/toyota-prius-prime-comprehensive-review/amp/>

By David Murray (David currently owns several EVs & PHEVs and wanted to write a review of the Toyota Prius Prime), InsideEVs, January 4, 2019

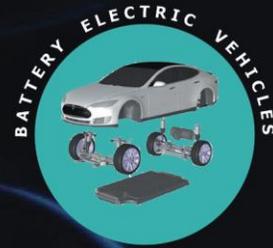
iTRANSFORM's take: We can't summarize this any better than the author: Toyota could easily be selling 6,000 to 10,000 PHEVs every month if they wanted to. Obviously, at this point, they don't want to. Toyota needs to re-think its electrification strategy.



The Toyota Prius Prime is a solid, well-priced car, but there are some notable caveats.

A major problem? Finding one. I live in the Dallas/Ft.Worth area. When I decided to go with the Prime, I started shopping around for one. The first thing I noticed is that no Toyota dealers in the Dallas/Ft.Worth area had any in stock. Literally, none. At first, I thought this might be because the car was selling so well they couldn't keep them in stock. So, I drove to the nearest toyota dealer to me, Vandergriff Toyota, and asked them when they were planning to have the Prime in stock. One thing I noticed is that they actually did not even have any regular Prius hybrids on the lot. Literally, none. The salesman didn't know what a Prius Prime was, but said he could order a Prius for me if I wanted. After he went and chatted with the manager he came back and changed his stance. He said they do not carry the Prime and cannot even order it. Then he tried to sell me a Rav4. Obviously, I left.

I drove to another dealer over in Dallas. They had a Prime on the lot for giving demo drives, which I took them up on. However, as you probably guessed, it wasn't even charged up. They didn't even have a charger on the lot. So driving it wasn't really any different than driving a regular Prius. He said they would happily order a Prime for me, but they were adding an additional fee of like \$5,000 over MSRP for the trouble. I said, no thanks.



I found the same thing time after time when going to different Toyota dealers. Eventually, I started talking with some Toyota dealers in New York about possibly having one shipped to me. At first this seemed like an attractive deal. I even paid \$1,000 to secure the vehicle I wanted. But in the end, the cost of shipping ended up being much higher than the originally suggested it would be, plus they wouldn't sell the vehicle to me at the advertised price they had on their website, saying that was for local customers only. I had to demand they return my \$1,000, which they eventually did.

After two months of trying to buy a Prime, I had just about given up. But then one of the local dealers in Ft.Worth mysteriously ended up with one on the lot. Of course, they wanted MSRP and not a dollar less. It was a premium model with the color I liked, so I bought it. That was six months ago. Are things any better today? Barely. I just did a check on cars.com and there are exactly FOUR Prius Primes available in the Dallas/Fort.Worth area. So, if you really want one, you can buy one. But dealers aren't exactly going out of their way to stock and advertise them. In fact, during the entire time I've owned one, I've only seen exactly 2 others on the road.

2. TESLA CONFIRMS RECORD DELIVERIES OF 90,700 CARS IN Q4, PRODUCTION ALSO INCREASED (Q4 BROUGHT TOTAL DELIVERIES FOR 2018 TO 245,240 VEHICLES)

By Fred Lambert, Electrek.Co, January 2, 2019

iTRANSFORM's take: Tesla Motors had a "heck of a year." Congratulations to the Elon Musk and his Tesla team.

Tesla has released its fourth quarter 2018 production and delivery numbers today and confirmed record deliveries of 90,700 cars and the production of 86,555 vehicles. It represents a 8% increase over the last record, which was achieved in Q3 2018.

In Q4, Tesla's deliveries per model added up to: 63,150 Model 3; 13,500 Model S; 14,050 Model X

Q4 brought total deliveries for 2018 to 245,240 vehicles, which almost doubled Tesla's entire fleet to date.



Here are some excerpts from Tesla's press release for the Q4 production & delivery numbers:

PALO ALTO, Calif., Jan. 02, 2019 (GLOBE NEWSWIRE) — In Q4, we produced and delivered at the rate of nearly 1,000 vehicles per day, setting new company records for both production and deliveries.

In 2018, we delivered a total of 245,240 vehicles: 145,846 Model 3 and 99,394 Model S and X. To put our growth into perspective, we delivered almost as many vehicles in 2018 as we did in all prior years combined.

Our Q4 Model 3 deliveries were limited to mid- and higher-priced variants, cash/loan transactions, and North American customers only. More than three quarters of Model 3 orders in Q4 came from new customers, rather than reservation holders.

There remain significant opportunities to continue to grow Model 3 sales by expanding to international markets, introducing lower-priced variants and offering leasing. International deliveries in Europe and China will start in February 2019. Expansion of Model 3 sales to other markets, including with a right-hand drive variant, will occur later in 2019.

Moving beyond the success of Q4, we are taking steps to partially absorb the reduction of the federal EV tax credit (which, as of January 1st, dropped from \$7,500 to \$3,750). Starting today, we are reducing the price of Model S, Model X and Model 3 vehicles in the U.S. by \$2,000.

Tesla's achievements in 2018 likely represent the biggest single-year growth in the history of the automotive industry. We started the year with a delivery run rate of about 120,000 vehicles per year and ended it at more than 350,000 vehicles per year – an increase of almost 3X. As a result, we're starting to make a tangible impact on accelerating the world to sustainable energy. Additionally, 2018 was the first time in decades that an American car – the Model 3 – was the best-selling premium vehicle in the U.S. for the full year, with U.S. sales of Model 3 roughly double those of the runner up.

3. TESLA RECEIVED ALMOST 14,000 MODEL 3 ORDERS IN EUROPE, REPORT SAYS (NORWAY HEADS THE LIST WITH ORDERS PLACED FOR 4,403 UNITS)

<https://electrek.co/2019/01/04/tesla-model-3-orders-europe-report/>

By Electrek.Co, [Fred Lambert, January 4, 2019](#)

iTRANSFORM's take: Tesla Motors is now focused on taking orders for the Model 3 from Europe and China and expects to start deliveries in 1Q, 2019.

All eyes are on Tesla's upcoming Model 3 expansion in Europe and we've now learnt that the company received almost 14,000 Model 3 orders from reservation holders, according to a report. Last month, Tesla started opening Model 3 orders to reservation holders in several European markets and gradually expanded.

Tesla only opened orders for the Model 3 Performance version and Dual Motor AWD version, which are the most expensive versions of the vehicle.

Here's the breakdown of Model 3 orders by country:

	Höchste Bestell-Nr. Highest invoice-no.	% je Land % per country	Neustes Bestelldatum Latest date of order	Anzahl Eintragungen Number of entries	% je Land % per country	Marktdurchdringung pro 1Mio Einwohner Market penetration per 1 Mio inhabitants
Norway	4493	32,97%	31.12.2018	25	4,88%	853
Germany	2332	17,11%	01.01.2019	244	47,66%	28
Switzerland	1337	9,81%	31.12.2018	49	9,57%	159
Netherlands	1068	7,84%	28.12.2018	32	6,25%	62
France	1065	7,82%	31.12.2018	13	2,54%	16
Sweden	982	7,21%	28.12.2018	22	4,30%	98
Austria	619	4,54%	31.12.2018	43	8,40%	70
Belgium	476	3,49%	31.12.2018	29	5,66%	42
Spain	447	3,28%	29.12.2018	22	4,30%	10
Denmark	246	1,81%	29.12.2018	5	0,98%	43
Italia	245	1,80%	31.12.2018	7	1,37%	4
Finland	157	1,15%	31.12.2018	15	2,93%	29
Portugal	106	0,78%	20.12.2018	3	0,59%	10
Luxembourg	54	0,40%	19.12.2018	3	0,59%	92

Unsurprisingly, Norway is still leading the way with the most orders, but other markets also seem to have a significant number of orders, like Germany, Switzerland, and the Netherlands. Those orders are only from Model 3 reservation holders. Some of those people placed their reservations years ago.

It's going to be a few weeks worth of deliveries for Tesla in Europe since according to the port company that handles vehicle unloading at the port of Zeebrugge, Belgium, they plan to handle 3,000 Model 3's per week coming to Europe.