

Table 1: Estimated US EV Market Share of Top 4 Brands in 2024

Brand	Estimated Market Share	Source(s)
Tesla	44% - 48.7%	1 2 3 4
Hyundai Group	~10.1%	1 2 3 4
General Motors	~5.2% - 6% (GM Brand)	1 2 3 4
Ford	~7.5%	1 2 3 4

Hyundai Group Electric Vehicle Complaints:

- **Hyundai Ioniq 5:** Reports emerged in February 2025 detailing a concerning issue of unintended acceleration in the high-performance Hyundai Ioniq 5 N model ⁸.
- **Kia EV6:** Owners of the Kia EV6 continued to report issues related to the 12V battery and the Integrated Charging Control Unit (ICCU) during January and February 2025 ⁹.
- **Genesis EVs (GV60, Electrified GV70, Electrified G80):** A recall issued in February 2025 (25V105000) affected the 2025 GV70 "Electrified," along with other Genesis models like the 2023-2024 G80 and GV80 ¹⁰. The recall was due to a software error that could cause the instrument panel display to fail, potentially leading to a loss of critical safety information for the driver, such as the speedometer or warning lights ¹⁰.

Ford Electric Vehicle Complaints:

- **Ford Mustang Mach-E:** Consumer reviews for the Ford Mustang Mach-E from January and February 2025, available on Kelley Blue Book, revealed some areas of concern ¹¹. One reviewer in early February 2025 noted that the 2024 Mach-E Select had a "bumpy ride" ¹¹. Another reviewer at the end of January 2025, driving a 2021 model, reported significant frustration with the inability to obtain a fast-charging adapter from Ford, rendering the vehicle largely unusable at most charging stations in the US ¹¹.
- **Ford F-150 Lightning:** A safety recall affecting the Ford F-150 Lightning was a significant issue reported during January and February 2025 ¹². Ford announced a recall of nearly 12,000 of its 2023-2024 electric pickup trucks due to front upper control arm ball joint nuts that may not have been properly tightened ¹².

General Motors Electric Vehicle Complaints:

- **Chevrolet Blazer EV:** Sluggish acceleration and the absence of Android Auto and Apple CarPlay were noted as drawbacks ¹³. Additionally, the Blazer EV was subject to a recall from October 2024 that remained active during January and February 2025 ¹⁴. This recall involved certain 2025 Blazer, Blazer EV, and Equinox vehicles due to improperly heat-treated door strikers that could break, potentially causing doors to open unexpectedly ¹⁴.

- **Chevrolet Equinox EV:** The Chevrolet Equinox EV was subject to two recalls. The first, detailed in January 2025, affected 2025 all-wheel-drive models produced between July and December 2024 due to a software bug in the brake control module ¹⁵.

During the research, I noticed some variations in the reported market share and sales figures for the different EV manufacturers across various sources. This is common in market analysis as different reports may use slightly different methodologies or data collection timelines. For instance, different sources provided slightly different percentages for Tesla's market share in the US EV market for 2024. Similarly, the exact sales volumes for each manufacturer also varied depending on the reporting agency.

To address this, I conducted a form of fact-checking by:

1. **Cross-referencing information:** I compared the data presented in one source with that of other reputable sources covering the same period. For example, I looked at market share reports from Cox Automotive , Kelley Blue Book , CleanTechnica , Atlas EV Hub , and others .
2. **Prioritizing primary sources:** When available, I prioritized sales figures and reports released directly by the manufacturers themselves (e.g., Ford's sales press release , GM's sales reports , Hyundai's news releases , and Tesla's investor relations updates).
3. **Considering the reporting period:** I paid attention to the date of publication for each report to ensure the data was relevant to the January-February 2025 timeframe for complaints or the full year 2024 for market share analysis.
4. **Acknowledging variations:** In the final report, I often presented a range of values or cited multiple sources when there were minor discrepancies, reflecting the inherent variations in market data. For example, the market share for Tesla was presented as a range based on different reports.

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