



Kelley Blue Book
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ELECTRIC VEHICLE SALES REPORT Q4 2023

- Quarterly Sales of Electric Vehicles
- Summary by Brand and Model
- Kelley Blue Book Estimates (as of 01/9/2024)

ELECTRIC VEHICLE (BRAND)

	Q4 Sales			YTD Sales			Segment Share	
	2023	2022	YOY	2023	2022	YOY	Q4	YTD
Audi	7,411	4,257	74.1%	25,039	16,177	54.8%	2.3%	2.1%
BMW	14,374	7,099	102.5%	45,417	15,589	191.3%	4.5%	3.8%
Brightdrop	164	-	-	497	146	240.4%	0.1%	0.0%
Cadillac	3,820	86	-	9,154	122	-	1.2%	0.8%
Chevrolet	13,457	16,108	-16.5%	62,988	38,120	65.2%	4.2%	5.3%
Ford	25,937	20,339	27.5%	72,608	61,575	17.9%	8.2%	6.1%
Genesis	2,042	550	271.3%	6,403	1,671	283.2%	0.6%	0.5%
GMC	2,028	72	-	3,244	854	279.9%	0.6%	0.3%
Fisker	1,672	-	-	2,669	-	-	0.5%	0.2%
Hyundai	16,265	5,600	190.4%	57,561	30,339	89.7%	5.1%	4.8%
Jaguar	78	8	875.0%	297	298	-0.3%	0.0%	0.0%
Kia	7,140	3,491	104.5%	30,036	27,959	7.4%	2.3%	2.5%
Lexus	2,875	-	-	5,386	-	-	0.9%	0.5%
Lucid	1,512	1,073	40.9%	5,940	2,669	122.6%	0.5%	0.5%
Mazda	-	-	-	100	324	-69.1%	0.0%	0.0%
Mercedes	10,767	5,656	90.4%	40,458	12,423	225.7%	3.4%	3.4%
Mini	990	1,234	-19.8%	2,770	3,584	-22.7%	0.3%	0.2%
Nissan	5,113	3,127	63.5%	20,616	12,025	71.4%	1.6%	1.7%
Polestar	3,328	2,774	20.0%	12,215	9,322	31.0%	1.0%	1.0%
Porsche	2,358	1,497	57.5%	7,570	7,271	4.1%	0.7%	0.6%
Rivian	13,553	8,054	68.3%	50,189	20,632	143.3%	4.3%	4.2%
Subaru	3,109	-	-	8,872	-	-	1.0%	0.7%
Tesla	161,375	131,574	22.6%	654,888	522,388	25.4%	50.9%	55.1%
Toyota	2,843	985	188.6%	9,329	1,217	666.6%	0.9%	0.8%
Vinfast	1,120	-	-	3,129	-	-	0.4%	0.3%
Volvo	3,203	2,842	12.7%	13,887	7,605	82.6%	1.0%	1.2%
VW	10,634	9,439	12.7%	37,789	20,511	84.2%	3.4%	3.2%
Total (Estimates)	317,168	225,865	40.4%	1,189,051	812,821	46.3%	100%	100%

Toyota	133	79	68%	2,737	715	282.8%		
Hyundai	201	74	172%	374	166	125.3%		
Honda	-	19	-100%	-	154	-		
Total EV & FCEV (Estimates)	317,502	226,037	40%	1,192,162	813,856	46.5%		

ELECTRIC VEHICLE (MODEL)								
	Q4 Sales			YTD Sales			Segment Share	
	2023	2022	YOY	2023	2022	YOY	Q4	YTD
Audi e-tron	778	1,844	-57.8%	5,738	12,672	-54.7%	0.2%	0.5%
Audi Q4 e-tron	2,798	2,413	16.0%	10,750	3,505	-	0.9%	0.9%
Audi Q8 e-tron	3,835	-	-	8,551	-	-	1.2%	0.7%
BMW i3	-	-	-	-	9	-	0.0%	0.0%
BMW i8	-	-	-	-	5	-	0.0%	0.0%
BMW iX	5,274	2,510	110.1%	17,301	5,665	205.4%	1.7%	1.5%
BMW i4	5,402	4,305	25.5%	22,583	9,626	134.6%	1.7%	1.9%
BMW i5	2,133	-	-	2,133	-	-	0.7%	0.2%
BMW i7	1,565	284	451.1%	3,400	284	-	0.5%	0.3%
Brightdrop Zevo 600 / 400	164	-	-	497	146	240.4%	0.1%	0.0%
Cadillac Lyric	3,820	86	-	9,154	122	-	1.2%	0.8%
Chevy Bolt EV/EUV	12,551	16,108	-22.1%	62,045	38,120	62.8%	4.0%	5.2%
Chevrolet Blazer	463	-	-	482	-	-	0.1%	0.0%
Chevrolet Silverado	443	-	-	461	-	-	0.1%	0.0%
Ford E-Transit	2,143	2,113	1.4%	7,672	6,500	18.0%	0.7%	0.6%
Ford F-150 Lightning	11,905	6,857	73.6%	24,165	15,617	54.7%	3.8%	2.0%
Ford Mustang Mach-E	11,889	11,369	4.6%	40,771	39,458	3.3%	3.7%	3.4%
Genesis G80	145	-	-	1,329	81	-	0.0%	0.1%
Genesis GV60	1,182	-	-	3,400	1,040	226.9%	0.4%	0.3%
Genesis GV70	715	550	30.0%	1,674	550	-	0.2%	0.1%
GMC Hummer	2,028	72	-	3,244	854	279.9%	0.6%	0.3%
Fisker Ocean	1,672	-	-	2,669	-	-	0.5%	0.2%
Hyundai Ioniq	-	-	-	-	3,669	-	0.0%	0.0%
Hyundai Ioniq5	8,612	4,490	91.8%	33,918	22,982	47.6%	2.7%	2.9%
Hyundai Ioniq6	4,681	-	-	12,999	-	-	1.5%	1.1%
Hyundai Kona	2,972	1,110	167.7%	10,644	3,688	188.6%	0.9%	0.9%
Jaguar I-Pace	78	8	875.0%	297	298	-0.3%	0.0%	0.0%
Kia EV6	4,081	2,934	39.1%	18,879	20,498	-7.9%	1.3%	1.6%
Kia EV9	1,113	-	-	1,118	-	-	0.4%	0.1%
Kia Niro	1,946	557	249.4%	10,039	7,461	34.6%	0.6%	0.8%
Lexus RZ	2,875	-	-	5,386	-	-	0.9%	0.5%
Lucid Air	1,512	1,073	40.9%	5,940	2,669	122.6%	0.5%	0.5%
Mazda MX-30	-	-	-	100	324	-69.1%	0.0%	0.0%
Mercedes EQB	3,379	933	262.2%	10,053	1,672	-	1.1%	0.8%
Mercedes EQE	4,603	384	-	14,895	384	-	1.5%	1.3%
Mercedes EQS	2,785	4,339	-	15,510	10,367	49.6%	0.9%	1.3%
Mini Cooper	990	1,234	-	2,770	3,584	-22.7%	0.3%	0.2%
Nissan Leaf	1,348	3,127	-56.9%	7,152	12,025	-40.5%	0.4%	0.6%
Nissan Ariya	3,765	-	-	13,464	-	-	1.2%	1.1%
Polestar 2	3,328	2,774	20.0%	12,215	9,322	31.0%	1.0%	1.0%
Porsche Taycan	2,358	1,497	57.5%	7,570	7,271	4.1%	0.7%	0.6%
Rivian EDV500/700	1,957	1,208	62.0%	7,679	2,230	-	0.6%	0.6%
Rivian R1S	8,243	322	-	24,783	676	-	2.6%	2.1%
Rivian R1T	3,353	6,524	-48.6%	17,727	17,726	0.0%	1.1%	1.5%
Subaru Solterra	3,109	-	-	8,872	-	-	1.0%	0.7%
Tesla Model 3	54,868	55,261	-0.7%	220,910	211,618	4.4%	17.3%	18.6%
Tesla Model S	3,228	9,211	-65.0%	16,466	32,675	-49.6%	1.0%	1.4%
Tesla Model X	4,841	6,579	-26.4%	23,015	26,121	-11.9%	1.5%	1.9%
Tesla Model Y	98,438	60,523	62.6%	394,497	251,974	56.6%	31.0%	33.2%
Toyota BZ4X	2,843	985	188.6%	9,329	1,217	-	0.9%	0.8%
Vinfast VF8	1,120	-	-	3,129	-	-	0.4%	0.3%
Volvo C40	910	1,403	-35.1%	6,696	3,818	75.4%	0.3%	0.6%
Volvo XC40	2,293	1,439	59.3%	7,191	3,787	89.9%	0.7%	0.6%
VW ID.4	10,634	9,439	12.7%	37,789	20,511	84.2%	3.4%	3.2%
Total (Estimates)	317,168	225,865	40.4%	1,189,051	812,821	46.3%	100%	100%

Toyota Mirai	133	657	-79.8%	2,737	1,437	90.5%		
Hyundai Nexo	68	63	7.9%	241	345	-30.1%		
Honda Clarity	-	-	-	-	226	-100.0%		
Total EV & FCEV (Estimates)	317,369	226,585	40.1%	1,192,029	814,829	46.3%		