

Electric Vehicles 2023 Half-Year in Review

Updated with Q1/Q2 Insights

Vehicles on the road

U.S. cars & light duty trucks in operation*

287.6 MILLION



Approximately

1%

of vehicles on the road are electric

*U.S. cars and light duty trucks Q2 2023

Rolling 12-Month New Retail Registrations

ALL new, retail registrations

11.2+ MILLION



7.5%+

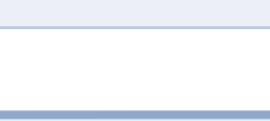
Of new, retail registrations are for electric vehicles

TOP NEW

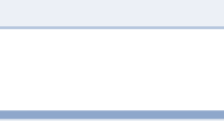
EV Retail Registrations By Make & Model

Top Three Makes New, Retail EV Registrations

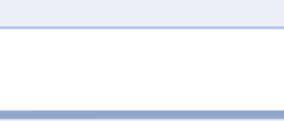
63.11%



5.49%



5.44%



Models with >3% Market Share New Retail EV Registrations

	Tesla Model Y	36.6%
	Tesla Model 3	21.1%
	Chevrolet Bolt EUV	4.0%
	Volkswagen ID.4	3.5%
	Ford Mustang Mach-E	3.5%
	Tesla Model X	3.4%

*Note: This time there are only 6 models with over 3% market share. The Hyundai IONIQ 5 and the Tesla Model S both dropped below 3% for new, retail registrations in the last rolling 12 months.

New Retail EV Registrations by Geography

	35% California
	17% Los Angeles DMA ¹
	15% Public Level 2+

Designated Market Areas

Top DMAs For New Retail EV Registrations

01 LOS ANGELES, CA 148,000+	06 SAN DIEGO, CA 27,000+
02 SAN FRANCISCO, CA 86,000+	07 TAMPA & ORLANDO, FL* 24,000+
03 NEW YORK, NY 58,000+	08 SACRAMENTO, CA & DALLAS-FT WORTH, TX* 23,000+
04 WASHINGTON, D.C. & BALTIMORE, MD 34,000+	09 MIAMI-FT. LAUDERDALE, FL 22,000+
05 SEATTLE, WA 30,000+	10 CHICAGO, IL 21,000+

*These are separately listed DMA's with the same new retail electric vehicle registration counts.

Fastest Growing DMAs

By 5 Year YOY Growth Based on a minimum of 1K Registrations

01 TUCSON, AZ 82.33% 5 year YoY Growth Average 2,000+ Registrations	06 RENO, NV 71.54% 5 year YoY Growth Average 2,200+ Registrations
02 COLORADO SPRINGS, CO 78.24% 5 year YoY Growth Average 1,900+ Registrations	07 VIRGINIA BEACH/NORFOLK VA 71.48% 5 year YoY Growth Average 2,100+ Registrations
03 ORLANDO, FL 76.76% 5 year YoY Growth Average 11,000+ Registrations	08 CLEVELAND, OH 69.98% 5 year YoY Growth Average 3,400+ Registrations
04 OKLAHOMA CITY, OK 75.01% 5 year YoY Growth Average 1,400+ Registrations	09 SAN ANTONIO, TX 68.44% 5 year YoY Growth Average 4,000+ Registrations
05 LAS VEGAS, NV 71.96% 5 year YoY Growth Average 9,700+ Registrations	10 GREENSBORO, NC 67.51% 5 year YoY Growth Average 1,700+ Registrations



New, Retail EV Buyer Insights



Generational Demographics

 Silent All new retail 4.18% EV new retail 2.51%	 Boomer All new retail 27.84% EV new retail 21.00%	 Gen X All new retail 32.53% EV new retail 38.02%
 Millennial All new retail 25.79% EV new retail 31.38%	 Gen Z All new retail 9.53% EV new retail 6.98%	

Source: Experian Velocity Registrations, June 2023.

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.

January to July 2023 Top 5 Lifestyle Segments Buyer Market Share

American Royalty 15.4% (Jan '23) 14.4% (Jul '23)	Cosmopolitan Achievers 9.7% (Jan '23) 11.0% (Jul '23)	Philanthropic Sophisticates 9.7% (Jan '23) 9.7% (Jul '23)	Couples with Clout 7.2% (Jan '23) 7.8% (Jul '23)	Fast Track Couples 5.2% (Jan '23) 5.1% (Jul '23)
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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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U.S. Population

American Royalty 7.3M	Cosmopolitan Achievers 4.5M	Philanthropic Sophisticates 9.9M	Couples with Clout 3.9M	Fast Track Couples 6.4M
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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 vehicles. 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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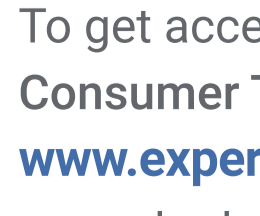
Top Buying Styles

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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QUALITY MATTERS. ORGANIC & NATURAL PREFERRED

Top Channel Preference

American Royalty Email	Cosmopolitan Achievers TV	Philanthropic Sophisticates Email	Couples with Clout SMS	Fast Track Couples SMS
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¹DMA® is registered service mark of The Nielsen Company.

² U.S. Dept Energy .

³ The DMA needed to have over 1K registrations in the last 12-months as a minimum threshold for this analysis.