

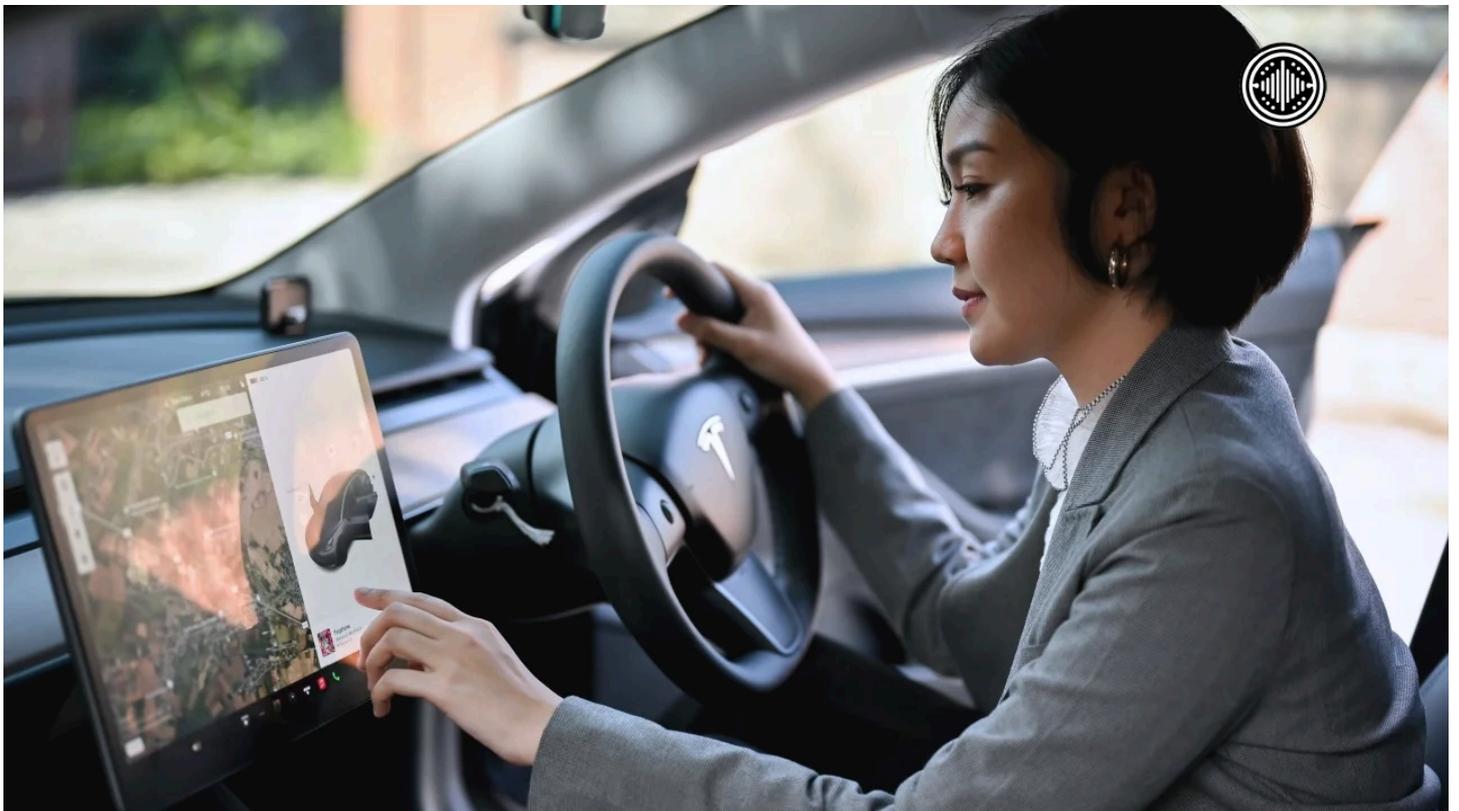
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## Challenges Persist for Australian EV Drivers Amid Rising Sales and BYD-Tesla Rivalry

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Australia's electric vehicle (EV) market is surging, with sales hitting a record 10.3% of new car purchases in June 2025, driven by fierce competition between Tesla and Chinese giant BYD (Build Your Dreams). Yet, EV drivers face persistent hurdles, including inadequate charging infrastructure, looming taxes, and concerns over affordability and resale value, which threaten to slow this green momentum.

The EV boom is undeniable, with 13,169 battery electric vehicles sold in June, alongside 6,200 plug-in hybrids, according to the Federal Chamber of Automotive Industries (FCAI). Tesla's Model Y led with 3,457 sales, but BYD's total sales, including its Shark 6 and Sealion 6 plug-in hybrids, surpassed Tesla's 4,589 units. "We're seeing Chinese brands like BYD pitch compelling EVs at lower prices," said Giles Parkinson of The Driven,

highlighting their edge in affordability. BYD's Dolphin, priced at \$32,138 driveaway, undercuts many rivals, fueling its 368% sales growth from June 2024. However, Tesla's refreshed Model Y and loyal fanbase, like Ross Hetherington, who said, "I drive the car for the car, not the CEO," keep it dominant.

Despite the sales surge, charging infrastructure lags. With only 1,849 high-power public chargers nationwide, regional drivers face long queues, a frustration echoed by EV owners at a recent Melbourne show. The Labor government's \$150 million low-interest loan scheme for essential workers has been criticized as insufficient by the FCAI, with no robust plan to expand charging networks. Worse, a proposed road user tax, deemed inevitable by the federal treasurer, threatens to burden EV owners already grappling with high upfront costs. "A road user tax on top of existing levies is nonsensical," argued Scott Maynard of Polestar Australia.

Resale value concerns also loom large. A 2021 Tesla Model 3, now worth about \$34,000 after 85,000km, highlights rapid depreciation tied to battery degradation fears. Misinformation about EV fires, despite lower risks than petrol cars, further erodes confidence. As BYD challenges Tesla's 42% market share, down from 53% in 2023, Australia's EV transition hinges on addressing these practical barriers. Without bold infrastructure investment and policy clarity, the road ahead remains bumpy for EV drivers.