

摘要

本文研究在财政补贴政策即将退出和“双碳”目标背景下，非财政补贴政策——燃油车限购对上海市新能源乘用车需求的影响，并将其与财政补贴对新能源汽车推广的影响加以比较，分析二者的成本收益性，寻求通过调整燃油车限购政策作为财政补贴政策退出后，新能源汽车推广的新的可供替代的政策。基于样本期为 2016 年 1 月至 2018 年 12 月的上海市新能源乘用车车型层面的月度销量数据、燃油车牌照市场中标率数据，本文使用工具变量模型进行实证分析，研究上海市牌照竞拍中标率对新能源汽车销量的影响，并通过反事实分析，比较财政补贴政策和燃油车限购政策在新能源汽车推广方面的成本收益性。研究发现：2016-2018 年期间，燃油车牌照市场中标率下降 1 个百分点，每月平均能提升新能源汽车销量 1.17 个百分点；通过反事实分析发现上海本地补贴对新能源汽车销量贡献为 17.35%，在财政中性条件下，取消上海市本地补贴的同时收紧燃油车限购政策——减少燃油车牌照投放数量，降低燃油车牌照中标率会导致样本期内新能源汽车销量提升 84.84%。在异质性分析中发现，财政补贴对纯电动汽车需求影响更大，样本期内财政补贴对纯电动汽车和插电式混合动力汽车的销量提升分别为 24.97%、14.91%；而取消补贴，在财政中性条件下收紧燃油车限购政策对插电式混合动力汽车的影响更大，其销量提升为 89.95%，纯电动汽车销量提升为 68.92%。根据以上实证结果，本文认为在财政补贴政策取消后，非财政补贴政策——燃油车限购可作为新能源汽车的推广政策的一个补充；非财政补贴政策在实施过程中应注意新能源汽车类型的异质性，适当向对环境更友好的纯电动汽车倾斜。

【关键词】 燃油车限购；新能源汽车；补贴政策；需求估计

Abstract

This paper studies the impact of non-fiscal subsidy policy -- fuel vehicle purchase restriction on the demand for new energy passenger vehicles in Shanghai under the background of the upcoming withdrawal of financial subsidy policy and the "double carbon" target, and seeks a new alternative policy for the promotion of new energy vehicles by adjusting the fuel vehicle purchase restriction policy as the withdrawal of financial subsidy policy. Based on the monthly sales data at the model level of new energy passenger vehicles in Shanghai from January 2016 to December 2018 and the winning bid rate data of fuel vehicle license plate market, this paper uses instrumental variable model to conduct empirical analysis to study the impact of winning bid rate of license auctions in Shanghai on new energy vehicle sales. Through counterfactual analysis, to compare the cost-profitability of financial subsidy policy and fuel vehicle purchase restriction policy in the promotion of new energy vehicles. The results show that during 2016-2018, the winning rate of fuel vehicle license plate market decreases by 1 percentage point, and the monthly average sales volume of new energy vehicles can be increased by 1.17 percentage points. Through counterfactual analysis, it is found that local subsidies in Shanghai contribute 17.35% to the sales of new energy vehicles. Under the condition of fiscal neutrality, canceling local subsidies in Shanghai and tightening fuel vehicle purchase restriction policy -- reducing the number of fuel vehicle license plates and reducing the winning rate of fuel vehicle license plates will lead to 84.84% increase in the sales of new energy vehicles in the sample period. In heterogeneity analysis, it is found that financial subsidies have a greater impact on the demand for BEVs. During the sample period, fiscal subsidies increased the sales of BEVs and plug-in hybrid vehicles by 24.97% and 14.91%, respectively. However, the cancellation of subsidies and the tightening of fuel vehicle purchase restriction policy under the condition of fiscal neutrality had a greater impact on plug-in hybrid vehicles, whose sales increased by 89.95% and that of pure electric vehicles by 68.92%. According to the above empirical results, this paper believes that after the cancellation of the fiscal subsidy policy, the non-fiscal subsidy policy -- fuel vehicle purchase restriction can replace it for the promotion of new energy vehicles; In the

implementation process of non-fiscal subsidy policy, attention should be paid to the heterogeneity of new energy vehicle types and appropriately tilt toward more environmentally friendly pure electric vehicles.

【Keywords】 fuel vehicle purchase limit; new energy vehicle; subsidy policy; demand estimation



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