



## Ford Continues Its Sales Momentum as America's No. 1 Brand, Truck and Truck Manufacturer Through Second Quarter

- Ford is America's No. 1 brand for six consecutive months this year on strength of pickups, vans, commercial vehicles and new Escape
- F-Series is America's No. 1 truck with Q2 sales up 34.0 percent; first half sales of F-Series up 27.9 percent – widening its lead over Silverado by over 118,000 trucks
- Ford Electric vehicle sales continue to grow; Mustang Mach-E sales pace quickened at the end of Q2 with sales in June up 110 percent vs. last June
- Total Ford truck sales accelerated in Q2 – up 26.2 percent and making Ford America's No. 1 selling truck manufacturer this year, outselling GM's combined truck and van sales by 61,000 trucks
- Ford outsells all of GM in total pickup sales in Q2 with F-Series, Ranger and Maverick sales of 246,155
- As America's No. 1 van, Transit van sales were up 30.1 percent, also, E-Series climbed 63.7 percent

**DEARBORN, Mich., July 6, 2023** – Ford was America's best-selling brand in the second quarter on the strength of its trucks, electric vehicles and new vehicle launches, posting sales gains of 11.2 percent for the quarter.

Ford is now the best-selling brand and has the best-selling truck in America for six consecutive months this year. F-Series has been the best-selling truck in America for 46 years in a row.

Ford truck sales accelerated in Q2, climbing 26.2 percent on the strength of the new Super Duty and improved inventory flow. This is the second straight quarterly gain for Ford and best Q2 sales performance since pre-Covid 2019.

Ford was the No. 1 selling truck manufacturer in Q2 and for the first half of the year. Sales climbed 26.2 percent in Q2. Through the first half of 2023, Ford's overall truck sales totaled 549,625, up 23.1 percent and outselling GM's trucks and vans by approximately 61,000 trucks.

### Ford EV Sales Gain Momentum

Ford's EV sales continue to grow building on the sales momentum of the F-150 Lightning and Mach-E, which achieved higher sales through stronger inventory.

"Ford achieved both best-selling brand and truck for six consecutive months this year on the strength of F-Series, vans, our new Escape and F-150 Lightning," said Andrew Frick, vice president, sales distribution, and trucks. "Our EV sales continue to grow. Improved Mustang Mach-E inventory flow began to hit at the end of Q2 following the retooling of our plant earlier this year, which helped Mustang Mach-E sales climb 110 percent in June."

F-150 Lightning sales were up 119 percent in Q2 over year ago and a 4.1 percent gain from Q1. F-150 Lightning continues to attract new customers to Ford with 50 percent new to the brand, based on most recent conquest data. Year-to-date, Ford EV sales rose 11.9 percent. Ford's overall EV sales were up 35.5 percent in June.

With the launch of Ford's all-new Super Duty pickup and chassis cabs, F-Series sales increased 34.0 percent increase in Q2 on sales of 212,516 F-Series trucks. That's up 24.7 percent from the first quarter. F-Series total industry share hit almost 36 percent in Q2 – up almost 5 full percentage points over Q2 last year.

Through the first half of this year, F-Series remains America's best-selling truck on sales of 382,893 trucks – outselling second-place Silverado by approximately 118,000 trucks. Ford Maverick sales increased 7.8 percent in Q2 ahead of additional capacity coming online this month to meet continued strong customer demand.

Combined F-Series, Ranger and Maverick sales of 246,155 pickups outsold all of GM's Silverado, Sierra, Colorado, Canyon and Hummer EV in Q2 of this year. Ford's combined sales of F-Series, Ranger and Maverick were up 26.7 percent in Q2 over a year ago.

The strength of Ford's vans continued to shine for the quarter. Transit continued as America's best-selling van in Q2 on sales of 32,031 – up 30.1 percent, compared to year ago. Ford E-Series vans increased 63.7 percent in Q2 and are up 55.7 percent this year. Ford was No. 1 in commercial sales, based on the most recent registration data through April. Ford's U.S. Class 1-7 commercial trucks and vans share grew to 40.3 percent, up 1.0 percentage point from the same period a year ago.

Meanwhile, Lincoln closed the quarter with sales gains thanks to improved inventory. Navigator Q2 sales increased 20.1 percent on sales of 4,688 vehicles, while sales of the new Lincoln Corsair climbed 27.0 percent in June to end the quarter. Nautilus sales also saw a 58.5 percent increase in June at the end of Q2.

BlueCruise, Ford's driver assist technology, continues to be a hit with customers. Customer usage has now surpassed 90 million hands-free driven miles, cumulatively, a 40 percent increase since the end of Q1. Ford's latest version of the technology, BlueCruise 1.2, allows hands-free lane changes with the tap of a turn signal and delivers a more seamless driving experience. Ford will continue to improve the BlueCruise experience for its customers and deliver it through over-the-air updates.

#### Ford Blue



#### Fast Sales Start for New Escape

Sales of the new Escape were up 28.7 percent in Q2. Forty percent of Escape Q2 sales are the new ST-Line series

Nearly half of the Escape Plug-in Hybrid customers are new to Ford.

#### Model e



#### EV Momentum

Year-to-date Ford EV sales rose 11.9 percent. Mustang Mach-E gains continued in June, up 110 percent vs. a year ago. Ford's overall EV sales were up 35.5 percent in June.

#### Ford Pro



#### Strong New Super Duty Q2 Sales

Sales of the all-new Super Duty continued its momentum through Q2, with sales up just over 28.5 percent. June Super Duty sales were up 28.9 percent, giving us a very consistent Q2 result.

### **About Ford Motor Company**

*Ford Motor Company (NYSE: F) is a global company based in Dearborn, Michigan, committed to helping build a better world, where every person is free to move and pursue their dreams. The company's Ford+ plan for growth and value creation combines existing strengths, new capabilities and always-on relationships with customers to enrich experiences for customers and deepen their loyalty. Ford develops and delivers innovative, must-have Ford trucks, sport utility vehicles, commercial vans and cars and Lincoln luxury vehicles, along with connected services. The company does that through three customer-centered business segments: Ford Blue, engineering iconic gas-powered and hybrid vehicles; Ford Model e, inventing breakthrough EVs along with embedded software that defines always-on digital experiences for all customers; and Ford Pro, helping commercial customers transform and expand their businesses with vehicles and services tailored to their needs. Additionally, Ford is pursuing mobility solutions through Ford Next, and provides financial services through Ford Motor Credit Company. Ford employs about 174,000 people worldwide. More information about the company and its products and services is available at [corporate.ford.com](https://corporate.ford.com).*

\*U.S. sales volume reflects transactions with (i) retail and fleet customers (as reported by dealers), (ii) government and (iii) Ford management. Average transaction pricing based on J.D. Power and Associates PIN data.

Contact: Said Deep, [sdeep@ford.com](mailto:sdeep@ford.com), 313-594-0942

## FORD MOTOR COMPANY Q2 2023 U.S. SALES

|   | <u>Second Quarter</u> |                | <u>%</u>      | <u>Year-to-Date</u> |                | <u>%</u>      |
|---|-----------------------|----------------|---------------|---------------------|----------------|---------------|
|   | <u>2023</u>           | <u>2022</u>    | <u>Change</u> | <u>2023</u>         | <u>2022</u>    | <u>Change</u> |
| <b>SALES BY BRAND</b>                   |                       |                |               |                     |                |               |
| Electric Vehicles                       | 14,843                | 15,273         | -2.8          | 25,709              | 22,979         | 11.9          |
| Hybrid Vehicles                         | 34,589                | 29,885         | 15.7          | 61,653              | 58,104         | 6.1           |
| Internal Combustion                     | <u>482,230</u>        | <u>438,530</u> | 10.0          | <u>920,206</u>      | <u>834,737</u> | 10.2          |
| Total vehicles                          | 531,662               | 483,688        | 9.9           | 1,007,568           | 915,820        | 10.0          |
| <b>SALES BY TYPE</b>                    |                       |                |               |                     |                |               |
| SUVs                                    | 225,299               | 237,222        | -5.0          | 432,441             | 443,020        | -2.4          |
| Trucks                                  | 295,602               | 234,186        | 26.2          | 549,625             | 446,498        | 23.1          |
| Cars                                    | <u>10,761</u>         | <u>12,280</u>  | -12.4         | <u>25,502</u>       | <u>26,302</u>  | -3.0          |
| Total vehicles                          | 531,662               | 483,688        | 9.9           | 1,007,568           | 915,820        | 10.0          |
| <b>FORD BRAND</b>                       |                       |                |               |                     |                |               |
| EcoSport                                | 859                   | 9,498          | -91.0         | 2,508               | 17,924         | -86.0         |
| Bronco Sport                            | 33,272                | 29,460         | 12.9          | 63,143              | 58,549         | 7.8           |
| Escape                                  | 43,690                | 33,958         | 28.7          | 64,839              | 73,920         | -12.3         |
| Bronco                                  | 26,150                | 31,269         | -16.4         | 58,580              | 54,842         | 6.8           |
| Mustang Mach-E                          | 8,633                 | 10,941         | -21.1         | 14,040              | 17,675         | -20.6         |
| Edge                                    | 26,202                | 25,041         | 4.6           | 46,484              | 51,453         | -9.7          |
| Explorer                                | 46,362                | 60,181         | -23.0         | 104,423             | 102,917        | 1.5           |
| Expedition                              | <u>20,007</u>         | <u>13,129</u>  | 52.4          | <u>39,366</u>       | <u>22,847</u>  | 72.3          |
| <b>Ford SUVs</b>                        | 205,175               | 213,477        | -3.9          | 393,383             | 400,127        | -1.7          |
| F-Series                                | 212,516               | 158,644        | 34.0          | 382,893             | 299,345        | 27.9          |
| <i>Memo: F-150 Lightning (electric)</i> | <i>4,466</i>          | <i>2,042</i>   | <i>118.7</i>  | <i>8,757</i>        | <i>2,296</i>   | <i>281.4</i>  |
| Ranger                                  | 12,618                | 16,201         | -22.1         | 24,118              | 33,840         | -28.7         |
| Maverick                                | 21,021                | 19,508         | 7.8           | 42,499              | 38,753         | 9.7           |
| E-Series                                | 8,735                 | 5,336          | 63.7          | 19,520              | 12,537         | 55.7          |
| Transit                                 | 32,031                | 24,617         | 30.1          | 64,046              | 41,828         | 53.1          |
| <i>Memo: E-Transit</i>                  | <i>1,744</i>          | <i>2,290</i>   | <i>-23.8</i>  | <i>2,912</i>        | <i>3,008</i>   | <i>-3.2</i>   |
| Transit Connect                         | 4,924                 | 6,750          | -27.1         | 8,747               | 14,107         | -38.0         |
| Heavy Trucks                            | <u>3,757</u>          | <u>3,130</u>   | 20.0          | <u>7,802</u>        | <u>6,088</u>   | 28.2          |
| <b>Ford Trucks</b>                      | 295,602               | 234,186        | 26.2          | 549,625             | 446,498        | 23.1          |
| GT                                      | 1                     | 22             | -95.5         | 31                  | 58             | -46.6         |
| Mustang                                 | <u>10,760</u>         | <u>12,258</u>  | -12.2         | <u>25,471</u>       | <u>26,244</u>  | -2.9          |
| <b>Ford Cars</b>                        | <u>10,761</u>         | <u>12,280</u>  | -12.4         | <u>25,502</u>       | <u>26,302</u>  | -3.0          |
| <b>Ford Brand</b>                       | 511,538               | 459,943        | 11.2          | 968,510             | 872,927        | 10.9          |
| <b>LINCOLN BRAND</b>                    |                       |                |               |                     |                |               |
| Corsair                                 | 5,608                 | 7,094          | -20.9         | 9,631               | 14,038         | -31.4         |
| Nautilus                                | 6,851                 | 6,766          | 1.3           | 12,356              | 11,855         | 4.2           |
| Aviator                                 | 2,977                 | 5,983          | -50.2         | 8,213               | 10,950         | -25.0         |
| Navigator                               | <u>4,688</u>          | <u>3,902</u>   | 20.1          | <u>8,858</u>        | <u>6,050</u>   | 46.4          |
| <b>Lincoln SUVs</b>                     | 20,124                | 23,745         | -15.2         | 39,058              | 42,893         | -8.9          |
| <b>Lincoln Brand</b>                    | 20,124                | 23,745         | -15.2         | 39,058              | 42,893         | -8.9          |

# American Honda Continues Hot Streak with Strong 2nd Quarter



July 3, 2023

- American Honda overcame industrywide logistics issues to post a 4th straight sales month over 110,000 units
- Honda brand sales increased over 40% in 2Q (347,025) and 54% in June (98,327), with turn rates over 70%
- Sales of Honda electrified models set all-time annual record (137,437) in just six months with CR-V and Accord hybrid-electric models combining for another new monthly record (26,522) in June
- All-new CR-V reaches 30,000 units for 4th straight month; all-new Pilot hits 10,000 units for 2nd straight month, while HR-V continues strong sales (9,136) despite industrywide transportation issues
- Acura brand June sales top 13,000 units for the 4th straight month – the first time since 2021
- Acura Integra tops 2,500 units in sales for the 5th straight month; continues to lead luxury gateway segment
- Acura RDX logs best month (3,502) of 2023, combined with MDX (5,048) Acura SUVs top 8,500 in June sales

| American Honda |                   |                   |                   |
|----------------|-------------------|-------------------|-------------------|
|                | <u>Total</u>      | <u>Cars</u>       | <u>Trucks</u>     |
| 2Q             | 347,025<br>+44.7% | 120,016<br>+45.8% | 227,009<br>+44.2% |
| ACURA          |                   |                   |                   |
|                | <u>Total</u>      | <u>Cars</u>       | <u>Trucks</u>     |
|                | 40,177<br>+63.2%  | 14,570<br>+77.4%  | 25,607<br>+56%    |
| HONDA          |                   |                   |                   |
|                | <u>Total</u>      | <u>Cars</u>       | <u>Trucks</u>     |
|                | 306,848<br>+42.6% | 105,446<br>+42.3% | 201,402<br>+42.8% |

| American Honda |                   |                |                  |
|----------------|-------------------|----------------|------------------|
|                | <u>Total</u>      | <u>Cars</u>    | <u>Trucks</u>    |
| June           | 111,498<br>+56.9% | 38,335<br>+59% | 73,163<br>+55.9% |

|  | <u>Total</u>     | <u>Cars</u>     | <u>Trucks</u>   |
|--|------------------|-----------------|-----------------|
|  | 13,171<br>+83.3% | 4,621<br>+65.3% | 8,550<br>+94.8% |

| HONDA |                |                  |                  |
|-------|----------------|------------------|------------------|
|       | <u>Total</u>   | <u>Cars</u>      | <u>Trucks</u>    |
|       | 98,327<br>+54% | 33,714<br>+58.2% | 64,613<br>+51.8% |



"American Honda had a strong 2nd quarter with sales of over 110,000 units in each of the last three months. Acura sales are up 80% while Honda posted the largest yearly increase of the top five auto brands," said Mamadou Diallo, senior vice president of Auto Sales at American Honda Motor Co. Inc. "It's exciting to see both our cars and light trucks doing so well and while we now have some industrywide transportation issues to overcome, our dealers are doing a great job with high turn rates to get products in the hands of our customers."

**Sales Highlights**

Honda sales of 557,890 units in first six months keep brand on target for annual sales of 1.1-1.2 million vehicles – driven by balanced sales of cars and trucks.

- Honda light truck sales up 37% in 2Q, including strong June performance from new crossovers: CR-V (31,159), Pilot (10,691) and HR-V (9,136).
- Ridgeline, just named most American-made pickup truck by Cars.com, sets new June record with sales of 4,678 units.
- Hybrid variants of CR-V and Accord represent over 53% of total model sales
- Accord and Civic push Honda passenger car sales above 33,000 units.

**Notes**



The all-new 2023 Honda Accord has earned a *TOP SAFETY PICK+* from IIHS, with *top ratings in all evaluated categories*.



HR-V is most popular SUV in America with first-time and Gen-Z buyers, bringing Honda a new generation of customers.



## Sales Highlights

Acura sales top 40,000 units in 2Q as June sales of 13,171 jump 83% over 2022.

- Acura sedan sales top 4,600 units with Integra posting over 2,500 units for 5th straight month and TLX topping 2,000 units for 2nd straight month.
- RDX posts best month (3,502) of 2023, as MDX tops 5,000 in sales for 4th straight month, with its 2nd best June sales since 2012.

## Notes



Ohio-made MDX and RDX in top 10 of Cars.com 2023 American-Made Index®.



The high-performance Integra Type S will be revealed in April.

### Final Sales for June 2023

For Release: July 03, 2023

For further information, please contact:

Jake Berg (Honda)

Jake Berg (Acura)

jberg@na.honda.com

jberg@na.honda.com

|                                     | Month-to-Date  |               |                   |                  | Year-to-Date   |                |                   |                 |
|-------------------------------------|----------------|---------------|-------------------|------------------|----------------|----------------|-------------------|-----------------|
|                                     | June 2023      | June 2022     | DSR** %<br>Change | MoM %<br>Change  | June 2023      | June 2022      | DSR** %<br>Change | YoY %<br>Change |
| <b>American Honda Total</b>         | <b>111,498</b> | <b>71,048</b> | <b>56.9%</b>      | <b>56.9%</b>     | <b>631,532</b> | <b>506,207</b> | <b>24.8%</b>      | <b>24.8%</b>    |
| Total Car Sales                     | 38,335         | 24,105        | 59.0%             | 59.0%            | 219,803        | 171,697        | 28.0%             | 28.0%           |
| Total Truck Sales                   | 73,163         | 46,943        | 55.9%             | 55.9%            | 411,729        | 334,510        | 23.1%             | 23.1%           |
| <b>Honda Total Car Sales</b>        | <b>33,714</b>  | <b>21,310</b> | <b>58.2%</b>      | <b>58.2%</b>     | <b>193,800</b> | <b>156,686</b> | <b>23.7%</b>      | <b>23.7%</b>    |
| <b>Honda Total Truck Sales</b>      | <b>64,613</b>  | <b>42,554</b> | <b>51.8%</b>      | <b>51.8%</b>     | <b>364,090</b> | <b>296,661</b> | <b>22.7%</b>      | <b>22.7%</b>    |
| <b>Acura Total Car Sales</b>        | <b>4,621</b>   | <b>2,795</b>  | <b>65.3%</b>      | <b>65.3%</b>     | <b>26,003</b>  | <b>15,011</b>  | <b>73.2%</b>      | <b>73.2%</b>    |
| <b>Acura Total Truck Sales</b>      | <b>8,550</b>   | <b>4,389</b>  | <b>94.8%</b>      | <b>94.8%</b>     | <b>47,639</b>  | <b>37,849</b>  | <b>25.9%</b>      | <b>25.9%</b>    |
| <b>* Total Domestic Car Sales</b>   | <b>38,113</b>  | <b>24,103</b> | <b>58.1%</b>      | <b>58.1%</b>     | <b>218,451</b> | <b>169,530</b> | <b>28.9%</b>      | <b>28.9%</b>    |
| Honda Division                      | 33,492         | 21,308        | 57.2%             | 57.2%            | 192,448        | 154,522        | 24.5%             | 24.5%           |
| Acura Division                      | 4,621          | 2,795         | 65.3%             | 65.3%            | 26,003         | 15,008         | 73.3%             | 73.3%           |
| <b>* Total Domestic Truck Sales</b> | <b>73,163</b>  | <b>46,943</b> | <b>55.9%</b>      | <b>55.9%</b>     | <b>411,729</b> | <b>334,510</b> | <b>23.1%</b>      | <b>23.1%</b>    |
| Honda Division                      | 64,613         | 42,554        | 51.8%             | 51.8%            | 364,090        | 296,661        | 22.7%             | 22.7%           |
| Acura Division                      | 8,550          | 4,389         | 94.8%             | 94.8%            | 47,639         | 37,849         | 25.9%             | 25.9%           |
| <b>Total Import Car Sales</b>       | <b>222</b>     | <b>2</b>      | <b>11,000.0%</b>  | <b>11,000.0%</b> | <b>1,352</b>   | <b>2,167</b>   | <b>-37.6%</b>     | <b>-37.6%</b>   |
| Honda Division                      | 222            | 2             | 11,000.0%         | 11,000.0%        | 1,352          | 2,164          | -37.5%            | -37.5%          |
| Acura Division                      | 0              | 0             | 0.0%              | 0.0%             | 0              | 3              | -100.0%           | -100.0%         |
| <b>Total Import Truck Sales</b>     | <b>0</b>       | <b>0</b>      | <b>0.0%</b>       | <b>0.0%</b>      | <b>0</b>       | <b>0</b>       | <b>0.0%</b>       | <b>0.0%</b>     |
| Honda Division                      | 0              | 0             | 0.0%              | 0.0%             | 0              | 0              | 0.0%              | 0.0%            |
| Acura Division                      | 0              | 0             | 0.0%              | 0.0%             | 0              | 0              | 0.0%              | 0.0%            |
| <b>MODEL BREAKOUT BY DIVISION</b>   |                |               |                   |                  |                |                |                   |                 |
| <b>Honda Division Total</b>         | <b>98,327</b>  | <b>63,864</b> | <b>54.0%</b>      | <b>54.0%</b>     | <b>557,890</b> | <b>453,347</b> | <b>23.1%</b>      | <b>23.1%</b>    |
| <b>ACCORD</b>                       | 17,735         | 10,529        | 68.4%             | 68.4%            | 99,845         | 80,422         | 24.2%             | 24.2%           |
| <b>CIVIC</b>                        | 15,979         | 9,633         | 65.9%             | 65.9%            | 93,954         | 70,335         | 33.6%             | 33.6%           |
| <b>CLARITY</b>                      | 0              | 2             | -100.0%           | -100.0%          | 0              | 207            | -100.0%           | -100.0%         |
| <b>INSIGHT</b>                      | 0              | 1,146         | -100.0%           | -100.0%          | 1              | 5,722          | -100.0%           | -100.0%         |
| <b>CR-V</b>                         | 31,159         | 22,865        | 36.3%             | 36.3%            | 163,697        | 116,602        | 40.4%             | 40.4%           |
| <b>HR-V</b>                         | 9,136          | 5,813         | 57.2%             | 57.2%            | 53,910         | 73,016         | -26.2%            | -26.2%          |
| <b>ODYSSEY</b>                      | 5,239          | 2,721         | 92.5%             | 92.5%            | 39,466         | 20,709         | 90.6%             | 90.6%           |
| <b>PASSPORT</b>                     | 3,710          | 2,456         | 51.1%             | 51.1%            | 23,804         | 20,102         | 18.4%             | 18.4%           |
| <b>PILOT</b>                        | 10,691         | 5,739         | 86.3%             | 86.3%            | 55,783         | 46,435         | 20.1%             | 20.1%           |
| <b>RIDGELINE</b>                    | 4,678          | 2,960         | 58.0%             | 58.0%            | 27,430         | 19,797         | 38.6%             | 38.6%           |
| <b>Acura Division Total</b>         | <b>13,171</b>  | <b>7,184</b>  | <b>83.3%</b>      | <b>83.3%</b>     | <b>73,642</b>  | <b>52,860</b>  | <b>39.3%</b>      | <b>39.3%</b>    |
| <b>ILX</b>                          | 0              | 208           | -100.0%           | -100.0%          | 2              | 6,267          | -100.0%           | -100.0%         |
| <b>INTEGRA</b>                      | 2,608          | 1,487         | 75.4%             | 75.4%            | 16,514         | 1,496          | 1,003.9%          | 1,003.9%        |
| <b>NSX</b>                          | 0              | 36            | -100.0%           | -100.0%          | 5              | 123            | -95.9%            | -95.9%          |
| <b>RLX / RL</b>                     | 0              | 0             | 0.0%              | 0.0%             | 0              | 3              | -100.0%           | -100.0%         |
| <b>TLX</b>                          | 2,013          | 1,064         | 89.2%             | 89.2%            | 9,482          | 7,122          | 33.1%             | 33.1%           |
| <b>MDX</b>                          | 5,048          | 2,523         | 100.1%            | 100.1%           | 31,964         | 23,610         | 35.4%             | 35.4%           |
| <b>RDX</b>                          | 3,502          | 1,866         | 87.7%             | 87.7%            | 15,675         | 14,239         | 10.1%             | 10.1%           |
| <b>Selling Days</b>                 | 26             | 26            |                   |                  | 152            | 152            |                   |                 |
| <b>**** Electrified Vehicles</b>    | <b>26,522</b>  | <b>9,063</b>  | <b>192.6%</b>     | <b>192.6%</b>    | <b>137,443</b> | <b>53,452</b>  | <b>157.1%</b>     | <b>157.1%</b>   |

\* Honda and Acura vehicles are made of domestic & global sourced parts

\*\* Daily Selling Rate

CONTACTS SUBSCRIBE SEARCH









Search



English / Spanish

# Hyundai Motor America Reports June and Q2 2023 Sales

- June Total Sales Increased 10%; Q2 Total Sales up 14%
- All-Time Monthly Total Sales Records for IONIQ 5, Tucson PHEV & Kona EV
- Green Car Sales Climb; Represent 20% of Retail Sales Up 53%

**FOUNTAIN VALLEY, Calif., July 1, 2023** – Hyundai Motor America reported total June sales of 69,351 units, an 10% increase compared with June 2022. Hyundai set best-ever total sales in June for Elantra HEV (+227%), Elantra N (+27%), IONIQ 5 (+10%), Santa Fe PHEV (+9%), Santa Fe HEV (+280%), Tucson PHEV (+84%), Tucson HEV (+37%), Santa Cruz (+4%) and Kona EV (+239%).

“Our award-winning EV line-up continues to build momentum with the best all-time monthly sales for the IONIQ 5 and the first time with over a thousand units sold for the IONIQ 6,” said Randy Parker, CEO, Hyundai Motor America. “Our strong retail partners and the right product at the right time have enabled us to attract new and existing customers to the Hyundai brand.”

## June Retail Highlights

Hyundai sold 61,991 retail units in June, a slight 2% decrease compared to June 2022. Hyundai set best-ever retail sales in June for Elantra HEV, Elantra N, IONIQ 5, Santa Fe PHEV, Santa Fe, HEV, Tucson, Tucson PHEV, Tucson HEV and Santa Cruz. Hyundai Green sales represented 20% of retail volume and increase of 53% year-over-year. SUVs represented 74% of the retail mix.

## Q2 and First Half Highlights

In Q2, Hyundai sold 210,164 units (+14%) and 394,613 vehicles in the first half (+15%). All-time best Q2 records were set for Elantra HEV, Elantra N, IONIQ 5, Santa Fe PHEV, Santa Fe HEV, Tucson PHEV, Tucson HEV, Santa Cruz and Kona EV. Fleet sales represented 9% of total volume



Q2.



Total Sales Summary

Our sites use cookies and tags to provide a personalized site experience. By using our sites, you agree to our use of cookies and tags, as well as to

Accept & Close



## June Product and Corporate Activities

- **IONIQ 6 Crowned Car and Driver's 2023 EV of the Year:** The 2023 Hyundai [IONIQ 6](#) earned Car and Driver's EV of the Year Award. This marks the second year in a row that Hyundai has won [Car and Driver's EV of the Year](#) award with the IONIQ 5 winning in 2022.
- **IONIQ 6 Named Favorite Plug-In Vehicle by Midwest Automotive Media Association:** Hyundai's award-winning, all-electric [IONIQ 6](#) has been named Favorite Plug-In Vehicle by the Midwest Automotive Media Association ([MAMA](#)) at the organization's recent Spring Rally event in Elkhart Lake, WI.
- **Hyundai Leads Industry as Best SUV Brand in 2023 by U.S. News & World Report:** Hyundai's 2023 SUV line-up leads the industry according to U.S. News and World Report's [Best SUV Brands list for 2023](#). This is the fourth consecutive year Hyundai has been recognized by U.S. News and World Report as [Best SUV Brand](#).
- **Hyundai and Dow Jones' The Trust Unveil Year-Long Creative Campaign on History of Driving Human-Centric Transformation:** Hyundai and [The Trust](#), announced ["Miles That Define Us"](#) a custom [campaign](#) that brings to life Hyundai's commitment to social responsibility, emphasizing the profound human connection at the heart of its brand.
- **Hyundai Hosts Child Safety Seat Event:** Hyundai Motor America and Ann & Robert H. Lurie Children's Hospital of Chicago hosted a child safety [seat check](#) at this year's Move for Kids walk and rally for patients, families, and neighbors at Busse Woods Forest Preserve in Elk Grove Village, Illinois.
- **Hyundai Motor Group's Connected Car Services Reach 10 Million Global Service Subscribers:** Hyundai Motor Group (the Group) surpassed [10 million global connected car service subscribers this month](#). This rapid growth supports the acceleration of the Group's Software-Defined Vehicle (SDV) strategy.

## Model Total Sales

| Vehicles | Jun-23 | Jun-22 | % Chg | Q2 2023 | Q2 2022 | % Chg | 2023 YTD | 2022 YTD | % Chg |
|----------|--------|--------|-------|---------|---------|-------|----------|----------|-------|
| Accent   | 0      | 2,088  | 0%    | 0       | 4,733   | 0%    | 30       | 7,430    | -100% |
| Elantra  | 13,424 | 8,372  | +60%  | 42,265  | 26,772  | +58%  | 74,738   | 48,844   | +53%  |
| Ioniq    | 0      | 0      | 0%    | 0       | 118     | 0%    | 0        | 3,662    | 0%    |

|            |        |        |      |        |        |       |         |        |      |
|------------|--------|--------|------|--------|--------|-------|---------|--------|------|
| Ioniq 5    | 3,136  | 2,853  | +10% | 7,905  | 7,448  | +6%   | 13,641  | 13,692 | -0%  |
| Ioniq 6    | 1,162  | 0      | 0%   | 3,023  | 0      | 0%    | 3,245   | 0      | 0%   |
| Kona       | 6,261  | 6,101  | +3%  | 18,705 | 17,251 | +8%   | 37,925  | 32,787 | +16% |
| Nexo       | 8      | 49     | -84% | 40     | 105    | -62%  | 105     | 271    | -61% |
| Palisade   | 5,873  | 6,866  | -14% | 19,845 | 22,612 | -12%  | 39,447  | 43,637 | -10% |
| Santa Cruz | 3,627  | 3,502  | +4%  | 10,743 | 9,803  | +10%  | 20,050  | 18,203 | +10% |
| Santa Fe   | 11,624 | 10,691 | +9%  | 32,616 | 32,313 | +1%   | 61,142  | 57,895 | +6%  |
| Sonata     | 3,834  | 4,736  | -19% | 12,844 | 11,851 | +8%   | 27,334  | 19,595 | +39% |
| Tucson     | 17,707 | 15,648 | +13% | 54,421 | 44,416 | +23%  | 100,591 | 84,071 | +20% |
| Veloster   | 0      | 197    | 0%   | 1      | 667    | -100% | 6       | 1,129  | -99% |
| Venue      | 2,695  | 1,988  | +36% | 7,756  | 6,102  | +27%  | 16,359  | 12,651 | +29% |

## Hyundai Motor America

Hyundai Motor America focuses on ‘Progress for Humanity’ and smart mobility solutions. Hyundai offers U.S. consumers a technology-rich lineup of cars, SUVs, and electrified vehicles. Our 830 dealers sold more than 724,000 vehicles in the U.S. in 2022, and nearly half were built at Hyundai Motor Manufacturing Alabama. For more information, visit [www.hyundainews.com](http://www.hyundainews.com).

Hyundai Motor America on [Twitter](#) | [YouTube](#) | [Facebook](#) | [Instagram](#) | [LinkedIn](#) | [TikTok](#)

###

## Contact

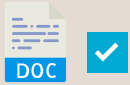


**Ira Gabriel**

igabriel@hmausa.com

## Documents

### Hyundai Motor America Reports June and Q2 2023 Sales



Add to Basket

## Related Content

[View All >](#)



### Hyundai Motor America Reports May 2023 Sales

FOUNTAIN VALLEY, Calif., June 1, 2023 – Hyundai Motor America reported total May sales of 70,001 units, an 18% increase compared with May 2022.



### Hyundai Motor America Reports April 2023 Sales

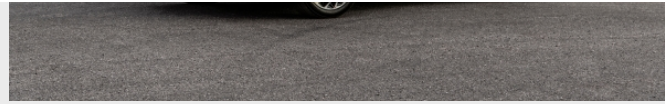
FOUNTAIN VALLEY, Calif., May 2, 2023 – Hyundai Motor America reported total April sales of 70,812 units, a 15% increase compared with April 2022 and the 2nd best April in Hyundai history.

## Photos



1 Download All





2023 IONIQ 5

Jul 20, 2022



[About Us](#)

[Privacy Policy](#)

[Website Support](#)

[Terms of Use](#)

[PR Contacts](#)

**FOLLOW US**

[@hyundaiusa](#)

