

Comparable Cars to Tesla Model S (Function & Performance)	Avg Price	Sold NAM 2012	Sold NAM 2013	Sold NAM 2014	Sold ROW 2012	Sold ROW 2013	Sold ROW 2014	2012 Market Share	2013 Market Share	2014 YTD Market Share
Audi A8	\$149,620	6,236	6,573	4,825	29,696			15%	11%	11%
Tesla Model S	\$71,070	2,653	18,833	14,061	-	4,565	7,227	6%	32%	33%
Mercedes S	\$188,745	895	518	260				2%	1%	1%
BMW X6 SUV	\$82,130	7,747	6,279	3,509	35,942	30,409		18%	11%	8%
Porsche Panamera S (Hybrid)	\$97,025	8,036	5,749	5,264				19%	10%	12%
Porsche Cayenne	\$70,725	17,173	20,557	15,258				40%	35%	35%
Total/Avg	\$ 109,886	42,740	58,509	43,177	65,638	34,974	7,227			

Month	Audi A8	Audi A8	Audi A8
	U.S. Sales 2012	U.S. Sales 2013	U.S. Sales 2014
January	324	504	337
February	323	395	360
March	418	563	477
April	358	467	443
May	528	593	432
June	597	577	585
July	401	452	503
August	470	539	436
September	551	544	487
October	591	445	530
November	541	503	
December	900	718	
Year Total	6,002	6,300	4,590

Global Production

2012[4]	A8
	35,932

Month	Audi A8	Audi A8	Audi A8
	Canadian Sales 2012	Canadian Sales 2013	Canadian Sales 2014
January	17	15	11
February	13	18	12
March	10	11	23
April	17	26	35
May	45	60	22
June	28	19	27
July	7	17	19
August	18	20	22
September	24	24	22
October	18	17	42
November	17	28	
December	20	18	
Year Total	234	273	235

Month	Tesla Model S	Tesla Model S	Tesla Model S
	U.S. Sales 2012	U.S. Sales 2013	U.S. Sales 2014
January		1,615	1,300
February		1,598	1,400
March		1,529	1,300
April		2,041	1,400
May		1,461	1,400
June		1,464	1,400
July	84	1,757	1,400
August	84	1,505	1,200
September	85	1,071	1,300
October	400	2,058	1,300
November	400	1,119	
December	1,505	977	
TOTAL	2,558	18,195	13,400

Month	Tesla Model S	Tesla Model S	Tesla Model S
	Canadian Sales 2012	Canadian Sales 2013	Canadian Sales 2014
January	---	15	20
February	---	32	19
March	---	111	119
April	---	59	71
May	---	64	61
June	---	61	104
July	---	43	48
August	---	55	25
September	---	64	194
October	---	26	
November	---	48	
December	95	60	

Country	Cumulative Sales	% of global sales ⁽¹⁾	2014 CYTD	2013	2012
	United States ⁽⁹⁶⁾⁽⁹⁸⁾⁽¹¹⁵⁾	-31,855	-67.9%	-11,300	-18,000
Norway ⁽¹¹²⁾⁽¹²⁰⁾	5,518	11.80%	3,535	1,983	
India ⁽¹¹⁴⁾	-2,800	6.00%	-2,800		
Netherlands ⁽¹²¹⁾⁽¹²²⁾⁽¹²³⁾	2,150	4.60%	958	1,192	
Canada ⁽¹²⁴⁾	1,394	3.00%	661	638	95
Germany ⁽¹²⁵⁾⁽¹²⁶⁾⁽¹²⁷⁾	767	1.60%	576	191	
Switzerland ⁽¹²⁸⁾	559	1.20%	346	213	
Denmark ⁽¹²⁹⁾⁽¹³⁰⁾	509	1.10%	361	148	
Denmark ⁽¹³¹⁾	414	0.90%	302	112	
United Kingdom ⁽¹³²⁾	-350	0.70%	-350		
France ⁽¹³³⁾⁽¹³⁴⁾⁽¹³⁵⁾⁽¹³⁶⁾	253	0.50%	218	35	
Sweden ⁽¹³⁷⁾⁽¹³⁸⁾	174	0.40%	169	5	
Australia ⁽¹³⁹⁾	149	0.30%	101	48	
Global sales	46,948		21,821[140]	22,477[38]	~2,650[99]

Notes: (1) Percentage of global sales by country, inception through September 2014.

TOTAL	95	638	661
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Year	Tesla Model S	Tesla Model S	
	U.S. Sales	Canadian Sales	
2012	2,558	95	
2013	18,195	638	
2014 YTD *	13,200	661	
TOTAL	33,953	1,394	35,347

U.S. Source: HybridCars.com (2014), Tesla quarterly report

Canadian Source: R.L. Polk via Matthew Klippenstein/GreenCarReports & Tesla

* 10 months U.S. & 9 months Canada

^ unconfirmed estimates, with every reason to believe they're not wildly inaccurate. HybridCars has lowered their year-to-date estimate to 9400 units, although the monthly totals add up to 9600 units.

Month	Mercedes SLS AMG	Mercedes SLS AMG	Mercedes SLS AMG
	U.S. Sales 2012	U.S. Sales 2013	U.S. Sales 2014
January	92	36	35
February	71	39	22
March	123	44	22
April	104	46	28
May	83	47	35
June	86	29	18
July	59	28	18
August	51	32	26
September	37	23	8
October	28	42	11
November	28	41	
December	38	44	
Year Total	800	451	223

Month	Mercedes SLS AMG	Mercedes SLS AMG	Mercedes SLS AMG
	Canadian Sales 2012	Canadian Sales 2013	Canadian Sales 2014
January	7	4	3
February	2	3	3
March	20	8	1
April	12	8	10
May	8	3	10
June	13	5	4
July	13	5	---
August	4	6	4
September	4	8	1
October	6	11	1
November	5	1	
December	1	5	
Year Total	95	67	37

Month	BMW X6	BMW X6	BMW X6
	U.S. Sales 2012	U.S. Sales 2013	U.S. Sales 2014
January	282	380	382
February	502	474	346
March	249	410	372
April	405	354	342
May	749	887	329
June	649	291	567
July	259	212	407
August	519	414	28
September	612	375	19
October	671	515	19
November	813	496	
December	1039	722	
Year Total	6,749	5,530	2,811

Month	BMW X6	BMW X6	BMW X6
	Canadian Sales 2012	Canadian Sales 2013	Canadian Sales 2014
January	48	40	39
February	76	57	47
March	72	76	48
April	48	72	15
May	96	72	83
June	72	62	47
July	90	65	48
August	92	71	54
September	107	128	311
October	135	43	6
November	96	41	
December	66	22	
Year Total	998	749	698

Global Production		
Calendar year	Total production X6(X6M)	US sales (hybrid)
2012	43,689	6,749
2013	36,688	5,549

Month	Porsche Panamera U.S. Sales 2012	Porsche Panamera U.S. Sales 2013	Porsche Panamera U.S. Sales 2014
January	703	588	546
February	511	385	478
March	653	411	442
April	868	501	517
May	751	399	465
June	619	248	677
July	627	487	391
August	646	454	429
September	606	475	450
October	467	501	533
November	680	472	
December	483	500	
Year Total	7,614	5,421	4,928

Month	Porsche Panamera Canadian Sales 2012	Porsche Panamera Canadian Sales 2013	Porsche Panamera Canadian Sales 2014
January	38	19	19
February	23	18	19
March	30	21	46
April	38	32	31
May	46	43	34
June	34	25	33
July	36	17	32
August	30	27	45
September	30	52	39
October	34	34	38
November	41	22	
December	42	18	
Year Total	422	328	336

Month	Porsche Cayenne U.S. Sales 2012	Porsche Cayenne U.S. Sales 2013	Porsche Cayenne U.S. Sales 2014
January	993	1500	1158
February	657	1173	1260
March	1255	1508	1862
April	1376	1750	1839
May	1174	1765	1294
June	1032	1823	1300
July	1119	1563	1546
August	1358	1435	1485
September	1370	1396	1196
October	1697	1669	712
November	1949	1546	
December	1565	1379	
Year Total	15,545	18,507	13,652

Month	Porsche Cayenne Canadian Sales 2012	Porsche Cayenne Canadian Sales 2013	Porsche Cayenne Canadian Sales 2014
January	68	88	129
February	92	116	158
March	123	164	166
April	183	173	222
May	131	204	215
June	116	183	192
July	100	167	198
August	138	199	148
September	219	184	117
October	160	209	61
November	155	201	
December	143	162	
Year Total	1,628	2,050	1,606