



Kelley Blue Book
KBB.COM
The Trusted Resource

ELECTRIC VEHICLE SALES REPORT Q3 2024

- Quarterly Sales of Electric Vehicles
- Summary by Brand and Model
- Kelley Blue Book Estimates (as of 10/9/2024)

ELECTRIC VEHICLE (BRAND)

	Q3 Sales			YTD Sales			Segment Share	
	2024	2023	YOY	2024	2023	YOY	Q3	YTD
Acura	2,647	-	-	2,985	-	-	0.8%	0.3%
Audi	5,393	7,515	-28.2%	16,514	16,627	-0.7%	1.6%	1.7%
BMW	12,311	13,079	-5.9%	37,105	31,043	19.5%	3.6%	3.9%
Brightdrop	246	35	-	992	333	-	0.1%	0.1%
Cadillac	7,224	3,018	139.4%	20,318	5,334	280.9%	2.1%	2.1%
Chevrolet	19,933	15,872	25.6%	39,851	49,531	-19.5%	5.8%	4.2%
Fiat	235	-	-	439	-	-	0.1%	0.0%
Ford	23,509	20,962	12.2%	67,689	46,671	45.0%	6.8%	7.2%
Genesis	1,395	1,802	-22.6%	4,636	4,361	6.3%	0.4%	0.5%
GMC	4,692	1,167	302.1%	9,289	1,216	-	1.4%	1.0%
Honda	12,644	-	-	14,179	-	-	3.7%	1.5%
Hyundai	14,522	19,630	-26.0%	43,627	41,296	5.6%	4.2%	4.6%
Jaguar	779	86	805.8%	2,223	219	915.1%	0.2%	0.2%
Kia	13,692	9,325	46.8%	41,326	22,891	80.5%	4.0%	4.4%
Lexus	2,742	1,394	96.7%	8,381	2,511	233.8%	0.8%	0.9%
Lucid	1,944	1,457	33.4%	5,766	4,267	35.1%	0.6%	0.6%
Mazda	-	34	-	-	100	-	0.0%	0.0%
Mercedes	9,447	10,423	-9.4%	30,967	29,691	4.3%	2.7%	3.3%
Mini	717	516	39.0%	2,112	1,780	18.7%	0.2%	0.2%
Nissan	10,066	6,074	65.7%	22,478	15,503	45.0%	2.9%	2.4%
Polestar	2,378	3,710	-35.9%	5,733	8,887	-35.5%	0.7%	0.6%
Porsche	1,559	2,050	-24.0%	4,291	5,212	-17.7%	0.5%	0.5%
Rivian	15,232	15,564	-2.1%	42,610	36,150	17.9%	4.4%	4.5%
Subaru	3,752	2,791	34.4%	9,137	5,763	58.5%	1.1%	1.0%
Tesla	166,923	156,621	6.6%	471,374	493,513	-4.5%	48.2%	49.8%
Toyota	4,109	2,827	45.3%	13,577	6,486	109.3%	1.2%	1.4%
Volvo	1,535	3,038	-49.5%	3,644	10,684	-65.9%	0.4%	0.4%
VW	4,518	10,707	-57.8%	16,375	27,155	-39.7%	1.3%	1.7%
Additional EV Sales	2,165	2,156	0.4%	20,019	37,839	-47.1%	0.6%	0.9%
Total (Estimates)	346,309	311,853	11.0%	945,722	870,230	8.7%	100.0%	100.0%

Toyota	73	1,054	-93.1%	318	2,776	-88.5%		
Hyundai	26	40	-35.0%	103	145	-29.0%		
Total EV & FCEV (Estimates)	346,408	312,947	10.7%	946,143	873,151	8.4%		

ELECTRIC VEHICLE (MODEL)								
	Q3 Sales			YTD Sales			Segment Share	
	2024	2023	YOY	2024	2023	YOY	Q3	YTD
Acura ZDX	2,647	-	-	2,985	-	-	0.8%	0.3%
Audi e-tron	673	638	5.5%	2,066	2,424	-14.8%	0.2%	0.2%
Audi Q4 e-tron	2,975	3,280	-9.3%	8,083	7,952	1.6%	0.9%	0.9%
Audi Q8 e-tron	1,745	3,597	-51.5%	6,365	6,251	1.8%	0.5%	0.7%
BMW iX	4,679	5,541	-15.6%	11,169	12,027	-7.1%	1.4%	1.2%
BMW i3	-	-	-	1	-	-	0.0%	0.0%
BMW i4	6,063	6,457	-6.1%	17,666	17,181	2.8%	1.8%	1.9%
BMW i5	996	-	-	5,776	-	-	0.3%	0.6%
BMW i7	573	1,081	-47.0%	2,493	1,835	35.9%	0.2%	0.3%
Brightdrop Zevo 600 / 400	246	35	-	992	333	-	0.1%	0.1%
Cadillac Lyric	7,224	3,018	139.4%	20,318	5,334	280.9%	2.1%	2.1%
Chevy Bolt EV/EUV	168	15,835	-98.9%	8,582	49,494	-82.7%	0.0%	0.9%
Chevrolet Blazer	7,998	19	-	15,232	19	-	2.3%	1.6%
Chevrolet Equinox	9,772	18	-	10,785	18	-	2.8%	1.1%
Chevrolet Silverado	1,995	-	-	5,252	-	-	0.6%	0.6%
Fiat 500e	235	-	-	439	-	-	0.1%	0.0%
Ford E-Transit	2,955	2,617	12.9%	9,256	5,529	67.4%	0.9%	1.0%
Ford F-150 Lightning	7,162	3,503	104.5%	22,807	12,260	86.0%	2.1%	2.4%
Ford Mustang Mach-E	13,392	14,842	-9.8%	35,626	28,882	23.4%	3.9%	3.8%
Fisker Ocean	1,302	997	-	5,089	997	-	0.4%	0.5%
Genesis G80	155	471	-67.1%	295	1,184	-75.1%	0.0%	0.0%
Genesis GV60	772	898	-14.0%	1,998	2,218	-9.9%	0.2%	0.2%
Genesis GV70	468	433	8.1%	2,343	959	144.3%	0.1%	0.2%
GMC Hummer Truck / SUV	4,305	1,167	-	8,902	1,216	-	1.2%	0.9%
GMC Sierra EV	387	-	-	387	-	-	0.1%	0.0%
Honda Prologue	12,644	-	-	14,179	-	-	3.7%	1.5%
Hyundai Ioniq5	11,590	11,665	-0.6%	30,318	25,306	19.8%	3.3%	3.2%
Hyundai Ioniq6	2,185	5,073	-56.9%	9,097	8,318	9.4%	0.6%	1.0%
Hyundai Kona	747	2,892	-74.2%	4,212	7,672	-45.1%	0.2%	0.4%
Jaguar I-Pace	779	86	-	2,223	219	915.1%	0.2%	0.2%
Kia EV6	5,044	6,470	-22.0%	15,985	14,798	8.0%	1.5%	1.7%
Kia EV9	6,299	-	-	15,970	-	-	1.8%	1.7%
Kia Niro	2,349	2,855	-17.7%	9,371	8,093	15.8%	0.7%	1.0%
Lexus RZ	2,742	1,394	96.7%	8,381	2,511	233.8%	0.8%	0.9%
Lucid Air	1,944	1,457	33.4%	5,766	4,267	35.1%	0.6%	0.6%
Mazda MX-30	-	34	-	-	100	-	0.0%	0.0%
Mercedes EQB	3,099	3,270	-5.2%	8,461	6,674	26.8%	0.9%	0.9%
Mercedes EQE	3,822	4,457	-14.2%	14,462	10,292	40.5%	1.1%	1.5%
Mercedes EQS	2,496	2,696	-7.4%	8,014	12,725	-37.0%	0.7%	0.8%
Mercedes E-Sprinter	30	-	-	30	-	-	0.0%	0.0%
Mini Cooper	717	516	39.0%	2,112	1,780	18.7%	0.2%	0.2%
Nissan Leaf	4,514	1,570	187.5%	7,581	5,804	30.6%	1.3%	0.8%
Nissan Ariya	5,552	4,504	23.3%	14,897	9,699	53.6%	1.6%	1.6%
Polestar 2	2,378	3,710	-35.9%	5,733	8,887	-35.5%	0.7%	0.6%

ELECTRIC VEHICLE (MODEL)								
	Q3 Sales			YTD Sales			Segment Share	
Porche Macan	219	-	-	219	-	-	0.1%	0.0%
Porsche Taycan	1,340	2,050	-34.6%	4,072	5,212	-21.9%	0.4%	0.4%
Rivian EDV500/700	4,170	2,645	57.7%	8,824	5,848	50.9%	1.2%	0.9%
Rivian R1S	7,245	9,183	-21.1%	23,399	15,928	46.9%	2.1%	2.5%
Rivian R1T	3,817	3,736	2.2%	10,387	14,374	-27.7%	1.1%	1.1%
Subaru Solterra	3,752	2,791	34.4%	9,137	5,763	58.5%	1.1%	1.0%
Tesla Cybertruck	16,692	-	-	28,250	-	-	4.8%	3.0%
Tesla Model 3	58,423	53,251	9.7%	131,975	166,042	-20.5%	16.9%	14.0%
Tesla Model S	1,669	3,132	-46.7%	10,803	13,238	-18.4%	0.5%	1.1%
Tesla Model X	3,338	4,699	-29.0%	15,515	18,174	-14.6%	1.0%	1.6%
Tesla Model Y	86,801	95,539	-9.1%	284,831	296,059	-3.8%	25.1%	30.1%
Toyota BZ4X	4,109	2,827	45.3%	13,577	6,486	109.3%	1.2%	1.4%
Volvo C40	530	1,253	-31.1%	1,139	5,786	-80.3%	0.2%	0.1%
Volvo XC40	1,005	1,785	-43.7%	2,505	4,898	-48.9%	0.3%	0.3%
VW ID.4	4,518	10,707	-57.8%	16,375	27,155	-39.7%	1.3%	1.7%
Additional EV Models	2,165	2,156	0.4%	18,880	32,053	-41.1%	0.6%	0.9%
Total (Estimates)	346,309	311,853	11.0%	945,722	870,230	8.7%	100%	100%

Toyota Mirai	73	1,054	-93.1%	318	2,776	-88.5%		
Hyundai Nexa	26	40	-35.0%	103	145	-29.0%		
Total EV & FCEV (Estimates)	346,408	312,947	10.7%	946,143	873,151	8.4%		