



Kelley Blue Book
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ELECTRIC VEHICLE SALES REPORT Q2 2024

- Quarterly Sales of Electric Vehicles
- Summary by Brand and Model
- Kelley Blue Book Estimates (as of 06/10/2024)

ELECTRIC VEHICLE (BRAND)											
	Q1 Sales			Q2 Sales			YTD Sales			Segment Share	
	2024	2023	YOY	2024	2023	YOY	2024	2023	YOY	Q2	YTD
Acura	-	-	-	338	-	-	338	-	-	0.1%	0.1%
Audi	5,714	4,438	28.8%	5,407	4,674	15.7%	11,121	9,112	22.0%	1.6%	1.9%
BMW	10,713	6,588	62.6%	14,081	11,376	23.8%	24,794	17,964	38.0%	4.3%	4.1%
Brightdrop	256	-	-	490	-	-	746	-	-	0.1%	0.1%
Cadillac	5,800	968	499.2%	7,294	1,348	441.1%	13,094	2,316	465.4%	2.2%	2.2%
Chevrolet	8,701	19,700	-55.8%	11,217	13,959	-19.6%	19,918	33,659	-40.8%	3.4%	3.3%
Fiat	-	-	-	163	-	-	163	-	-	0.0%	0.0%
Ford	20,223	10,866	86.1%	23,957	14,843	61.4%	44,180	25,709	71.8%	7.2%	7.4%
Fisker	1,660	-	-	2,127	-	-	3,787	-	-	0.6%	0.6%
Genesis	992	907	9.4%	2,249	1,652	36.1%	3,241	2,559	26.7%	0.7%	0.5%
GMC	1,668	2	-	2,929	47	-	4,597	49	-	0.9%	0.8%
Honda	19	-	-	1,516	-	-	1,535	-	-	0.5%	0.3%
Hyundai	12,290	7,824	57.1%	16,815	13,842	21.5%	29,105	21,666	34.3%	5.1%	4.9%
Jaguar	256	53	383.0%	1,188	80	-	1,444	133	985.7%	0.4%	0.2%
Kia	9,654	5,930	62.8%	17,980	7,636	135.5%	27,634	13,566	103.7%	5.4%	4.6%
Lexus	1,603	185	766.5%	4,036	932	333.0%	5,639	1,117	404.8%	1.2%	0.9%
Lucid	1,967	1,406	39.9%	1,855	1,404	32.1%	3,822	2,810	36.0%	0.6%	0.6%
Mazda	-	15	-	-	51	-	-	66	-	0.0%	0.0%
Mercedes	12,250	7,341	66.9%	9,270	11,927	-22.3%	21,520	19,268	11.7%	2.8%	3.6%
Mini	742	672	10.4%	653	592	10.3%	1,395	1,264	10.4%	0.2%	0.2%
Nissan	5,284	5,214	1.3%	7,128	4,215	69.1%	12,412	9,429	31.6%	2.2%	2.1%
Polestar	2,210	2,340	-5.6%	1,145	2,837	-59.6%	3,355	5,177	-35.2%	0.3%	0.6%
Porsche	1,925	1,527	26.1%	807	1,635	-50.6%	2,732	3,162	-13.6%	0.2%	0.5%
Rivian	13,588	7,946	71.0%	13,790	12,640	9.1%	27,378	20,586	33.0%	4.2%	4.6%
Subaru	1,147	1,359	-15.6%	4,238	1,613	162.7%	5,385	2,972	81.2%	1.3%	0.9%
Tesla	140,187	161,630	-13.3%	164,264	175,262	-6.3%	304,451	336,892	-9.6%	49.7%	50.8%
Toyota	1,897	1,698	11.7%	7,571	1,961	286.1%	9,468	3,659	158.8%	2.3%	1.6%
Vinfast	927	110	742.7%	1,225	740	65.5%	2,152	850	153.2%	0.4%	0.4%
Volvo	1,069	2,924	-63.4%	1,040	4,722	-78.0%	2,109	7,646	-72.4%	0.3%	0.4%
VW	6,167	9,758	-36.8%	5,690	6,690	-14.9%	11,857	16,448	-27.9%	1.7%	2.0%
Total (Estimates)	268,909	261,401	2.9%	330,463	296,976	11.3%	599,372	558,377	7.3%	100.0%	100.0%
Toyota	172	668	-74.3%	73	1,054	-93.1%	245	1,722	-85.8%		
Hyundai	51	65	-21.5%	26	40	-35.0%	77	105	-26.7%		
Total EV & FCEV (Estimates)	269,132	262,134	2.7%	330,562	298,070	10.9%	599,694	560,204	7.0%		

ELECTRIC VEHICLE (MODEL)

	Q1 Sales			Q2 Sales			YTD Sales			Segment Share	
	2024	2023	YOY	2024	2023	YOY	2024	2023	YOY	Q2	YTD
Acura ZDX	-	-	-	338	-	-	338	-	-	0.1%	0.1%
Audi e-tron	776	726	6.9%	617	1,060	-41.8%	1,393	1,786	-22.0%	0.2%	0.2%
Audi Q4 e-tron	2,678	2,177	23.0%	2,430	2,495	-2.6%	5,108	4,672	9.3%	0.7%	0.9%
Audi Q8 e-tron	2,260	1,535	47.2%	2,360	1,119	110.9%	4,620	2,654	74.1%	0.7%	0.8%
BMW iX	2,945	2,351	25.3%	3,545	4,135	-14.3%	6,490	6,486	0.1%	1.1%	1.1%
BMW i3	1	-	-	-	-	-	1	-	-	0.0%	0.0%
BMW i4	4,537	3,947	14.9%	7,066	6,777	4.3%	11,603	10,724	8.2%	2.1%	1.9%
BMW i5	2,239	-	-	2,541	-	-	4,780	-	-	0.8%	0.8%
BMW i7	991	290	241.7%	929	464	100.2%	1,920	754	154.6%	0.3%	0.3%
Brightdrop Zevo 600 / 400	256	-	-	490	298	-	746	298	-	0.1%	0.1%
Cadillac Lyric	5,800	968	499.2%	7,294	1,348	441.1%	13,094	2,316	465.4%	2.2%	2.2%
Chevy Bolt EV/EUV	7,040	19,700	-64.3%	1,374	13,959	-90.2%	8,414	33,659	-75.0%	0.4%	1.4%
Chevrolet Blazer	600	-	-	6,634	-	-	7,234	-	-	2.0%	1.2%
Chevrolet Equinox	-	-	-	1,013	-	-	1,013	-	-	0.3%	0.2%
Chevrolet Silverado	1,061	-	-	2,196	-	-	3,257	-	-	0.7%	0.5%
Fiat 500e	-	-	-	163	-	-	163	-	-	0.0%	0.0%
Ford E-Transit	2,891	1,168	147.5%	3,410	1,744	95.5%	6,301	2,912	116.4%	1.0%	1.1%
Ford F-150 Lightning	7,743	4,291	80.4%	7,902	4,466	76.9%	15,645	8,757	78.7%	2.4%	2.6%
Ford Mustang Mach-E	9,589	5,407	77.3%	12,645	8,633	46.5%	22,234	14,040	58.4%	3.8%	3.7%
Fisker Ocean	1,660	-	-	2,127	-	-	3,787	-	-	0.6%	0.6%
Genesis G80	104	340	-69.4%	36	373	-90.3%	140	713	-80.4%	0.0%	0.0%
Genesis GV60	473	512	-7.6%	753	808	-6.8%	1,226	1,320	-7.1%	0.2%	0.2%
Genesis GV70	415	55	654.5%	1,460	471	210.0%	1,875	526	256.5%	0.4%	0.3%
GMC Hummer Truck / SUV	1,668	2	-	2,929	47	-	4,597	49	-	0.9%	0.8%
Honda Prologue	19	-	-	1,516	-	-	1,535	-	-	0.5%	0.3%
Hyundai Ioniq5	6,822	5,736	18.9%	11,906	7,905	50.6%	18,728	13,641	37.3%	3.6%	3.1%
Hyundai Ioniq6	3,646	222	1542.3%	3,266	3,023	8.0%	6,912	3,245	113.0%	1.0%	1.2%
Hyundai Kona	1,822	1,866	-2.4%	1,643	2,914	-43.6%	3,465	4,780	-27.5%	0.5%	0.6%
Jaguar I-Pace	256	53	383.0%	1,188	80	-	1,444	133	985.7%	0.4%	0.2%
Kia EV6	4,059	3,392	19.7%	6,882	4,936	39.4%	10,941	8,328	31.4%	2.1%	1.8%
Kia EV9	4,007	-	-	5,664	-	-	9,671	-	-	1.7%	1.6%
Kia Niro	1,588	2,538	-37.4%	5,434	2,700	101.3%	7,022	5,238	34.1%	1.6%	1.2%
Lexus RZ	1,603	185	766.5%	4,036	932	333.0%	5,639	1,117	404.8%	1.2%	0.9%
Lucid Air	1,967	1,406	39.9%	1,855	1,404	32.1%	3,822	2,810	36.0%	0.6%	0.6%
Mazda MX-30	-	15	-	-	51	-	-	66	-	0.0%	0.0%
Mercedes EQB	4,616	1,537	200.3%	746	1,867	-60.0%	5,362	3,404	57.5%	0.2%	0.9%
Mercedes EQE	4,956	1,308	278.9%	5,684	4,527	25.6%	10,640	5,835	82.3%	1.7%	1.8%
Mercedes EQS	2,678	4,496	-40.4%	2,840	5,533	-48.7%	5,518	10,029	-45.0%	0.9%	0.9%
Mini Cooper	742	672	10.4%	653	592	10.3%	1,395	1,264	10.4%	0.2%	0.2%
Nissan Leaf	1,142	2,354	-51.5%	1,925	1,880	2.4%	3,067	4,234	-27.6%	0.6%	0.5%
Nissan Ariya	4,142	2,860	44.8%	5,203	2,335	122.8%	9,345	5,195	79.9%	1.6%	1.6%
Polestar 2	2,210	2,340	-5.6%	1,145	2,837	-59.6%	3,355	5,177	-35.2%	0.3%	0.6%
Porsche Taycan	1,925	1,527	26.1%	807	1,635	-50.6%	2,732	3,162	-13.6%	0.2%	0.5%
Rivian EDV500/700	2310	1,181	95.6%	2,344	2,022	15.9%	4,654	3,203	45.3%	0.7%	0.8%
Rivian R1S	8,017	552	-	8,137	6,193	31.4%	16,154	6,745	139.5%	2.5%	2.7%
Rivian R1T	3,261	6,213	-47.5%	3,309	4,425	-25.2%	6,570	10,638	-38.2%	1.0%	1.1%
Subaru Solterra	1,147	1,359	-15.6%	4,238	1,613	162.7%	5,385	2,972	81.2%	1.3%	0.9%
Tesla Cybertruck	2,803	-	-	8,755	-	-	11,558	-	-	2.6%	1.9%
Tesla Model 3	30,842	54,954	-43.9%	42,710	57,837	-26.2%	73,552	112,791	-34.8%	12.9%	12.3%
Tesla Model S	4,206	4,849	-13.3%	4,928	5,257	-6.3%	9,134	10,106	-9.6%	1.5%	1.5%
Tesla Model X	5,607	6,465	-13.3%	6,570	7,010	-6.3%	12,177	13,475	-9.6%	2.0%	2.0%
Tesla Model Y	96,729	95,362	1.4%	101,301	105,158	-3.7%	198,030	200,520	-1.2%	30.7%	33.0%
Toyota BZ4X	1,897	1,698	11.7%	7,571	1,961	286.1%	9,468	3,659	158.8%	2.3%	1.6%
Vinfast VF8	927	110	742.7%	1,225	740	65.5%	2,152	850	153.2%	0.4%	0.4%
Volvo C40	283	1,165	-75.7%	326	3,368	-90.3%	609	4,533	-86.6%	0.1%	0.1%
Volvo XC40	786	1,759	-55.3%	714	1,354	-47.3%	1,500	3,113	-51.8%	0.2%	0.3%
VW ID.4	6,167	9,758	-36.8%	5,690	6,690	-14.9%	11,857	16,448	-27.9%	1.7%	2.0%
Total (Estimates)	268,909	261,401	2.9%	330,463	296,976	11.3%	599,372	558,377	7.3%	100%	100%
Toyota Mirai	172	668	-74.3%	73	1,054	-93.1%	245	1,722	-85.8%		
Hyundai Nexo	51	65	-21.5%	26	40	-35.0%	77	105	-26.7%		
Total EV & FCEV (Estimates)	269,132	262,134	2.7%	330,562	298,070	10.9%	599,694	560,204	7.0%		