|  | **Non-Tesla**  **BEV** | **Tesla**  **BEV** | **PHEV** | **HEV** | **CV** |
| --- | --- | --- | --- | --- | --- |
| **Initial Sale Retention Rate** | | | | | |
| *exp(intercept)* | 23.95 (0.32) | 102.27 (2.21) | 72.68 (1.14) | 89.1 (0.37) | 104.37 (0.12) |
| Difference by Model Year  *Reference Level: 2012* | | | | | |
| 2013 | 4.33 (0.36) | 10.56 (1.88) | -1.09 (1.3) | -1.88 (0.36) | 0.83 (0.12) |
| 2014 | 6.33 (0.41) | -11.58 (1.48) | 9 (1.48) | -1.57 (0.36) | -1.82 (0.11) |
| 2015 | 6.49 (0.41) | -14.64 (1.34) | 8.66 (1.48) | -3.59 (0.35) | -5.28 (0.11) |
| 2016 | 6.16 (0.42) | -22.66 (1.1) | 18.46 (3.51) | 0.74 (0.37) | -4.49 (0.11) |
| 2017 | 7.73 (0.51) | -26.62 (1.04) | 17.78 (3.46) | -0.41 (0.36) | -6.26 (0.11) |
| 2018 | 11.23 (0.7) | -47.42 (0.75) | 21.42 (3.58) | -1.29 (0.36) | -5.38 (0.11) |
| **Percent Change in Retention Rate from Addition of…** | | | | | |
| …10,000 miles | -5.07 (0.06) | -3.93 (0.08) | -4.49 (0.03) | -4.67 (0.01) | -4.64 (0) |
| …10 days on market | -0.37 (0.02) | -0.13 (0.06) | -0.23 (0.02) | -0.28 (0.01) | -0.08 (0) |
| …1 cent per mile (operating cost) | 0.13 (0.06) | 0.38 (0.13) | 0.35 (0.06) | 1.13 (0.02) | 0.08 (0) |
| …10 miles driving range | 5.58 (0.14) | 1.57 (0.04) | -0.78 (1.45) |  |  |
| …$7,500 subsidy in new market | -3.26 (0.37) | -3.41 (0.31) | 5.8 (0.26) |  |  |
| Number of Observations: | 74,331 | 22,518 | 58,915 | 464,560 | 8,395,000 |
| Adjusted R-Squared: | 0.688 | 0.604 | 0.838 | 0.727 | 0.587 |