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Electric Vehicles Pack



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In recent years, there has been a notable increase in the popularity of electric vehicles across the UK. As of January 1, 2026, there are 116,052 public EV charging devices/locations across the UK.

There are numerous key UK cities that are at the forefront of the electric vehicle market or are emerging EV hotspots, and we are delighted to be offering an excellent new package for car brands wanting to promote their electric cars to enthusiastic customers.

1. London
2. Manchester
3. Newcastle
4. Coventry
5. Liverpool
6. Bluewater



Statistics

- The UK automotive manufacturing sector directly contributes approximately £22 billion to £25 billion in Gross Value Added (GVA) to the UK economy, generating £85 billion to £92 billion in annual turnover in 2025.
- A total of 473,348 new fully electric cars (Battery Electric Vehicles, or BEVs) were registered in the UK in 2025. This represents a 23.4% market share of the total UK new car market—meaning nearly one in four buyers chose a fully electric vehicle.
- Electrified models (BEVs, PHEVs, and HEVs) reached a record 41.7% share of total output, highlighting the industry's pivot toward the UK's net-zero transition
- In 2025, BEV registrations increased by 91,378 units (a 23.9% jump) compared to the 381,970 registered in 2024.

Source: SMMT, UK Parliament, ZapMap, RAC

London

London is currently leading the way with electric vehicles, and it is the most popular city for electric vehicle users. Electric vehicles represent almost 33% of new car registrations, and has 25,000 public charging stations.

Liverpool

Liverpool is seriously scaling up its plans of EV charging points, aiming towards 2000 charging stations. The city has more than doubled its EV public charging stations since 2023.

Manchester

EV ownership in Manchester is growing rapidly, supported by local council strategies, expanding public charging networks and major infrastructure investment.

Newcastle

The city ranks strongly for accessible charger-to-resident ratios and high rate of new electric car financing.

Coventry

Stands out as one of the fastest growing cities for charging infrastructure. It features thousands of public chargers and high per capita investment, making it one of the most EV prepared cities in the UK.

Trafford Centre

The Trafford Centre offers many options for EV charging, with multiple locations and a mix of AC and DC options across all of it's car parks, making it easy for visitors to top of vehicles whilst they shop.

Bluewater

The UK's largest destination charging hub will soon be situated at Bluewater Shopping Centre. The network is focused on destination charging, where vehicles are parked for longer periods, such as during shopping or leisure visits.

Source: Department for Transport Statistics, EVision Electric Vehicles, The Independent, Global Banking & Finance Review, Liverpool City Council, Manchester City Council, RAW Charging



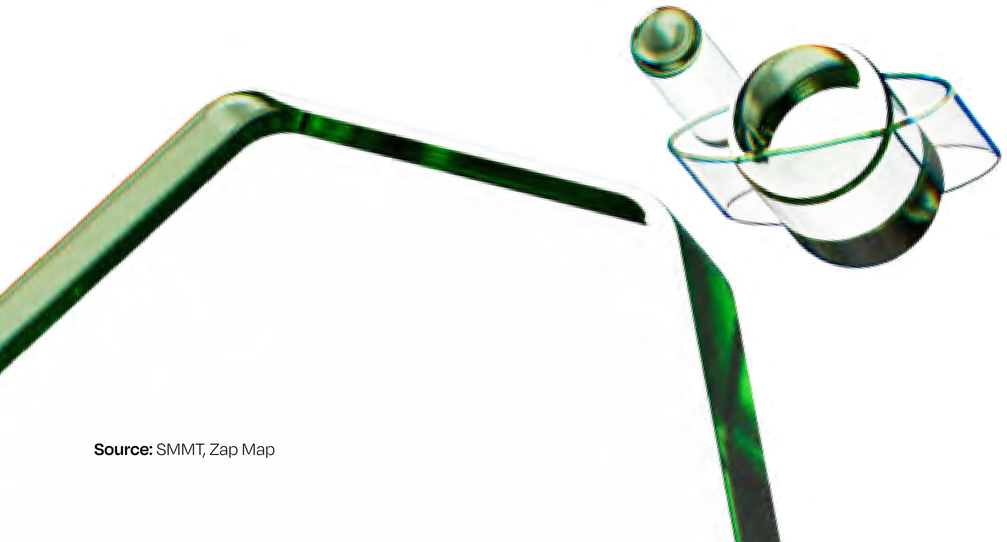


March & April Importance for Motoring Brands

March and April represent the most critical operational and marketing window of the year for car brands in the UK. This period features the UK's unique vehicle registration system to create a surge in both new vehicle sales.

On the 1st March each year, the UK releases the first of its age identifier number plates of the year, and the month accounts for **around 18% to 20% of the entire year's new car registrations**. Drivers in the UK place significant social and financial value on driving a car displaying the newest plate.

Spring also triggers a mental shift in UK consumers, with weather improving and families looking to upgrade their vehicles for upcoming road trips during the school holidays.



Source: SMMT, Zap Map







Ready to find out more?

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