

## **Abstract**

The main aim of this bachelor thesis is to identify the current and future importance of the electric vehicles. Apart from global situation, it also investigates the development in China, Europe, Norway and the U.S. To see the future position of electric vehicles on the automotive market, trend analysis and Bass Diffusion Model were used. The results showed that in the year 2035, the share of sales of electric vehicles will slowly approach a threshold of 50% in all analysed regions. The exception is Norway where the market of electric vehicles is already developed. Next, the correlation analysis was applied to measure the relationship between the sales of electric vehicles and internal combustion engine vehicles. It was shown that the correlation is relatively strong with the same direction. The sales are influenced by similar factors. Furthermore, the correlation analysis was used to detect the relationship between the sales of electric vehicles and price of gasoline. The coefficient was positive. At the end, the regression analysis was applied to measure the cross elasticity of demand between electric and internal combustion engine vehicles. It was proved that these vehicles are substitutes. That means that the price of internal combustion engine vehicle can affect the sales of electric vehicles.