



COST & VALUE ENGINEERING

## INSIGHT

# REEVs are at a global turning point: a technological comeback with enormous potential



#### **REEV – Global Situation**



### **REEV / PHEV Figures Worldwide**

- Growing global interest in REEVs as a bridging technology for stagnating BEV expansion
- Boosted by a strong push from China, growing interest in the USA and great potential in Europe
- High growth in rural areas REEV impresses with range and charging freedom
- Subsidies previously focused on BEVs, REEVs are moving into the political spotlight

+72% growth in 2024<sup>2</sup>

CHINA dominates the global REEV market

+9,2% p.a. by 2034 (USA)<sup>1</sup>

REEVs are a fast-growing EV segment

+10,4% p.a. by 2032<sup>3</sup>

REEV show new potential in Europe



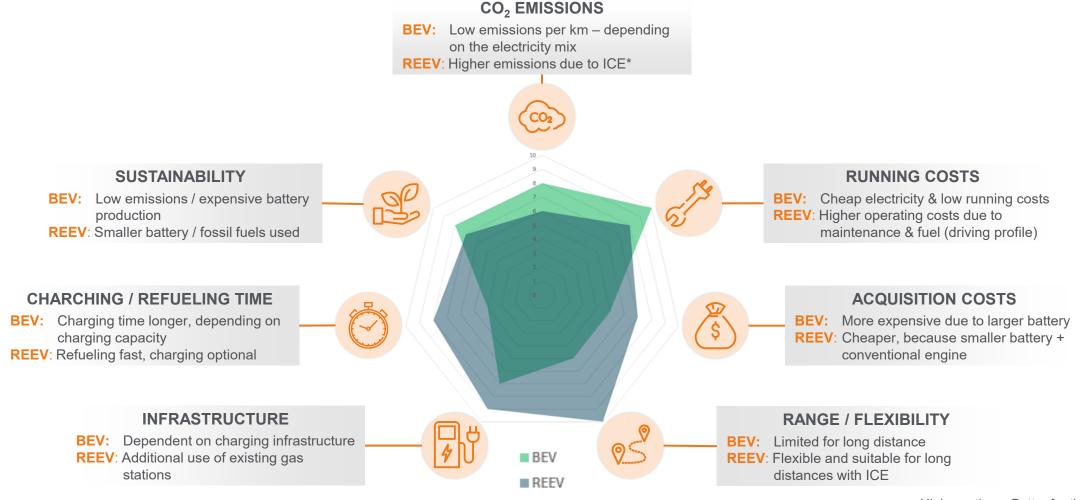
PHEV / REEV – global fastest growing EV category



REEVs are establishing a global presence - as a dynamic interim solution for Range, Costs and Infrastructure.



### Flexibility vs. idealism: where BEVs still struggle and REEVs step in



Higher rating = Better for the customer



REEVs remain a **flexible** and **valuable complement to BEVs**, despite progress in batteries and charging.



# Which technology offers the greatest cost advantage according to the break-even analysis?

#### **Realistic parameter:**



0,35 €/kWh

Household electric



1,75 €/1

Ø Fuel price 2025



~70 %

REEV - pure electric driving



BEV ~ 1000 km



REEV > BEV

Maintenance



REEV < BEV

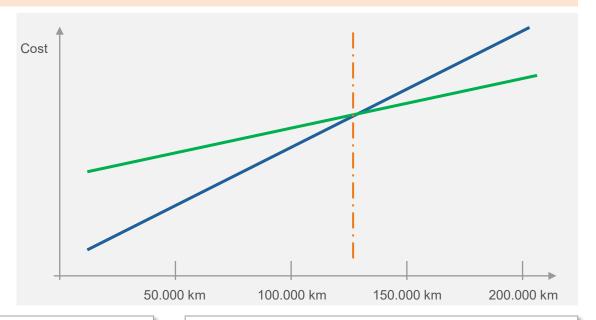
REEV benefits from smaller battery



**Break-Even** 

Closing (100.000-140.000 km)

- Total costs getting closer
- BEV benefits more from lower energy and maintenance costs
- Cost trend dependent on electricity and fuel prices
- REEV stays flexible due to range buffer



REEV vs. BEV: cost comparison over distance per year

#### **REEV**

1. Start-up (0-100.000 km)

- Lower purchasing costs due to smaller battery and simple combustion technology
- Economical for mixed driving profiles and low annual mileage

#### **BEV**

3. Long term use (>140.000 km)

- In the long term, the BEV is economically superior especially with high mileage and stable electricity costs.
- REEV stays flexible in case of charging uncertainty



REEV starts with a cost advantage, BEV wins on long range.



## EFESO's track record: delivering up to 24% cost savings across automotive projects

### **Our projects**

Why us?

- Battery / electric motor & power electronics
- Range Extender Modul
  Internal combustion engine & generator
- Intelligent system
  Energy management & control
- Charging and fuel system
  On-board charging unit & fuel tank
- Thermal management
  Cooling circuits & sensors

- 15 projects Avg. saving: 12%
- 6 projects Avg. saving: 22%
- 2 projects Avg. saving: 15%
- 14 projects Avg. saving: 24%
- 8 projects Avg. saving: 18%

- We are looking back onto more than 20 years' experience in profitability programs and have supported our clients in various areas to improve their profitability.
- Our integrated approach of top-level consulting and bottom-up cost and technology knowledge is a major enabler of successful improvement programs.
- We promote x-functional collaboration, motivate teams and align the project organization towards target achievement.
- Our specific toolboxes combined in an overarching approach enable us to improve project performance. These toolboxes allow a customizable combination of various methods:
- > Product costing
- > Product design
- > Purchasing
- Operations & supply chain
- > Sustainability / CO<sub>2</sub>



