



Charge Ahead **Winning the Electric Vehicle Narrative**



The
Hoffman Agency

Introduction

The electric vehicle (EV) industry in Europe sits at the intersection of sustainability, geopolitics, regulation and consumer behaviour. As a result, there is a wide variety of challenges and opportunities facing vendors which are reflected in media coverage across national, business and trade titles.

This report provides a snapshot of the most important media conversations related to the EV industry over the past four months across the UK, Germany, and France.

It examines media trends and key themes shaping the narrative in 2025, offering a complete view of EV discourse and consumer curiosity.



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As the EV market accelerates amid regulatory shifts and geopolitical tensions, vendors must sharpen their media strategy to stay visible and relevant.

Journalists across Europe are actively seeking informed, insider viewpoints, but earning their attention requires more than just commentary.

To gain meaningful media traction in a crowded and complex EV landscape, vendors need to move beyond generic commentary. A focused strategy means:

- **Developing bold, distinctive narratives** that challenge the status quo or offer fresh insight.
- **Tapping into regulatory and geopolitical storylines** to stay relevant to journalists' interests.
- **Prioritising clarity and sector value** over sales-led messaging.

Those who lead with sharp perspectives and partner with the media as expert collaborators will not only strengthen brand presence—they'll help shape the industry's future discourse.



Jenny Fieldgate

European MD -
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A bird's eye view

Looking at coverage numbers across the three markets, there are clear differences in distribution.

German media – unsurprisingly – is clearly dominating EV coverage in 2025, accounting for nearly half of all mentions, led by *electrive.net* and *ZEIT online*.

French and UK publications are closely aligned in volume, with *Automobile Propre* and *Auto Plus* representing strong French engagement, while *ElectricDrives* and *EV Powered* lead in the UK.

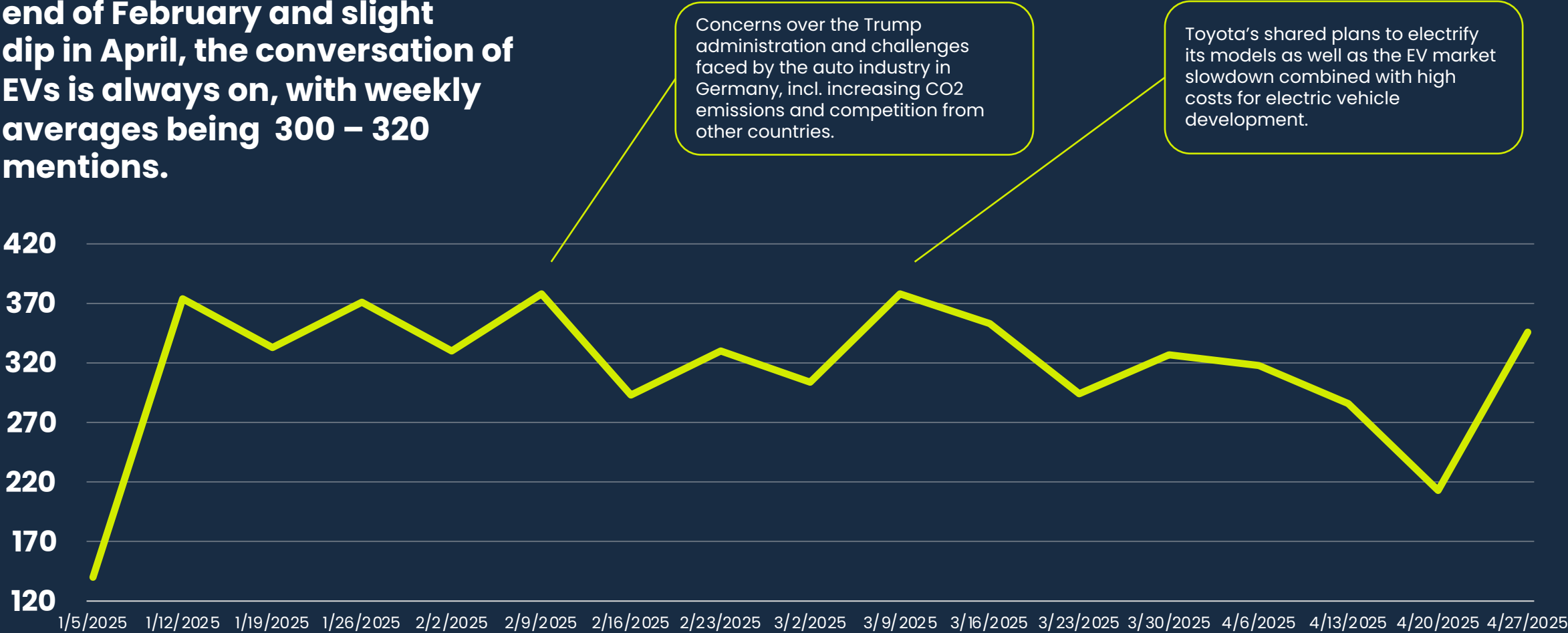
The coverage volumes may reflect Germany's proactive stance on the EV transition and more mature market.

| Country | Article Count |
|---|---------------|
|  | 2398 |
|  | 1592 |
|  | 1425 |
|  | 108 |

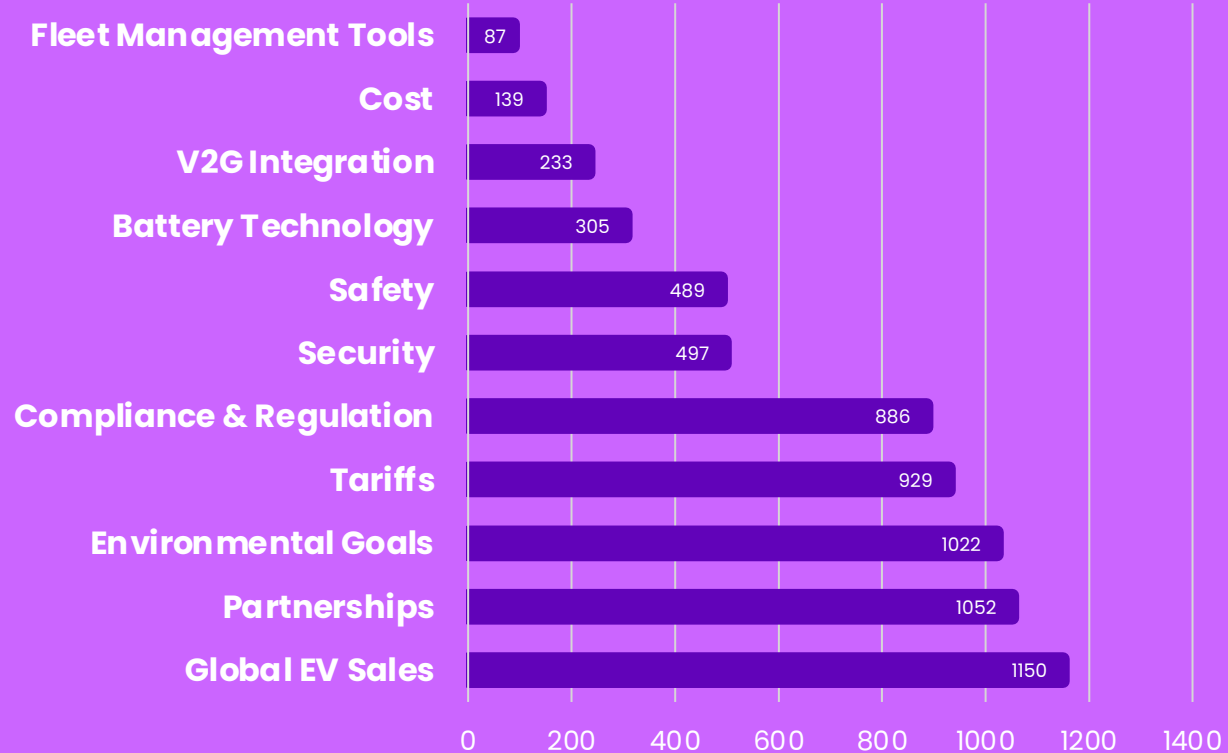


EVs – An always-on conversation

Outside of the slow down at the end of February and slight dip in April, the conversation of EVs is always on, with weekly averages being 300 – 320 mentions.



Key themes in the media



The global transition to EVs and cleaner transport is gathering momentum, but it's not without turbulence.

Concerns are mounting in Germany's auto sector over U.S. trade policy and Elon Musk's outsized influence on industry direction and tariff debates. At the same time, automakers face profit pressures and potential job cuts, creating a tense backdrop for change.

Yet innovation fuels optimism. Bidirectional charging—letting EVs return electricity to the grid—is a potential game-changer, alongside growing efforts to recycle and repurpose EV batteries. Charging infrastructure is rapidly expanding through global partnerships and rising consumer adoption.

Sustainability runs through it all: articles spotlight bold renewable energy moves, from solar to battery storage, and advocate greener transport—from boosting public transit to cutting emissions. Tesla remains a lightning rod, reshaping Europe's auto market as cabriolet sales dip and EVs surge. The conversation is charged, complex, and unmistakably electric.

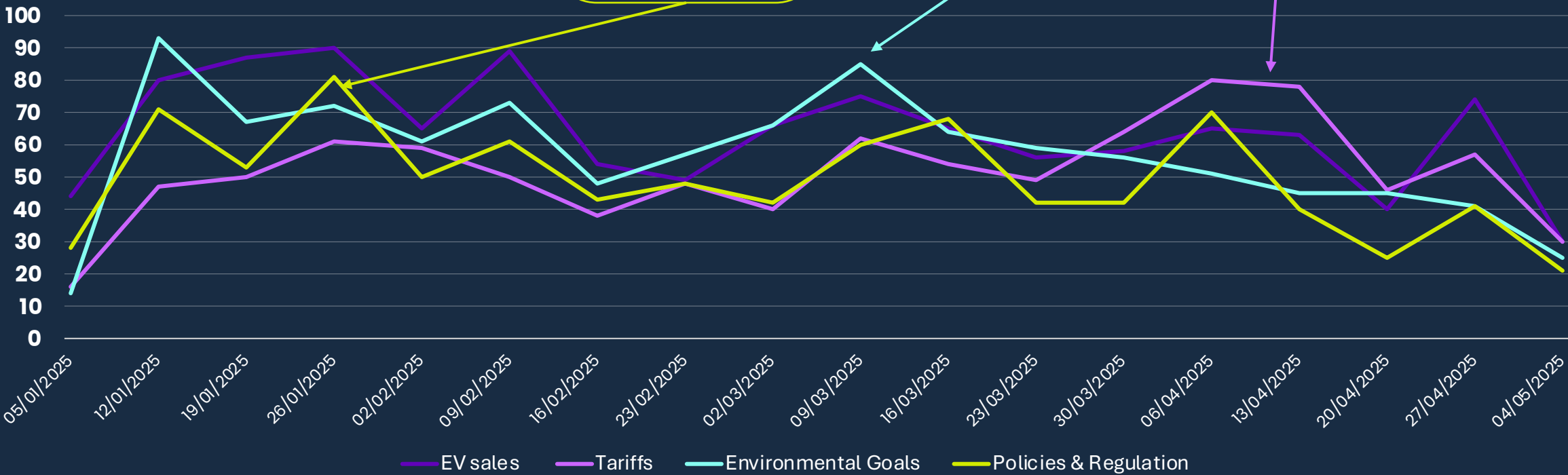
Top topics timeline

This timeline looks at some of the key topic areas shaping conversations.


Impact of potential trade tariffs on Germany's automotive industry under the Trump administration, concerns over pre-tax fuel price debates and calls for strong public investment in electric mobility to avoid deindustrialization.

Brandenburg's wind energy plans face challenges from a new federal law, alongside discussions on expanding EV charging points and the Trump administration's fossil fuel promotion impacting climate goals.

This includes discussions about the cost of charging at airport parking lots, negotiations between the EU and China over EV tariffs, and the growth of EV infrastructure in Spain, France, and Portugal.



Other key media moments



BYD, Volkswagen have overtaken Tesla in sales

BYD and Volkswagen emerging as strong competitors to Tesla's long-held dominance. These developments highlight the increasing competitiveness of the EV industry and the importance of innovation and market adaptation.



Trump's Liberation Day Tariffs

The administration imposed a 25% tariff on all imported vehicles and auto parts, including EVs. This move aimed to bolster U.S. domestic manufacturing but raised concerns about increased vehicle prices and potential disruptions in the auto industry.



EU shifts its emissions targets

Originally, automakers were mandated to reduce average CO₂ emissions by 15% from 2021 levels by 2025. However, the European Commission has introduced a flexibility mechanism allowing manufacturers to average their emissions over a three-year period (2025–2027) instead of meeting strict annual targets. This adjustment effectively delays the immediate pressure on carmakers to accelerate EV production.



EV battery manufacturer CATL unveils new cells to beat BYD's fast-charging record

CATL's advancement not only sets a new record but also intensifies the competition in the EV battery sector. The ability to add over 320 miles of range in five minutes brings EV charging times closer to the convenience of refuelling gasoline vehicles, potentially accelerating EV adoption.

What do the public want to know?

Understanding the questions your audience have helps to inform all areas of the marketing mix, especially when looking to develop a strong thought leadership platform. Here are some of the top 'what' and 'will' questions surrounding EVs globally.

What.

- Q electric vehicles X
- Q what is the meaning of EV tech?
- Q what is technology in EVs?
- Q what will replace the electric car?
- Q what are the changes to the EV mandate?
- Q what is the UK EV legislation?

Will.

- Q electric vehicles X
- Q will EV's last 20 years?
- Q will hydrogen cars over take electric?
- Q will all cars be electric by 2035?
- Q will hybrid cars be allowed after 2030?

About us



Defining communications broadly to include digital, content marketing, thought leadership, as well as traditional PR, The Hoffman Agency marches to its own percussionist.

One of the few independent communications consultancies with global reach, it operates offices in Europe (London, Munich and Paris), Asia (Tokyo, Seoul, Beijing, Shanghai, Taipei, Hong Kong, Singapore, Kuala Lumpur and Jakarta) and the U.S. (Silicon Valley, Portland and Boston). The firm supports some of the biggest brands in the world, many of which prefer to remain unnamed (the client names we have permission to share publicly are [on our website](#)).

THE STORY IS ALWAYS THERE.



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