

# Radermacher Mobility Check

Automotive Market Report Q3/2025

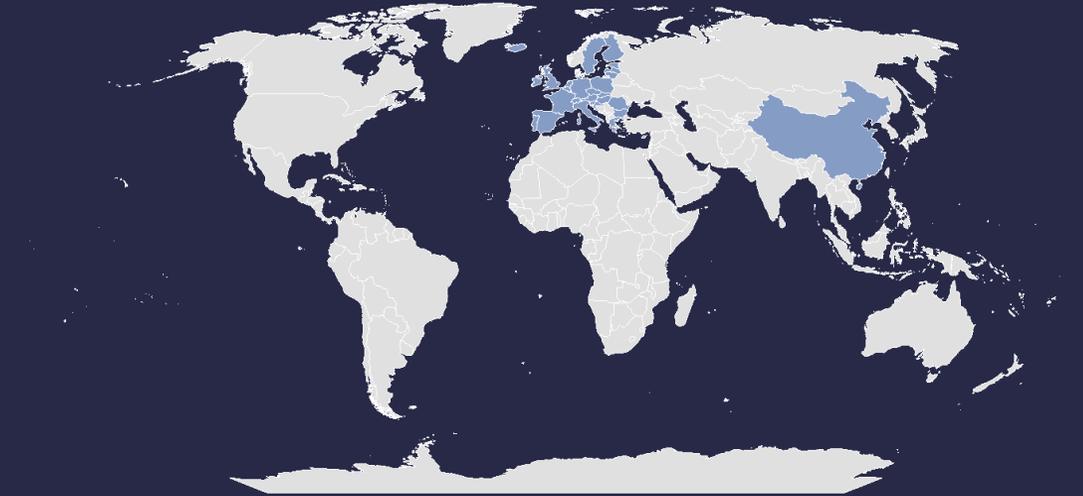
Radermacher & Partner GmbH | Dr. Michael Hein | 28.10.2025



# Mobility Market Update – October 2025

Electrification stabilises Europe, accelerates in China

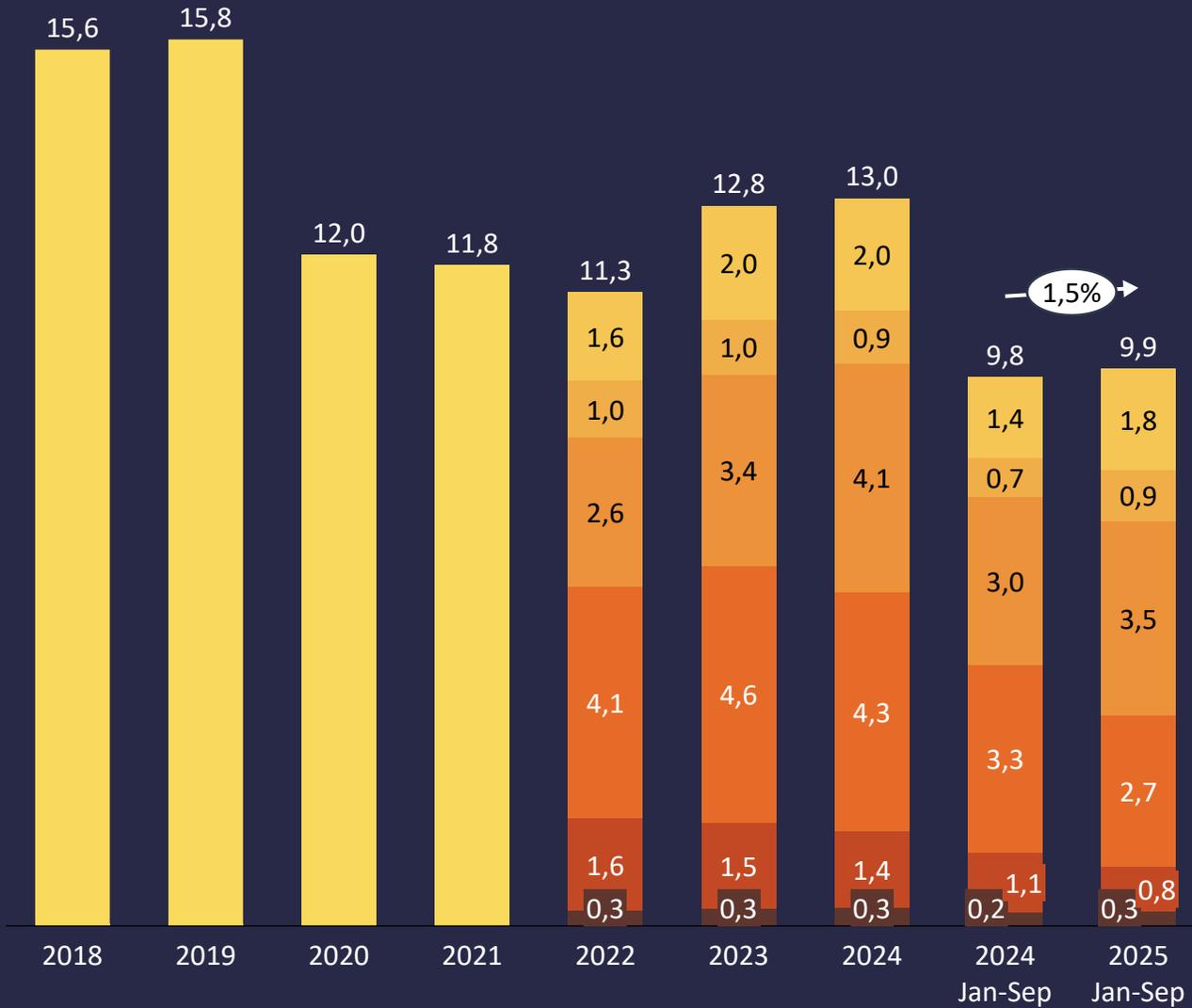
- **Europe:**
  - Total market slight increase.
  - Mix shift continues: **BEV +25 % YTD, PHEV +32 %, Diesel –25 %, Petrol –19 %.**
  - VW Group leads (**26 %**);
  - Chinese brands remain niche (**~2.5 %**).
- **Germany:**
  - **Production and new registrations steady.**
  - BEV share reg. **18 %** (+39 % YTD, ~2023 level), **PHEVs rebound**
  - **Export ratio 76 %** of domestic production.
- **China:**
  - Market **+13 % YTD.**
  - **NEV share 46.0 %** (+7 pp vs 2024), **BEV share 29.7 %** (+6 pp).
  - Exports 20.2 % of output; market remains domestically oriented.
- Tesla remains #1 by market cap.



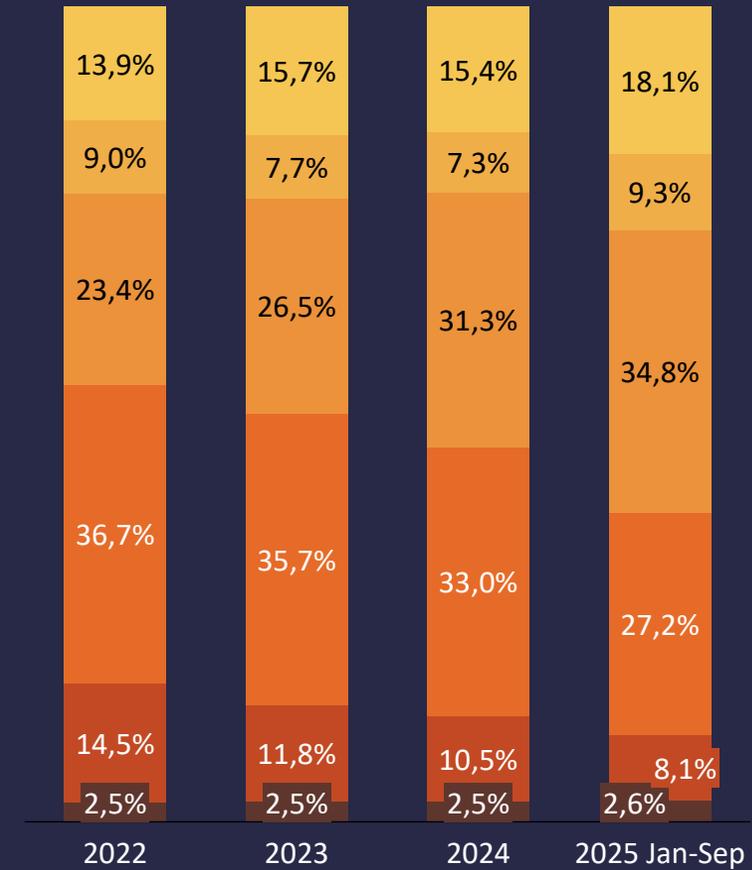


# European new car registrations in Mio. Units

European car market: Slight increase, mix shifts to BEV/PHEV

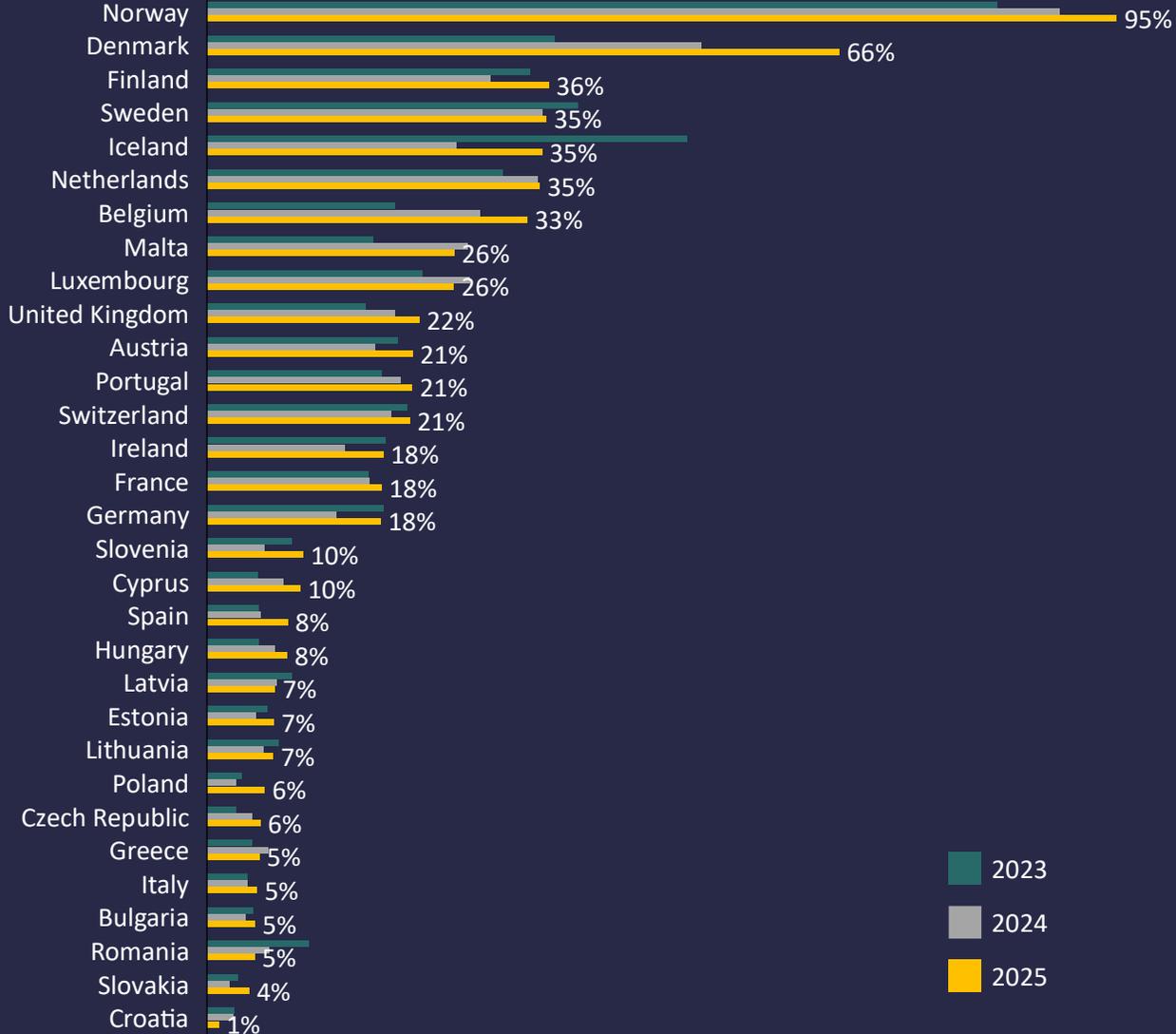
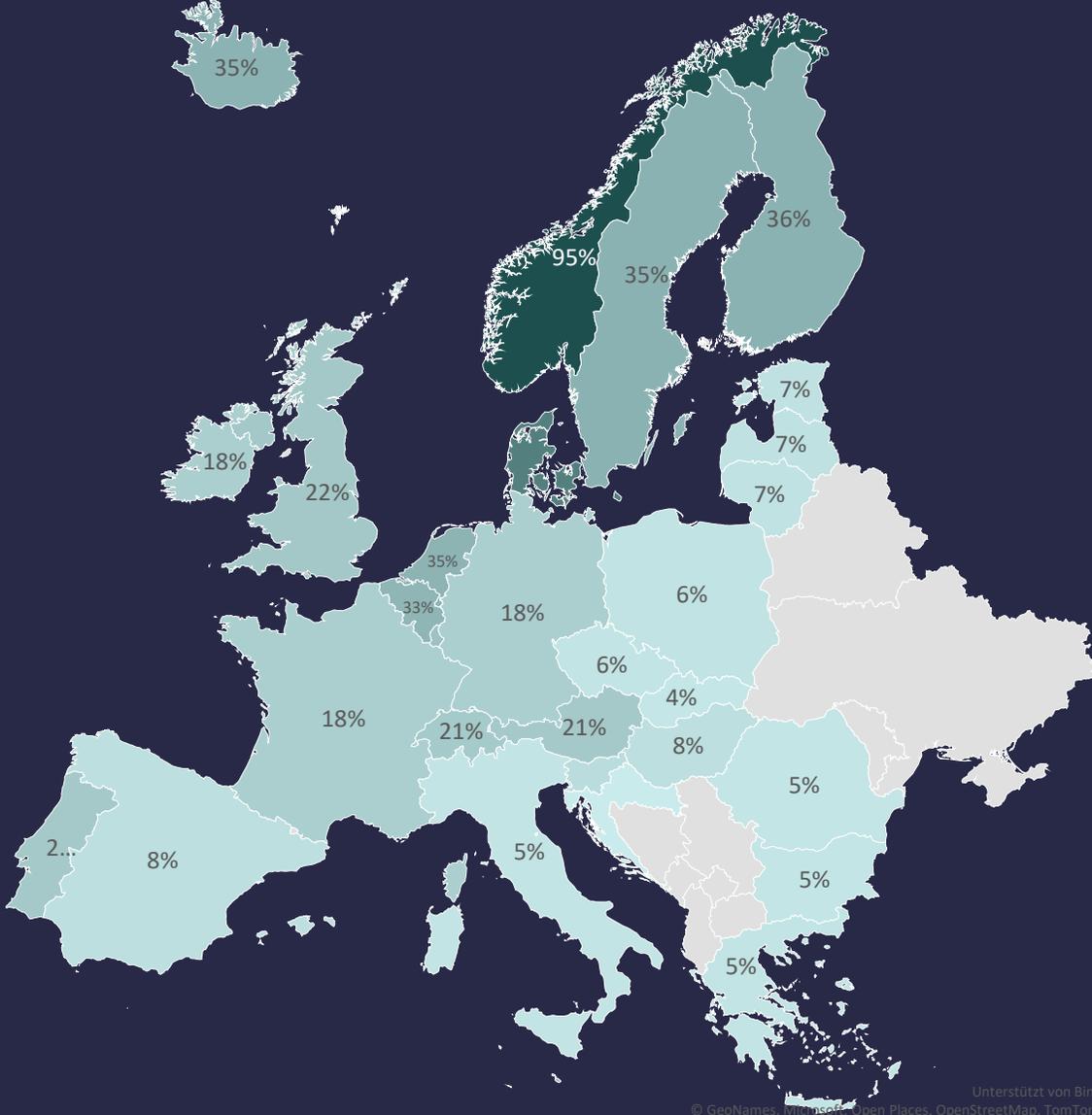


## Powertrain share 2022 to 2025



# BEV share across European countries YTD January – September 2025

North–South gap in electrification – Norway far ahead, Southern Europe catching up

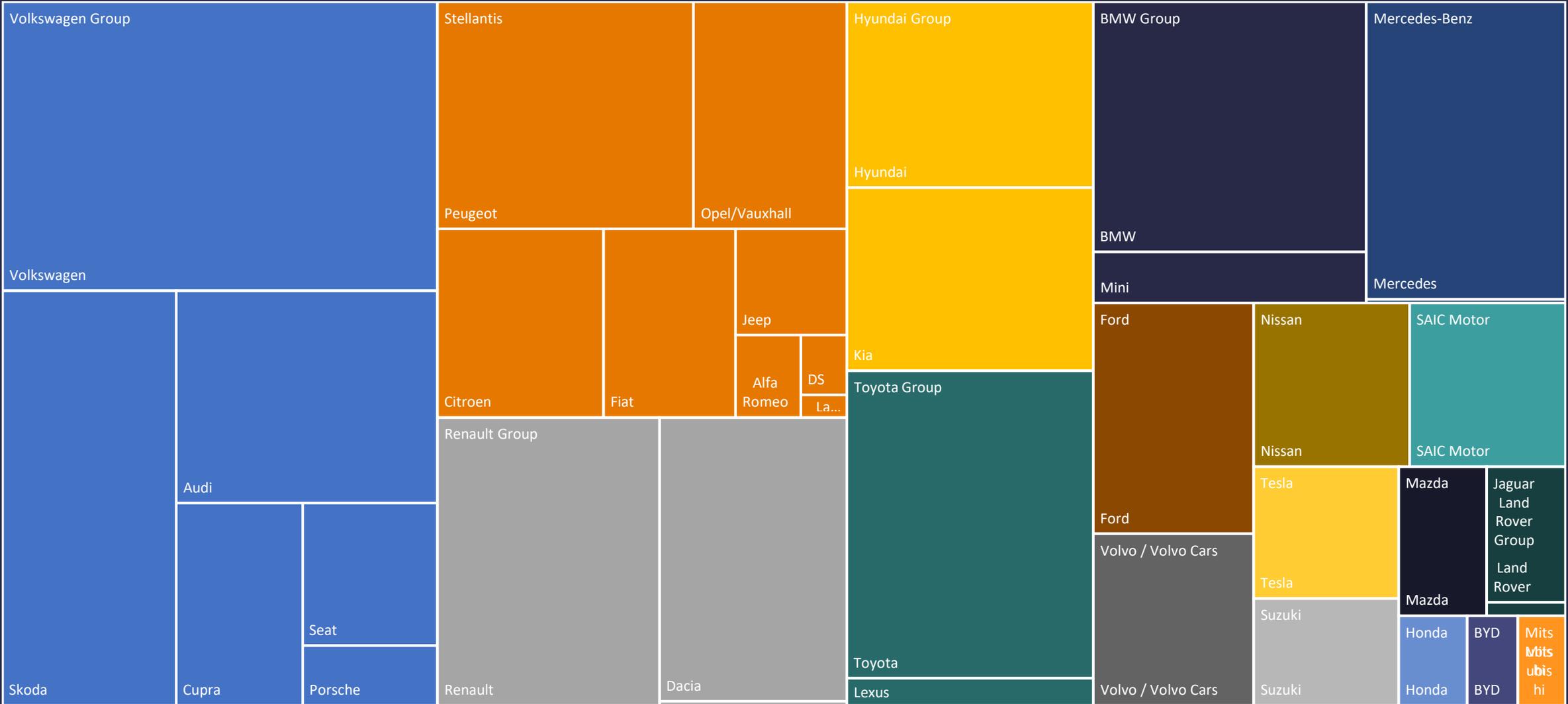


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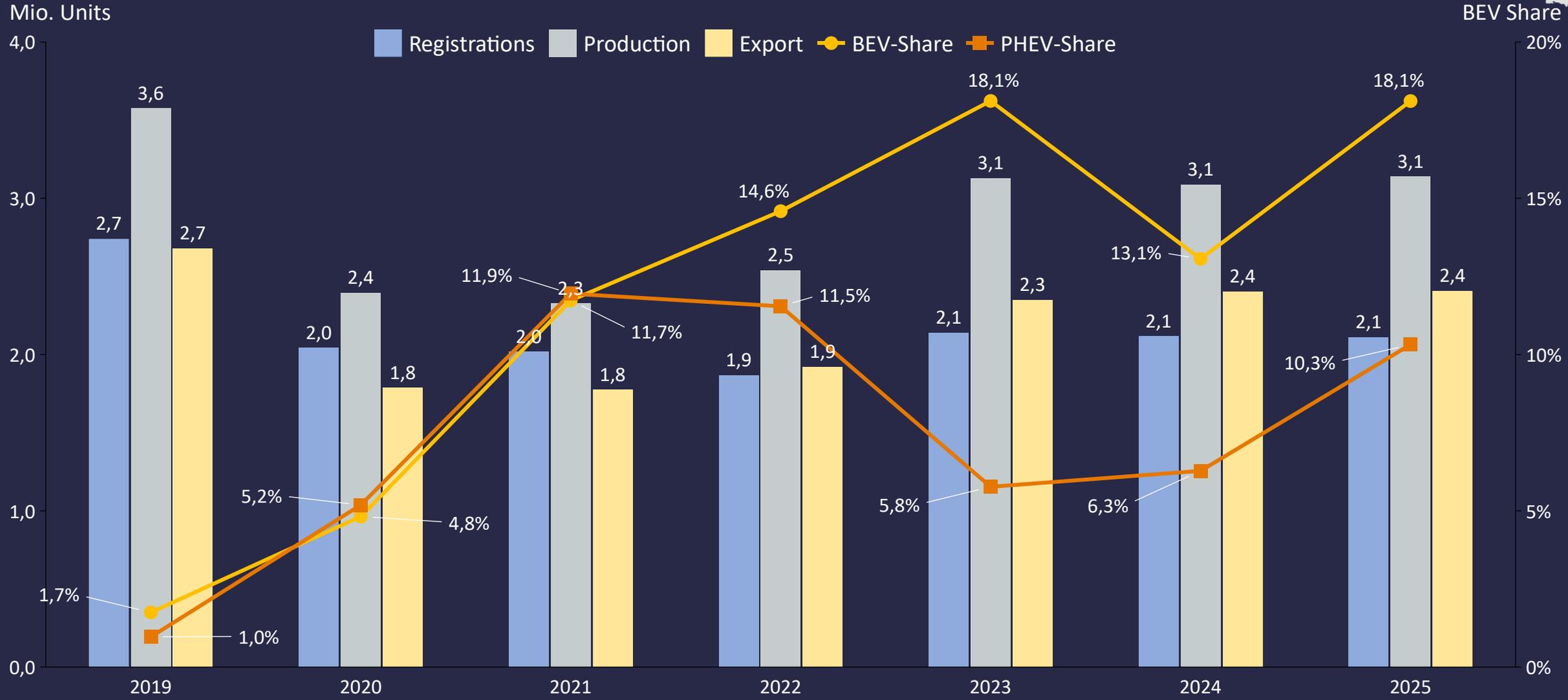
# OEM market share for European new car registrations YTD January – September 2025

Volkswagen Group dominates – Chinese OEMs remain niche players in Europe



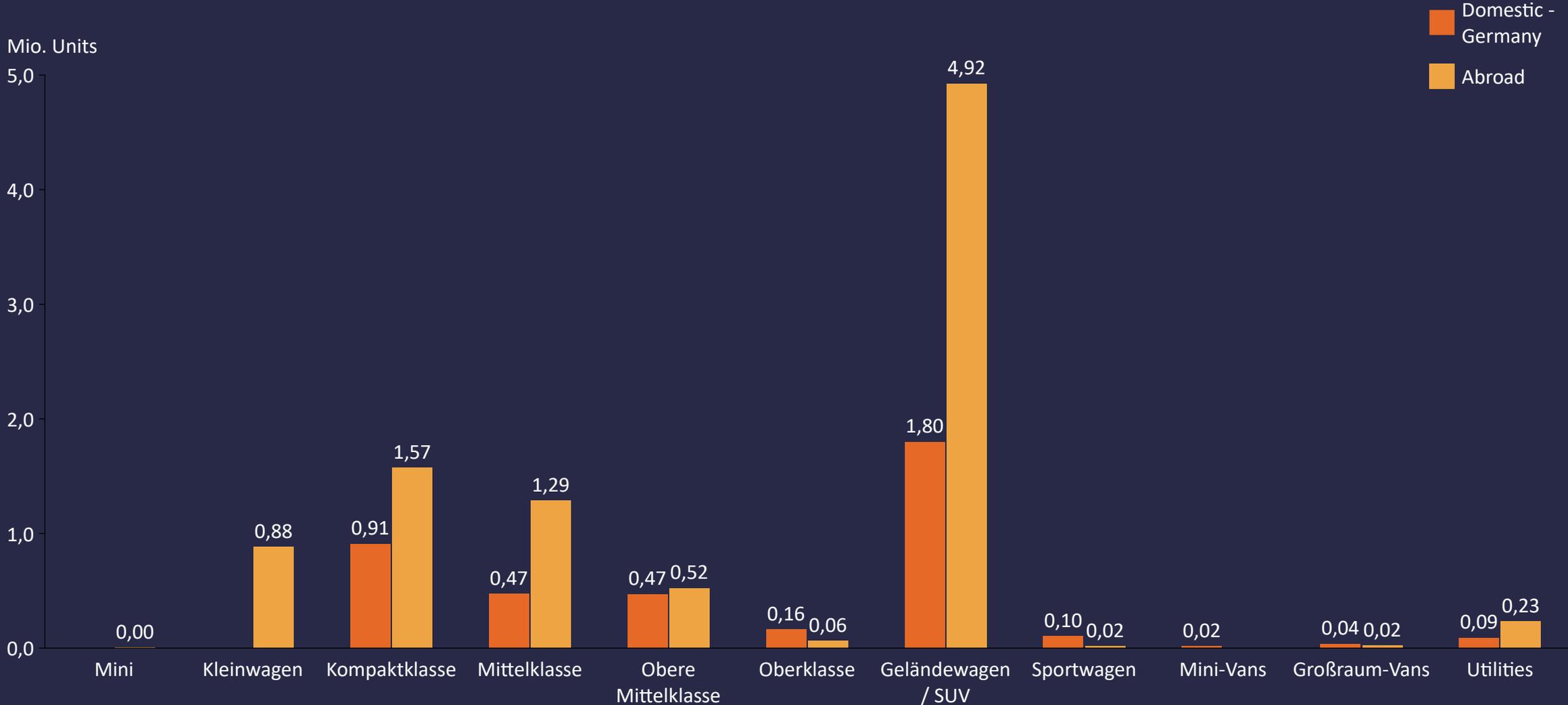
# German production and new registrations YTD January to September

German domestic production and new registrations steady // Export ratio at 76,7 %  
BEV-Share on 2023 level (+39% YoY) // PHEV-Share +64% YoY



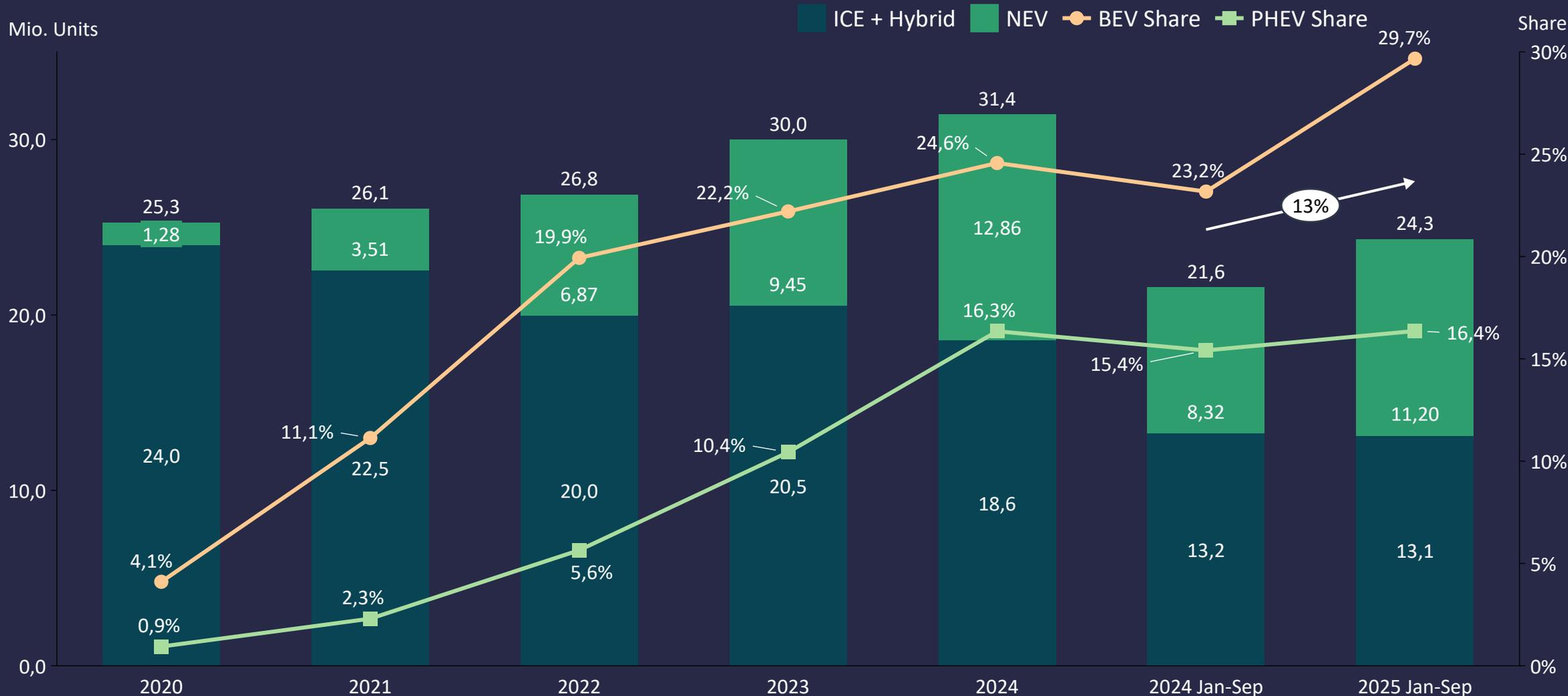
# Total production of VDA companies in 2024: 13,6 Mio. cars (only VDA member companies)

30 % of production in Germany // High margin sports cars and luxury class ~ 80% domestic



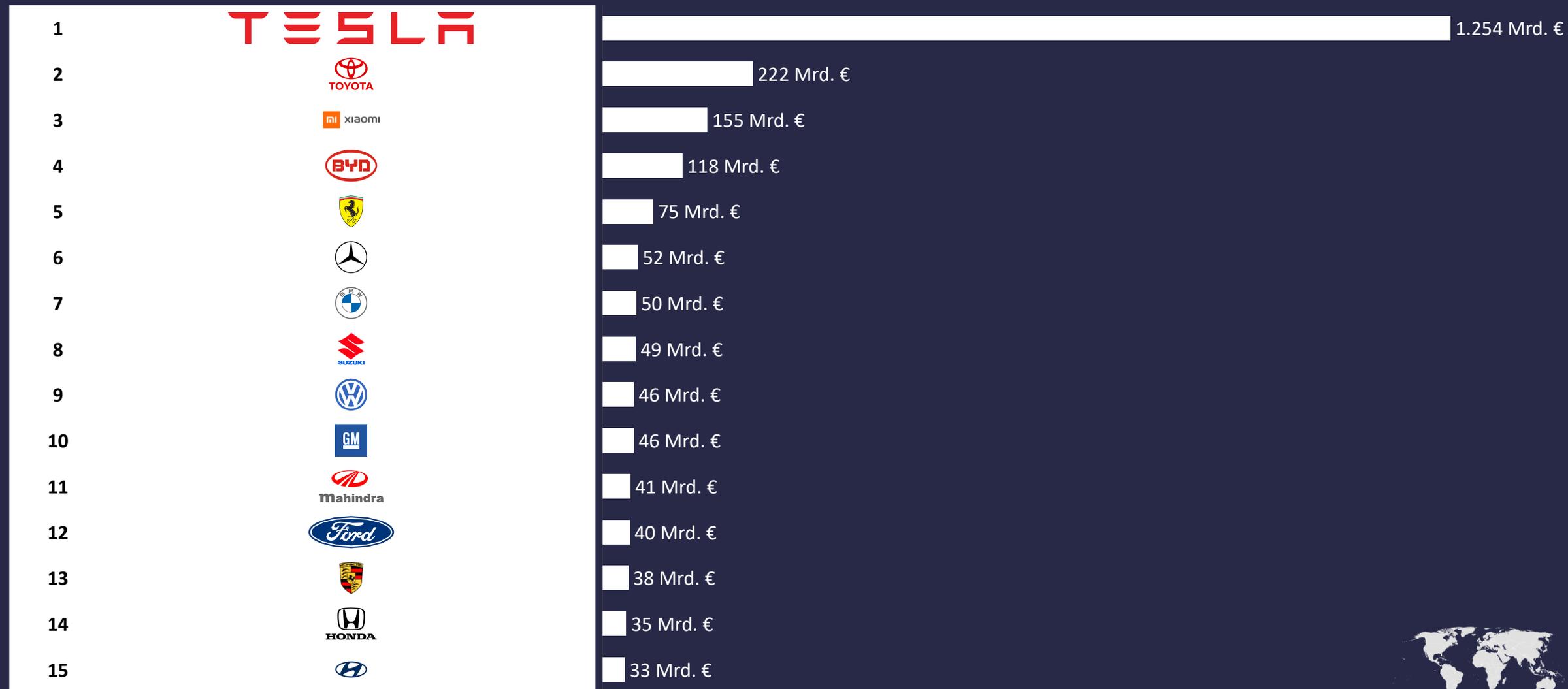
# China new car registrations and BEV/PHEV share

China drives global growth – strong domestic demand and rising exports  
 NEV Share YTD 46 % // Sales growth YoY 13 % // Export ratio at 20 %



# 15 OEMs with highest market capitalization as of end of September 2025

Valuations\* of OEMs follow future potential, not necessary revenue size





# So What? – Key Strategic Takeaways for Industry Leaders

## 1. Electrification leadership will define future market access.

BEV/PHEV growth is decoupled from total demand. Suppliers and OEMs that align their product and capacity mix early will gain share even in a flat market.

### ***Call to action:***

*Portfolio transformation, scenario planning & volume flexibility are key.*

## 2. Future volume growth is happening in China, India & South-East Asia.

European suppliers must handle customer needs abroad for scaling and focus on technology leadership and innovation at home.

### ***Call to action:***

*Strategic repositioning needed between localization and specialization.*

## 3. European OEMs still play a major role in Automotive industry

Valuations show that European OEMs are still seen as future oriented and innovation driven. It is now important to keep this momentum.

### ***Call to action:***

*Invest in strategic technology and innovation management to align future developments with worldwide customer needs.*

# Contact

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strategy engineers