

# GM Sets New Record Over 20K Plug-In Sales in Q1 2023



By Tony Rached

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During the first quarter of 2023, General Motors delivered 603,208 vehicles in the United States, marking a 17.6 percent year-over-year increase. However, the company still fell short by 6 percent compared to Q1 2021.

GM's rapid increase in battery electric vehicle (BEV) sales is of utmost importance. The company set a new record in Q1 by delivering more than 20,000 units, which is the first time it has achieved this feat.

Out of the total volume, 3.4 percent (20,670 units) were BEVs, representing a massive increase from the 457 units delivered in the same period last year. The previous best quarterly result was in Q4 2022, with 16,266 units delivered. Cadillac, Chevrolet, and GMC contributed to these numbers, while the BrightDrop commercial vehicle brand was counted separately.

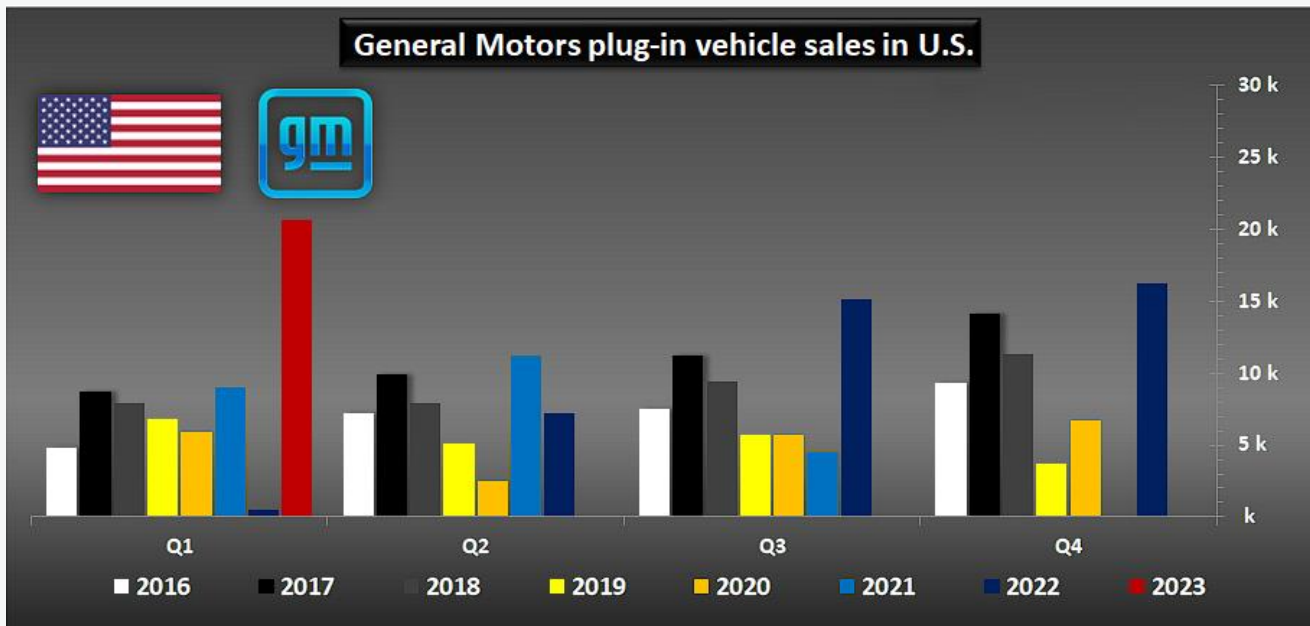
Even though the Chevrolet Bolt EV/Bolt EUV duo is still GM's mainstay, Ultium-based EVs are finally expanding. In Q1, the company delivered nearly 1,000 units, primarily due to the Cadillac Lyriq (968 units). The GMC Hummer EV Pickup only delivered two units, and a small number of BrightDrop vans were also delivered.

The number of Ultium-based EVs is expected to increase in Q2 2023, possibly reaching a five-digit level in Q3 and Q4.

### **General Motors BEV sales in Q1 2023:**

- GMC - Hummer EV Pickup: 2
- Cadillac - Lyriq: 968
- Chevrolet - Bolt EV/EUV: 19,700 (up from 358 a year ago)
- Total: 20,670 (up from just 457 a year ago) and 3.4% share of the company volume

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General Motors experienced significant growth in all-electric vehicle sales in 2022, delivering 39,096 EVs in the US, which represented a 57% year-over-year increase and 1.7% of total volume. With a target of producing 50,000 EVs in the first half of 2023 and doubling that in the second half, GM aims to easily double its 2022 all-electric vehicle sales figures. While sales often lag behind the production, analysts expect GM to deliver over 100,000 all-electric vehicles in the US in 2023. The growth in all-electric vehicle sales comes as part of GM's broader push to electrify its vehicle lineup.

## GM's models include:

- GMC Hummer EV Pickup
- GMC Hummer EV SUV
- Chevrolet Blazer EV
- Chevrolet Bolt EV/Bolt EUV
- Chevrolet Equinox EV
- Chevrolet Silverado EV
- Cadillac Lyriq
- BrightDrop Zevo 400
- BrightDrop Zevo 600

In North America, the company plans to sell 1 million BEVs per year (about 250,000 per quarter) by 2025.