

Capture EV growth in APAC to accelerate e-mobility

How can your electric vehicle (EV) business meet the demand for e-mobility in Asia-Pacific (APAC)?

The global landscape

Governments and consumers are eager to combat climate change, and green mobility plays a big part in making that happen:

From 2021 to 2022 alone, there was a

50%
increase in
EV sales.¹



The benefits of going green



Government incentives



No fuel needed:
lower operating costs



Easy maintenance with simple mechanics



Longer ranges thanks to
new battery technologies



No more smog

The APAC opportunity

For EV companies, the benefits above show there are plenty of opportunities to grow. This is especially true in APAC:

China is currently the world's largest EV market, followed closely by **Japan** and **South Korea**.

SOUTH KOREA
20 million EVs
to be developed
in South Korea to reach
their **2050 net-zero**
goal.³

CHINA

About

50%

of two- and three-wheelers
wheelers sold in **China**
were battery-powered
in 2021.²

INDIA

30% of all private cars
and 80% of all two-
and three-wheelers
sold in India are set
to be electric
by 2030.⁶

JAPAN
By 2035,
all new vehicles sold
in Japan will be
environmentally
friendly.⁷

THAILAND

79%

of EVs sold in Southeast Asia
in the **first quarter of 2023**
were sold in Thailand.⁴

Key challenges

Despite the **huge opportunity** for EV manufacturers in APAC, there are still several **key challenges to overcome**.

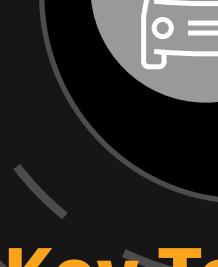
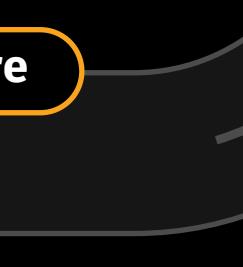


Higher competition

Both **legacy automakers** and **new entrants** are investing in APAC's EV sector, leading to increased competition.

Changing customer demands

Consumers—especially **eco-conscious millennials** and **Gen Z**—are increasingly looking for custom EVs that suit their lifestyle and personality.



Sustainability regulations

EV companies need to embrace sustainable business practices and meet government carbon neutrality regulations to **maintain credibility**.

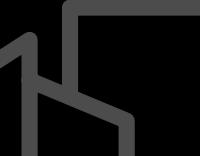
Supply chain disruptions

Making EV batteries involves a **complex supply chain with several raw materials**. As demand increases, prices could go up. We may also see material shortages.



Infrastructure requirements

Large-scale EV adoption requires a **reliable, widespread network of charging infrastructure**. This presents a significant upfront investment.



Measure sustainability

Determine the impact of every product to **meet energy and emission standards**.



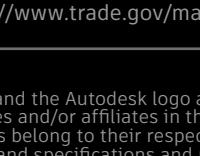
Improve supply chain visibility

Ensure **ethical sourcing** and better **prepare for material shortages**.



Develop the right infrastructure

Expand the **charging network** so better **infrastructure** is in place.



Key Takeaways for EV leaders



Digital EV designs can significantly **improve your efficiency, save costs, and accelerate time to market**.

All without expensive physical prototypes.

Pay close attention to EV consumers' needs

In a competitive market, customization and personalization are key to standing out from the crowd.

Reduce waste and adopt green practices

You can't just talk the talk. As society shifts to a more eco-friendly world, EV manufacturers need to show they're

reducing waste and adopting green practices.

Want to learn more?

Read Autodesk's new e-book *Overcoming barriers to accelerate EV transformation in APAC*.

¹ https://www.econ4met.com/pt/globes/2023/09/sales_electric-two-wheelers-are-in-Australia-a-IEA-ABC-News, Apr 2023

² Chinese automakers sold 75% net-ZEVs goal, Southeast Asia in first quarter, study says. Reuters, Jul 2023

³ <https://earthobservatory.nasa.gov/images/102050/south-korea-2050-net-zero-emissions>

⁴ <https://timethesofindia.com/2023/03/15/singapore-bans-new-diesel-cars-taxis-from-2025/>

⁵ <https://www.trade.gov/market-research/asia-pacific/2023/03/15/singapore-bans-new-diesel-cars-taxis-from-2025/>

⁶ https://www.econ4met.com/pt/globes/2023/09/sales_electric-two-wheelers-are-in-Australia-a-IEA-ABC-News

⁷ https://www.econ4met.com/pt/globes/2023/09/sales_electric-two-wheelers-are-in-Australia-a-IEA-ABC-News