



Kelley Blue Book
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ELECTRIC VEHICLE SALES REPORT Q4 2024

- Quarterly Sales of Electric Vehicles
- Summary by Brand and Model
- Kelley Blue Book Estimates
(as of 01/14/2025 and reflects 2023 data revisions)

ELECTRIC VEHICLE (BRAND)

	Q4 Sales			YTD Sales			Segment Share	
	2024	2023	YOY	2024	2023	YOY	Q4	YTD
Acura	4,377	-	-	7,391	-	-	1.2%	0.6%
Audi	6,594	7,411	-11.0%	23,152	25,039	-7.5%	1.8%	1.8%
BMW	13,876	14,374	-3.5%	50,980	45,417	12.2%	3.8%	3.9%
Brightdrop	537	164	227.4%	1,529	497	207.6%	0.1%	0.1%
Cadillac	8,754	3,820	129.2%	29,072	9,154	217.6%	2.4%	2.2%
Chevrolet	28,193	13,457	109.5%	68,044	62,988	8.0%	7.7%	5.2%
Fiat	531	-	0.0%	929	-	-	0.1%	0.1%
Ford	30,176	25,937	16.3%	97,865	72,608	34.8%	8.2%	7.5%
Genesis	1,603	2,042	-21.5%	6,239	6,403	-2.6%	0.4%	0.5%
GMC	6,492	2,028	220.1%	15,781	3,244	386.5%	1.8%	1.2%
Honda	18,838	-	-	33,017	-	-	5.1%	2.5%
Hyundai	18,112	16,265	11.4%	61,727	57,561	7.2%	5.0%	4.7%
Jaguar	1,081	173	524.9%	3,304	392	742.9%	0.3%	0.3%
Kia	12,826	7,140	79.6%	56,099	30,036	86.8%	3.5%	4.3%
Lexus	1,316	2,875	-54.2%	9,697	5,386	80.0%	0.4%	0.7%
Mazda	-	-	-	-	100	-	0.0%	0.0%
Mercedes	4,379	13,782	-68.2%	28,154	47,582	-40.8%	1.2%	2.2%
Mini	1,053	990	6.4%	3,667	2,770	32.4%	0.3%	0.3%
Nissan	8,546	5,113	67.1%	31,024	20,616	50.5%	2.3%	2.4%
Porsche	3,004	2,302	30.5%	6,486	7,855	-17.4%	0.8%	0.5%
Rivian	14,183	14,231	-0.3%	51,442	49,704	3.5%	3.9%	4.0%
Subaru	3,310	3,109	6.5%	12,447	8,872	40.3%	0.9%	1.0%
Tesla	162,388	158,247	2.6%	633,762	671,616	-5.6%	44.4%	48.7%
Toyota	4,993	2,843	75.6%	18,570	9,329	99.1%	1.4%	1.4%
Volvo	1,817	3,095	-41.3%	5,393	14,038	-61.6%	0.5%	0.4%
VW	1,808	10,634	-83.0%	18,183	37,789	-51.9%	0.5%	1.4%
Additional EV Models	6,806	7,632	-10.8%	27,089	23,762	14.0%	1.9%	2.1%
Total (Estimates)	365,824	317,664	15.2%	1,301,411	1,212,758	7.3%	100.0%	100.0%

Toyota	153	133	15.0%	245	1,722	-85.8%		
Hyundai	5	68	-92.6%	77	105	-26.7%		
Total EV & FCEV (Estimates)	365,982	317,865	15.1%	1,301,733	1,214,585	7.2%		

ELECTRIC VEHICLE (MODEL)

	Q4 Sales			YTD Sales			Segment Share	
	2024	2023	YOY	2024	2023	YOY	Q4	YTD
Acura ZDX	4,377	-	-	7,391	-	-	1.2%	0.6%
Audi e-tron	828	778	6.4%	2,894	3,202	-9.6%	0.2%	0.2%
Audi Q4 e-tron	3,273	2,798	17.0%	11,356	10,750	5.6%	0.9%	0.9%
Audi Q6 e-tron	922	-	-	966	-	-	0.3%	0.1%
Audi Q8 e-tron	1,571	3,835	-59.0%	7,936	11,087	-28.4%	0.4%	0.6%
BMW iX	4,214	5,274	-20.1%	15,383	17,301	-11.1%	1.2%	1.2%
BMW i4	5,737	5,402	6.2%	23,403	22,583	3.6%	1.6%	1.8%
BMW i5	2,987	2,133	40.0%	8,763	2,133	-	0.8%	0.7%
BMW i7	938	1,565	-40.1%	3,431	3,400	0.9%	0.3%	0.3%
Brightdrop Zevo 600 / 400	537	164	227.4%	1,529	497	-	0.1%	0.1%
Cadillac Escalade EV	670	-	-	670	-	-	0.2%	0.1%
Cadillac Lyriq	8,084	3,820	111.6%	28,402	9,154	210.3%	2.2%	2.2%
Chevrolet Blazer	7,883	463	-	23,115	482	-	2.2%	1.8%
Chevy Bolt EV/EUV	45	12,551	-99.6%	8,627	62,045	-86.1%	0.0%	0.7%
Chevrolet Equinox	18,089	443	-	28,874	461	-	4.9%	2.2%
Chevrolet Silverado	2,176	-	-	7,428	-	-	0.6%	0.6%
Fiat 500e	531	-	-	929	-	-	0.1%	0.1%
Ford E-Transit	3,354	2,143	56.5%	12,610	7,672	64.4%	0.9%	1.0%
Ford F-150 Lightning	10,703	11,905	-10.1%	33,510	24,165	38.7%	2.9%	2.6%
Ford Mustang Mach-E	16,119	11,889	35.6%	51,745	40,771	26.9%	4.4%	4.0%
Genesis G80	102	145	-29.7%	397	1,329	-70.1%	0.0%	0.0%
Genesis GV60	868	1,182	-26.6%	2,866	3,400	-15.7%	0.2%	0.2%
Genesis GV70	633	715	-11.5%	2,976	1,674	77.8%	0.2%	0.2%
GMC Hummer Truck / SUV	5,091	2,028	151.0%	13,993	3,244	331.4%	1.4%	1.1%
GMC Sierra EV	1,401	-	-	1,788	-	-	0.4%	0.1%
Honda Prologue	18,838	-	-	33,017	-	-	5.1%	2.5%
Hyundai Ioniq5	14,082	8,612	63.5%	44,400	33,918	30.9%	3.8%	3.4%
Hyundai Ioniq6	3,167	4,681	-32.3%	12,264	12,999	-5.7%	0.9%	0.9%
Hyundai Kona	863	2,972	-71.0%	5,063	10,644	-52.4%	0.2%	0.4%
Jaguar I-Pace	1,081	173	524.9%	3,304	392	742.9%	0.3%	0.3%
Jeep Wagoneer	231	-	-	231	-	-	0.1%	0.0%
Kia EV6	5,730	4,081	40.4%	21,715	18,879	15.0%	1.6%	1.7%
Kia EV9	6,047	1,113	443.3%	22,017	1,118	-	1.7%	1.7%
Kia Niro	1,049	1,946	-46.1%	12,367	10,039	23.2%	0.3%	1.0%
Lexus RZ	1,316	2,875	-54.2%	9,697	5,386	80.0%	0.4%	0.7%
Mazda MX-30	-	-	-	-	100	-	0.0%	0.0%
Mercedes EQB	2,124	6,043	-64.9%	8,885	13,979	-36.4%	0.6%	0.7%
Mercedes EQE	972	5,754	-83.1%	11,660	19,104	-39.0%	0.3%	0.9%
Mercedes EQS	667	1,985	-66.4%	6,963	14,499	-52.0%	0.2%	0.5%
Mercedes G-Class	455	-	-	455	-	-	0.1%	0.0%
Mercedes E-Sprinter	161	-	-	191	-	-	0.0%	0.0%

ELECTRIC VEHICLE (MODEL)

	Q4 Sales			YTD Sales			Segment Share	
	2024	2023	YOY	2024	2023	YOY	Q4	YTD
Mini Cooper	693	990	-30.0%	3,118	2,770	12.6%	0.2%	0.2%
Mini Countryman	360	-	-	549	-	-	0.1%	0.0%
Nissan Leaf	3,645	1,348	170.4%	11,226	7,152	57.0%	1.0%	0.9%
Nissan Ariya	4,901	3,765	30.2%	19,798	13,464	47.0%	1.3%	1.5%
Porsche Macan	1,651	-	-	1,739	-	-	0.5%	0.1%
Porsche Taycan	1,353	2,302	-41.2%	4,747	7,855	-39.6%	0.4%	0.4%
Rivian EDV500/700	4,397	2,388	84.1%	13,423	8,091	65.9%	1.2%	1.0%
Rivian R1S	7,374	8,428	-12.5%	26,934	21,831	23.4%	2.0%	2.1%
Rivian R1T	2,412	3,415	-29.4%	11,085	19,782	-	0.7%	0.9%
Subaru Solterra	3,310	3,109	6.5%	12,447	8,872	40.3%	0.9%	1.0%
Tesla Cybertruck	12,991	-	-	38,965	-	-	3.6%	3.0%
Tesla Model 3	57,928	53,805	7.7%	189,903	230,015	-17.4%	15.8%	14.6%
Tesla Model S	1,623	3,165	-48.7%	12,426	18,052	-31.2%	0.4%	1.0%
Tesla Model X	4,340	4,747	-8.6%	19,855	24,767	-19.8%	1.2%	1.5%
Tesla Model Y	85,506	96,530	-11.4%	372,613	398,782	-6.6%	23.4%	28.6%
Toyota BZ4X	4,993	2,843	75.6%	18,570	9,329	99.1%	1.4%	1.4%
Volvo C40	275	803	-65.8%	1,420	6,589	-78.4%	0.1%	0.1%
Volvo XC40	564	2,292	-75.4%	2,995	7,449	-59.8%	0.2%	0.2%
Volvo EX30	229	-	-	229	-	-	0.1%	0.0%
Volvo EX90	749	-	-	749	-	-	0.2%	0.1%
VW ID.Buzz	1,162	-	-	1,162	-	-	0.3%	0.1%
VW ID.4	646	10,634	-93.9%	17,021	37,789	-55.0%	0.2%	1.3%
Additional EV Models	6,806	7,632	-10.8%	27,089	23,762	14.0%	1.9%	2.1%
Total (Estimates)	365,824	317,664	15.2%	1,301,411	1,212,758	7.3%	100%	100%
Toyota Mirai	153	133	-93.1%	499	2,737	-81.8%		
Hyundai Nexo	5	68	-35.0%	94	241	-61.0%		
Total EV & FCEV (Estimates)	365,982	317,865	10.7%	1,302,004	1,215,736	7.1%		

ELECTRIC VEHICLE (MODEL – YTD Sales)					
	YTD Sales			Segment Share	
	2024	2023	YOY	Q4	YTD
Tesla Model Y	372,613	398,782	-6.6%	23.4%	28.6%
Tesla Model 3	189,903	230,015	-17.4%	15.8%	14.6%
Ford Mustang Mach-E	51,745	40,771	26.9%	4.4%	4.0%
Hyundai Ioniq5	44,400	33,918	30.9%	3.8%	3.4%
Tesla Cybertruck	38,965	-	-	3.6%	3.0%
Ford F-150 Lightning	33,510	24,165	38.7%	2.9%	2.6%
Honda Prologue	33,017	-	-	5.1%	2.5%
Chevrolet Equinox	28,874	461	-	4.9%	2.2%
Cadillac Lyriq	28,402	9,154	210.3%	2.2%	2.2%
Rivian R1S	26,934	21,831	23.4%	2.0%	2.1%
BMW i4	23,403	22,583	3.6%	1.6%	1.8%
Chevrolet Blazer	23,115	482	-	2.2%	1.8%
Kia EV9	22,017	1,118	-	1.7%	1.7%
Kia EV6	21,715	18,879	15.0%	1.6%	1.7%
Tesla Model X	19,855	24,767	-19.8%	1.2%	1.5%
Nissan Ariya	19,798	13,464	47.0%	1.3%	1.5%
Toyota BZ4X	18,570	9,329	99.1%	1.4%	1.4%
VW ID.4	17,021	37,789	-55.0%	0.2%	1.3%
BMW iX	15,383	17,301	-11.1%	1.2%	1.2%
GMC Hummer Truck / SUV	13,993	3,244	331.4%	1.4%	1.1%
Rivian EDV500/700	13,423	8,091	65.9%	1.2%	1.0%
Ford E-Transit	12,610	7,672	64.4%	0.9%	1.0%
Subaru Solterra	12,447	8,872	40.3%	0.9%	1.0%
Tesla Model S	12,426	18,052	-31.2%	0.4%	1.0%
Kia Niro	12,367	10,039	23.2%	0.3%	1.0%
Hyundai Ioniq6	12,264	12,999	-5.7%	0.9%	0.9%
Mercedes EQE	11,660	19,104	-39.0%	0.3%	0.9%
Audi Q4 e-tron	11,356	10,750	5.6%	0.9%	0.9%
Nissan Leaf	11,226	7,152	57.0%	1.0%	0.9%
Rivian R1T	11,085	19,782	-	0.7%	0.9%
Lexus RZ	9,697	5,386	80.0%	0.4%	0.7%
Mercedes EQB	8,885	13,979	-36.4%	0.6%	0.7%
BMW i5	8,763	2,133	-	0.8%	0.7%
Chevy Bolt EV/EUV	8,627	62,045	-86.1%	0.0%	0.7%
Audi Q8 e-tron	7,936	11,087	-28.4%	0.4%	0.6%
Chevrolet Silverado	7,428	-	-	0.6%	0.6%
Acura ZDX	7,391	-	-	1.2%	0.6%
Mercedes EQS	6,963	14,499	-52.0%	0.2%	0.5%
Hyundai Kona	5,063	10,644	-52.4%	0.2%	0.4%
Porsche Taycan	4,747	7,855	-39.6%	0.4%	0.4%
BMW i7	3,431	3,400	0.9%	0.3%	0.3%
Jaguar I-Pace	3,304	392	742.9%	0.3%	0.3%
Mini Cooper	3,118	2,770	12.6%	0.2%	0.2%
Volvo XC40	2,995	7,449	-59.8%	0.2%	0.2%
Genesis GV70	2,976	1,674	77.8%	0.2%	0.2%

ELECTRIC VEHICLE (MODEL by YTD Sales)					
	YTD Sales			Segment Share	
Audi e-tron	2,894	3,202	-9.6%	0.2%	0.2%
Genesis GV60	2,866	3,400	-15.7%	0.2%	0.2%
GMC Sierra EV	1,788	-	-	0.4%	0.1%
Porsche Macan	1,739	-	-	0.5%	0.1%
Brightdrop Zevo 600 / 400	1,529	497	-	0.1%	0.1%
Volvo C40	1,420	6,589	-78.4%	0.1%	0.1%
VW ID.Buzz	1,162	-	-	0.3%	0.1%
Audi Q6 e-tron	966	-	-	0.3%	0.1%
Fiat 500e	929	-	-	0.1%	0.1%
Volvo EX90	749	-	-	0.2%	0.1%
Cadillac Escalade EV	670	-	-	0.2%	0.1%
Mini Countryman	549	-	-	0.1%	0.0%
Mercedes G-Class	455	-	-	0.1%	0.0%
Genesis G80	397	1,329	-70.1%	0.0%	0.0%
Jeep Wagoneer	231	-	-	0.1%	0.0%
Volvo EX30	229	-	-	0.1%	0.0%
Mercedes E-Sprinter	191	-	-	0.0%	0.0%
Mazda MX-30	-	100	-	0.0%	0.0%
Additional EV Models	27,089	23,762	14.0%	1.9%	2.1%
Total (Estimates)	1,301,411	1,212,758	7.3%	100%	100%

Toyota Mirai	499	2,737	-81.8%		
Hyundai Nexo	94	241	-61.0%		
Total EV & FCEV (Estimates)	1,302,004	1,215,736	7.1%		