



IMMEDIATE RELEASE

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California Electric Car Market Share Remains Steady As Overall Car Sales Decline

Graphics below show California's quarterly and year-over-year electric car sales

SACRAMENTO – California's electric car market share remained steady, and vitality in the industry remains strong - as [Super Bowl advertisements](#) feature new models and investment in Tesla hits a record as the first listed [U.S. auto company to pierce the \\$100 billion market cap](#), despite slowing demand for all vehicles.

“There has been some news that electric car interest is on the decline, which is exaggerated. We don't see it,” said Josh Boone, Veloz executive director. “With the Ford Mustang Mach-E, GMC Hummer EV, Tesla Cybertruck and many other green machines coming to market, we are getting really excited. SUVs and trucks are in demand, and automakers are beginning to deliver zero-emissions versions of SUVs and trucks to consumers to expand the market.”

The Super Bowl featured a new breed of electric car with advertisements from [General Motors](#), [Ford](#), [Audi](#) and [Porsche](#). In 2019, Veloz's [Electric For All](#) campaign produced [Kicking Gas starring Arnold Schwarzenegger](#). While it was not part of the Super Bowl, it generated millions of impressions and engagement from thousands of Californians.

“As more of these electric muscle cars, SUVs and trucks come to market, we need to throttle up incentives to drive demand and traffic to dealerships,” said Boone. “The electric car market is still growing, and purchase incentives are essential to maintaining momentum while electric cars prices continue to drop to meet cost parity with comparable gasoline cars. With good incentives, the masses will take action and enjoy the benefits of kicking gas: smoother, more fun to drive and no trips to a gas station—ever.” (See graphic below showing cost trends for electric and gas cars.)

Comparison of California and national sales data and market share:

- *Electric car market share for California vs. national*
 - [California electric car market](#) share remained steady with a small decline of **0.65%** from 8.91% in 2018 at 178,134 to 8.26% in 2019 at 156,101.
 - [National electric car market](#) share remained steady with a small decline of less than two tenths of a percent to 0.175% from 2018 to 2019.

- *California electric car sales vs. overall sales*
 - **California electric car sales were down 12.37%**, from 178,134 in 2018 to 156,101 in 2019.
 - [California overall car sales](#) were down 5.5% from 2018 to 2019.

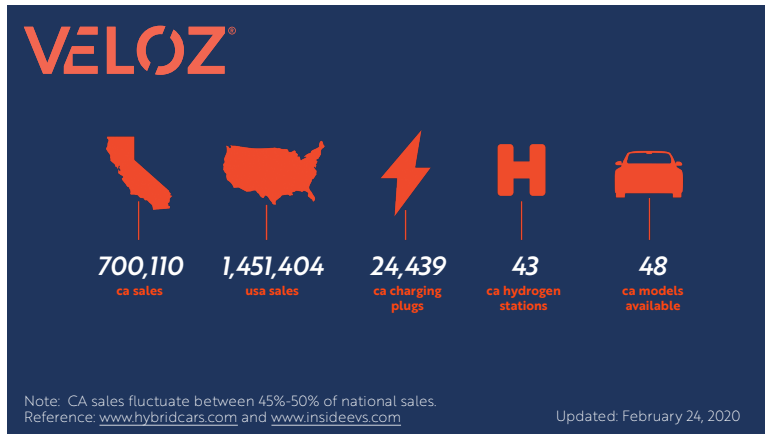
- *National electric car sales vs. overall sales*

- National electric car sales were down [8.8%](#) from 2018 to 2019.
- National overall car sales were down [1.3%](#) from 2018 to 2019.

Veloz counts electric cars as battery-electric, plug-hybrids and fuel cells. Veloz's [Sales Dashboard](#) also tracks the number of charging plugs, hydrogen stations and models available in California.

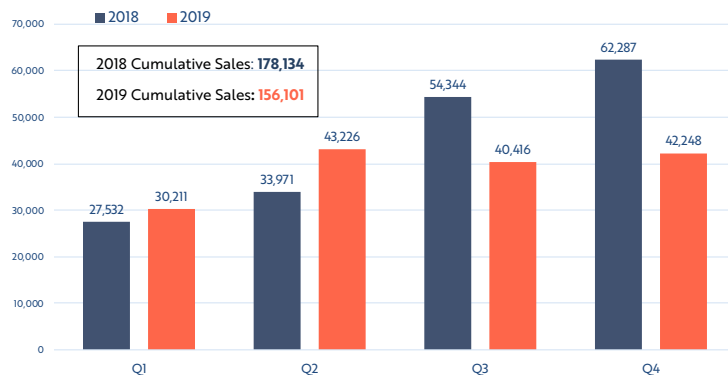
Graphics of California Electric Car Market Trends:

- [Click here](#) for a graph of quarterly electric car sales growth in California starting in December 2010.
- [Click here](#) for a graph of yearly electric car sales growth in California starting in December 2010.
- [Click here](#) for a graph comparing California's 2019 and 2018 quarterly sales numbers.
- [Click here to view Veloz's electric car dashboard](#) that includes electric car sales, number of charging stations in California and the number of electric car models available in the state.
- Additional graphics below.



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2018 vs. 2019 California Quarterly Electric Car Sales

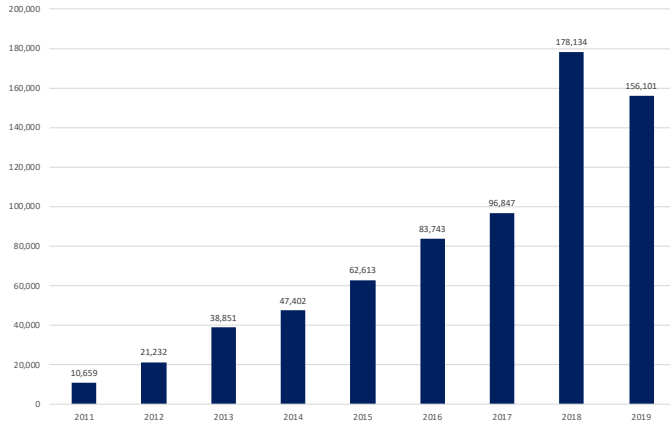


Note: CA sales fluctuate between 45 - 50% of national sales. Sales are now reported by quarters and not by month.
Reference: www.hybridcars.com and www.insideevs.com

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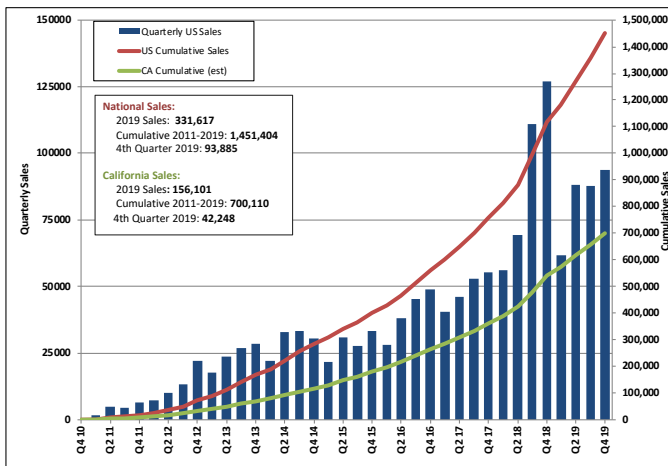
California Annual Electric Car Sales



Note: CA sales fluctuate between 45 - 50% of national sales. Sales are now reported by quarters and not by month.
Reference: www.hybridcars.com and www.insideevs.com 2/24/2020



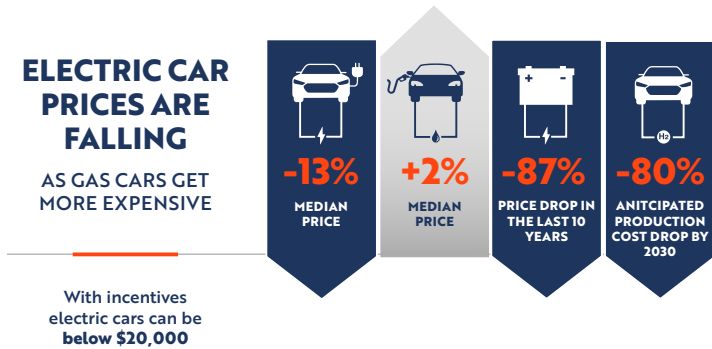
Quarterly Sales of Electric Cars



Note: CA sales fluctuate between 45- 50% of national sales. Sales are now reported by quarter and not by month.
Reference: www.hybridcars.com and www.insideevs.com 2/24/2020

Graphic Comparing Electric Car and Gas Car Cost Trends

To see data resources please visit: <https://www.veloz.org/veloz-resources/>



WWW.VELOZ.ORG/VELOZ-RESOURCES/ **VELOZ**

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Veloz is a nonprofit organization made up of a high-powered, diverse board and members from key sector companies, agencies and nonprofits. With unparalleled stakeholder leadership, Veloz is uniquely able to accelerate the shift to electric cars through public-private collaboration, public engagement and policy education innovation.

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