



EV Sales Overview

June 2023



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EV Sales Overview

Monthly EV Sales Overview is the perfect Alternative Drivetrain 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.

It’s also a great complement to the Motor Intelligence Product Cycle Charts, which are released quarterly and provide nameplate-level EV product development forecasts for most brands.



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DOMESTIC BRANDS

BrightDrop

- BrightDrop recorded 2 Zevo 600 van sales in June.
- YTD, BrightDrop Zevo 600 sales total 298, up 104%.

BrightDrop has delivered 50 Zevo 600 electric vans to FedEx Express Canada, the first important step in FedEx's goal to transform its entire parcel pickup and delivery (PUD) fleet to all-electric, zero-tailpipe emissions vehicles by 2040.

The first 50 BrightDrop EVs will service Toronto, Montreal, and Surrey. FedEx Express Canada plans to expand its EV fleet footprint as additional charging infrastructure is implemented at FedEx locations across Canada.

The company plans for 50% of its global PUD vehicle purchases to be electric by 2025, rising to 100% of purchases by 2030. (6/15)

Cadillac

- The Cadillac Lyriq sport-utility EV registered 446 retails in June.
- YTD, Lyriq sales total 2,316 units.

Cadillac will debut its ESCALADE IQ SUV EV on August 9th, General Motors has confirmed. Analysts believe that the electrified Escalade will use Ultium battery technology similar to that used in GMC's HUMMER EV, which suggests that the three-motor AWD system could develop up to 830-HP, using a battery pack of up to 177-kWh capacity.

Cadillac brand chief Rory Harvey confirmed that the Escalade IQ is one of three new EVs to be unveiled this year, all of which will join the luxury brand's portfolio for the 2024 model year. (6/20)

Chevrolet

- Chevrolet sold 5,413 EVs in June, up 40% from last June's 3,854-unit total.
- Sales of the Bolt EV (2,053 units, +48%) and Bolt EUV (3,360 units, +36%) rose.
- YTD, Chevrolet EV sales of 33,659 units are up 361%.



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Chevrolet may resurrect its Bolt EV as an Ultium technology-based model positioned below the brand's upcoming Equinox EV, according to recent remarks by GM CEO Mary Barra.

In a recent podcast interview, Barra revealed that she "absolutely loves" the Bolt that she has been driving, but as an older-generation GM EV, its production cost is some 40% higher than the automaker's new Ultium-technology models.

Barra noted that "...Bolt is something that has built up a lot of loyalty and equity. So I can't say more because I don't discuss future product programs...But that's [an] important vehicle in our portfolio. (6/20)

Ford

- Ford sold 5,900 EVs in June, up 36% from the year-ago 4,353-unit total.
- Sales of the F-150 Lightning (1,424 units, -22%) and E-Transit (366 units, -35%) declined, while sales of the Mustang Mach-E sport-utility (4,110 units, +110%) rose.
- YTD, Ford EV sales of 25,709 units are up 12%.

Ford Motor Company Executive Chairman Bill Ford has admitted that Chinese OEMs are ahead of their U.S. counterparts in EV production, noting that "They developed very quickly, and they developed them in large scale. And now they're exporting them. They're not here but they'll come here we think, at some point, we need to be ready, and we're getting ready."

Ford echoed previous remarks by CEO Jim Farley, who noted "I think we see the Chinese as the main competitor, not GM or Toyota. The Chinese are going to be the powerhouse," adding that the Dearborn automaker needs to address cost issues to compete effectively. (6/20)

GMC

- GMC HUMMER sold 28 HUMMER EV pickups and 2 HUMMER EV SUVs in June.
- YTD, 49 GMC HUMMER EVs have been sold, down 87%.



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Karma

- Karma retailed 1 GS-6 EV in June, down 91% from the 11-unit year-ago total.
- YTD, 11 Karma GS-6 EVs have been sold, down 85%.

Lucid

- Lucid retailed 608 Air EVs in June, up 202% from last June's 201-unit result.
- YTD, Lucid Air EV sales total 3,065 units, up 225%.

Lucid Group CEO Peter Rawlinson says that Lucid plans to grow its technology supply business, adding that the EV automaker's recent tech-sharing agreement with Aston Martin is a precursor to future such deals. Lucid's initial focus will be on providing high-performance, ultra-high voltage technology not suitable for mass-market EVs, according to Rawlinson.

"Do we ever want to make a \$25,000 car because that's what it's going to take to change the world? I'm not sure if we want to be in that business, but licensing our tech to a company that could do that makes more sense," Rawlinson added. (7/2)

Rivian

- Rivian retailed 4,242 EVs in June, a 189% increase from last June's 1,468-unit total.
- Sales of the R1T pickup (3,436 units, +136%), R1S sport-utility (170 units, +1445%), and EDV700 delivery van (636 units) all rose.
- YTD, Rivian EV sales total 20,586 units, up 262%.

Rivian Automotive, along with the *Insurance Institute for Highway Safety* (IIHS), today announced the EV startup's R1S SUV as an IIHS *TOP SAFETY PICK+* for the 2023 model year, joining the Rivian R1T pickup in receiving this designation.

"The R1 line of vehicles was designed to be among the safest on the road today through clean-sheet structural design, optimized materials, and fully integrated software," said Rivian Vice President of Chassis Attributes and Safety Engineering Malin Ekholm. "We are delighted to see R1S join the R1T in receiving the *TOP SAFETY PICK+* award and will continue to make safety a key priority for our customers as they take on their next adventure." (5/3)



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Tesla

- Tesla sold 59,635 EVs in June, a 39% increase from last June's 42,757-unit total.
- Passenger car sales (21,469 units) rose 2%, as the Model 3 (19,680 units, +10%) gained, while sales of the Model S (1,789 units, -40%) declined.
- Truck sales (38,166 units) were up 75%, as the Model Y (35,781 units, +82%) and Model X (2,385 units, +12%) both gained.
- YTD, Tesla sales of 336,892 units are up 30%. Cars (122,897 units) are up 6%, while trucks (213,995 units) show a 48% increase.

Tesla's EV market share is expected to decline significantly over the next four years, according to *Bank of America's* recent *Car Wars* report.

While the report suggests that "The next four-plus years could be some of the most uncertain and volatile for product strategy ever," the forecast concludes that "ICE dominance is over," as EVs are forecast to account for nearly half of all new model launches from 2024 to 2027.

The report estimates Tesla's slice of EV sales to fall from its 78% peak in 2018 to about 18% by the close of 2026. Ford and GM are each expected to account for 14% of EV sales by then, with Stellantis at a forecast 8%. (7/3)

ASIAN BRANDS

Genesis

- Genesis sold 517 EVs in June, up 124% from the 231-unit year-ago total.
- 119 Electrified G80 models were sold.
- Truck sales (398 units, +72%) rose, as sales of the GV60 SUV EV (265 units, +15%) gained, and the GV70 SUV EV added 133 units.
- YTD, Genesis has sold 2,559 EVs (up 998%), including 713 Electrified G80 EVs. Truck sales (1,846 units) are up 692%.

Genesis announced that its lineup of GV70 SUV models will begin assembly in the U.S., joining the Electrified GV70 which started production in Alabama earlier this year. A significant investment of over \$300 million has been made to enhance the production facility to accommodate future growth which includes GV70.



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“We are pleased to bring further assembly of Genesis vehicles to the United States, bolstering availability of our products and investing in our communities,” said Claudia Marquez, chief operating officer of Genesis Motor North America.

GV70 is currently the best-selling model in the Genesis lineup and the localization of its assembly in the United States is a significant step forward in delivering the highly desired model to American consumers. Starting with the 2024 model year, all GV70 vehicles for the U.S. market will be assembled in Montgomery, Ala. (5/25)

Honda

- No Honda BEVs were sold in June.

Hyundai

- Hyundai sold 5,768 EVs in June, up 76% from the year-ago 3,286-unit result.
- 1,162 IONIQ 6 EV sedans were sold.
- Truck sales (4,606 units, +40%) rose, as the IONIQ 5 SUV EV (3,136 units, +10%) and the Kona SUV EV (1,470 units, +239%) both added volume.
- YTD, Hyundai EV sales of 22,034 units are up 43%, including 3,245 IONIQ 6 EV sedans. Truck sales (18,769 units) are up 22%.

Hyundai’s 2023 IONIQ 6 has earned *Car and Driver’s EV of the Year* award, adding another honor to its trophy case. This marks the second year in a row that Hyundai has won *Car and Driver’s EV of the Year* award with the IONIQ 5 winning in 2022.

The publication put 14 top-rated EVs through rigorous testing over a three-week period. IONIQ 6 took the No. 1 spot.

“The IONIQ 6 lineup has available power and range that puts Tesla on notice,” said Tony Quiroga, editor-in-chief, *Car and Driver*. “An 800-volt architecture reduces DC-charging times, but best of all, the IONIQ 6 is a car that we love to drive.” (6/28)



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Kia

- Kia sold 2,550 EVs in June, down 29% from the year-ago 3,612-unit total.
- Sales of the Niro SUV EV (1,092 units, +4%) rose, while the EV6 SUV EV (1,458 units, -43%) lost volume.
- YTD, Kia EV sales total 13,864 units, down 26%.

Kia, which recently revealed its EV9 SUV EV, plans to drastically increase the number of zero-emission vehicles in its model range by the end of 2027, with as many as 15 models launched globally in the next four years.

Kia currently sells the Niro EV and EV6 in the U.S., with the EV9 SUV scheduled to enter production in Georgia in 2024, but as Kia's European marketing chief, David Hilbert notes, more EVs will follow.

The Korean automaker will "have [EV] coverage in all major segments," Hilbert said, with a global lineup spanning from an EV1 city car to the EV9. However, not every new model will make it to the U.S.

The next new Kia EV to potentially debut in the United States is the EV5, which will make an appearance at the beginning of 2024 after launching in China in the fourth quarter of this year. (6/20)

Lexus

- Lexus sold 281 RZ 450e EVs in June.
- YTD, Lexus has sold 1,117 RZ 450e EVs.

Mazda

- Mazda sold 16 MX-30 BEVs in June, down 30% from the year-ago 23-unit result.
- YTD, Mazda has sold 66 MX-30 BEVs, down 79%.

Nissan

- Nissan retailed 1,326 EVs in June, an increase of 127% from last June's 585-unit total.
- Leaf sales (562 units, -4%) eased, while the Ariya SUV EV registered 764 retails.



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- YTD, Nissan EV sales total 9,429 units, up 24%. Car sales (4,234 units) are down 44%, while 5,195 Ariya SUV EVs have been retailed.

Subaru

- Subaru retailed 574 Solterra sport-utility EVs in June.
- YTD, 2,972 Solterra SUV EVs have been sold.

Toyota

- Toyota retailed 616 bZ4X sport-utility EVs in June.
- YTD, 3,659 bZ4X SUV EVs have been sold.

Toyota announced plans to build a new automotive battery lab at its Michigan R&D headquarters from 2025, investing nearly \$50 million to construct the new facility in York Township, Michigan to evaluate batteries for electric and electrified vehicles in North America and support development of EV batteries, from cell through pack.

"This new investment in our North American R&D operation, which has been a key pillar of the Michigan automotive industry for more than 50 years, shows Toyota's directional shift towards electrification for all. By adding these critical evaluation capabilities around automotive batteries, our team is positioned to better serve the needs of our customers, including Toyota Battery Manufacturing North Carolina and Toyota Motor Manufacturing Kentucky, the latter of which will soon be assembling the recently announced all-new, three-row, battery electric SUV," noted Toyota Motor North America R&D VP Shinichi Yasui.

VinFast

- VinFast retailed 373 VF8 sport-utility EVs in June.
- YTD, 850 VinFast VF8 SUV EVs have been sold.

VinFast has introduced a unique after-sales policy to enhance its customers' ownership journey, providing customers with direct support including service vouchers or cash, based on the issue. For "Type 1" issues (inconvenience(s) not impacting the use of the vehicle) eligible customers will receive \$100 per issue.



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For “Type 2” issues (rendering a vehicle inoperable), VinFast will provide roadside assistance, and eligible customers will receive \$300 per issue. For “Type 3” issues (requiring a repair time of more than three days), eligible customers will receive \$100 for each additional day that their vehicle is being serviced by VinFast.

Types of issues will be determined and verified by VinFast. Support will be available in the form of after-sales service vouchers or cash (via bank transfer or check), subject to applicable taxes.

The Special Aftersales Policy is effective for a limited time and operates separately from VinFast’s warranty policy. This policy became effective on June 15, 2023, in the U.S., Canadian, and Vietnamese markets. (6/14)

EUROPEAN BRANDS

Audi

- Audi sold 1,858 EVs in June, a 5% increase from the year-ago 1,764-unit total.
- Sales of the e-tron GT (349 units, -1%) eased, while EV truck sales totaled 1,509 units, as the Q4 e-tron sold 529 units, and 172 Q4 e-tron Sportbacks were retailed. Sales of the e-tron SUV (56 units, -93%) and e-tron Sportback (24 units, -93%) declined. The e-tron S (17 units, -84%) and e-tron S Sportback (6 units, -89%) also lost volume. The new Q8 e-tron registered 481 sales, and 224 Q8 e-tron Sportback models were sold.
- YTD, Audi EV sales total 10,090 units, up 26%. Cars (1,786 units) are up 27%, while trucks (8,304 units) show a 26% increase.

BMW

- BMW sold 3,728 EVs in June, up 328% from the year-ago 871-unit result.
- The i4 eDrive40/M50 Gran Coupe (2,131 units, +746%) rose; 182 i7 xDrive60 models were sold.
- The iX SAV EV (1,415 units, +129%) also gained.
- YTD, BMW EV sales of 17,864 units are up 589%. Cars (11,478 units) are up 874%, while SAV EV sales total 6,486 units, up 354%.

The BMW Group has broken ground for a new high-voltage battery assembly plant in Woodruff, South Carolina. Named “Plant Woodruff,” the BMW facility



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will produce sixth-generation batteries to supply fully electric vehicles at nearby BMW Manufacturing in Spartanburg. More than 300 jobs will be created onsite at Plant Woodruff with the opportunity to grow.

“Today’s groundbreaking is the start of a new era at Plant Spartanburg as we prepare to produce fully electric BMW X models for the world,” said Dr. Robert Engelhorn, president and CEO of BMW Manufacturing. “The road to the future begins here in Woodruff as we build on our legacy of producing high-quality vehicles right here in the U.S. Plant Woodruff will be state-of-the-art in terms of sustainability, flexibility, and digitalization.” (6/27)

Jaguar

- Jaguar I-Pace EV sales in June totaled 17 units, down 62% from the 45-unit year-ago result.
- YTD, 133 I-Pace EVs have been sold, down 50%.

Mercedes-Benz

- Mercedes-Benz retailed 4,002 EVs in June, up 521% from the year-ago 644-unit total.
- Sales of the EQS-Class (824 units, +28%) rose, and 564 EQE-Class models were sold.
- The EQS-Class sport-utility EV registered 1,032 retails, the EQE-Class SUV EV registered 955 sales, and 627 EQB-Class sport-utility EVs were sold.
- YTD, Mercedes-Benz EV sales total 19,268 units, up 376%. Cars (7,529 units) are up 86%, while 11,739 EV trucks have been sold.

MINI

- MINI sold 229 MINI Cooper SE EVs in June, down 41% from the year-ago 390-unit result.
- YTD, 1,248 MINI Cooper SE EVs have been sold, down 16%.

Polestar

- Polestar sold 1,117 Polestar 2 EVs in June, up 52% from the 734-unit year-ago total.
- YTD, Polestar 2 sales total 5,177 units, up 40%.



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Polestar has signed an agreement with Tesla to adopt the new North American Charging Standard (NACS) which will enable access to Tesla's expansive Supercharger network for all Polestar drivers in the United States and Canada.

From 2025, new Polestar vehicles sold in North America will be equipped with the NACS charging port by default. Adapters to help allow existing Polestar drivers to access the network in a convenient way are expected in mid-2024.

"This is a great win for our North American customers! We salute the pioneering work Tesla has done to speed up the adoption and increase the popularity of electric vehicles, and it's great to see the Supercharger network being made available in this way. With 12,000 charging points today, a number that will only keep growing, this move will greatly increase the rate of EV adoption in a key automotive region," said Thomas Ingenlath, Polestar CEO. (6/29)

Porsche

- Porsche sold 621 Taycan EVs in June, down 25% from last June's 831-unit result.
- YTD, Porsche has sold 3,162 Taycan EVs, down 29%.

Volkswagen

- Volkswagen sold 2,746 ID.4 SUV EVs in June, up 362% from the year-ago 595-unit total.
- YTD, 16,448 ID.4 SUV EVs have been sold, up 273%.

Volkswagen of America hosted media and brand fans for the first International Volkswagen Bus Day, June 2nd, in Huntington Beach, California. The celebration set the stage for the world premiere of the all-electric, three-row ID.Buzz. In addition to new and current EV offerings, plus historic vehicles from Volkswagen, more than 200 privately-owned VW buses of all ages and genres showed up to be part of the event. Live broadcast content and entertainment was provided by Radio Woodstock with a special musical performance by Jeremy & The Harlequins. International Volkswagen Bus Day will continue to be celebrated each June 2nd by VW bus and ID. Buzz fans worldwide. (6/2)

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Volvo

- Volvo sold 2,123 EVs in June, up 284% from the year-ago 553-unit total.
- The C40 Recharge (1,632 units, +365%) and XC40 Recharge (491 units, +143%) both gained.
- YTD, 7,603 Volvo EVs have been sold, up 100%.