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# ELECTRIC VEHICLE SALES REPORT Q3 2024

- Quarterly Sales of Electric Vehicles
- Summary by Brand and Model
- Kelley Blue Book Estimates (as of 10/11/2024)

| 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 EV       | 7,998    | 19     | -      | 15,232    | 19     | -      | 2.3%          | 1.6% |
| Chevrolet Equinox EV      | 9,772    | 18     | -      | 10,785    | 18     | -      | 2.8%          | 1.1% |
| Chevrolet Silverado EV    | 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% |
| 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%   |  |  |