



# EV Sales Overview

March 2022

## EV Sales Overview – March 2022

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## EV Sales Overview

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

This 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.

**This is your final introductory copy, if you would like to subscribe to receive this report next month, please email [info@motorintelligence.com](mailto:info@motorintelligence.com) for pricing.**



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## DOMESTIC BRANDS

### BrightDrop

- BrightDrop retailed 14 EV600 vans in March, their second month of availability.
- BrightDrop has changed the model designations of its EV600 and EV410 delivery vans, noting that they have been “renamed the BrightDrop Zevo 600 and BrightDrop Zevo 400. We chose Zevo because it contains ZEV (Zero Emissions Vehicle) and EV (Electric Vehicle) and is a play off “zero” -- a reference to GM’s Zero Crashes, Zero Emissions, and Zero Congestion vision.” (4/1)

### Chevrolet

- *Chevrolet sold 271 EVs in March, down 95% from last March’s 5,198-unit total.*
- *Bolt EV sales (48 units, -99%) fell, while sales of the Bolt EUV totaled 223 units.*
- *YTD, Chevrolet EV sales of 358 units are down 96%.*

Production of the Chevrolet Bolt EV and Bolt EUV sport-utility at GM’s Orion Township, Michigan assembly plant restarted on April 4<sup>th</sup>, 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. (4/4)

### Ford

- *Ford sold 3,039 EVs in March.*
- *The new E-Transit van accounted for 528 units, and 43 F-150 Lightnings were retailed, while sales of the Mustang Mach-E sport-utility (2,363 units, -10%) declined.*
- *YTD, Ford EV sales of 7,706 units are up 17%.*

Ford has announced pricing for its bi-directional home charger. The Ford Charge Station Pro, developed with ChargePoint, enables Ford’s F-150 Lightning EV pickup to become a backup home power source. Included as standard equipment for buyers of the extended-range F-150 Lightning, it is a \$1,310 option for buyers of the standard-range F-150 Lightning (3/18)



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Speaking at a recent auto tech conference, Ford CEO Jim Farley shared his thoughts on EV adoption, saying “...there’s kind of the first inning, which is the next couple years. And then when we get into a mass adoption, let’s say 2023 through 2026, things change a lot in the first couple years.” (3/11)

Ford CFO John Lawlor has admitted that the automaker’s EVs are not yet profitable, noting in a recent investor call that “...in the near term, our EVs will not be, on a bottom-line basis, EBIT positive...but we intend, as we get to our second generation of products, that those will have fully competitive margins...And so that will come over time – and be EBIT positive.” (3/10)

## GMC

- *GMC sold 74 HUMMER pickup EVs in March.*
- *YTD, 99 HUMMER EV pickups have been retailed.*

GM will collaborate with California’s Pacific Gas & Electric utility to pilot a program using GM EVs as on-demand residential power sources in PG&E’s service area, using bi-directional charging technology. (3/8)

## Karma

- *Karma retailed 13 GS-6 EVs in March.*
- *YTD, Karma EV sales total 48 units, including 16 Reveros.*

## Lucid

- *Lucid retailed 150 Air EVs in March.*
- *YTD, Lucid Air EV sales total 460 units.*

Lucid CEO Peter Rawlinson debuted a new “Lucid Tech Talks” series on YouTube, intended to “uncover Lucid’s proprietary EV technology, according to the company. (3/10)



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## Rivian

- Rivian retailed 465 EVs in March, including 441 R1T pickup trucks, 19 R1S sport-utility vehicles, and 5 EDV700 vans.
- YTD, Rivian sales total 1,227 units.

Rivian quickly reversed \$12,000 price hikes it announced in early March, which would have affected existing reservation holders for the firm's R1T and R1S EVs. In a letter of apology, Rivian CEO RJ Scaringe admitted that the pricing action "broke the trust we have worked to build with you." Reservations made after March 1<sup>st</sup> are subject to the new pricing structure, which Scaringe blamed on rising component and material costs. (3/4)

## Tesla

- Tesla sold 47,953 EVs in March 2022, an increase of 108% from the year-ago 23,050-unit total.
- Passenger car sales (19,181 units) jumped 131%, as the Model 3 (17,263 units, +158%) and Model S (1,918 units, +20%) both rose.
- Truck sales (28,772 units) were up 95%, as the Model Y (26,374 units, +108%) and Model X (2,398 units, +14%) both gained.
- YTD, Tesla sales of 129,743 units are up 87%. Cars (51,897 units) are up 104%, while trucks (77,846 units) show a 78% increase.

Hertz plans to add Tesla Model Y sport-utility vehicles to its rental-car fleet, according to a company spokesperson who confirmed that "...the Model Ys will be available for rent in late April in select markets..." Hertz currently offers EV rentals at certain locations in California, Georgia, Florida, and Washington, D.C. (3/28)

The U.S. Securities and Exchange Commission (SEC) noted in a court filing that "So long as [company CEO Elon] Musk and Tesla use Musk's Twitter account to disclose information to investors, the SEC may legitimately investigate matters relating to Tesla's disclosure controls and procedures, including Musk's tweets about Tesla, as well as the accuracy of Tesla's public statements about its controls and procedures." (3/22)



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## ASIAN BRANDS

### Hyundai

- Hyundai sold 3,180 EVs in March, including the Ioniq 5 SUV EV (2,700 units), while the Kona SUV EV (480 units, -38%) lost volume.
- YTD, Hyundai EV sales total 6,900 units, up 245%. Cars (4 units) are down 99%, while trucks (6,896 units) are up 343%.

Hyundai's Ioniq 5 SUV EV was named the "Top Pick: EV Family" by [cars.com](https://www.cars.com). The website's Top Pick award "showcases the best EV in four categories, including Luxury, Family, Value, and Commuting," according to Hyundai officials. (3/29)

### Kia

- Kia sold 4,516 EVs in March, including the EV6 (3,156 units) and the Niro (1,360 units, +216%),
- YTD, Kia EV sales total 8,824 units, up 775% from the year-ago total.

Kia's Niro EV has received top honors in the mass market category of J. D. Power's 2022 Electric Vehicle Experience (EVX) Ownership Study, its second consecutive win. Over 8,000 EV owners were surveyed on factors such as cost of ownership, battery range, service experience, styling, and driving enjoyment, to determine ownership satisfaction and repurchase likelihood. (3/23)

### Mazda

- Mazda sold 101 MX-30 EVs in March.
- YTD, Mazda MX-30 EV sales total 180 units.



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## Nissan

- Nissan retailed 1,827 Leaf EVs in March, up 69% from the year-ago 1,081-unit total.
- YTD, Nissan Leaf sales total 4,371 units, up 49% from the year-ago result.

Nissan's Leaf EV has won KBB.com's 5-Year Cost to Own Award for the fifth year in a row. KBB's evaluation considers depreciation, expected fuel costs, finance and insurance fees. Maintenance and repair costs, and state fees. (3/14)

## EUROPEAN BRANDS

### Audi

- Audi sold 1,441 EVs in March, a 50% decrease from the year-ago 2,855-unit total.
- The e-tron GT accounted for 285 units, while EV truck sales totaled 1,156 units, as the e-tron S Sportback accounted for 20 units, and 16 e-tron S units were retailed. Sales of the e-tron SUV (815 units, -67%) and the e-tron Sportback (306 units, -26%) declined.
- YTD, Audi EV sales of 3,252 units are down 25%. Cars account for 572 units, while trucks (2,680 units) are off 38%.

### BMW

- BMW sold one i8 EV in March, down 50% from the two-unit year-ago result.
- YTD, BMW EV sales (13 units, including the i3 and i8) are down 96%.

### Jaguar

- Jaguar I-Pace EV sales in March totaled 59 units, down 50% from the year-ago result.
- YTD, Jaguar has retailed 154 I-Pace models, down 39%.

### Mercedes-Benz

- Mercedes-Benz retailed 792 EQS-Class EVs in March.
- YTD, EQS-Class EV sales total 2,091 units.

Mercedes-EQ will reveal its EQS sport-utility EV on April 19<sup>th</sup> at 6:00 PM EDT in digital form on the Mercedes me media platform. Executive Board members Ola



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Källenius and Britta Seeger will present the highlights of Mercedes-Benz's first seven-passenger SUV EV, the third model based on the automaker's EVO 2 platform. (3/8)

## MINI

- MINI sold 235 MINI Cooper SE EVs in March, up 46% from the year-ago 161-unit total.
- YTD, MINI EV sales of 619 units are up 67%.

## Polestar

- Polestar sold 678 Polestar 2 EVs in March, up 490% from the year-ago 115-unit result.
- YTD, Polestar 2 EV sales total 1,490 units, up 1196%.

Hertz plans to order up to 65,000 Polestar EVs over the next five years. According to the rental-car firm, the Polestar models will be available this spring in Europe; they will be added to Hertz's North American and Australian fleets later this year (4/4)

Polestar USA has begun customer deliveries of the single-motor, 231-HP version of its Polestar 2 EV sedan. The RWD model carries a base MSRP of \$45,900 before the Federal \$7,500 tax credit or other state/regional incentives. It is EPA-rated at up to 270-miles of driving range. (3/24)

## Porsche

- Porsche sold 731 Taycan EVs in March, up 1% from last year's 721-unit result.
- YTD, Porsche Taycan sales total 1,925 units, down 4%.



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## Volkswagen

- Volkswagen sold 870 ID.4 SUV EVs in March.
- YTD, Volkswagen ID.4 sales total 2,755 units.

VW of America CEO Scott Keogh recently suggested that the automaker's ID. Buzz might someday be produced in the U.S., saying "Demand is through the roof, we might need to act accordingly. The ID. Buzz will be manufactured...in Hanover, Germany, and there's no announcement regarding the localization of that vehicle. However, there could be an opportunity if demand is beyond what Hanover can deliver. We already have experience localizing the MEB [EV] platform." (3/29)

## Volvo

- Volvo sold 674 EVs in March, including the XC40 Recharge (285 units, +448%). The C40 added 389 units.
- YTD, Volvo EV sales total 1,658 units, up 418%.

Volvo Cars USA recently announced that it will partner with Starbucks Corp. to create a public electric vehicle charging network beginning this summer. The Swedish automaker said that its pilot installations would include up to 60 Volvo-branded ChargePoint DC fast chargers at up to fifteen Starbucks locations. (3/15)