



# EV Sales Overview

November 2025



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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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## INDUSTRY

- November's EV sales totaled 69,215 units, down 43% from the year-ago 121,454-unit result.
- YTD, EV sales total 1,186,628 units, up 2% from last year.

## DOMESTIC BRANDS

### BrightDrop

- BrightDrop sold 12 EV vans in November, down 91% from the year-ago 131-unit result.
- Zevo 400 sales (4 units, -79%) and Zevo 600 sales (8 units, -93%) both declined.
- YTD, 3,161 BrightDrop EV vans have been sold, up 131%.

### Cadillac

- Cadillac sold 2,532 EVs in November, down 9% from the year-ago 2,791-unit total.
- LYRIQ SUV EV sales (935 units, -66%) declined; the OPTIQ SUV EV registered 478 retails, and 585 VISTIQ SUV EVs were sold.
- Escalade IQ sales (357 units, +1600%) jumped, and 177 Escalade IQLs were retailed.
- YTD, Cadillac has sold 45,023 EVs, up 77%.

### Chevrolet

- Chevrolet sold 2,047 EVs in November, down 81% from last November's 10,666-unit total.
- Sales of the Blazer SUV EV sales (392 units, -86%), Equinox SUV EV (1,010 units, -86%), and Silverado EV pickup (477 units, -23%) all declined.
- The Chevrolet BrightDrop 600 registered 85 retails; 83 Chevrolet BrightDrop 400 units were sold.
- YTD, Chevrolet has sold 90,655 EVs, up 57%.

### Dodge

- Dodge Charger Electric sales totaled 92 units in November.
- YTD, 7,279 Dodge Charger Electric EVs have been retailed.

The all-new Dodge Charger multi-energy lineup, including the all-new, 550-horsepower, twin-turbocharged, SIXPACK-powered Dodge Charger Scat Pack *and the 670-horsepower all-electric Dodge Charger Daytona Scat Pack*, is one of three finalists for the *2026 North American Car of the Year* (NACTOY) award.

"Being named a finalist for *North American Car of the Year* is a testament to



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Dodge’s relentless pursuit of performance and innovation,” said Matt McAlear, Dodge CEO. “The Dodge Charger multi-energy lineup delivers the power of choice to our customers, a 550-horsepower SIXPACK and a 670-horsepower Daytona, with both two doors and four doors, and we’re just getting started.”

## Ford

- Ford sold 4,247 EVs in November, down 61% from the year-ago 10,821-unit total.
- Sales of the F-150 Lightning (1,006 units, -72%), Mustang Mach-E (3,014 units, -49%), and E-Transit van sales (227 units, -82%) fell.
- YTD, Ford has sold 78,556 EVs, down 7%.

## GMC

- GMC HUMMER sold 1,117 units in November, down 48% from 2,150 units one year-ago.
- Sales of the HUMMER EV Pickup (236 units, -63%) and HUMMER EV SUV (376 units, -64%) both declined.
- The Sierra EV pickup (505 units, +8%) gained volume.
- YTD, GMC has sold 22,244 EVs, up 66%.

## Jeep

- Jeep retailed 180 SUV EVs in November, up 543% from the year-ago 28-unit result.
- The Wagoneer S (177 units, +532%) rose, and the new Recon SUV EV accounted for 4 units.
- YTD, Jeep has sold 10,749 SUV EVs, up 5384%.

## Karma

- No Karma GS-6 EVs were retailed in November.

## Lucid

- Lucid retailed 980 EVs in November, up 6% from last November’s 924-unit result.
- Lucid Air sales (735 units, -20%) fell, while the Gravity SUV EV accounted for 245 units.
- YTD, Lucid has sold 10,199 EVs, up 23%.

Lucid has expanded its Gravity SUV EV lineup with the addition of a new Touring trim level for 2026. With a base MSRP of \$81,550, the Touring represents a \$15,000 reduction vs. the \$96,550 Grand Touring (prices include a \$1,650



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destination charge). Using the same dual-motor AWD EV powertrain as the Grand Touring, the new model develops 560-HP and peak torque of 811 ft./lbs., compared to the Grand Touring model's 828-HP and 909 ft./lbs. of torque. It also carries an 89-kWh battery pack capable of charging at up to 300 kw, vs. the Grand Touring's 123-kWh/400 kw ratings.

## RAM

- RAM retailed 8 ProMaster EV vans in November, up 14% from the 7-unit year-ago total.
- YTD, RAM has sold 1,223 ProMaster EV vans, up 271%.

## Rivian

- Rivian retailed 4,500 EVs in November, down 4% from last November's 4,698-unit total.
- Sales of the R1S SUV (2,385 units, -2%) and R1T pickup (720 units, -10%) fell.
- The EDV500 (495 units, -4%) and EDV700 (900 units, -4%) vans also declined.
- No Rivian RCV vans were sold.
- YTD, Rivian has sold 40,946 EVs, down 12%.

In a recent speech, Rivian CEO RJ Scaringe said that the elimination of the federal EV tax credit is beneficial for the company. "I would say in the medium to long term, it actually simplifies things for Rivian," Scaringe said. "Narrowly and myopically through the lens of Rivian, it actually creates less competition."

"I think every manufacturer needs to be developing world-class leading technology in what is undeniably the future state of this industry. And throttling back right now will make it extremely hard for those companies to participate in the 2030s if you look at the competition that's coming, particularly from China, [where] companies are not throttling back," Scaringe added.

## Tesla

- Tesla sold 39,800 EVs in November, down 23% from last November's 51,513-unit total.
- Passenger car deliveries (11,144 units) fell 42%, as the Model 3 (10,746 units, -42%) and Model S (398 units, -23%) both lost volume.



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- Truck sales (28,656 units) declined 12%, as sales of the Model Y (26,666 units) were flat, while the Model X (796 units, -48%) lost volume. Cybertruck sales (1,194 units, -71%) also declined.
- YTD, Tesla has sold 531,610 EVs, down 8%.

Tesla has introduced its Low Voltage Connector Standard (LVCS), which aims to significantly reduce the numbers and types of connectors required in a typical 48V electrical architecture. The automaker has developed six different LVCS connectors which are said to be applicable in over 90% of an EV's power and signal requirements.

The standardization is expected to drive cost reductions and manufacturing efficiency, increasing the potential for automated assembly. Tesla is making its LVCS technology available to other automotive OEMs and suppliers.

## ASIAN BRANDS

### Acura

- Acura ZDX SUV sales (23 units, -98%) fell in November.
- YTD, 11,962 ZDX SUV EVs have been retailed, up 116%.

### Genesis

- Genesis sold 56 EVs in November, down 88% from the 463-unit year-ago total.
- No Electrified G80s were retailed.
- Truck sales (56 units, -87%) declined, as the GV60 SUV EV (31 units, -89%) and GV70 SUV EV (25 units, -83%) both lost volume.
- YTD, Genesis has sold 3,834 EVs, down 30%.

Genesis has debuted a high-performance version of its GV60 SUV EV at France's Circuit Paul Ricard, highlighting the Magma GT Concept's dual-motor AWD powertrain developing 601-HP (or 641-HP when its Boost Mode is activated).

José Muñoz, President and CEO of Hyundai Motor Company & Genesis said, "Genesis achieved one million global sales faster than any luxury marque in history. Magma represents our declaration that the next ten years will be even more significant. We're not just building high-performance vehicles, we're



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redefining what a luxury high performance brand can be when Korean innovation meets global ambition."

The GV60 Magma will reach North American customers in 2026. Specifications and pricing have not been released.

## Honda

- Honda sold 903 Prologue SUV EVs in November, down 87% from 6,823 units one year ago.
- YTD, 38,262 Honda Prologue SUV EVs have been retailed, up 52%.

## Hyundai

- Hyundai sold 2,851 EVs in November, down 56% from the year-ago 6,409-unit result.
- Ioniq 6 EV sales (489 units, -56%) fell.
- Truck sales (2,362 units, -55%) also fell, as the IONIQ 5 SUV EV (2,027 units, -59%) and Kona SUV EV (20 units, -93%) both posted declines. The IONIQ 9 registered 315 retails.
- YTD, 62,508 Hyundai EVs have been sold, up 12%.

The all-new 2026 Hyundai IONIQ 9 has been named *2026 EV of the Year* by the Hispanic Motor Press. The 16<sup>th</sup>-annual Hispanic Motor Press Awards program recognizes the best vehicles for Hispanic consumers based on driving satisfaction, advancements in technology, cleaner mobility solutions, safety features, infotainment, styling, and value.

"We are incredibly honored to receive the 'EV of the Year' award from the Hispanic Motor Press," said Claudia Marquez, COO, Hyundai Motor America. "This recognition reflects our commitment to delivering electric vehicles that prioritize safety, convenience, and innovation for families, aligned with the priorities of the Hispanic community. The IONIQ 9 brings long-range capability, ultra-fast charging, and a spacious, tech-forward interior, making EV ownership effortless and rewarding."

"This is the electric vehicle today's Hispanic families have been waiting for," said Ricardo Rodriguez-Long, founder and president, Hispanic Motor Press. "The IONIQ 9 offers generous interior space for every passenger, quiet and



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confident performance, and the latest driver-assistance and connectivity features. Built on a proven EV platform with quick-recharge capability, it delivers real-world practicality with the refinement and value our community expects.”

## Kia

- Kia sold 1,711 EVs in November, down 61% from the year-ago 4,361-unit total.
- Sales of the EV6 SUV EV (603 units, -68%), EV9 SUV EV (918 units, -57%), and Niro SUV EV (190 units, -40%) all declined.
- YTD, 32,131 Kia SUV EVs have been sold, down 37%.

Kia has released teaser images of a sleek four-door rumored to preview a BEV successor for the brand’s Stinger sports sedan, which was dropped during the 2023 model year.

No technical details were available at this writing; analysts believe that if produced, the four-door would likely share its platform and electrical architecture with Hyundai’s Ioniq 6 EV. The concept car will be unveiled at the 2026 Brussels Motor Show in January.

## Lexus

- Lexus sold 147 RZ 450e SUV EVs in November, down 70% from last year’s 495-unit result.
- YTD, 5,505 RZ 450e SUV EVs have been sold, down 41%.

## Nissan

- Nissan retailed 122 EVs in November, down 96% from the year-ago 2,754-unit total.
- Sales of the Ariya SUV EV (24 units, -98%) declined; the Leaf SUV EV registered 98 retails.
- YTD, Nissan has sold 19,730 EVs, down 29%.

The 2026 Nissan LEAF has been named one of the brand’s two finalists for the North American Car, Truck and Utility Vehicle of the Year™ (NACTOY) awards.



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The LEAF is a Top 3 finalist for *North American Utility Vehicle of the Year*, while the 2026 Sentra is a Top 3 finalist for *North American Car of the Year*. Winners will be revealed in January at the North American International Auto Show in Detroit.

"Seeing both the all-new 2026 Sentra and LEAF recognized among North America's best is a powerful affirmation of what matters most to Nissan – our customers," said Christian Meunier, Chairman, Nissan Americas. "These vehicles show exactly what Nissan stands for: cutting-edge technology, exceptional quality and bold design – all delivered at a value that puts power in our customers' hands. A huge congratulations to the team that delivered these outstanding models – Nissan is back!"

## Subaru

- Subaru retailed 232 Solterra SUV EVs in November, down 78% from 1,067 units last year.
- YTD, 10,217 Solterra SUV EVs have been sold, down 9%.

## Toyota

- Toyota retailed 1,273 bZ SUV EVs in November, down 78% from last year's 1,738-unit total.
- YTD, 13,555 Toyota bZ4X SUV EVs have been sold, down 19%.

At the recent Japan Mobility Show, Toyota officials said that their solid-state batteries now under development are designed for a 40-year lifetime, suggesting that they could vastly exceed the product lifetime of today's typical new car.

Keiji Kaita, the president of Toyota's Carbon Neutral Advanced Engineering Development Centre, noted "The existing lithium battery we are making now, by the typical usage, our target is maybe 10 years, 90% capacity. This [SSB] is maybe 40 years, 90% capacity—this is the potential we are targeting."



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## VinFast

- VinFast retailed 103 EVs in November, down 75% vs. the year-ago 410-unit total.
- Sales of the VF8 SUV EV (75 units, -82%) declined; 28 VF9 SUV EVs were sold.
- YTD, VinFast has sold 2,705 SUV EVs, down 26%.

## EUROPEAN BRANDS

### Audi

- Audi sold 189 EVs in October, down 92% from the year-ago 2,246-unit total.
- The A6/S6 Sportback e-tron accounted for 66 units; sales of the e-tron GT (28 units, -89%) declined.
- Truck sales (95 units, -95%) fell, as the Q6 SUV EV (66 units, -77%), the Q4 e-tron (27 units, -98%) and Q8 e-tron (1 unit, -100%) all lost volume.
- YTD, Audi has sold 30,038 EVs, up 45%.

### BMW

- BMW sold 2,402 EVs in November, down 48% from the year-ago 4,583-unit result.
- Passenger car sales (1,583 units, -52%) fell. The i4 (1,213 units, -30%), i5 (263 units, -78%), and i7 (107 units, -69%) all declined.
- Sales of the iX SUV EV (819 units, -37%) also fell.
- YTD, BMW has sold 39,547 EVs, down 12%.

### Fiat

- Fiat retailed 11 500e EVs in November, down 93% from the year-ago 176-unit result.
- YTD, 1,123 Fiat 500e EVs have been retailed, up 46%.

### Jaguar

- Jaguar sold 21 I-Pace SUV EVs in November, down 93% from 285 units one year ago.
- YTD, 613 Jaguar I-Pace SUV EVs have been sold, down 78%.

According to recent media reports, JLR design chief Gerry McGovern has been "escorted out of the office" and is apparently no longer employed by the automaker.



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The news comes less than a week after the retirement of former JLR CEO Adrian Mardell, suggesting that JLR's new CEO, PB Balaji, is acting as a change agent as he assumes the automaker's leadership position.

## Lotus

- Lotus sold 4 Eletre SUV EVs in November.
- YTD, 8 Eletre SUV EVs have been sold.

Lotus has announced that its Emeya electric GT four-door (not yet available in North America) has beaten its own record as one of the fastest-charging electric vehicles (EVs) - using the public charging network.

The test was completed independently by Lotus Al Ghanim, the official dealer of Lotus in Kuwait, and used Lotus' ultra-fast 450kW DC charger. The car was able to maximise nearly the full capacity of the charger, reaching a peak charging power of 443kW, enabling it to charge from 10% to 80% in just 13 minutes and 35 seconds.

This was achieved in extensive heat conditions in the region, highlighting the durability, reliability and efficiency of both the car and charger.

## Maserati

- Maserati retailed 10 EVs in November, up 400% from the year-ago 2-unit total.
- The GranTurismo Electric accounted for 3 units, while sales of the Grecale Folgore SUV EV (7 units, +250%) rose.
- YTD, Maserati has sold 60 EVs (up 650%), including 29 GranTurismo Electric passenger cars and 31 Grecale Folgore SUV EVs.

## Mercedes-Benz

- Mercedes-Benz retailed 832 EVs in November, down 35% from last year's 1,277-unit total.
- Passenger car sales (90 units, -40%) fell, as sales of the EQE-Class (50 units, -30%) and the EQS-Class (40 units, -50) declined.
- Truck sales (742 units, -34%) also fell. While the EQE-Class SUV EV (295 units, +18%) gained, sales of the EQB-Class SUV (84 units, -88%) and EQS-Class SUV (69 units, -51%) declined. The G580e SUV EV registered 261 retails.
- Sprinter Electric van sales (33 units, +6%) rose.
- YTD, Mercedes-Benz has sold 13,441 EVs, down 49%.



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## MINI

- MINI sold 100 EVs in November, down 75% vs. the 405-unit year-ago result.
- Sales of the Cooper Countryman SE BEV ALL4 SUV EV (98 units, -76%) fell. Two Cooper SE EVs were sold.
- YTD, MINI has sold 2,216 EVs, down 21%.

## Polestar

- Polestar sold 340 EVs in November, down 55% from the 751-unit year-ago total.
- Polestar 2 sales (7 units, -99%) declined.
- Sales of the Polestar 3 SUV EV (333 units, +528%) rose.
- YTD, Polestar has sold 5,367 EVs, down 28%.

Autonomy, the EV subscription platform, is diversifying its fleet beyond Tesla with a \$25 million expansion that will add approximately 1,250 vehicles from Volvo and Polestar.

The firm's fleet expansion includes recent model-year and certified pre-owned off-lease vehicles at multiple price points; vehicle subscriptions start at 30 days, offering month-to-month flexibility and credit card payment across California, Texas, Florida, Washington, Arizona, North Carolina, and New York.

The fleet expansion represents Autonomy's first move beyond an exclusively Tesla-based offering. The company is introducing Polestar 2 vehicles and is negotiating with Volvo and other manufacturers to secure additional vehicle options for subscribers.

## Porsche

- Porsche sold 1,142 EVs in November, down 6% from last November's 1,215-unit result.
- Taycan sales (533 units, +19%) rose.
- The Macan Electric SUV EV (609 units, -21%) declined.
- YTD, Porsche has sold 13,803 EVs, up 124%.

In a recent interview, Michael Schaetzle, Porsche's Vice President Product Line Cayenne, said the Cayenne SUV EV exceeded the company's expectations when it comes to off-road performance.



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"It's so easy because you've got so much power...and you can modify the power perfectly. It's much better than the ICE [internal-combustion engine]," Schaetzle said.

He added that a lot of development work was done at Porsche's center in Weissach, but the dunes of Dubai proved to be the perfect playground for the electric Cayenne. "We're doing a lot of simulation, and then we are doing the verification. We did our work in Weissach, and then we came to Dubai, and it was better than we believed," Schaetzle noted.

## Rolls-Royce

- Rolls-Royce sold 27 Spectre EVs in November, down 10% from last November's 30 units.
- YTD, 392 Rolls-Royce Spectre EVs have been retailed, up 8%.

## Volkswagen

- Volkswagen sold 395 EVs in November, down 7% vs. the year-ago 425-unit total.
- Sales of the ID.Buzz EV van (305 units, -28%) retreated; the ID.4 SUV EV registered 90 retails.
- YTD, Volkswagen has retailed 27,806 EVs, up 65%.

Volkswagen of America, Inc. has announced that the 2025 Volkswagen ID. Buzz has earned a 5-Star overall safety rating from the National Highway Traffic Safety Administration (NHTSA), which runs the government's New Car Assessment Program (NCAP). NHTSA has provided consumers with vehicle safety information since 1978.

The 2025 ID. Buzz joins the 2025 Atlas, Atlas Cross Sport, ID.4, Jetta, Jetta GLI, and Tiguan as Volkswagen vehicles with a 5-Star overall safety rating.

## Volvo

- Volvo sold 758 EVs in November, up 54% from the year-ago 493-unit total.
- Sales of the XC40 Recharge SUV EV (175 units, +26%) rose.
- The EX90 SUV EV (194 units, -29%) declined, while the EX30 SUV EV registered 263 units, 70 EX40 SUV EVs were sold, and the new EX30 Cross Country added 56 units.



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- YTD, Volvo has sold 10,035 EVs, up 108%.

Volvo Cars CEO Håkan Samuelsson has argued in favor of stricter European legislation to encourage the auto industry's transition to electrification, comparing German automakers' proposals to delay the EU's electrification mandates to the auto industry's opposition to catalytic converters and seatbelts fifty years ago, noting "If they were not mandatory, we would probably have 30% of our cars without seatbelts and if you consider the additional cost we probably wouldn't have any cars with catalytic converters either unless they were mandatory."

Samuelsson noted that Volvo's German competitors "can do what they like", but warns that delaying electrification efforts could weaken the European auto industry's position vs. Chinese automakers, concluding that "The Chinese will set up factories in Hungary and Slovakia, Romania ... in low labor cost markets. I don't think it's possible to keep them out of the EU with tariffs. You just need to meet them face on and compete with them."