The need to drastically reduce greenhouse gas and air emissions from road transport is urgent. Optimism for an environmentally sustainable future for road transport relies to a large extent on the wide adoption of plug-in electric and other low emission vehicles. However, the early stages of the adoption process of these technologies are critical for their market prospects. This dissertation contributes to a better understanding of the main challenges arising at these stages of adoption and the evaluation of alternative policy responses to these challenges. The first objective of the dissertation is to identify the main barriers to consumer early adoption of plug-in electric and other low emission vehicles and estimate the impact of these barriers on consumer demand. Its second objective is to evaluate the effects of recent fiscal policies to stimulate demand for low emission vehicles in the Netherlands on consumer and manufacturer behaviour and economic welfare.

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