



Kelley Blue Book
KBB.COM
The Trusted Resource

ELECTRIC VEHICLE SALES REPORT Q1 2023

- Quarterly Sales of Electric Vehicles
- Summary by Brand and Model
- Kelley Blue Book Estimates (revised 4/12/2023)

ELECTRIC VEHICLE (BRAND)									
	Q1 Sales				YTD Sales			Segment Share	
	2023	2022	YOY		2023	2022	YOY	Q1	YTD
Audi	4,438	3,252	36.5%		4,438	3,252	36.5%	1.7%	1.7%
BMW	6,585	1,216	441.5%		6,585	1,216	441.5%	2.5%	2.5%
Brightdrop	-	19	-		-	19	-	0.0%	0.0%
Cadillac	968	-	-		968	-	-	0.4%	0.4%
Chevrolet	19,700	358	-		19,700	358	-	7.6%	7.6%
Ford	10,866	7,706	41.0%		10,866	7,706	41.0%	4.2%	4.2%
Genesis	512	-	-		512	-	-	0.2%	0.2%
GMC	2	99	-98.0%		2	99	-98.0%	0.0%	0.0%
Hyundai	7,592	10,302	-26.3%		7,592	10,302	-26.3%	2.9%	2.9%
Jaguar	53	154	-65.6%		53	154	-65.6%	0.0%	0.0%
Kia	6,242	9,019	-30.8%		6,242	9,019	-30.8%	2.4%	2.4%
Lexus	185	-	-		185	-	-	0.1%	0.1%
Lucid	1,368	460	197.4%		1,368	460	197.4%	0.5%	0.5%
Mazda	15	180	-91.7%		15	180	-91.7%	0.0%	0.0%
Mercedes	5,053	2,091	141.7%		5,053	2,091	141.7%	2.0%	2.0%
Mini	833	689	20.9%		833	689	20.9%	0.3%	0.3%
Nissan	5,214	4,371	19.3%		5,214	4,371	19.3%	2.0%	2.0%
Polestar	3,196	1,490	114.5%		3,196	1,490	114.5%	1.2%	1.2%
Porsche	1,527	1,925	-20.7%		1,527	1,925	-20.7%	0.6%	0.6%
Rivian	7,946	1,227	547.6%		7,946	1,227	547.6%	3.1%	3.1%
Subaru	1,359	-	-		1,359	-	-	0.5%	0.5%
Tesla	161,630	129,743	24.6%		161,630	129,743	24.6%	62.4%	62.4%
Toyota	1,698	-	-		1,698	-	-	0.7%	0.7%
Vinfast	110	-	-		110	-	-	0.0%	0.0%
Volvo	2,032	1,641	23.8%		2,032	1,641	23.8%	0.8%	0.8%
VW	9,758	2,755	254.2%		9,758	2,755	254.2%	3.8%	3.8%
Total (Estimates)	258,885	178,697	44.9%		258,882	178,697	44.9%	100%	100%

ELECTRIC VEHICLE (MODEL)

	Q1 Sales			YTD Sales			Segment Share	
	2023	2022	YOY	2023	2022	YOY	Q1	YTD
Audi e-tron	2,261	3,252	-30.5%	2,261	3,252	-30.5%	0.9%	0.9%
Audi Q4 e-tron	2,177	-	-	2,177	-	-	0.8%	0.8%
BMW i3	-	9	-	-	9	-	0.0%	0.0%
BMW i8	-	4	-	-	4	-	0.0%	0.0%
BMW iX	2,351	347	577.5%	2,351	347	577.5%	0.9%	0.9%
BMW i4	3,947	856	270.9%	3,175	856	270.9%	1.2%	1.2%
BMW i7	290	-	-	1,059	-	-	0.4%	0.4%
Brightdrop Zevo 600 / 400	-	19	-	-	19	-	0.0%	0.0%
Cadillac Lyric	968	-	-	968	-	-	0.4%	0.4%
Chevy Bolt EV/EUV	19,700	358	-	19,700	358	-	7.6%	7.6%
Ford E-Transit	1,168	718	62.7%	1,168	718	62.7%	0.5%	0.5%
Ford F-150 Lightning	4,291	254	-	4,291	254	-	1.7%	1.7%
Ford Mustang Mach-E	5,407	6,734	-19.7%	5,407	6,734	-19.7%	2.1%	2.1%
Genesis GV60	512	-	-	512	-	-	0.2%	0.2%
GMC Hummer	2	99	-98.0%	2	99	-98.0%	0.0%	0.0%
Hyundai Ioniq	-	3,544	-	-	3,544	-	0.0%	0.0%
Hyundai Ioniq5	5,736	6,244	-8.1%	5,736	6,244	-8.1%	2.2%	2.2%
Hyundai Ioniq6	222	-	-	222	-	-	0.1%	0.1%
Hyundai Kona	1,634	514	-	1,634	514	-	0.6%	0.6%
Jaguar I-Pace	53	154	-65.6%	53	154	-65.6%	0.0%	0.0%
Kia EV6	3,392	5,281	-35.8%	3,392	5,281	-35.8%	1.3%	1.3%
Kia Niro	2,850	3,738	-23.8%	2,850	3,738	-23.8%	1.1%	1.1%
Lexus RZ	185	-	-	185	-	-	0.1%	0.1%
Lucid Air	1,368	460	197.4%	1,368	460	197.4%	0.5%	0.5%
Mazda MX-30	15	180	-91.7%	15	180	-91.7%	0.0%	0.0%
Mercedes EQB	833	-	-	833	-	-	0.3%	0.3%
Mercedes EQE	343	-	-	343	-	-	0.1%	0.1%
Mercedes EQS	3,877	2,091	85.4%	3,877	2,091	85.4%	1.5%	1.5%
Mini Cooper	833	689	20.9%	833	689	20.9%	0.3%	0.3%
Nissan Leaf	2,354	4,371	-46.1%	2,354	4,371	-46.1%	0.9%	0.9%
Nissan Ariya	2,860	-	-	2,860	-	-	1.1%	1.1%
Polestar 2	3,196	1,490	114.5%	3,196	1,490	114.5%	1.2%	1.2%
Porsche Taycan	1,527	1,925	-20.7%	1,527	1,925	-20.7%	0.6%	0.6%
Rivian EDV700	1,181	13	-	1,181	13	-	0.5%	0.5%
Rivian R1S	552	50	-	552	50	-	0.2%	0.2%
Rivian R1T	6,213	1,164	433.8%	6,213	1,164	433.8%	2.4%	2.4%
Subaru Solterra	1,359	-	-	1,359	-	-	0.5%	0.5%
Tesla Model 3	54,954	46,707	17.7%	54,954	46,707	17.7%	21.2%	21.2%
Tesla Model S	4,849	5,190	-6.6%	4,849	5,190	-6.6%	1.9%	1.9%
Tesla Model X	6,465	6,488	-0.4%	6,465	6,488	-0.4%	2.5%	2.5%
Tesla Model Y	95,362	71,358	33.6%	95,362	71,358	33.6%	36.8%	36.8%
Toyota BZ4X	1,698	-	-	1,698	-	-	0.7%	0.7%
Vinfast VF8	110	-	-	110	-	-	0.0%	0.0%
Volvo C40	1,007	301	234.6%	1,007	301	234.6%	0.4%	0.4%
Volvo XC40	1,025	1,340	-23.5%	1,025	1,340	-23.5%	0.4%	0.4%
VW ID.4	9,758	2,755	254.2%	9,758	2,755	254.2%	3.8%	3.8%
Total (Estimates)	258,885	178,697	44.9%	258,882	178,697	44.9%	100%	100%

Toyota Mirai	668	715	-6.6%	668	715	-6.6%		
Hyundia Nexo	65	166	-60.8%	65	166	-60.8%		
Honda Clarity	-	154	-	-	154	-		
Total EV & FCEV (Estimates)	259,615	179,732	44.4%	259,615	179,732	44.4%		