

# 300,000 hybrid trucks, buses on road by 2015, report says

By [Andrew Nusca](#) | Jun 2, 2010

Nearly 300,000 hybrid trucks and buses will be on the road in the next five years, according to [a new cleantech report](#).

According to [a new report](#) from market intelligence firm **Pike Research**, the global market for hybrid medium and heavy-duty trucks and buses will increase from 9,000 vehicles sold in 2010 to more than 100,000 vehicles sold in 2015.

The hybrid vehicles boast a five to 50 percent reduction in fuel consumption, attractive to penny-pinching fleet managers.

A few takeaways from the report:

- North America is currently the leading region for hybrid trucks
- Asia Pacific will take the lead in hybrid trucks in 2011, driven by growth in both Japan and China.
- The U.S. will remain the largest singular market for hybrid trucks and buses between now and 2015. China will be second.

Both hybrid and battery electric vehicles are appealing for medium and heavy-duty truck classes, according to the report. Long-haul, heavy-load fleets will likely adopt hybrid technology “to help contain the costs of the battery,” while shorter-haul fleets will more likely use battery electric technology.

The greatest source of interest in plug-in hybrid trucks will be from utility companies, but the segment will remain small, according to the report.

“Fleet managers are actively seeking tools to insulate themselves from growing fuel costs and increasingly stringent emissions regulations, but at the same time they do not want to compromise on vehicle requirements,” senior analyst Dave Hurst said in a statement.

“Many new hybrid truck designs introduced in the next few years hold strong potential to strike a balance between efficiency, cost, and performance.”

Manufacturers with a horse in the race include Altec Industries, Azure Dynamics, Daimler Trucks/Freightliner, Electric Vehicles International, Ford, General Motors, Hyundai, Iveco, Mitsubishi, New Flyer, Nissan, Orion, Proterra, Kenworth/Peterbilt, Renault, Toyota, Volvo and Zero Truck.