



Kelley Blue Book
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The Trusted Resource

QUARTERLY ELECTRIFIED-VEHICLE SALES REPORT — Q1 2021 —

Electrified Vehicles Sales

- Quarterly sales of Hybrids, Plug-in Hybrids & Electric Vehicles
- Summary by Brand and Model
- Cox Automotive Estimates

| MODEL SUMMARY | | | | | | | | |
|--------------------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|--------|
| ELECTRIC VEHICLE | | | | | | | | |
| | Q1 Sales | | | YTD Sales | | | Segment Share | |
| | 2021 | 2020 | YOY | 2021 | 2020 | YOY | Q1-2021 | YTD |
| Model Y | 37,700 | | | 37,700 | | | 38.54% | 38.54% |
| Model 3 | 20,700 | 48,000 | -56.88% | 20700 | 48,000 | -56.90% | 21.16% | 21.16% |
| Bolt EV | 9,025 | 5,873 | 53.67% | 9,025 | 5,873 | 53.70% | 9.23% | 9.23% |
| Mustang Mach-E | 6,614 | | | 6614 | | | 6.76% | 6.76% |
| Model X | 6,100 | 3,600 | 69.44% | 6,100 | 3,600 | 69.40% | 6.24% | 6.24% |
| Model S | 4,800 | 4,600 | 4.35% | 4800 | 4,600 | 4.30% | 4.91% | 4.91% |
| e-tron | 4,324 | 1,711 | 152.72% | 4,324 | 1,711 | 152.70% | 4.42% | 4.42% |
| Leaf | 2,925 | 1,958 | 49.39% | 2925 | 1,958 | 49.40% | 2.99% | 2.99% |
| Taycan | 2,008 | 221 | 808.60% | 2,008 | 221 | 808.60% | 2.05% | 2.05% |
| Kona | 1,556 | 764 | 103.66% | 1556 | 764 | 103.66% | 1.59% | 1.59% |
| Niro | 680 | 597 | 13.90% | 680 | 597 | 13.90% | 0.70% | 0.18% |
| ID.4 | 474 | | | 474 | | | 0.48% | 0.48% |
| Ioniq | 445 | 153 | 190.85% | 445 | 153 | 190.85% | 0.45% | 0.45% |
| i3 | 340 | 259 | 31.27% | 340 | 259 | 31.27% | 0.35% | 0.35% |
| Volvo XC40 | 320 | | | 320 | | | 0.00% | 0.00% |
| Mini Cooper | 307 | 26 | 1080.77% | 307 | 26 | 1080.77% | 0.31% | 0.11% |
| I-Pace | 251 | 378 | -33.60% | 251 | 378 | -33.60% | 0.26% | 0.26% |
| Soul | 148 | 107 | 38.32% | 148 | 107 | 38.32% | 0.15% | 0.15% |
| Polestar2 | 115 | | | 115 | | | 0.12% | 0.12% |
| Total Battery EVs | 98,832 | 68,247 | 44.82% | 98,832 | 68,247 | 44.82% | | |

| MODEL SUMMARY | | | | | | | | |
|-----------------------------------|------------|------------|----------------|------------|------------|----------------|---------------|-----|
| FUEL CELL ELECTRIC VEHICLE | | | | | | | | |
| | Q1 Sales | | | YTD Sales | | | Segment Share | |
| | 2021 | 2020 | YOY | 2021 | 2020 | YOY | Q1-2021 | YTD |
| Mirai | 869 | 147 | 491.16% | 869 | 147 | 491.16% | | |
| NEXO | 78 | | | 78 | - | | | |
| Total Fuel Cell EVs | 947 | 147 | 544.22% | 947 | 147 | 544.22% | | |

| BRAND SUMMARY | | | | | | | | |
|----------------------------------|-----------------|---------------|----------------|------------------|---------------|----------------|---------------------|---------------|
| HYBRIDS / PLUG-IN HYBRIDS | | | | | | | | |
| | Q1 Sales | | | YTD Sales | | | Market Share | |
| | 2021 | 2020 | YOY | 2021 | 2020 | YOY | Q1-2021 | YTD |
| Toyota | 124,449 | 49,576 | 151.0% | 124,449 | 49,576 | 151.0% | 60.86% | 60.86% |
| Honda | 22,103 | 9,801 | 125.5% | 22,103 | 9,801 | 125.5% | 10.81% | 10.81% |
| Ford | 18,401 | 13,954 | 31.9% | 18,401 | 13,954 | 31.9% | 9.00% | 9.00% |
| Lexus | 13,008 | 9,091 | 43.1% | 13,008 | 9,091 | 43.1% | 6.36% | 6.36% |
| Hyundai | 6,581 | 3,657 | 80.0% | 6,581 | 3,657 | 80.0% | 3.22% | 3.22% |
| Chrysler | 4,642 | 3,087 | 50.4% | 4,642 | 3,087 | 50.4% | 2.27% | 2.27% |
| Kia | 4,547 | 5,183 | -12.3% | 4,547 | 5,183 | -12.3% | 2.22% | 2.22% |
| Volvo | 2,804 | 879 | 219.0% | 2,804 | 879 | 219.0% | 1.37% | 1.37% |
| Acura | 2,506 | 777 | 222.5% | 2,506 | 777 | 222.5% | 1.23% | 1.23% |
| BMW | 2,440 | 1,401 | 74.2% | 2,440 | 1,401 | 74.2% | 1.19% | 1.19% |
| Mercedes | 1,072 | 24 | 4366.7% | 1,072 | 24 | 4366.7% | 0.52% | 0.52% |
| Lincoln | 1,030 | 971 | 6.1% | 1,030 | 971 | 6.1% | 0.50% | 0.50% |
| Porsche | 474 | 524 | -9.5% | 474 | 524 | -9.5% | 0.23% | 0.23% |
| Land Rover | 425 | 342 | 24.3% | 425 | 342 | 24.3% | 0.21% | 0.00% |
| Mitsubishi | 254 | 347 | -26.8% | 254 | 347 | -26.8% | 0.12% | 0.12% |
| Subaru | 76 | 46 | 65.2% | 76 | 46 | 65.2% | 0.04% | 0.04% |
| Mini | 71 | | | 71 | | | 0.03% | 0.03% |
| Audi | 33 | 36 | -8.3% | 33 | 36 | -8.3% | 0.02% | 0.02% |
| Chevrolet | 5 | 23 | -78.3% | 5 | 23 | -78.3% | 0.00% | 0.00% |
| Total | 204,921 | 99,719 | 105.5% | 204,921 | 99,719 | 105.5% | | |

| MODEL SUMMARY | | | | | | | | |
|----------------------------------|-----------------|-------------|------------|------------------|-------------|------------|---------------------|------------|
| HYBRIDS / PLUG-IN HYBRIDS | | | | | | | | |
| | Q1 Sales | | | YTD Sales | | | Market Share | |
| | 2021 | 2020 | YOY | 2021 | 2020 | YOY | Q1-2021 | YTD |
| RAV4 | 32,263 | 23,736 | 35.9% | 32,263 | 23,736 | 35.9% | 15.77% | 11.60% |
| Sienna | 26,044 | | | 26,044 | | | 12.73% | 0.00% |
| Highlander | 18,816 | 3,698 | 408.8% | 18,816 | 3,698 | 408.8% | 9.20% | 1.81% |
| Prius / Prius Prime | 14,050 | 11,483 | 22.4% | 14,050 | 11,483 | 22.4% | 6.87% | 5.61% |
| Venza HEV | 13,623 | | | 13,623 | | | 6.66% | 0.00% |
| Camry | 10,264 | 5,874 | 74.7% | 10,264 | 5,874 | 74.7% | 5.02% | 2.87% |
| CR-V | 9,641 | 1,931 | 399.3% | 9,641 | 1,931 | 399.3% | 4.71% | 0.94% |
| Accord | 7,456 | 2,712 | 174.9% | 7,456 | 2,712 | 174.9% | 3.64% | 1.33% |
| Corolla | 7,301 | 3,529 | 106.9% | 7,301 | 3,529 | 106.9% | 3.57% | 1.73% |
| F Series | 7,176 | | 0.0% | 7,176 | | 0.0% | 3.51% | 0.00% |
| Escape | 6,955 | 6,231 | 11.6% | 6,955 | 6,231 | 11.6% | 3.40% | 3.05% |
| Lexus RX | 4,730 | 3,381 | 39.9% | 4,730 | 3,381 | 39.9% | 2.31% | 1.65% |
| Pacifica | 4,642 | 3,087 | 50.4% | 4,642 | 3,087 | 50.4% | 2.27% | 1.51% |
| Niro PHEV / HEV | 4,311 | 4,975 | -13.3% | 4,311 | 4,975 | -13.3% | 2.11% | 2.43% |
| Insight | 3,859 | 3,903 | -1.1% | 3,859 | 3,903 | -1.1% | 1.89% | 1.91% |
| Ioniq | 3,680 | 3,385 | 8.7% | 3,680 | 3,385 | 8.7% | 1.80% | 1.65% |
| Lexus UX | 2,898 | 2,101 | 37.9% | 2,898 | 2,101 | 37.9% | 1.42% | 1.03% |
| Lexus NX | 2,872 | 1,746 | 64.5% | 2,872 | 1,746 | 64.5% | 1.40% | 0.85% |
| S60 / S90 / V60 / XC60 / XC90 | 2,801 | 879 | 218.7% | 2,801 | 879 | 218.7% | 1.37% | 0.43% |
| Lexus ES | 2,500 | 1,823 | 37.1% | 2,500 | 1,823 | 37.1% | 1.22% | 0.89% |
| MDX | 2,487 | 747 | 232.9% | 2,487 | 747 | 232.9% | 1.22% | 0.37% |
| Sonata | 2,474 | 272 | 809.6% | 2,474 | 272 | 809.6% | 1.21% | 0.13% |
| Explorer | 2,265 | 2,099 | 7.9% | 2,265 | 2,099 | 7.9% | 1.11% | 1.03% |
| Avalon | 2,088 | 1,256 | 66.2% | 2,088 | 1,256 | 66.2% | 1.02% | 0.61% |
| Fusion | 2,005 | 5,624 | -64.3% | 2,005 | 5,624 | -64.3% | 0.98% | 2.75% |
| Clarity | 1,147 | 1,255 | -8.6% | 1,147 | 1,255 | -8.6% | 0.56% | 0.61% |
| GLC | 1,061 | | | 1,061 | | | 0.52% | 0.00% |
| Aviator | 817 | 254 | 221.7% | 817 | 254 | 221.7% | 0.40% | 0.12% |
| X3 | 698 | 494 | 41.3% | 698 | 494 | 41.3% | 0.34% | 0.24% |
| X5 | 678 | 568 | 19.4% | 678 | 568 | 19.4% | 0.33% | 0.28% |

| | | | | | | | | |
|---------------------|----------------|---------------|---------------|----------------|---------------|---------------|-------|-------|
| 3-Series | 660 | | | 660 | | | 0.32% | 0.00% |
| Range Rover / Sport | 425 | 342 | 24.3% | 425 | 342 | 24.3% | 0.21% | 0.17% |
| Cayenne | 418 | 378 | 10.6% | 418 | 378 | 10.6% | 0.20% | 0.18% |
| 5-Series | 385 | 323 | 19.2% | 385 | 323 | 19.2% | 0.19% | 0.16% |
| Elantra | 384 | | | 384 | | | 0.19% | 0.00% |
| Outlander | 254 | 347 | -26.8% | 254 | 347 | -26.8% | 0.12% | 0.17% |
| Optima/K5 | 203 | 178 | 14.0% | 203 | 178 | 14.0% | 0.10% | 0.09% |
| MKZ | 148 | 717 | -79.4% | 148 | 717 | -79.4% | 0.07% | 0.35% |
| Crosstrek | 76 | 46 | 65.2% | 76 | 46 | 65.2% | 0.04% | 0.02% |
| Cooper SE | 71 | | | 71 | | | 0.03% | 0.00% |
| Corsair | 65 | | | 65 | | | 0.03% | 0.00% |
| Panamera | 56 | 146 | -61.6% | 56 | 146 | -61.6% | 0.03% | 0.07% |
| Sorento | 33 | 30 | 10.0% | 33 | 30 | 10.0% | 0.02% | 0.01% |
| A8 | 24 | 30 | -20.0% | 24 | 30 | -20.0% | 0.01% | 0.01% |
| Santa Fe | 23 | | | 23 | | | 0.01% | 0.00% |
| Tuscon | 20 | | | 20 | | | 0.01% | 0.00% |
| 7-Series | 19 | 16 | 18.8% | 19 | 16 | 18.8% | 0.01% | 0.01% |
| RLX | 12 | 14 | -14.3% | 12 | 14 | -14.3% | 0.01% | 0.01% |
| S560 | 11 | 24 | -54.2% | 11 | 24 | -54.2% | 0.01% | 0.01% |
| A7 | 9 | 6 | 50.0% | 9 | 6 | 50.0% | 0.00% | 0.00% |
| NS-X | 7 | 16 | -56.3% | 7 | 16 | -56.3% | 0.00% | 0.01% |
| Volt | 5 | 23 | -78.3% | 5 | 23 | -78.3% | 0.00% | 0.01% |
| Lexus LS | 4 | 36 | -88.9% | 4 | 36 | -88.9% | 0.00% | 0.02% |
| Lexus LC | 3 | 4 | -25.0% | 3 | 4 | -25.0% | 0.00% | 0.00% |
| Polestar 1 | 3 | | | 3 | | | 0.00% | 0.00% |
| Lexus GS | 1 | | | 1 | | 0.0% | 0.00% | 0.00% |
| Total | 204,921 | 99,719 | 105.5% | 204,921 | 99,719 | 105.5% | | |