Auto Overview

France
After a slower growth in March & April, the Electric-Hybrid search volume has more than X3 in May 2020 versus May 2019.

Reading:
For Electric-Hybrid queries, there was a +216% year on year growth in searches in May 2020 vs May 2019.

The volume of searches was more than X3.
Hybrid recently grew to reach 1/3 of “Alternative Fuel Vehicle” searches

In January, of the ‘alternative fuel vehicle’ searches, 1/4\(^{(1)}\) were made on **Hybrid**

In May, of the ‘alternative fuel vehicle’ searches 1/3\(^{(2)}\) were made on **Hybrid**
“Price” is the top theme in Electric-Hybrid searches and “incentives” search terms only peaked for a couple of days.
Since mid-April the Auto OEMs clicks volume grew fast and CPC remain low. Since mid-May the **clicks volume** is **almost X2** \(^{(1)}\) versus 2019. Since mid-April \(^{(2)}\) the **CPC** is **1/4 to 1/3 lower** than last year.

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\(^{(1)}\) May 16th to June 19th 2020 click volume X 1.87
\(^{(2)}\) April 11th to June 19th 2020 CPC was -26% to -39% vs similar week in 2019