

Electric Vehicles 2022 Year in Review

Vehicles on the road

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

285.2 MILLION



<1%

Of vehicles on the road are electric

*U.S. cars and light duty trucks Q4 2022

Rolling 12-Month New Retail Registrations

ALL new retail registrations

12.3 MILLION



6%+

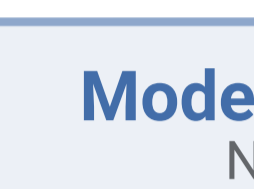
Of new retail registrations are for electric vehicles

TOP NEW

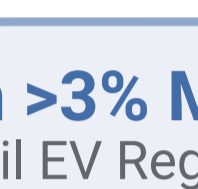
EV Retail Registrations By Make & Model

Top Three Makes New Retail EV Registrations

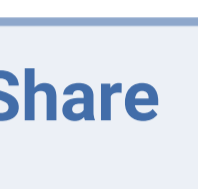
63.8%



6.7%



4.6%



Models with >3% Market Share New Retail EV Registrations

Tesla Model Y 31.2%

Tesla Model 3 25.4%

Ford Mustang Mach-E 5.2%

Tesla Model X 4.3%

Tesla Model S 4.1%

Chevrolet Bolt EUV 3.2%

Hyundai IONIQ 5 3.2%

New Retail EV Registrations by Geography

36% California

17% Los Angeles DMA¹

30% Level 2+

Designated Market Areas

Top DMAs For New Retail EV Registrations

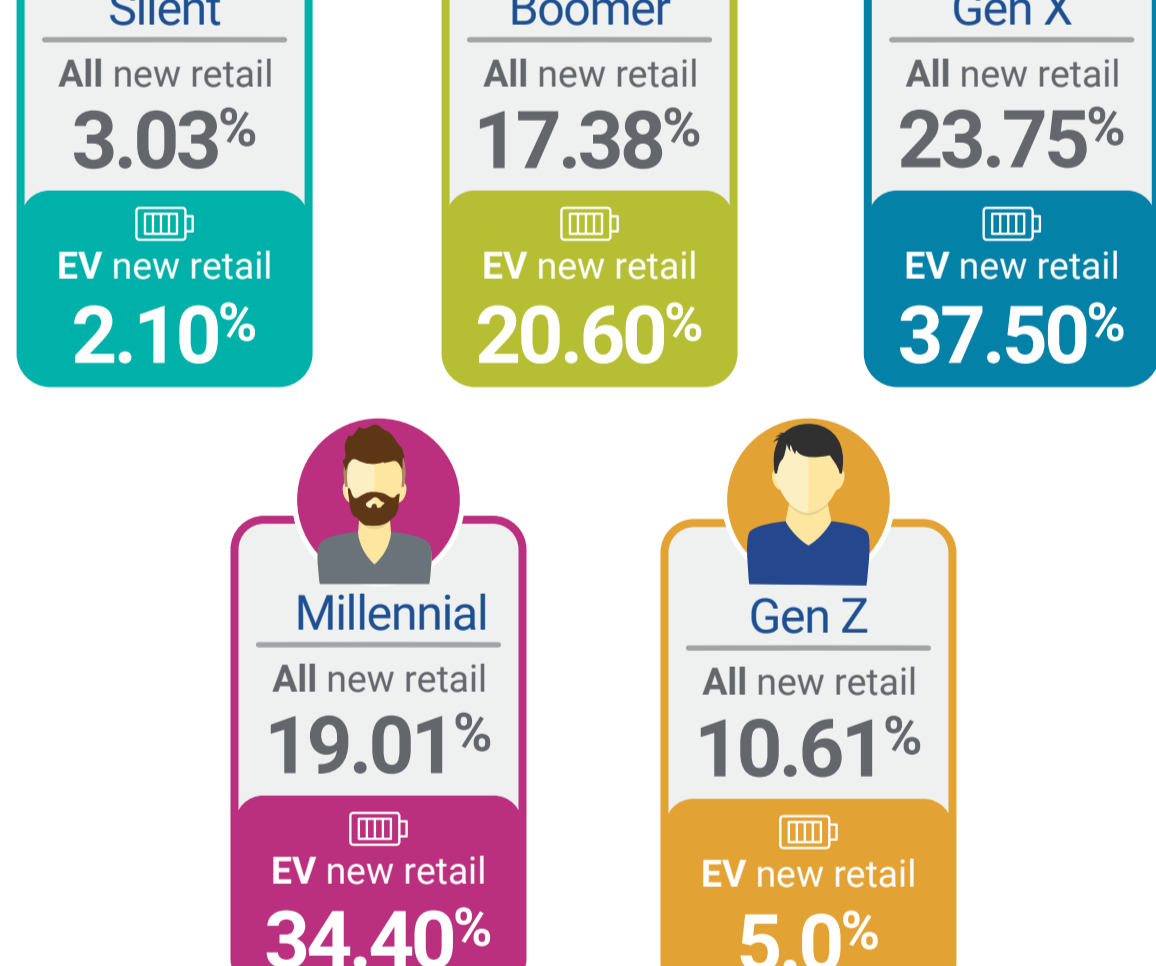
01 LOS ANGELES, CA 115,000+	TAMPA & ORLANDO, FL 19,000+	06
02 SAN FRANCISCO, CA 68,000+	SACRAMENTO, CA 18,000+	07
03 NEW YORK, NY 44,000+	MIAMI & FT. LAUDERDALE, FL 17,000+	08
04 WASHINGTON, D.C. & BALTIMORE, MD 23,000+	CHICAGO, IL & DALLAS, TX* 17,000+	09
05 SEATTLE, WA & SAN DIEGO, CA* 21,000+	PHOENIX, AZ 14,000+	10

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 1,400+ Registrations	RENO, NV 71.54% 5 year YoY Growth Average 1,800+ Registrations	06
02 COLORADO SPRINGS, CO 78.24% 5 year YoY Growth Average 1,600+ Registrations	VIRGINIA BEACH/NORFOLK VA 71.48% 5 year YoY Growth Average 1,700+ Registrations	07
03 ORLANDO, FL 76.76% 5 year YoY Growth Average 9,000+ Registrations	CLEVELAND, OH 69.98% 5 year YoY Growth Average 3,000+ Registrations	08
04 OKLAHOMA CITY, OK 75.01% 5 year YoY Growth Average 1,100+ Registrations	SAN ANTONIO, TX 68.44% 5 year YoY Growth Average 3,000+ Registrations	09
05 LAS VEGAS, NV 71.96% 5 year YoY Growth Average 7,000+ Registrations	GREENSBORO, NC 67.51% 5 year YoY Growth Average 1,200+ Registrations	10

New, Retail EV Buyer Insights

Generational Demographics

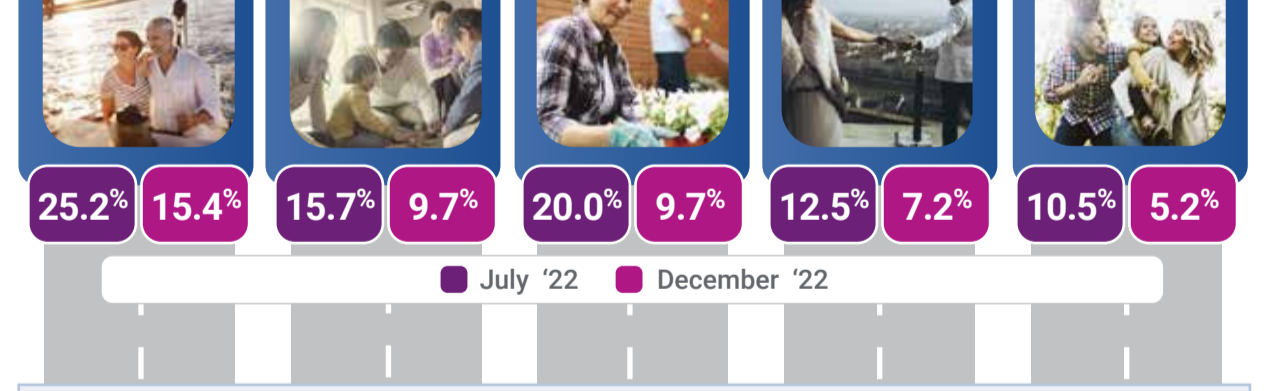


Source: Experian Velocity Registrations, December 2022.

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.

July to December 2022 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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U.S. Population

American Royalty 7.3M	Cosmopolitan Achievers 4.5M	Philanthropic Sophisticates 9.9M	Couples with Clout 4.3M	Fast Track Couples 6.9M
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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. 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

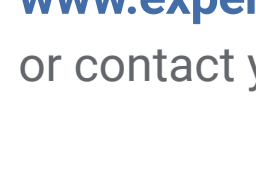
American Royalty Savvy Researchers	Cosmopolitan Achievers Quality Matters	Philanthropic Sophisticates Brand Loyalists	Couples with Clout Savvy Researchers	Fast Track Couples Savvy Researchers
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QUALITY MATTERS. ORGANIC & NATURAL PREFERRED

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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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.