

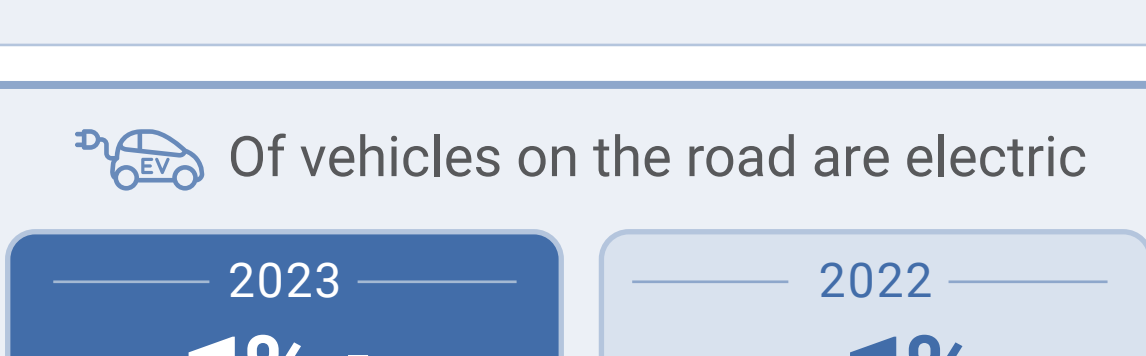
Electric Vehicles 2023 Year in Review

Year-over-year changes in the New, Retail, and Individual Market

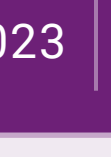
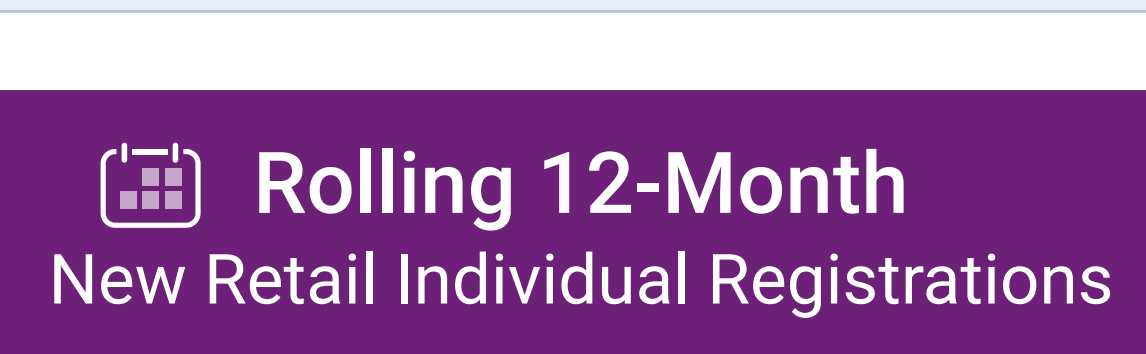


Vehicles on the road

U.S. cars & light duty trucks in operation¹



Of vehicles on the road are electric

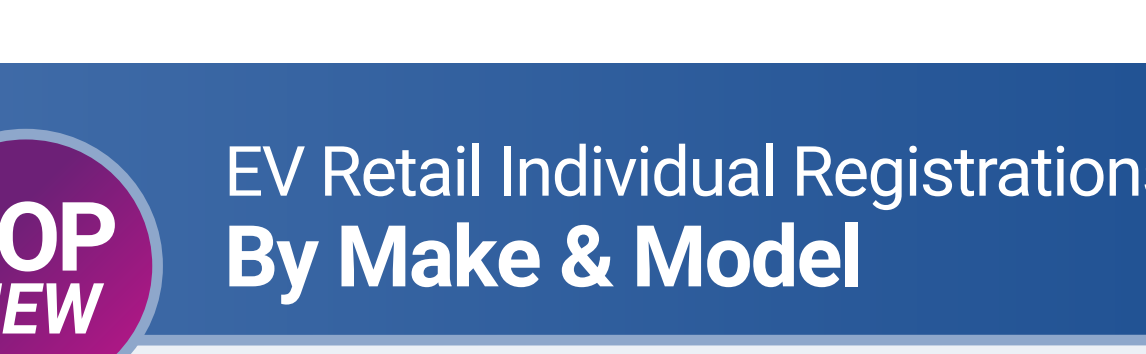


Rolling 12-Month New Retail Individual Registrations

All new retail registrations



Of new retail individual registrations, the percentage that are electric vehicles



TOP NEW

EV Retail Individual Registrations By Make & Model

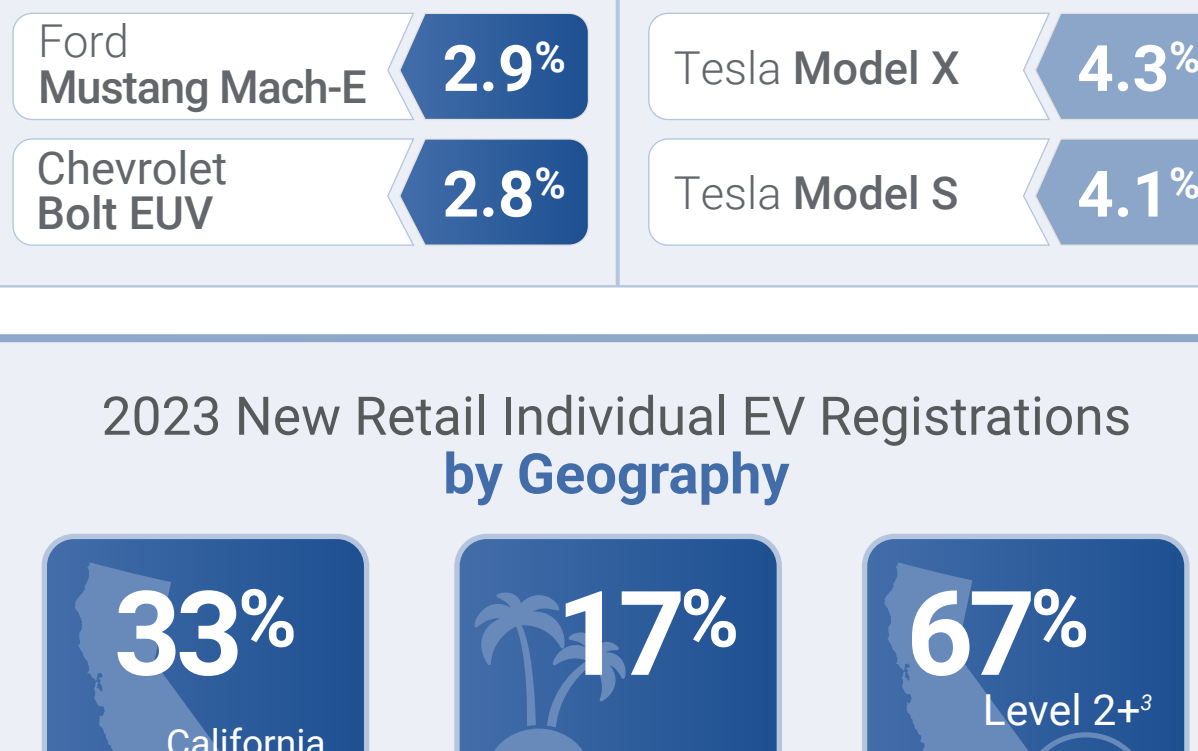
New Retail Individual EV Registrations



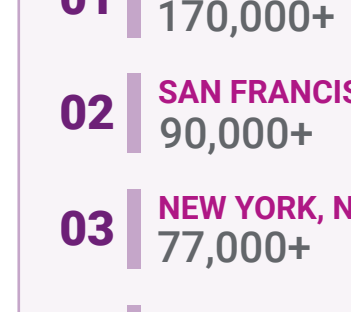
TOP 5

Model Market Share Data

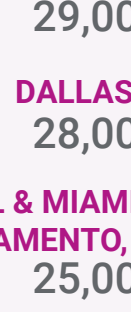
New Retail Individual EV Registrations



2023 New Retail Individual EV Registrations by Geography



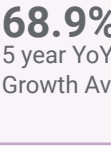
Designated Market Areas



2023 Top DMAs

For New Retail Individual EV Registrations

01	LOS ANGELES, CA	170,000+	WASHINGTON, D.C.	29,000+	06
02	SAN FRANCISCO, CA	90,000+	DALLAS, TX	28,000+	07
03	NEW YORK, NY	77,000+	CHICAGO, IL & MIAMI, FL & SACRAMENTO, CA ⁴	25,000+	08
04	SEATTLE, WA	35,000+	ATLANTA, GA & BOSTON, MA & PHILADELPHIA, PA ⁴	22,000+	09
05	SAN DIEGO, CA	30,000+	DENVER, CO & PHOENIX, AZ ⁵	20,000+	10



2023 Fastest Growing DMAs

By 5 Year YOY Growth

Based on a minimum of 1K Registrations⁵

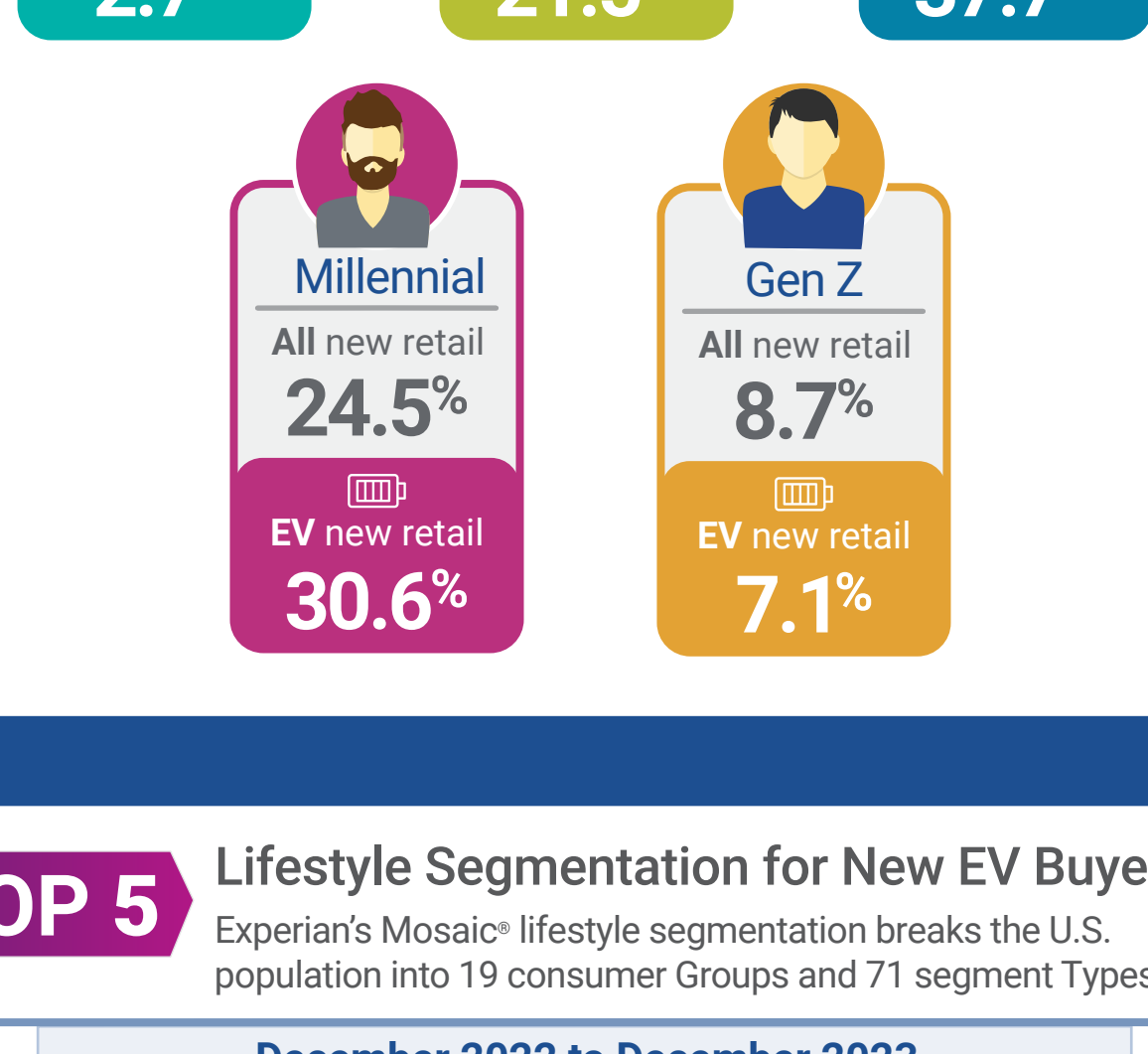
01	EL PASO, TX	89.5% 5 year YoY Growth Average	1,200+ Registrations	GRAND RAPIDS, MI	67.5% 5 year YoY Growth Average	1,400+ Registrations	06
02	SAVANNAH, GA	81.8% 5 year YoY Growth Average	1,000+ Registrations	KNOXVILLE, TN	65.4% 5 year YoY Growth Average	1,400+ Registrations	07
03	PEORIA-BLOOMINGTON, IL	76.7% 5 year YoY Growth Average	1,000+ Registrations	DES MOINES, IA	64.2% 5 year YoY Growth Average	1,200+ Registrations	08
04	WACO, TX	73.7% 5 year YoY Growth Average	1,000+ Registrations	BAKERSFIELD, CA	63.8% 5 year YoY Growth Average	1,900+ Registrations	09
05	BOISE, ID	68.9% 5 year YoY Growth Average	1,400+ Registrations	NORFOLK-PORTSMOUTH, VA	60.3% 5 year YoY Growth Average	2,000+ Registrations	10



New, Retail Individual EV Buyer Insights



2023 Generational Demographics⁶

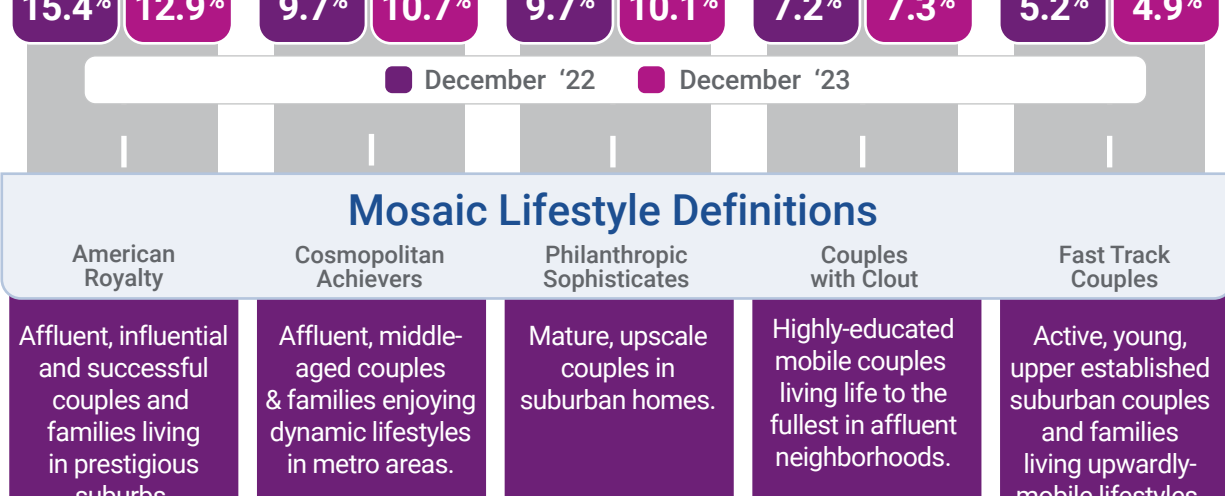


TOP 5

Lifestyle Segmentation for New EV Buyers

Experian's Mosaic[®] lifestyle segmentation breaks the U.S. population into 19 consumer Groups and 71 segment Types.

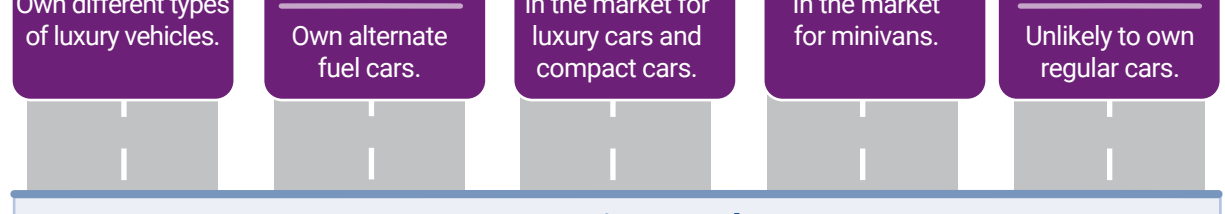
December 2022 to December 2023
Top 5 Lifestyle Segments Buyer Market Share



Mosaic Lifestyle Definitions

American Royalty Affluent, influential and successful couples and families living in prestigious suburbs.	Cosmopolitan Achievers Affluent, middle-aged couples & families enjoying dynamic lifestyles in metro areas.	Philanthropic Sophisticates Mature, upscale couples in suburban homes.	Couples with Clout Highly-educated mobile couples living life to the fullest in affluent neighborhoods.	Fast Track Couples Active, young, upper established suburban couples and families living upwardly-mobile lifestyles.
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2023 U.S. Population



Automotive Insights

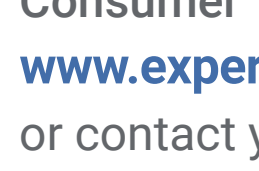
American Royalty Not in the market for used vehicles. Own different types of luxury vehicles.	Cosmopolitan Achievers In the market for compact/subcompact cars. Own alternate fuel cars.	Philanthropic Sophisticates Unlikely to buy used. In the market for luxury cars and compact cars.	Couples with Clout Unlikely to own regular cars. In the market for minivans.	Fast Track Couples In the market for newer used vehicles. Unlikely to own regular cars.
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Top Buying Styles

American Royalty Savvy Researchers	Cosmopolitan Achievers Quality Matters	Philanthropic Sophisticates Brand Loyalists	Couples with Clout Savvy Researchers	Fast Track Couples Savvy Researchers
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Top Channel Preference

American Royalty Email	Cosmopolitan Achievers TV	Philanthropic Sophisticates Email	Couples with Clout SMS	Fast Track Couples SMS
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To get access to the latest Experian Automotive Consumer Trends Quarterly Reports, visit us at: www.experian.com/automotive/auto-consumer-trends-form or contact your local Experian Automotive account executive.

¹ U.S. cars and light duty trucks Q4 2022 and Q4 2023
² DMA[®] is registered service mark of The Nielson Company.
³ U.S. Dept Energy.
⁴ These are separately listed DMA's with the same new retail electric vehicle registration counts.
⁵ The DMA needed to have over 1K registrations in the last 12-months as a minimum threshold for this analysis.
⁶ Source: Experian Velocity Registrations, December 2023.