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Sustainable super cars in high demand as Porsche and Bentley see surge in eco-friendly sales

- **New research by Volkswagen Financial Services UK (VWFS) shows Porsche and Bentley are amongst luxury brands seeing a major spike in EV supercar interest and sales**
- **The acceleration of the EV market is even more pronounced when viewed against pre-pandemic levels, with annual finance cases for luxury vehicles rocketing from 2019 to 2021**

New research by Volkswagen Financial Services UK (VWFS) shows that demand for eco-friendly super cars has surged since the pandemic.

The leading car finance provider has seen steady increases in finance case activations across Battery Electric Vehicle (BEV) and Plug-in Hybrid (PHE) supercar models in recent years.

Specifically, Volkswagen Financial Services UK data shows that annual finance cases for the all-electric Porsche Taycan surged 36% from 2020 to 2021. In fact, the EV was Porsche's best-selling model in 2021.

Over the same period, annual finance cases for Plug-in Hybrid Bentley models jumped a massive 400%.

With eight in ten Brits (80%)* believing it's important that people switch to an electric vehicle within the next 10 years, Volkswagen Financial Services UK's data insights team suggest that luxury car drivers are evidently looking for new and sustainable super car experiences.

This trend in the luxury car market is all the more impressive considering the level of volatility the automotive industry has faced in recent times, with EV sales increasing in spite of Brexit, the Covid-19 pandemic and the semiconductor shortage.

Volkswagen Financial Services UK data also highlights that annual finance cases for Porsche models powered by alternative fuel types increased by 70% between 2019 and 2021.

Porsche wants one third of its sales to be electric vehicles by 2025, driven by new battery-fuelled versions of its 718 Boxster and Cayman sports cars and its Macan SUV.

The UK government is due to ban sales of new petrol and diesel cars from 2030, and has announced a £2.8 billion windfall to support a nationwide switch to electrification, including £582 million for vehicle grants, £1.3 billion for grid capacity and charging infrastructure and £1 billion for industrial and supply chain transition.

With more than 37,000 battery electric car sales last year, the Volkswagen Group became the clear market leader in the growing zero emission battery electric vehicle sector in 2021.

Mike Todd, CEO at Volkswagen Financial Services UK, said: *“The UK’s electric car market is in overdrive at the moment and the rapid acceleration of demand for electromobility has led to a phenomenal growth in this sector, and this is no different when it comes to luxury car brands. Our data shows there is huge demand from customers for electric luxury super cars and brands such as Porsche and Bentley are making the migration to EVs a really smooth journey. People are more environmentally conscious than ever before but that doesn’t mean having to compromise on the thrills associated with driving a sports car. Electromobility is the future of green transport and sales of eco-friendly Porsches and Bentleys show no sign of slowing down.”*

To learn more about switching to electric, visit: <https://customer.vwfs.co.uk/vwfs-uk---electric-vehicles.html>

ENDS

Note to editors:

*Representative survey of 2,011 UK drivers excluding those with electric vehicles (Aged 17+) carried out in June 2021 by Censuswide.

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<https://customer.vwfs.co.uk/volkswagen-financial-services-uk/media.html>

Information for editors:

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