



Kelley Blue Book
KBB.COM
The Trusted Resource

ELECTRIC VEHICLE SALES REPORT Q3 2023

- Quarterly Sales of Electric Vehicles
- Summary by Brand and Model
- Kelley Blue Book Estimates (as of 10/12/2023)

ELECTRIC VEHICLE (BRAND)								
	Q3 Sales			YTD Sales			Segment Share	
	2023	2022	YOY	2023	2022	YOY	Q3	YTD
Audi	7,538	3,891	93.7%	17,628	11,920	47.9%	2.4%	2.0%
BMW	13,079	4,365	199.6%	31,043	8,490	265.6%	4.2%	3.6%
Brightdrop	35	-	0.0%	333	155	114.8%	0.0%	0.0%
Cadillac	3,018	36	0.0%	5,334	36	-	1.0%	0.6%
Chevrolet	15,872	14,709	7.9%	49,531	22,012	125.0%	5.1%	5.7%
Ford	20,962	18,257	14.8%	46,671	41,236	13.2%	6.7%	5.3%
Genesis	1,802	888	102.9%	4,361	1,121	289.0%	0.6%	0.5%
GMC	1,167	411	183.9%	1,216	782	55.5%	0.4%	0.1%
Fisker	997	-	0.0%	997	-	-	0.3%	0.1%
Hyundai	19,630	5,824	237.1%	41,296	24,739	66.9%	6.3%	4.7%
Jaguar	86	22	290.9%	219	290	-24.5%	0.0%	0.0%
Kia	9,325	5,583	67.0%	22,891	24,468	-6.4%	3.0%	2.6%
Lexus	1,394	-	0.0%	2,511	-	-	0.4%	0.3%
Lucid	1,618	654	147.4%	4,588	1,596	187.5%	0.5%	0.5%
Mazda	34	8	325.0%	100	324	-69.1%	0.0%	0.0%
Mercedes	10,423	2,717	283.6%	29,686	6,767	338.7%	3.3%	3.4%
Mini	516	1,105	-53.3%	1,780	2,350	-24.3%	0.2%	0.2%
Nissan	6,074	1,276	376.0%	15,503	8,898	74.2%	1.9%	1.8%
Polestar	3,710	2,852	30.1%	8,887	6,548	35.7%	1.2%	1.0%
Porsche	2,050	1,325	54.7%	5,212	5,774	-9.7%	0.7%	0.6%
Rivian	15,564	6,884	126.1%	36,636	12,578	191.3%	5.0%	4.2%
Subaru	2,791	-	0.0%	5,763	-	-	0.9%	0.7%
Tesla	156,621	131,024	19.5%	493,513	390,814	26.3%	50.0%	56.5%
Toyota	2,827	-	0.0%	6,486	232	-	0.9%	0.7%
Vinfast	1,159	-	0.0%	2,009	-	-	0.4%	0.2%
Volvo	4,087	542	654.1%	11,733	4,763	146.3%	1.3%	1.3%
VW	10,707	6,657	60.8%	27,155	11,072	145.3%	3.4%	3.1%
Total (Estimates)	313,086	209,030	49.8%	873,082	586,965	48.7%	100%	100%

Toyota	882	79	1016.5%	2,604	715	264.2%		
Hyundia	68	74	-8.1%	173	166	4.2%		
Honda	-	19	-100.0%	-	154	-100.0%		
Total EV & FCEV (Estimates)	314,036	209,202	50.1%	875,859	588,000	49.0%		

ELECTRIC VEHICLE (MODEL)								
	Q3 Sales			YTD Sales			Segment Share	
	2023	2022	YOY	2023	2022	YOY	Q3	YTD
Audi e-tron	661	2,799	-76.4%	4,960	10,828	-54.2%	0.2%	0.6%
Audi Q4 e-tron	3,280	1,092	200.4%	7,952	1,092	-	1.0%	0.9%
Audi Q8 e-tron	3,597	-	0.0%	4,716	-	-	1.1%	0.5%
BMW i3	-	-	-	-	9	-100.0%	0.0%	0.0%
BMW i8	-	-	-	-	5	-100.0%	0.0%	0.0%
BMW iX	5,541	1,727	220.8%	12,027	3,155	281.2%	1.8%	1.4%
BMW i4	6,457	2,638	144.8%	17,181	5,321	222.9%	2.1%	2.0%
BMW i7	1,081	-	-	1,835	-	-	0.3%	0.2%
Brightdrop Zevo 600 / 400	35	-	-	333	155	114.8%	0.0%	0.0%
Cadillac Lyric	3,018	36	-	5,334	36	-	1.0%	0.6%
Chevy Bolt EV/EUV	15,835	14,709	7.7%	49,494	22,012	124.9%	5.1%	5.7%
Chevrolet Blazer	19	-	-	19	-	-	0.0%	0.0%
Chevrolet Silverado	18	-	-	18	-	-	0.0%	0.0%
Ford E-Transit	2,617	1,379	89.8%	5,529	4,387	26.0%	0.8%	0.6%
Ford F-150 Lightning	3,503	6,464	-45.8%	12,260	8,760	40.0%	1.1%	1.4%
Ford Mustang Mach-E	14,842	10,414	42.5%	28,882	28,089	2.8%	4.7%	3.3%
Genesis G80	471	81	481.5%	1,184	81	-	0.2%	0.1%
Genesis GV60	898	807	11.3%	2,218	1,040	113.3%	0.3%	0.3%
Genesis GV70	433	-	0.0%	959	-	-	0.1%	0.1%
GMC Hummer	1,167	411	183.9%	1,216	782	55.5%	0.4%	0.1%
Fisker Ocean	997	-	0.0%	997	-	-	0.3%	0.1%
Hyundai Ioniq	-	7	-100.0%	-	3,669	-100.0%	0.0%	0.0%
Hyundai Ioniq5	11,665	4,800	143.0%	25,306	18,492	36.8%	3.7%	2.9%
Hyundai Ioniq6	5,073	-	0.0%	8,318	-	-	1.6%	1.0%
Hyundai Kona	2,892	1,017	184.4%	7,672	2,578	197.6%	0.9%	0.9%
Jaguar I-Pace	86	22	290.9%	219	290	-24.5%	0.0%	0.0%
Kia EV6	6,470	4,996	29.5%	14,798	17,564	-15.7%	2.1%	1.7%
Kia Niro	2,855	587	386.4%	8,093	6,904	17.2%	0.9%	0.9%
Lexus RZ	1,394	-	-	2,511	-	-	0.4%	0.3%
Lucid Air	1,618	654	147.4%	4,588	1,596	187.5%	0.5%	0.5%
Mazda MX-30	34	8	325.0%	100	324	-69.1%	0.0%	0.0%
Mercedes EQB	3,270	739	342.5%	6,674	739	-	1.0%	0.8%
Mercedes EQE	4,457	-	0.0%	10,292	-	-	1.4%	1.2%
Mercedes EQS	2,696	1,978	36.3%	12,720	6,028	111.0%	0.9%	1.5%
Mini Cooper	516	1,105	-53.3%	1,780	2,350	-24.3%	0.2%	0.2%
Nissan Leaf	1,570	1,276	23.0%	5,804	8,898	-34.8%	0.5%	0.7%
Nissan Ariya	4,504	-	0.0%	9,699	-	-	1.4%	1.1%
Polestar 2	3,710	2,852	30.1%	8,887	6,548	35.7%	1.2%	1.0%
Porsche Taycan	2,050	1,325	54.7%	5,212	5,774	-9.7%	0.7%	0.6%
Rivian EDV500/700	2,645	1,009	162.1%	5,722	1,022	-	0.8%	0.7%
Rivian R1S	9,183	263	0.0%	16,540	354	-	2.9%	1.9%
Rivian R1T	3,736	5,612	-33.4%	14,374	11,202	28.3%	1.2%	1.6%
Subaru Solterra	2,791	-	0.0%	5,763	-	-	0.9%	0.7%
Tesla Model 3	53,251	55,030	-3.2%	166,042	156,357	6.2%	17.0%	19.0%
Tesla Model S	3,132	9,171	-65.8%	13,238	23,464	-43.6%	1.0%	1.5%
Tesla Model X	4,699	6,552	-28.3%	18,174	19,542	-7.0%	1.5%	2.1%
Tesla Model Y	95,539	60,271	58.5%	296,059	191,451	54.6%	30.5%	33.9%
Toyota BZ4X	2,827	-	0.0%	6,486	232	-	0.9%	0.7%
Vinfast VF8	1,159	-	0.0%	2,009	-	-	0.4%	0.2%
Volvo C40	2,302	326	606.1%	6,835	2,415	183.0%	0.7%	0.8%
Volvo XC40	1,785	216	726.4%	4,898	2,348	108.6%	0.6%	0.6%
VW ID.4	10,707	6,657	60.8%	27,155	11,072	145.3%	3.4%	3.1%
Total (Estimates)	313,086	209,030	49.8%	873,082	586,965	48.7%	100%	100%

Toyota Mirai	882	79	1016%	2,604	1,437	81.2%		
Hyundia Nexo	68	74	-8%	173	345	-49.9%		
Honda Clarity	-	19	-100%	-	226	-100.0%		
Total EV & FCEV (Estimates)	314,036	209,202	50%	875,859	588,973	48.7%		