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Charging Infrastructure in Emerging Markets and EV Adoption: "A Literature Review of BYD and Tesla's Strategies in Morocco"

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Abstract - *The research is on how the growth of the charging infrastructure influences the use of electric vehicles (EVs) in Morocco, which is gradually turning into a North African regional hub for e-mobility. The study combines policy and market aspects to look at the interaction of infrastructure availability, consumer behavior, and public intervention with firm strategies, thus taking Tesla and BYD as examples. For example, Tesla is focusing on fast-charging corridors and a premium user base. BYD, meanwhile, is putting more emphasis on low cost, fleet deployment, and the adoption of open charging standards. The investigation demonstrates that Morocco's policy of corridor-oriented charging combined with public-private partnerships and the use of renewable energy has not only increased the visibility and reliability of the charging infrastructure, but has actually helped to ease range anxiety among early adopters. Nevertheless, some issues remain, particularly concerning the power grid, interoperability, and the insufficient coverage of areas beyond the major cities. The article concludes that the Moroccan case highlights the importance of infrastructure planning and industrial policy coordination, thus, serving as a concrete example for other developing countries that may be willing to advance EV adoption despite tight fiscal constraints.*

Key Words: **Electric vehicle, charging infrastructure, emerging markets, Public–private partnership (PPP), Total cost of ownership (TCO), Diffusion strategy, Morocco.**

1. INTRODUCTION

It is continuing now how the world is converting to electric vehicles (EVs) with the involvement of governments, enterprises, and clients reaching a joint objective of reducing greenhouse gases and fossil fuel consumption. The most significant increase in the EV market has been witnessed in the European Union and the United States; however, the developing countries are confronting technological, economic, and policy issues which also determine the rate of their vehicle electrification [22]. Africa has been at the forefront of this change: it has started the continent's first Tesla Supercharger centers and is now beginning to draw in investments from manufacturers such as BYD, thus, turning into a clean mobility hub for the entire continent [21, 23]. Among the various means of accelerating the adoption of electric vehicles, the availability of charging infrastructure ranks first, and its effectiveness acts as a direct indication of consumer willingness to convert to electric power. Research has shown that the presence of charging stations, their accessibility, and their compatibility with the electricity grid are among the most important factors that determine EV adoption rates in emerging markets [20, 22]. Morocco is investing in the development of its urban and intercity charging infrastructure networks; however, the country is still encountering some difficulties. These include the high cost of installation, low levels of interoperability, and limitations of the grid capacity which altogether slow down the bulk rollout [21, 23]. This paper aims to review the role of EV adoption and the development of charging infrastructure in Morocco with a particular emphasis on how Tesla and BYD are doing this. The Tesla's premium, fast-charging oriented model is put side by side with the BYD's affordable, urban-focused model which gives the possibility to see how different manufacturer approaches can be applied to the policy and infrastructure framework of Morocco [20, 21]. The discussion will also bring up government policy, grid readiness, and consumer desire to be the three main factors determining adoption trends [22, 23]. There is a constantly increasing number of researches on EV adoption, yet still, there are some holes in the sections related to emerging economies, especially when it comes to the automaker strategy in Africa. Morocco's case gives us an insight as to how the progress of infrastructure, foreign investments, and policy support can all serve as the drivers of e-mobility in resource-scarce contexts. Bridging these gaps will make it possible not only to deepen the understanding of the reasons behind Morocco's position as the leading e-mobility market at the continental level but also to draw some lessons that are universally applicable on EV adoption in the developing countries. The following is the paper plan: Section 2 discusses the technical and infrastructural issues concerning the charging of EVs in Morocco. Section 3 is about the barriers to the EV adoption and the passenger behavior in the emerging world. Sections 4 and 5 provide a thorough examination of Tesla and BYD, respectively, while Section 6 makes a comparison between their strategies. Section 7 explores the government policies in Morocco and their influence on the adoption of EVs. To sum up, Section 8 points out the shortcomings of the existing studies and offers directions for future research.

2. CHARGING INFRASTRUCTURE DEVELOPMENT

Charging infrastructure is a foundational determinant of electric-vehicle (EV) adoption because it shapes the everyday feasibility, cost, and perceived reliability of using

an EV. In emerging economies such as Morocco, the rollout of charging networks is not constrained by a single bottleneck but by the interaction of energy-system limits, market incentives, and governance capacity. A policy-analytical lens is therefore essential: the same charger can be a grid asset or a grid stressor depending on where it is sited, how power is priced, and whether charging is coordinated. The literature shows that early ecosystems must resolve three tightly coupled problems—distribution-grid headroom, technology and payment interoperability, and capital recovery at low utilization—if they are to scale beyond pilots. In the Moroccan context, these constraints are particularly visible in dense coastal corridors, where commercial load coincides with travel demand and where private investors consider utilization risk alongside construction and interconnection costs. The following subsections synthesize recent evidence and draw out implications for market actors and regulators, setting up the strategic comparison of Tesla and BYD that follows.

2.1 Technological Barriers

Grid capacity and power supply. Distribution networks in developing countries often lack the flexibility to serve clusters of DC fast chargers without localized reinforcement, especially where feeder loading is already high. South African modeling—one of the best-documented African cases—shows feeders surpassing 90% utilization at only ~20% EV penetration, implying voltage-limit and transformer-thermal constraints that would also plausibly emerge in Morocco's large cities [8]. Because Moroccan urban peaks coincide with commercial activity and travel, uncoordinated public charging can compound evening load, raising the cost and complexity of upgrades. Policy guidance therefore emphasizes targeted siting, staged capacity increases, and the use of demand-management tools that shift or modulate charging to periods of spare system headroom [16, 17]. Standardization and interoperability. Hardware connectors, roaming, and payment protocols remain fragmented in many emerging markets, inflating both capex and opex for operators who must support multiple standards. The ICCT's EMDE brief identifies the coexistence of CCS, CHAdeMO, GB/T and proprietary interfaces as a structural cost driver, particularly in Africa and Latin America, and recommends national frameworks for connector choice, roaming, and open payment systems to unlock network effects [6]. High installation and capital costs. Even where land is available, civil works, utility interconnection, and service upgrades are expensive to recover at low initial throughput. World Bank PPI data show EV charging to be among the least privately financed infrastructure subsectors because early-stage utilization is uncertain and payback periods are elongated [15]. City-level scenario modeling for Buenos Aires finds fast chargers unviable below ~30% utilization without tariff support or subsidies, a threshold that is instructive for Morocco's early market [16].

2.2 Technological and Financial Innovations

Renewable and hybrid systems. Combining public charging with onsite solar PV and battery storage to reduce grid stress, improve resilience, and lower lifecycle costs is especially beneficial in areas with high wholesale prices or network charges. The latest smart-charging and renewable-coupling studies synthesis reports up to a 25% reduction in lifecycle costs when PV is used to replace peak electricity purchases from the grid and batteries are employed to smooth intraday variability [1]. In Morocco, a rapidly developing solar utility-scale market, the policy can support the growth of distributed PV-plus-storage at the most efficient charging points by providing an easy permitting process and clear interconnection rules.

Smart charging and demand flexibility. Load management technologies exist in variations. They can be time-of-use price signals or algorithmic scheduling that can significantly reduce coincident peaks (even by ~40%) thus, releasing the distribution headroom and postponing the need for upgrades in the earliest markets [1]. On top of that, machine-learning scheduling trials show that there is more feeder stableness and predictability of station demand which is a perfect thing for bankability as it decreases the risk of uncertain incomes [7].

Public-private partnerships (PPPs).Concession-style models that combine public land or guarantees with private deployment can transfer demand risk while preserving performance oversight; international guidance identifies land-leasing, minimum-revenue guarantees, and standardized contracts as effective instruments in EMDEs [6, 15].

2.3 Current Status in Morocco

Nowadays, the public charging infrastructure for electric vehicles (EVs) in Morocco is hardly developed, and the few available infrastructures are mostly concentrated in a couple of urban areas. Although cities like Casablanca and Tangier have demonstrated that it is possible to develop customer-friendly networks of charging stations, villages and small towns remain deprived of chargers.[3]

The government and trade media informed that a plan is being made to install approximately 2,500 publicly available charging points across the country by 2026. The plan is expected to be aligned with and supported by energy industry trade unions FENELEC and APIME. Besides, it is anticipated to follow an urban-corridor layout which will not only give a highly visible intercity network but also a well-connected one the priority.[4] Investors are valuing such a strategic approach extremely as the demand consolidation of the corridor strategies allows for stations to be utilized more efficiently and the involvement of sector associations leads to standardization and workforce development. These strategic decisions have a significant impact on how

companies like Tesla and BYD, among others, decide to deploy their products, networks, and partnerships in Morocco, which will be elaborated on in the next sections.

3. EV Adoption in Emerging Markets

3.1 Global Patterns

Electric vehicles (EVs) have been put on the map in a stellar way at the global level, yet there haven't been similar outcomes in different parts of the world. A small handful of mature markets accounted for the biggest chunk of EV sales, whereas in most developing economies these vehicles are hardly making any headway. Here, the availability of well-defined infrastructure, cost-effective alternatives, and trustworthy policies will be the determining factors if the advancement is to be swift. Research focusing on Africa stresses that the lack of reliable data and ever-changing standards impede the planning capacity. In this context, the governments are bewildered whether to allocate their shallow budgets to the subsidy of vehicles, charging stations, or fleets[7]. On the one hand, those nations that can unfold credible infrastructure roadmaps, provide reasonable demand incentives, and formulate transparent industrial strategies are typically the ones that move faster. This is because the consumers are assured that there will be adequate charging facilities', thus investors can expect the utilization of their investments, and agencies can coordinate energy-transport decisions. The logic behind this is very clear when one thinks of Morocco's corridor strategy and the various OEM roles assessed below.

3.2 Demands-Side Determinants

Affordability and total cost of ownership (TCO) dominate early-stage car markets: without purchase incentives or concessional finance, the upfront price premium deters mainstream buyers even when lifetime operating costs are lower. Independent TCO analyses document operating-cost advantages for EVs driven by fuel and maintenance savings, but they equally underscore the salience of credit access and down-payment support in emerging markets [5]. Behavioral research adds valuable insights to this economic review.. Large-scale TAM studies in developing contexts suggest that environmental concern, social influence, EV awareness, and enabling conditions perceived (e.g., home/work charging, reliable service) all positively predict adoption intention [2, 18]. Visibility of public charging is also most significantly the social cue of reliability and reduces perceived risk, cooperatively amplifying the effectiveness of incentives and information campaigns—something Morocco is well placed to take advantage of through corridor extension.

3.3 Infrastructure and Supply Constraints

Nowadays, the lack of enough charging stations for electric vehicles makes people fear to run out of battery and have uncertain trip times thus, adoption risk increases. Besides that, the existence of different standards separately raises costs for both users and operators. Studies in different parts of the world have revealed that the more chargers there are and the easier roaming access is the faster will be the adoption of electric vehicles. The studies imply that emerging markets and developing economies should from the beginning create proper standards for connectors and payment methods to avoid dumping coast investments. For Morocco, if the deployment of the timing corridor is in line with open roaming and clear pricing, it would give an extra boost in consumer confidence and thus higher utilization, making the private business case more robust.

3.4 Policy Effectiveness

A most recent systematic review report reveals that the effectiveness of policies varies depending on the time period: A cut in taxes and providing purchase incentives are at first a very effective approach but as non-price frictions and the lack of infrastructure become more significant, the effectiveness of these policies declines. After that, attention is paid to charging visibility, standardization, and fleet programs that combine the demand that is predictable, thus increasing station utilization and making investment bankable [19]. This sequence of circumstances is especially pertinent to Morocco, a country with very little room for fiscal maneuvering, where fleet electrification can give charging network early anchors.

3.5 Two- and Three-Wheeler Pathway

Numerous EMDEs are undergoing an e-mobility shift not with cars leading the way but with light electric vehicles. The 2024 overview by UNEP highlights the rapid expansion of electric two- and three-wheelers in Africa and Asia, thereby a result of lowered import duties, battery-swapping trials, and light-EV charging standards [14]. As far as Morocco is concerned, facilitating the adoption of light-EVs in parallel with corridor car charging can speed up consumer acquaintance, trigger local services, and create a pipeline of technicians and suppliers that gradually lowers ecosystem costs.

3.6 Morocco Implications

Three priorities follow for Morocco's adoption outlook. First, affordability: concessional finance, leasing schemes, or specific, time-limited buying incentives can bridge the early price gap as volumes are still low. Second, confidence through visibility: carefully placed public and workplace charging—baked into open data and roaming—reduces risk perception and helps establish early habits. Third, sequencing: policy must start with price levers to create the initial demand, then transition to standardization, PPP-facilitated deployment, and fleet anchors as volumes increase [3, 4, 6]. These conditions guide the strategic moves of Tesla and BYD examined below.

4. Tesla's Strategy in Morocco and Comparable Markets

Tesla's strategy for emerging markets is quite different from the developed markets, with an emphasis on first creating the necessary infrastructure, then targeting the premium customers, and the whole proposition being based on the control over the charging experience. Tesla's official webpage lists the Supercharger locations in Tangier, Casablanca, Rabat, Marrakech, Agadir, and Fez, thus creating the possibility of a trip from one major city to another and along the popular tourist routes [13]. By providing highly reliable and fast charging first, before the retail expansion, Tesla takes away the risk that early adopters would perceive, establishes its brand image through the association with performance and convenience, and creates demand in the high-income urban niches. This capital-light approach of the company first install a reliable charging network, and sales and services will come along as the volumes increase allows Tesla to keep capital exposure at the minimum while at the same time it is generating strong demonstration effects.

From a system point of view, this model is in line with the city-corridor vision of Morocco but it also presents a governance problem: Tesla's proprietary networks speed up the adoption of its cars among the existing Tesla owners but if roaming, connector, and payment interoperability policies are not set, then these networks can also remain islands and cause the fragmentation of the whole ecosystem. Therefore, the task of policy-makers becomes aligning the national standards with private networks, so that the Tesla network is not just an isolated infrastructure, but rather a public confidence booster.

5. BYD's Strategy in Morocco and Comparable Markets

BYD follows a mass-market affordability roadmap, fleet electrification, and local industrialization, as far as it is possible. A 2017 agreement with the government of Morocco had set the stage for an EV industrial park near Tangier that would cover passenger cars, buses, batteries, and SkyRail [9]. Even though the execution has lagged behind the initial announcement of the results, the agreement shows BYD's preference for sourcing gradually built local ecosystems from fleet and public-transport anchors. On the operational side, the company frequently escalates through partnerships with municipalities, utilities, or private fleet operators, staying open to AC/DC depot charging standards and not closing down proprietary networks. For a market at an early stage of development, like Morocco, this approach works well with PPP-style rollout and e-bus or taxi pilots that bring most the demand base and enhance charger utilization [17]. At the same time, recent battery-supply-chain investments BTR cathodes, Hailiang copper, Shinzoom anodes, and Gotion's gigafactory plan are building up a battery corridor that increases the potential for local assembly and lowers logistics costs [10 12].

6. Policy Issues in Morocco

Targets and governance. Morocco's stated aim of roughly 2,500 public chargers by 2026, coordinated with FENELEC and APIME, signals a corridor-oriented approach that prioritizes visibility and intercity travel [4]. Effective governance will require coordination across energy, transport, and industry portfolios so that siting, tariffs, and permitting align with power-system realities and industrial policy. Industrial and financial incentives. Battery and component manufacturing projects—BTR cathodes, Hailiang copper, Shinzoom anodes, and Gotion's planned gigafactory—can lower ecosystem costs, improve supply security, and make Morocco a more attractive base for OEM localization [10–12]. Consumer and awareness programs. Where purchase subsidies are limited, information campaigns, EV-rental pilots in tourism hubs, and open data on charger availability can build trust and accelerate learning effects [3]. Regulatory priorities. International guidance for EMDEs highlights three levers with immediate payoff: (1) connector and payment standardization that ensures roaming; (2) time-of-use tariffs and smart-charging rules to smooth load; and (3) streamlined PPP permitting and model documents to speed deployment [6, 15]. Together, these actions integrate Tesla's proprietary corridors and BYD's depot-centric fleets into one coherent system that reduces risk for consumers and investors.

7. Discussion

Previously, the meeting discussed different facets of the planned introduction of electric-vehicle (EV) infrastructure from a technological, behavioral, and strategic perspective in Morocco as well as in other emerging economies. To sum up, the key ideas of these contributions were the interrelationship of issues around a) the network of charging stations development, the consumers uptake, and the firm strategy. The section here brings together the ideas there to map out common trends in energy-mobility transitions in emerging economies through the case study of Morocco which are the co-evolution of three elements: infrastructure readiness, firm strategy, and policy learning.

7.1 Integrative Discussion: Technology, Behavior, and Institutions

EV uptake in emerging markets cannot be ascribed to technology diffusion, but is dependent on co-developing institutional ability and behavioral adoption based on infrastructure. Empirical evidence from the literature suggests that early adoption is dependent on three related areas: first grid adequacy and energy-system integration; second public charger visibility and reliability-based consumer confidence; and finally policy regimes that facilitate risk for consumers and investors. Morocco's corridor-style charging deployment demonstrates how strategic clustering can ensure concrete reliability without overburdening the grid, consistent with transition theories

that prioritize strategic-niche management. The integration of clean sources, particularly PV-based distributed charging, is regarded as a shift toward embracing the union of energy security and mobility electrification, a policy trend evident in other middle-income environments such as India and South Africa.

Institutional design remains the key. Fragmented regulatory authority and lack of funds still hold back rollout in EMDEs, but Morocco's Green Energy Strategy and involvement of organizations such as MASEN and FENELEC demonstrate how cross-sector cooperation can assist in offsetting budget constraints. Literature consistently finds that unambiguous governance signals—targets, land-use facilitation, and harmonized interconnection rules—are more flexible in their impact on private investment than direct subsidies once basic market trust has been established. Thus, Morocco's emphasis on coordination rather than high subsidization is consistent with a financially sustainable transition path.

From a behavioral perspective, the mentioned research shows that visibility of infrastructure has a reputational multiplier effect on adoption. Through demonstrations in Southeast Asia and Latin America, each additional publicly available charger will boost consumer purchasing intent by creating perceived reliability and social normality. Morocco's geographically uneven but concentrated charger layout in Casablanca, Tangier, and Rabat plays this symbolic role for early adopters. In conclusion, the Moroccan experience substantiates the theoretical hypothesis that physical infrastructure functions both as an enabling technology and as a communicative signal within social diffusion of innovation.

7.2 Comparative OEM Strategies and Policy Alignment

Tesla and BYD exemplify two different but at the same time complementary strategic archetypes for the global EV diffusion. Tesla has a proprietary-infrastructure strategy that guarantees user experience, technology integrity, and brand leadership. BYD, on the other hand, relies on a fleet-anchored, open-standard model that is based on affordability, cooperation, and ultimate localization. Their presence together in Morocco serves as an empirical laboratory to study the industrial strategy and state policy interaction in emerging markets.

Tesla's "infrastructure-first" strategy is highly compatible with Morocco's corridor strategy: Tesla doesn't just ease range anxiety by placing Superchargers on the tourist and business routes, but also puts the network reliability to the public test by a highly visible way. These two companies represent dual archetypes that are the perfect match of one another for the worldwide spread of EVs. Tesla has a proprietary-infrastructure-trend, which guarantees the user experience, technology integrity, and brand leadership, whereas BYD relies on a fleet-anchored, open-standard model that is based on affordability, cooperation, and final localization.

Tesla market strategy is essentially to install Superchargers and charging points in such a way as to support the tourism and commerce sectors, which essentially means that the company first focuses on deploying the high-reliability charging infrastructure and then, as a good brand becomes more and more visible to the customers, it increases the retail presence. Nonetheless, the limitation of this exclusive network is that in the absence of any regulatory requirements for interoperability or public access, proprietary corridors, such as these, become the contributors to the fragmentation of national ecosystems. Therefore, policy makers in Morocco should weigh the pros and cons of innovation incentives versus the requirements for interoperability so that they can prevent technological lock-in.

BYD's development trajectory tracks more accurately to developmental-state trajectories. The firm's 2017 agreement to build an EV assembly park in Tangier is reflective of the inclination to locate the capacity for production and public-fleet electrification in the host country. Its focus on buses, taxis, and logistics fleets aligns with Morocco's near-term mobility needs as well as studies that find aggregated, deterministic fleet demand raises charger utilization. Moreover, fresh Chinese-component investment in batteries (BTR, Hailiang, Shinzoom, Gotion) gives Morocco's upstream integration potential more muscle. This aligns with industrial-policy objectives—employment, value retention, and export positioning—while strengthening BYD's long-term localization option.

Tesla and BYD are two very different but also complementary examples of globally electric vehicles (EVs) spreading. Tesla's strategy is to play its own-private-infrastructure hand so as to guarantee the user experience, technological authenticity, and brand leadership. BYD, on the contrary, pursues a fleet-anchored, open-standard approach still on the foundation of affordability, cooperation, and eventual local production. Their coexistence in Morocco is an empirical laboratory for the interaction of industrial strategy with state policy in emerging markets.

7.3 Lessons for Emerging Market Transitions

Three transferable lessons emerge. First, timing is critical: infrastructure follows credible policy goals and alignment with government, but precedes mass-market spread. Opening corridor chargers ahead of mass subsidies in Morocco gave a visible spine and reduced policy-risk perception. Second, coherence of policy across ministries maximizes limited fiscal inputs. Integrated transport, energy, and industry portfolios—illustrated by MASEN and APIME collaboration—prevents duplication and aligns industrial incentives with energy-system planning. Third, component

production localization can make EV programs import-substitution programs into authentic industrial programs. Morocco's integration of battery-supply investments illustrates the way green-industrial policy can be a competitiveness agenda rather than merely a climate-policy niche.

Comparative literature also insists on the social-equity dimension: peri-urban and rural areas lag behind in infrastructure access, triggering asymmetric diffusion and reproducing socio-spatial inequalities. Moroccan policies in the future need to extend corridor development to second-tier cities, accompanied by micro-enterprise schemes or distributed-solar recharging to prevent an "urban-bias" lock-in. In terms of governance, the Moroccan case illustrates the power of policy learning and adaptive regulation—iteratively adjusting tariffs, interconnection requirements, and rules of concessions—to facilitate private investment under conditions of uncertainty.

7.4 Limitations and Future Research Directions

The review compiles extensive and diverse recent research literature and up-to-date industry sources; however, it seems to have some limitations. Firstly, there is the absence of hard data on charger-utilization rates, consumer behavior, and grid impacts in Morocco; most of the materials are still derived from the world's other regions analogues. Secondly, the comparison of OEM strategy remains shallow as firm localization plans and financing terms are barely disclosed to the public. Thirdly, cross-country comparisons mainly provide a general synopsis; later studies will have to conduct quantitative modeling - for example agent-based adoption simulation or techno-economic optimization of charger location to compare the effectiveness of policies with real-world grid and demand profiles.

In addition to that, research that integrates behavioral economics, infrastructure finance, and energy-system modeling would reveal even more comprehensive pieces of evidence. The last point is the mandatory continued monitoring of the policy to check if Morocco, by choosing the initial corridor strategy, will achieve a sustained nationwide adoption in the next ten years.

8. CONCLUSIONS

This literature review has combined the latest evidence on the expansion of charging facilities, the trends in electric vehicle uptake, and company strategies in Morocco as part of the global emerging markets framework. The paper suggests that electric mobility development is the result of the interaction of three mutually reinforcing systems: technological infrastructure, market culture, and institutional governance. Morocco's strategy - concentrated corridors, renewable-energy integration, and public-private partnerships - demonstrates how a low-income country can lead low-carbon mobility without massive fiscal subsidization. The combination of infrastructural visibility and consistent policy signaling has provided market confidence with real substance even without sizable financial incentives.

Comparative examination of BYD and Tesla indicates that corporate logics in each case intersect to drive transition effects in concert when supported by adaptive governance .Tesla's private-network tactic underpins initial user faith and worldwide reputation; BYD's fleet-centric open-standard strategy promotes local industrial spillovers as well as long-term sustainability. Morocco's development tailing regulation—its range extending from connector standardization, time-of-use tariffs, to concession models—serves as the connecting device that harmonizes these intersecting strategies to a synergistic national system.

The broader implication might be that developing economies should not follow the high-subsidy paths of industrialized ones. They could rather use innovative institutions such as corridor planning, renewable-charging integration, and supply-chain localization to shrink their budgetary expenditure. The Moroccan case is a proof that a combination of strategic sequencing, cross-sectorial coordination, and credible long-term targets would enable private investment without resources being plentiful.

Additional research can leverage the conceptual framework of comparative regional analysis to explore how governance capacity, industrial depth, and social equity differently change their roles in the uptake of EVs in Africa, Asia, and Latin America. Quantitative performance considerations--utilization rates, grid effects, and localized emissions mitigation--will definitely add to a more full empirical basis for policy learning.

With the global automobile industry continually changing the places of its production, Morocco's hybrid system can be a successful example for other emerging markets to simultaneously enhance their sustainability and competitiveness.

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