

**POLICY MEASURES AND CONDITIONS FOR THE DIFFUSION OF THE  
ELECTRIC VEHICLE IN ATHENS**

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**ABSTRACT**

The objective of the present work is to investigate and assess the conditions and the policy measures, which may enhance the Electric Vehicle (EV) market, as well as to evaluate the environmental impacts of its diffusion. The main steps of the analysis are: (a) identification of the market segments where the EV could penetrate, (b) investigation of the conditions that could enhance the EV diffusion and forecasting of the diffusion under different policy scenarios and (c) evaluation of the environmental impacts in terms of external cost.