Tesla sales fell for the first time in over a decade

Tesla sold almost 1.8 million cars in 2024, according to data released by the company this morning. Unfortunately for the electric automaker, it sold more than 1.8 million cars in 2023, beating this year's effort by 19,355 vehicles. But unlike last year, it managed to sell more cars than it built, with production falling by four percent in 2024.

In the final quarter of 2024, Tesla built 436,718 Models 3 and Y and delivered 471,930, clearing out a stash of inventory in the process. It built an additional 22,727 electric vehicles—the elderly Models S and X and the divisive Cybertruck—and sold 23,640 of them during the same three months. So in Q4 2024, Tesla actually achieved modest, year-over-year growth in total sales of about two percent.

But the picture of the year as a whole is less rosy. Model 3 and Y sales fell by two percent year-on-year, with production falling by slightly more. As noted, this appears to have allowed Tesla to reduce what was at one point a growing inventory of unsold vehicles.

2024 was the first full year of Cybertruck production, and it appears the angular pickup's contribution to the sales numbers has been minimal. In 2023, Tesla built 70,826 "other models"—in 2024, it built 94,105. However, it built many more of these other models than it could find homes for, selling just 85,133 of these higher-priced EVs.

Tesla will post its full 2024 financial results at the end of the month.

https://arstechnica.com/cars/2025/01/tesla-sales-fell-for-the-first-time-in-over-a-decade/