

# EV Model Diversity & Upcoming EVs

Steve Douglas, Vice President Energy & Environment

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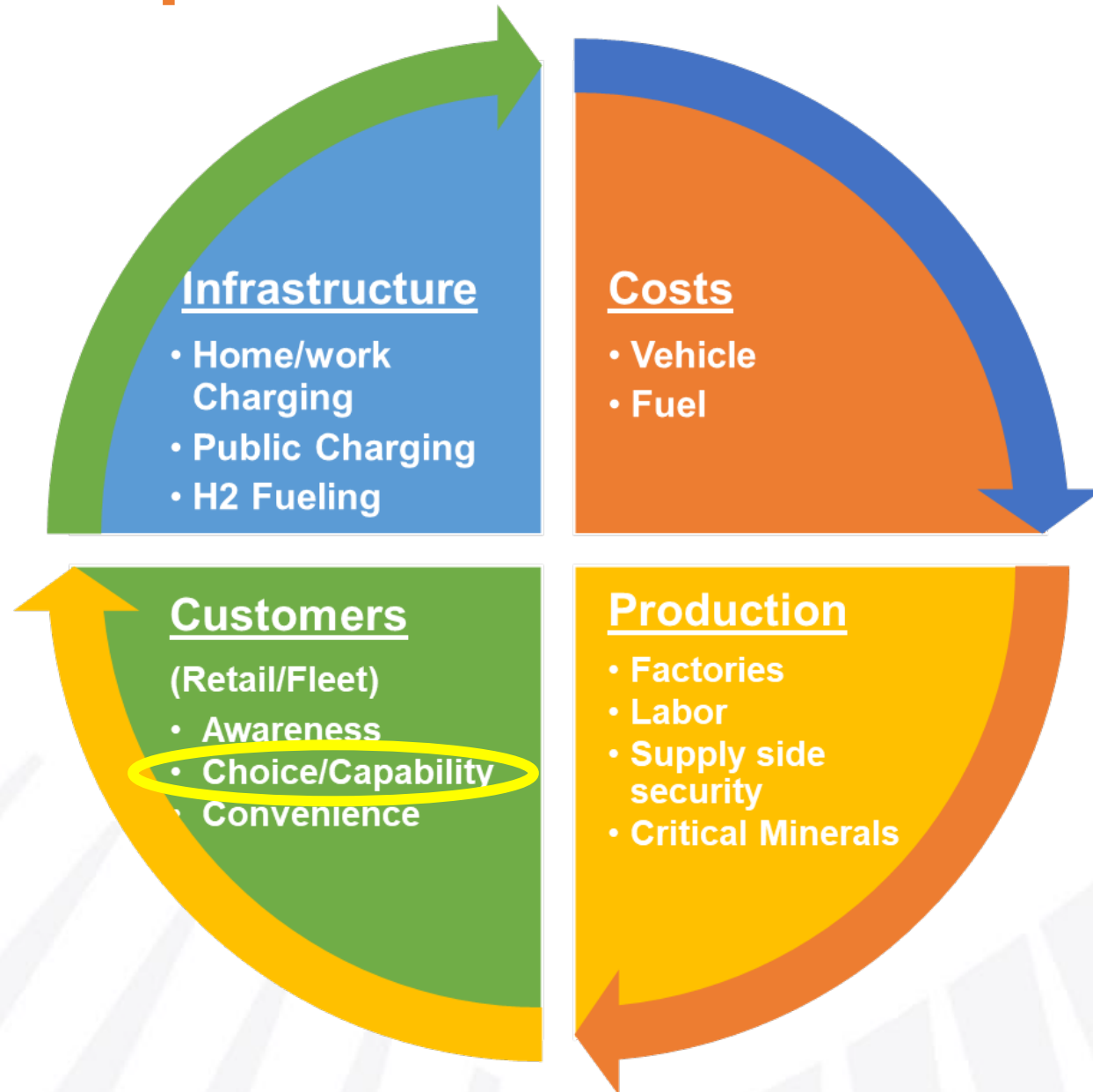
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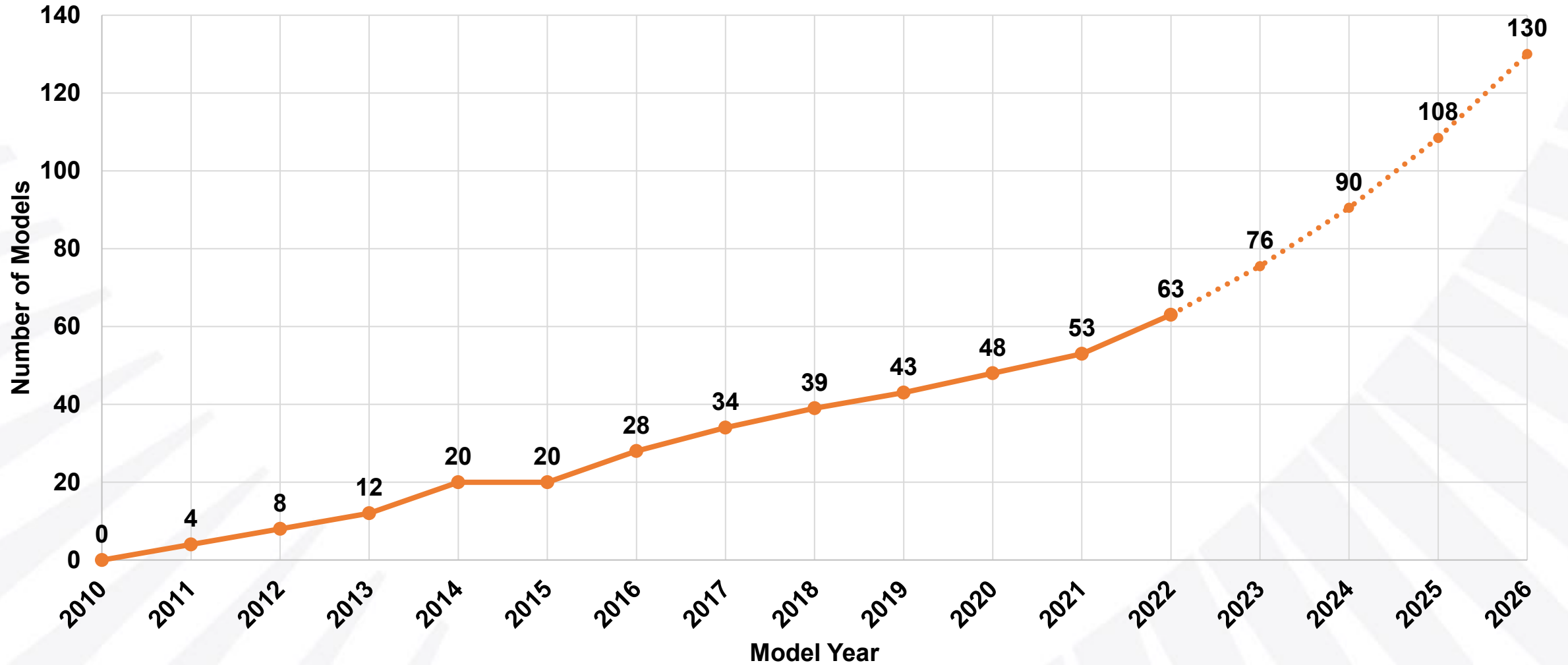
# Keys to Expanded Electric Vehicle Adoption



# Notes on Models and Segment

- What is a “model?” (19” Wheels, Long-Range, AWD, RWD, etc.)
- Models (EVs and ICEs) come and go
- Future model predictions?
  - Not always accurate
  - Further out the more uncertain
  - Production delays, market shifts, economic shifts, bankruptcy, shift focus
  - Increased demand
- Customers do not chase automakers; automakers chase customers
- Particularly true when vehicle segments start taking off (CUV category)

# EV Model Availability\*

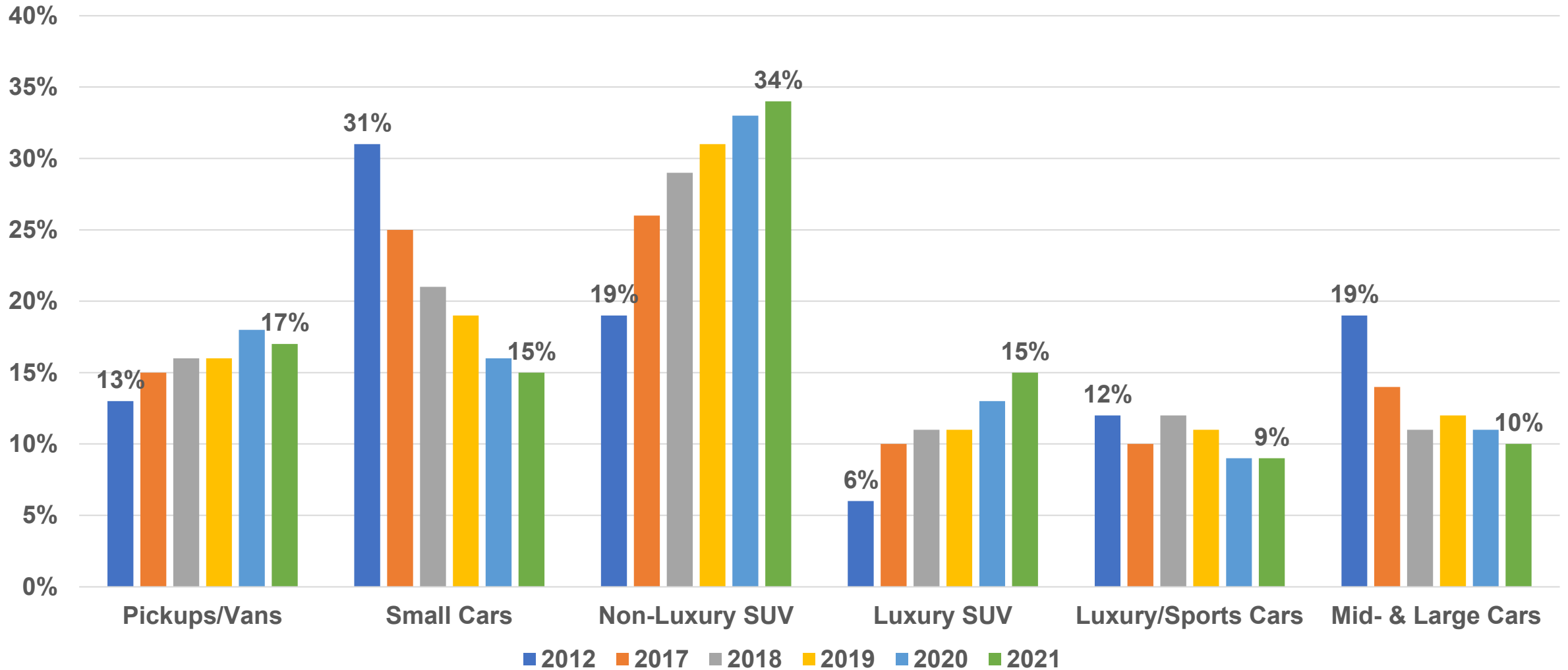


\* 2010-22 Data from DOE's [www.fueleconomy.gov](http://www.fueleconomy.gov) by Model Year

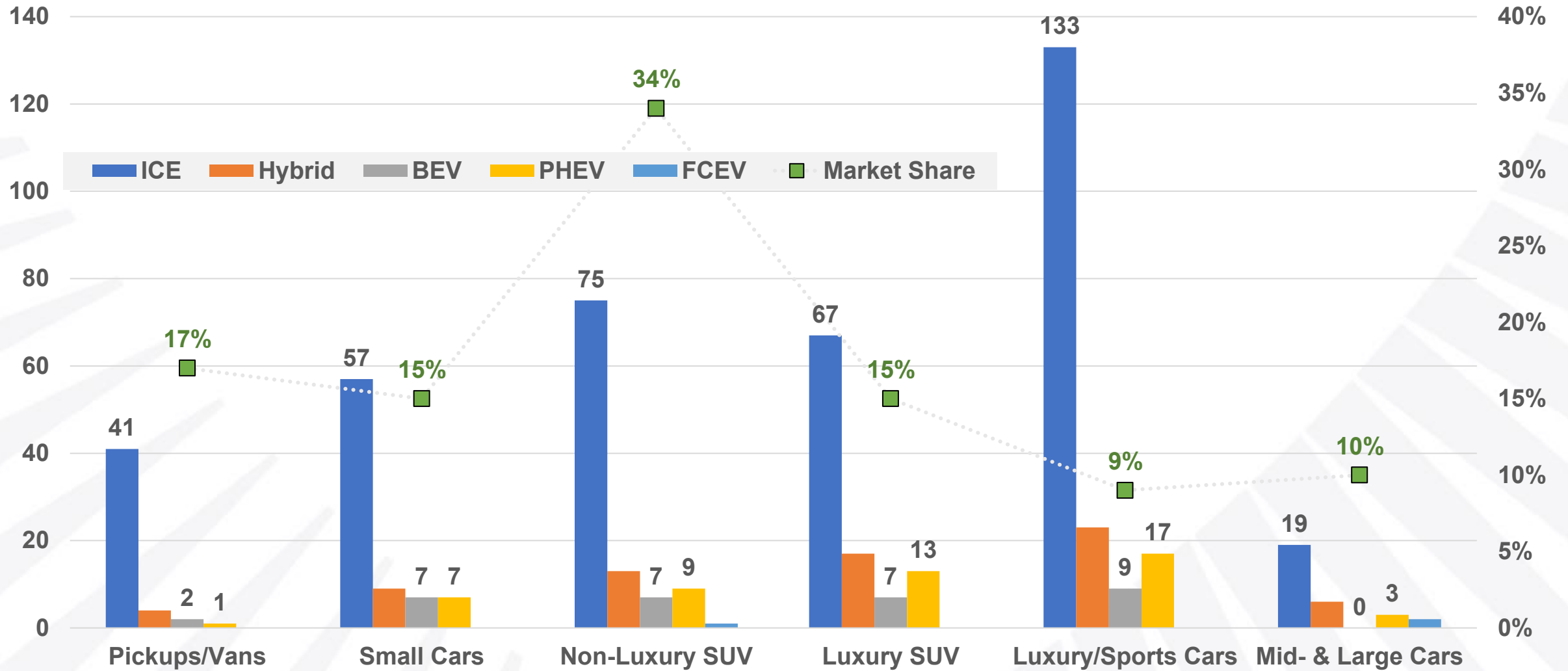
\* 2026 from IHS

\* 2022-26 Extrapolation

# California Market Share by Segment\*



# 2021 Models By Segment\*



# Future EV Models \*

Model	Category	MSRP Est.	Expected
Audi Q4 e-tron	Luxury SUV	\$ 49,900	2022
Audi Q4 Sportback e-tron	Luxury SUV	\$ 52,700	2022
BMW i4	Luxury	\$ 56,395	2022
BMW i7	Luxury		2023
BMW iX	Luxury	\$ 84,195	2022
Byton M-Byte	Non-Luxury SUV		2022
Cadillac Celestiq	Luxury SUV		2025
Cadillac Lyriq	Luxury SUV	\$ 59,990	2022
Canoo Pickup	Pickup		2024
Canoo Van	Van		2024
Chevrolet Blazer	Non-Luxury SUV		2023
Chevrolet Equinox	Non-Luxury SUV	\$ 30,000	2023
Chevrolet Silverado	Pickup		2023
Chrysler Airflow Concept	Non-Luxury SUV		2025
Dodge eMuscle	Sports		2024
Faraday Future FF91	Luxury SUV		2023
Fisker Ocean	Luxury SUV		2023
Ford Explorer EV	Non-Luxury SUV		2023



# Future EV Models \*

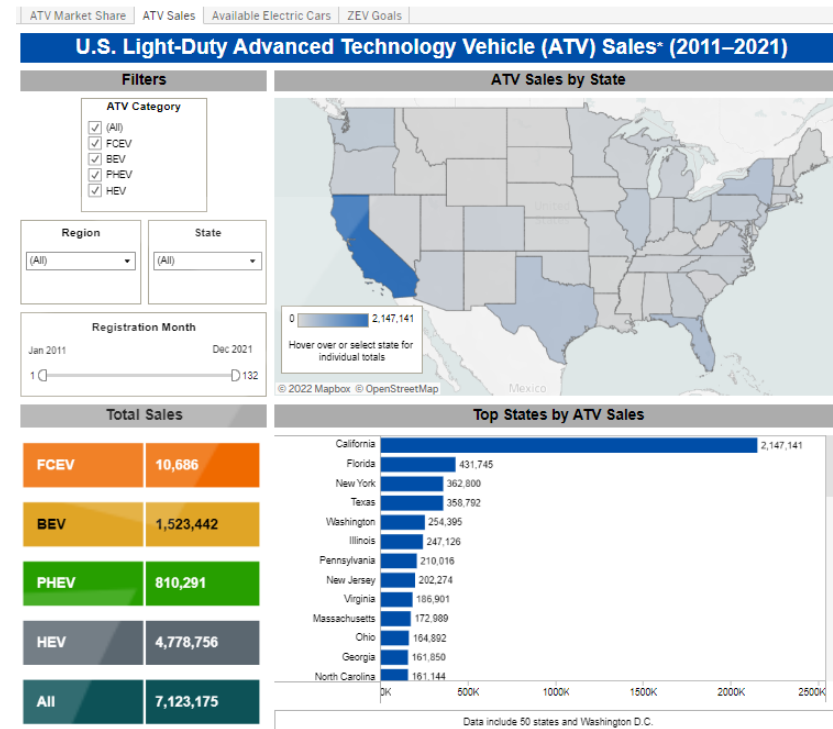
Model	Category	Price	Expected
Ford F150 Lightning	Pickup	\$ 41,669	2022
Genesis Electrified G80	Luxury	\$ 48,745	2022
Genesis Electrified GV70	Luxury SUV		2022
Genesis GV60	Luxury SUV	\$ 55,000	2023
GMC Sierra EV	Pickup		2023
Honda Prologue	Non-Luxury SUV		2024
Hyundai Ioniq 6	Mid-sized Car	\$ 42,000	2023
Hyundai Ioniq 7	Non-Luxury SUV	\$ 50,000	2024
Jeep Wrangler EV	Non-Luxury SUV (Off-Road)	\$ 50,000	2024
Kia EV9	Non-Luxury SUV		2023
Lagonda All-Terrain	Luxury		2023
Lexus RZ	Luxury	\$ 50,000	2022
Lincoln Mark E	Luxury SUV	\$ 70,000	2022
Mercedes-Benz EQB	Luxury SUV		2022
Mercedes-Benz EQE	Luxury		2022
Mercedes-Benz EQE	Luxury SUV		2023
Mercedes-Benz EQG	Luxury SUV (Off-Road)		2024
Nissan Ariya	Non-Luxury SUV	\$ 47,125	2023

# Future EV Models \*

Model	Category	Price	Expected
Polestar 3	Luxury SUV		2023
Polestar 4	Luxury SUV		2023
Polestar 5	Luxury SUV	\$ 100,000	2024
Porsche Macan EV	Luxury SUV		2023
Ram 1500 EV	Pickup		2024
Rivian R1S	Luxury SUV	\$ 72,500	2022
Sony Vision-S02 CONCEPT	Non-Luxury SUV		2023
Subaru Solterra	Non-Luxury SUV		2023
Tesla Cybertruck	Pickup	\$ 40,000	2023
Tesla Roadster	Sports	\$ 200,000	2023
Toyota bZ4X	Non-Luxury SUV	\$ 40,000	2022
VinFast VF8	Non-Luxury SUV	\$ 41,000	2023
VinFast VF9	Luxury SUV	\$ 56,000	2023
Volvo C40 Recharge	Luxury SUV	\$ 58,750	2022
Volvo XC60 EV	Luxury SUV		2024
Volvo XC90 EV	Luxury SUV		2023
VW ID.Buzz	Van		2024

# Auto Innovator References

- [EV Sales Dashboard](#)
- [Get Connected EV Report \(Quarterly\)](#)
- [Reading the Meter \(Weekly\)](#)
- [ZEV Conditions for Success](#)
- [Attributes for EV Charging Stations](#)
- [EV Infrastructure Guiding Principles](#)
- [Auto Innovators, UAW, MEMA Letter to President Biden \(29-Mar-2021\)](#)



EV Sales Dashboard



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