



This project is funded by the European Union

MOBILITY

DEFINITION

Mobility technologies and services are related to the movement of people and goods— the integration of carbon-neutral solutions and circular principles into transportation value chains should lessen their impact on the environment.

TECHNOLOGIES



Alternative mobility solutions



Integrated mobility system



Hydrogen transportation



Hybrid vehicles



Electric vehicles



MARKET OPPORTUNITY MEXICO

MOBILITY

Market overview

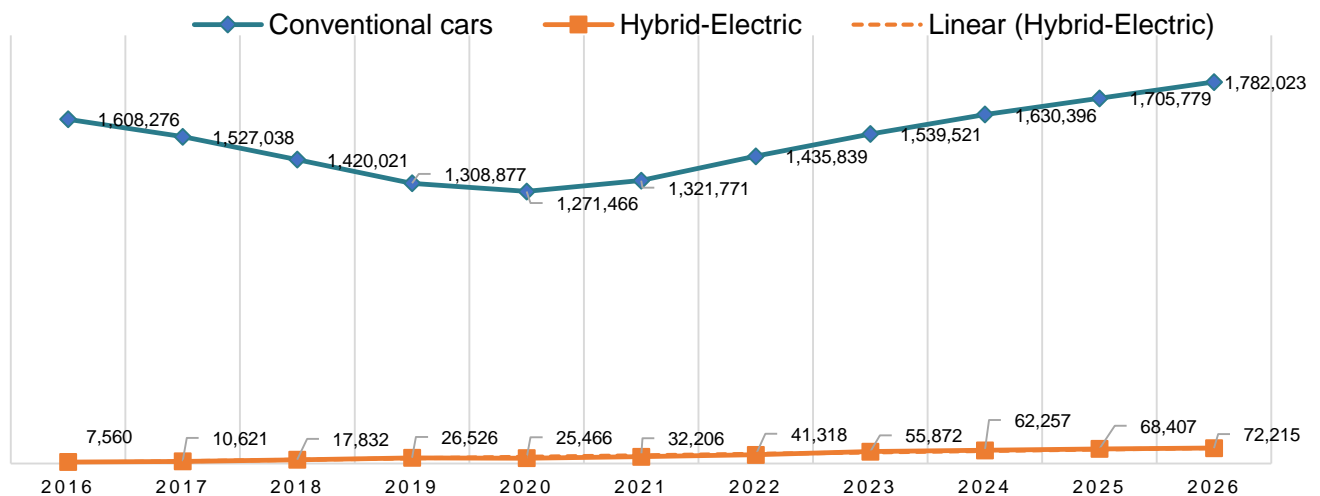
- Mexico is developing its National Electric Mobility Strategy (ENME) to identify priorities, incentives and goals for the national uptake of electric and smart mobility.
- Some states have enacted mobility laws to guide, plan, regulate and manage mobility. Mexico City, Guadalajara, Puebla, and Playa del Carmen have integrated shared electric mobility schemes for electric bikes, scooters, and vehicles.

Key business opportunities for European companies

- 1 Hybrid or electric vehicles.** Mexican corporations are expressing increasing interest in renewing and updating their fleets with cleaner, energy efficient models.
- 2 Supply of automotive parts** to support a growing electric car manufacturing industry.
- 3 Hydrogen-based transportation** as an alternative to fossil fuel. In 2020, a major energy player announced plans to enter the Mexican market to boost hydrogen production.
- 4 Non-motorized mobility**, such as electric bicycles, is promoted in designated urban areas as part of city government initiatives.
- 5 Integrated transport card systems.** City governments are seeking an integrated rate scheme with a single smart card as a means of payment for transportation.

Sector highlight

Sales of hybrid-electric cars in Mexico have been growing steadily in the past years, even as sales of conventional cars are decreasing. This trend is expected to continue.



Source: [J.D. POWER](#)



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Sector insights

- Recent years have seen companies invest in manufacturing plants and parts for electric vehicles.
- A global automotive original equipment manufacturer (OEM) has announced a new business consisting of autonomous and electric cars for last-mile deliveries, a trend boosted by e-commerce.

Drivers

- More than 2,000 public electric charging stations have been installed in some of Mexico's major metropolitan areas, boosting the uptake of electric mobility.
- Incentives for hybrid or electric vehicles include the exemption from vehicle ownership tax.
- The strategic implementation of Mexico's updated Nationally Determined Contributions (NDCs) to the Paris Agreement will require more alternative transportation and green mobility systems, the promotion of clean transportation programs, implementation of the ENME and urban planning towards efficient public transportation systems.
- The National Strategy for Electric Mobility (ENME) foresees at least 500,000 light vehicles and 7,000 heavy vehicles will be electric by 2030.

Barriers

- Most Mexicans perceive electric vehicles to be very expensive.
- Ensuring vehicle autonomy for medium and long distances remains a challenge for automotive companies.
- The additional energy demand will change peak and trough patterns, which will necessitate more energy generation.
- High quality standards set for the automotive sector represent a challenge for new entrants to the market.
- The NOM-003-SCFI-2014 standard establishes the characteristics and safety specifications for electrical products imported or sold in Mexico.

Case studies

- An important mining company aims to invest in hydrogen-based transportation to meet its sustainability commitments. So far, electric transportation has not been able to meet its requirements on the weight capacity of its heavy-duty trucks.
- An important beverage company has a clear plan to optimize its logistics chains and increase energy efficiencies by investing in electric and hybrid vehicles as part of a renewal effort for its transport fleet.

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