



Kelley Blue Book
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ELECTRIC VEHICLE SALES REPORT Q1 2024

- Quarterly Sales of Electric Vehicles
- Summary by Brand and Model
- Kelley Blue Book Estimates (as of 04/10/2024)

ELECTRIC VEHICLE (BRAND)					
	Q1 Sales			Segment Share	
	2024	2023	YOY	Q1	YTD
Audi	5,714	4,438	28.8%	2.1%	2.1%
BMW	10,713	6,588	62.6%	3.9%	3.9%
Brightdrop	256	-	-	0.1%	0.1%
Cadillac	5,800	968	499.2%	2.1%	2.1%
Chevrolet	8,701	19,700	-55.8%	3.2%	3.2%
Ford	20,223	10,866	86.1%	7.4%	7.4%
Genesis	992	937	5.9%	0.4%	0.4%
GMC	1,668	2	-	0.6%	0.6%
Fisker	1,660	-	-	0.6%	0.6%
Honda	19	-	-	0.0%	0.0%
Hyundai	12,290	7,824	57.1%	4.5%	4.5%
Jaguar	256	53	383.0%	0.1%	0.1%
Kia	9,654	5,930	62.8%	3.5%	3.5%
Lexus	1,603	185	766.5%	0.6%	0.6%
Lucid	1,967	1,406	39.9%	0.7%	0.7%
Mazda	-	15	-100.0%	0.0%	0.0%
Mercedes	12,250	7,341	66.9%	4.5%	4.5%
Mini	742	672	10.4%	0.3%	0.3%
Nissan	5,284	5,214	1.3%	1.9%	1.9%
Polestar	2,210	2,340	-5.6%	0.8%	0.8%
Porsche	1,925	1,527	26.1%	0.7%	0.7%
Rivian	13,588	8,558	58.8%	5.0%	5.0%
Subaru	1,147	1,359	-15.6%	0.4%	0.4%
Tesla	140,187	161,630	-13.3%	51.3%	51.3%
Toyota	1,897	1,698	11.7%	0.7%	0.7%
Vinfast	927	110	742.7%	0.3%	0.3%
Volvo	1,069	2,924	-63.4%	1.9%	1.9%
VW	6,167	9,758	-36.8%	2.3%	2.3%
Total (Estimates)	268,909	262,043	2.6%	100%	100%

Toyota	172	668	-74.3%		
Hyundai	51	65	-21.5%		
Total EV & FCEV (Estimates)	269,132	262,776	2.4%		

ELECTRIC VEHICLE (MODEL)					
	Q1 Sales			Segment Share	
	2024	2023	YOY	Q1	YTD
Audi e-tron	776	726	6.9%	0.3%	0.3%
Audi Q4 e-tron	2,678	2,177	23.0%	1.0%	1.0%
Audi Q8 e-tron	2,260	1,535	47.2%	0.8%	0.8%
BMW iX	2,945	2,351	25.3%	1.1%	1.1%
BMW i3	1	-	-	0.0%	0.0%
BMW i4	4,537	3,947	14.9%	1.7%	1.7%
BMW i5	2,239	-	-	0.8%	0.8%
BMW i7	991	290	241.7%	0.4%	0.4%
Brightdrop Zevo 600 / 400	256	-	-	0.1%	0.1%
Cadillac Lyric	5,800	968	499.2%	2.1%	2.1%
Chevy Bolt EV/EUV	7,040	19,700	-64.3%	2.6%	2.6%
Chevrolet Blazer	600	-	-	0.2%	0.2%
Chevrolet Silverado	1,061	-	-	0.4%	0.4%
Ford E-Transit	2,891	1,168	147.5%	1.1%	1.1%
Ford F-150 Lightning	7,743	4,291	80.4%	2.8%	2.8%
Ford Mustang Mach-E	9,589	5,407	77.3%	3.5%	3.5%
Genesis G80	104	380	-72.6%	0.0%	0.0%
Genesis GV60	473	512	-7.6%	0.2%	0.2%
Genesis GV70	415	45	822.2%	0.2%	0.2%
GMC Hummer Truck / SUV	1,668	2	-	0.6%	0.6%
Honda Prologue	19	-	-	0.0%	0.0%
Fisker Ocean	1,660	-	-	0.6%	0.6%
Hyundai Ioniq5	6,822	5,736	18.9%	2.5%	2.5%
Hyundai Ioniq6	3,646	222	-	1.3%	1.3%
Hyundai Kona	1,822	1,866	-2.4%	0.7%	0.7%
Jaguar I-Pace	256	53	383.0%	0.1%	0.1%
Kia EV6	4,059	3,392	19.7%	1.5%	1.5%
Kia EV9	4,007	-	-	1.5%	1.5%
Kia Niro	1,588	2,538	-37.4%	0.6%	0.6%
Lexus RZ	1,603	185	766.5%	0.6%	0.6%
Lucid Air	1,967	1,406	39.9%	0.7%	0.7%
Mazda MX-30	-	15	-	0.0%	0.0%
Mercedes EQB	4,616	1,537	200.3%	1.7%	1.7%
Mercedes EQE	4,956	1,308	278.9%	1.8%	1.8%
Mercedes EQS	2,678	4,496	-40.4%	1.0%	1.0%
Mini Cooper	742	672	10.4%	0.3%	0.3%
Nissan Leaf	1,142	2,354	-51.5%	0.4%	0.4%
Nissan Ariya	4,142	2,860	44.8%	1.5%	1.5%
Polestar 2	2,210	2,340	-5.6%	0.8%	0.8%
Porsche Taycan	1,925	1,527	26.1%	0.7%	0.7%
Rivian EDV500/700	2310	1,181	95.6%	0.8%	0.8%
Rivian R1S	8,017	1,164	588.7%	2.9%	2.9%
Rivian R1T	3,261	6,213	-47.5%	1.2%	1.2%
Subaru Solterra	1,147	1,359	-15.6%	0.4%	0.4%
Tesla Cybertruck	2,803	-	-	1.0%	1.0%
Tesla Model 3	30,842	54,954	-43.9%	11.3%	11.3%
Tesla Model S	4,206	4,849	-13.3%	1.5%	1.5%
Tesla Model X	5,607	6,465	-13.3%	2.1%	2.1%
Tesla Model Y	96,729	95,362	1.4%	35.4%	35.4%
Toyota BZ4X	1,897	1,698	11.7%	0.7%	0.7%
Vinfast VF8	927	110	742.7%	0.3%	0.3%
Volvo C40	283	1,165	-75.7%	0.1%	0.1%
Volvo XC40	786	1,759	-55.3%	1.8%	1.8%
VW ID.4	6,167	9,758	-36.8%	2.3%	2.3%
Total (Estimates)	268,909	262,043	2.6%	100.0%	100.0%
Toyota Mirai	172	668	-74.3%		
Hyundai Nexo	51	65	-21.5%		
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