



EV Sales Overview

February 2022

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EV Sales Overview

Monthly EV Sales Overview is the perfect Alternative Drive Train Report companion.

The Monthly EV Sales Overview highlights the top 100% electric vehicle news by brand and nameplate with (where available) a bit of “brand color” during the past month along with a summary of their sales performance over the last year.

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DOMESTIC BRANDS

BrightDrop

- BrightDrop retailed 13 EV600 vans in February, their first month of availability.

In its 2021 earnings report, GM has noted “strong demand” for the BrightDrop EV600 and EV410 vans. The automaker has received roughly 25,000 reservations for the two models from a variety of companies including FedEx, Merchants Fleet, and Walmart. (2/3)

Chevrolet

- Chevrolet sold 62 EVs in February, down 97% from last February’s 2,125-unit total.
- Bolt EV sales (15 units, -99%) fell, while sales of the Bolt EUV totaled 47 units.
- YTD, Chevrolet EV sales of 82 units are down 98%.
- Cars (22 units) are down 98%, while truck sales total 60 units.

Production of the Chevrolet Bolt EV and Bolt EUV sport-utility at GM’s Orion Township, Michigan assembly plant will reportedly resume on April 4th, after a six-month shutdown while battery fire issues were resolved and production of revised battery packs was directed to Bolt models already in customers’ hands. (2/16)

Ford

- *Ford sold 2,096 EVs in February.*
- *The new E-Transit van accounted for 52 units, and 43 F-150 Lightnings were retailed, while sales of the Mustang Mach-E sport-utility (2,001 units, -46%) declined.*
- *YTD, Ford EV sales of 4,699 units are up 17%.*

Ford is forming a distinct business unit for the development of its future EVs. Its new ‘Model e’ division aims to “accelerate innovation and delivery of breakthrough electric vehicles at scale,” as well as being responsible for company-wide software and connectivity technology. (3/2)



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GMC

- GMC sold 21 HUMMER pickup EVs in February.
- YTD, 24 HUMMER EV pickups have been retailed.

GM has confirmed nearly 60,000 customer reservations to date for the GMC HUMMER pickup and GMC HUMMER sport-utility EVs, and the automaker plans to significantly increase production of the two EVs at its Hamtramck, Michigan “Factory Zero” assembly plant. (2/1)

Karma

- Karma retailed 21 EVs in February, including 12 GS-6 models and 9 Reveros.
- YTD, Karma EV sales total 48 units.

Lucid

- Lucid retailed 135 Air EVs in February.
- YTD, Lucid Air EV sales total 434 units.

Lucid has announced plans to establish an assembly plant in Saudi Arabia. With a projected annual capacity of 150,000 units, the plant is expected to begin production in 2025. (3/1)

The planned production start for the Lucid Gravity SUV EV has been delayed until the first half of 2024, according to CEO Peter Rawlinson, promising that it would be “an ultra high-efficiency SUV” (3/1)

Lucid Group has reduced the 2022 production forecast for its Air luxury EV sedan to between 12,000-14,000 units, compared to the earlier 20,000-unit projection, citing supply issues with “commodity parts” rather than semiconductor supplies. (2/28)



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Rivian

- Rivian retailed 238 EVs in February, including 215 R1T pickup trucks, 15 R1S sport-utility vehicles, and 8 EDV700 vans.
- YTD, Rivian sales total 452 units.

Rivian CEO RJ Scaringe has set a goal of 10% EV market share by 2030 for the brand, which is producing low volumes of its R1T pickup truck EV and R1S sport-utility EV at its Normal, Illinois assembly plant. “The plant is starting to ramp nicely,” noted Scaringe. (2/24)

Rivian is piloting in-house production of battery cells, and also plans to invest in battery cell production, along with an unspecified supplier. (2/24)

Tesla

- Tesla sold 42,742 EVs in February 2022, a 98% increase from the year-ago 21,550-unit total.
- Passenger car sales (17,097 units) jumped 119%, as the Model 3 (15,387 units, +144%) and Model S (1,710 units, +14%) both rose.
- Truck sales (25,645 units) were up 98%, as the Model Y (23,508 units, +98%) and Model X (2,137 units, +12%) added volume.
- YTD, Tesla sales of 82,907 units are up 79%. Cars (33,163 units) are up 93%, while trucks (49,744 units) show a 71% increase.

Tesla Inc. CEO Elon Musk and his brother Kimbal Musk are under investigation by the Securities and Exchange Commission. The SEC will determine whether the two “violated insider trading rules” after Kimbal Musk’s sale of \$108 million in Tesla stock a day before Elon Musk asked his Twitter followers whether he should sell 10% of his Tesla holdings. (2/25)

Tesla Inc. faces a California lawsuit alleging that the company harassed and discriminated against Black employees. The state’s Department of Fair Employment and Housing said it had “found evidence that Tesla’s Fremont factory is a racially segregated workplace where Black workers are subjected to racial slurs and discriminated against in job assignments, discipline, pay, and promotion creating a hostile work environment.”



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ASIAN BRANDS

Hyundai

- Hyundai sold 2,620 EVs in February. The Ioniq EV (1 unit, -99%) declined. Truck sales (2,619 units) included the Ioniq 5 SUV EV (2,555 units), while the Kona SUV EV (64 units, -88%) lost volume.
- YTD, Hyundai EV sales total 3,720 units, up 249%. Cars (4 units) are down 99%, while trucks (3,716 units) are up 377%.

Hyundai aims to boost annual global BEV sales to 1.87 million units and secure a 7 percent level of global market share by 2030. The automaker is also targeting an operating profit margin of 10 percent or higher in its EV businesses in the same timeframe. (3/2)

Kia

- Kia sold 3,305 EVs in February, including the Niro (1,180 units, +270%) and the new EV6 (2,125 units).
- YTD, Kia EV sales total 4,308 units, up 648% from the year-ago total.

Kia's EV6 sport-utility EV has been named the 2022 European Car of the Year, an honor bestowed on the new model by sixty-one journalists from twenty-three European countries. The EV6 prevailed over a group of seven finalists for the award, six of which were EVs. (2/28)

Mazda

- Mazda sold 46 EVs in February, all accounted for by the MX-30 sport-utility.
- YTD, Mazda EV sales total 79 units.

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Nissan

- Nissan retailed 1,451 Leaf EVs in February, up 58% from the year-ago 921-unit total.
- YTD, Nissan Leaf sales total 2,552 units, up 33% from the year-ago result.

Nissan reduced the MSRP of its 2022 model year Leaf S to \$27,400, resulting in an effective base price of \$19,900 for customers qualifying for the \$7,500 Federal tax credit.



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EUROPEAN BRANDS

Audi

- Audi sold 1,001 EVs in February, an increase of 7% from the year-ago 935-unit total.
- The e-tron GT accounted for 149 units, while EV truck sales totaled 852 units, including the e-tron SUV (659 units, -2%), and the e-tron Sportback (193 units, -27%).
- YTD, Audi EV sales of 1,817 units are up 26%. Cars account for 275 units, while trucks (1,542 units) are up 7%.

Verizon and Audi of America announced an agreement to bring 5G connectivity to the automaker's U.S. lineup, beginning with some 2024 models. The collaboration brings embedded 5G Ultra Wideband connectivity into Audi vehicles. (2/22)

BMW

- BMW sold one i3 EV in February, down 99% from the 118-unit year-ago result.
- YTD, BMW EV sales (12 units) are down 94%.

BMW and Electrify America have agreed to provide 2022 BMW EV customers with two years of 30-minute complimentary charging sessions at all Electrify America public charging stations. The program will launch with the sale of the new all-electric BMW iX xDrive50, BMW i4 eDrive40 and BMW i4 M50 in March. (2/3)

Jaguar

- Jaguar EV sales in February included the I-Pace (56 units, -25%).
- YTD, Jaguar has retailed 131 I-Pace models, unchanged from the year-ago total.

Future Jaguar EVs will be based on an “absolutely bespoke” Panthera-platform vehicle architecture, according to CEO Thierry Bolloré, adding that Jaguar’s strategy aims to create “really modern luxury cars that are the copy of nothing in style or design, the top of technology and refinement, but not looking backwards.” (2/3)



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Mercedes-Benz

- Mercedes-Benz retailed 112 EQS-Class EVs in February. YTD, EQS-Class EV sales total 231 units.

Mercedes expects to have factories producing only EVs by the second half of this decade but will avoid building EV-only plants, opting instead for flexible factories which can build a mix of EVs and conventionally-powered models, according to production chief Joerg Burzer. (2/21)

MINI

- MINI sold 117 MINI Cooper SE EVs in February, up 29% from the year-ago 91-unit total.
- YTD, MINI EV sales of 288 units are up 38%.

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Polestar

- Polestar sold 420 Polestar 2 EVs in February.
- YTD, Polestar 2 EV sales total 812 units.

Polestar has signed letters of intent with several key suppliers including SSAB steel, Hydro renewable energy, ZF electric powertrains, and Autoliv safety equipment, who will collaborate on the Polestar 0 Project, which aims to develop a truly climate-neutral car by 2030. (2/24)

Porsche

- Porsche sold 340 Taycan EVs in February, down 49% from last year's 668-unit result.
- YTD, Porsche Taycan sales total 825 units, down 36%.



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Volkswagen

- Volkswagen sold 1,027 ID.4 SUV EVs in February.
- YTD, Volkswagen ID.4 sales total 1,883 units.

Volkswagen is preparing for the worldwide introduction of the ID. Buzz EV scheduled for March 9th. Spiritual successor to VW's iconic Microbus, the ID. Buzz is based on VW's "MEB" (Modular Electric Toolkit) platform, and will be launched in Europe this September.

In the U.S., the ID Buzz will be offered in a long-wheelbase passenger van configuration, and will reach retailers during calendar year 2023 as a 2024 model year entry. (2/28)

Volvo

- Volvo sold 558 EVs in February, including the XC40 Recharge (397 units, +218%) and the new C40 (159 units).
- YTD, Volvo EV sales total 985 units, up 268%.

Volvo plans to introduce a total of seven new or redesigned electrified models within "the next few years," according to participants attending a recent U.S. retailer meeting. A pair of sport-utility vehicles, two "wagon-based" utilities, and one sedan are reportedly among the models planned. (3/1)