



# EV TRUCKS FIGHT FOR TRACTION

Overall EV sales in the U.S. are up from last year, but how is the most talked about truck on the streets keeping up with its competition?

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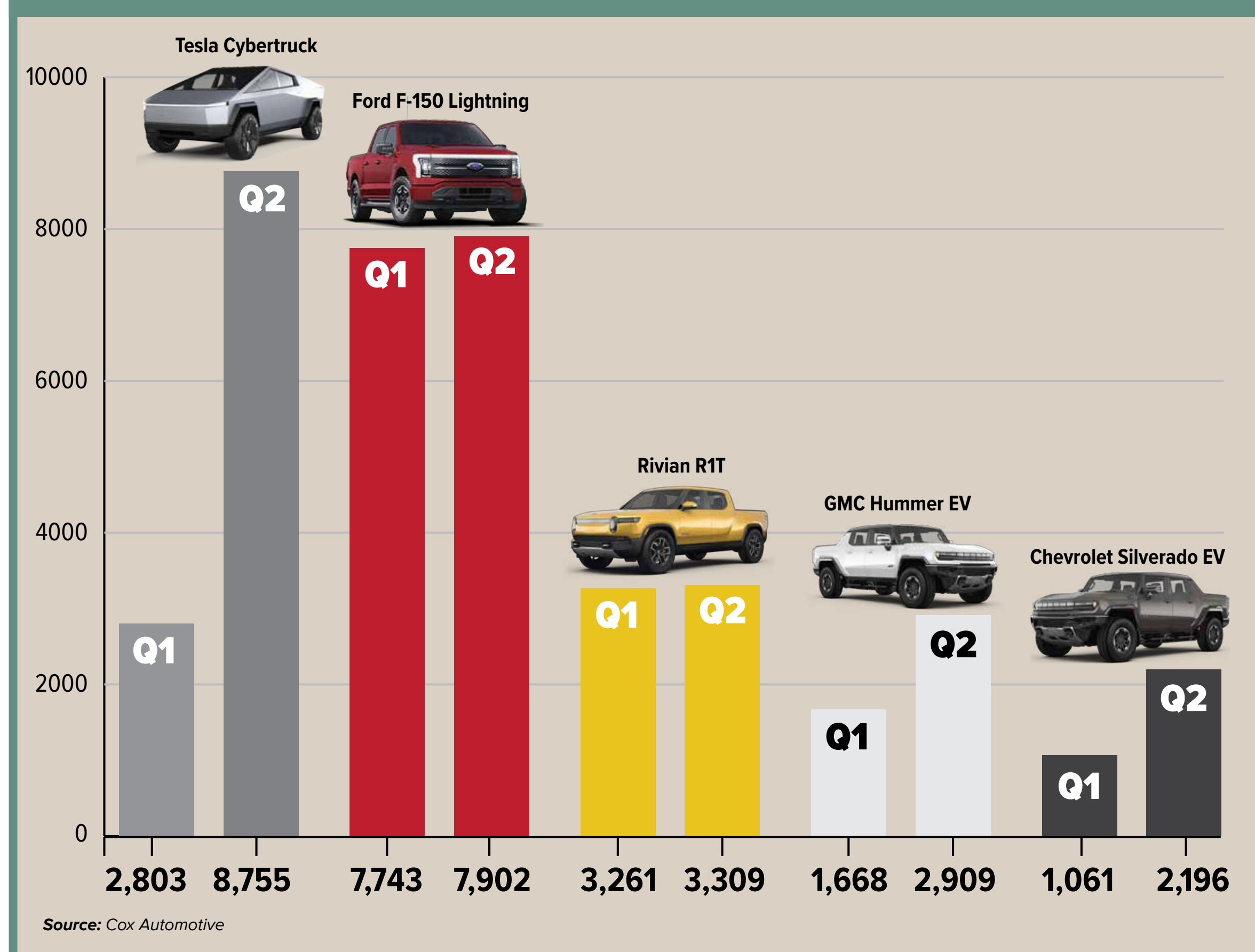
Although gas pickups are some of the bestselling vehicles in America, electric trucks have yet to win over the masses. EV trucks are struggling to keep up with their counterparts in terms of cost, sales, and heavy-duty performance. However, it is for precisely that reason that Elon Musk claimed he set out to bring Tesla's Cybertruck to the world.

"We need sustainable energy now. If we don't have a pickup truck we can't solve it," Musk stated back in 2019 when he first revealed his plans for the futuristic EV. "The top three selling vehicles in America are pickup trucks. To solve sustainable energy, we have to have a pickup truck."

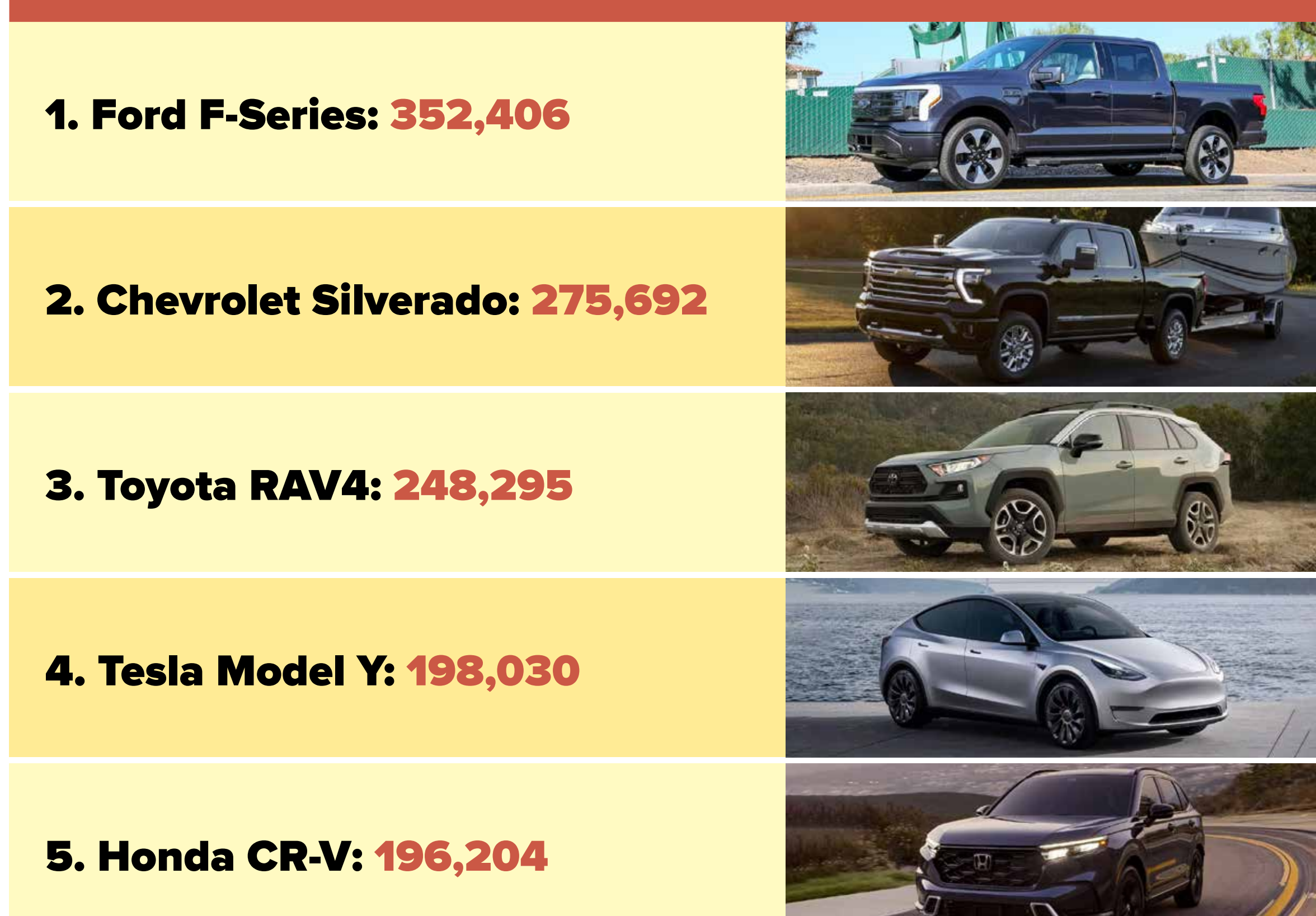
Pickup trucks remain an American favorite in 2024, dominating the top two spots of overall car sales to date (the Ford F-1 series and Chevrolet Silverado—albeit mostly the gas versions). And Tesla did crack the top five car sales overall—just not with the Cybertruck.

While Tesla's share of EV sales dipped below 50 percent for the first time, overall U.S. electric vehicle sales increased by 11.3 percent year over year in Q2. With a record-breaking 330,463 units sold, EV sales are up 23 percent from Q1. Newcomers on the market are likely responsible for the overall increase in sales—which could translate to competitive prices, greater availability, and better technology—all of which makes the long-term trajectory promising for EVs.

## TOP 5 SELLING ELECTRIC TRUCKS IN THE U.S. 2024 Q1, Q2



## TOP 5 SELLING CARS OVERALL IN THE U.S. 2024 Q1, Q2



## OVERALL EV SALES IN THE U.S. 2024 VS. 2023 – Q1, Q2, YTD

