

Appraiser Blog

The Top 13 Worst-Selling Cars in America in 2023



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In the world of automobiles, there are always stars that shine brightly, capturing the hearts of consumers and dominating the sales charts. We've heard enough about the Ford F-Series' record-breaking sales, but what about the underdogs? In order to find their place among the glitz and glamor of the automotive industry, the least popular cars in the United States for 2023 are hidden gems.

1. Lexus LC – 825 Units Sold

The Elegant Grand Tourer That Remains Overlooked

The Lexus LC 500 boasts stunning looks, unmatched elegance, and top-tier performance. For those with a \$100,000 budget, it seems like an ideal choice, but alas, only 825 lucky owners have embraced its allure. We delve into the reasons behind this exclusive appeal and explore the challenges faced by luxury grand tourers in a competitive market.



2. Audi Q8 E-Tron - 779 Units Sold

A Silent Revolution that Lacks Momentum

As the world embraces electric vehicles, Audi introduced the Q8 E-Tron, a luxurious and eco-friendly option. Surprisingly, only 779 enthusiasts have opted for this electric masterpiece. We explore the hurdles faced by EVs in the luxury segment and ponder on the possibilities of a brighter electric future.



3. BMW XM – 761 Units Sold

A Bold Rejection of Norms Struggles for Acceptance

With an audacious design and a premium price tag, the BMW XM makes a statement as a defiant SUV. Yet, its sales tally at 761 leaves us wondering if the automotive world is ready for such bold experimentation. We examine the market dynamics and the challenges faced by unconventional automotive designs.



4. Genesis G90 – 703 Units Sold

A Stunning Competitor Lost in the Shadows

The Genesis G90 presents a remarkable alternative to traditional luxury sedans, but its sales at 703 raise questions about its position in the market. We analyze the factors influencing the preferences of luxury sedan buyers and the uphill battle faced by emerging brands.



5. Audi Q8 Sportback E-Tron- 340 Units Sold

The Unsuccessful Crossover of Innovation

Despite offering an impressive driving experience, the Audi Q8 Sportback E-Tron fails to gain traction in the U.S. market, with only 340 units sold. We explore the delicate balance required between innovative design and consumer demand in the world of premium crossovers.



6. Fiat 500X- 277 Units Sold

A Forgotten Legacy Still Clinging to Life

Remember the Fiat 500X? For many, its existence may have faded into oblivion, but 277 individuals have chosen this distinctive crossover in 2023. We reminisce about the Fiat 500X's journey and ponder the challenges of reviving a forgotten model in a rapidly evolving market.



7. Nissan GT-R- 217 Units Sold

Resurrected from the Past, Yet Struggling in the Present

The Nissan GT-R made a comeback after a brief hiatus, but its sales figures at 217 suggest that it might have been better off staying dormant. We delve into the implications of bringing back legendary models and how nostalgia doesn't always translate to success.



8. Audi R8- 159 Units Sold

Farewell to a Supercar Icon

As the Audi R8 nears the end of its illustrious journey, its sales of 186 reflect the bittersweet sentiment among automotive enthusiasts. We celebrate the legacy of this iconic supercar and explore the challenges of bidding farewell to a beloved model.



9. Toyota Grand Highlander- 159 Units Sold

A Promising Future Amidst Slow Sales

The Toyota Grand Highlander recently hit the market, and with only 159 units sold, it struggles to gain momentum. We examine the prospects of this all-new SUV and the factors influencing its initial reception.



10. Alfa Romeo Tonale- 118 Units Sold

A Troubled Introduction in the U.S. Market

The Alfa Romeo Tonale's debut in the U.S. hasn't been as smooth as expected, with a meager 118 units sold. We investigate the hurdles faced by this Italian beauty and the potential for a turnaround in the competitive luxury compact SUV segment.



11. Hyundai Nexo- 105 Units Sold

The Challenge of Hydrogen-Powered Mobility

Hyundai's Nexo faces an uphill battle as it attempts to sell hydrogen-powered cars in a market lacking sufficient infrastructure. With only 105 units sold, we explore the viability of hydrogen fuel cell vehicles in the current automotive landscape.



12. Mazda MX-30- 66 Units Sold

A Rotary Engine's Quest for Relevance

Mazda's MX-30 offers a unique twist with its rotary engine, but sales at 66 demonstrate the difficulties of introducing unconventional powertrains. We delve into the journey of this innovative model and the prospects of rotary technology in modern cars.



13. GMC Hummer- 65 Units Sold

An Electrifying Enigma with a Niche Appeal

While 65 individuals have embraced the GMC Hummer EV, its polarizing design and niche positioning make it an intriguing case study. We explore the niche market phenomenon and the allure of bold, electric off-road vehicles.



List of The Top 13 Worst-Selling Cars in America in 2023 So Far

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3. BMW XM - 761 Units Sold
4. Genesis G90 - 703 Units Sold
5. Audi Q8 Sportback E-Tron - 340 Units Sold
6. Fiat 500X - 277 Units Sold
7. Nissan GT-R - 217 Units Sold
8. Audi R8 - 159 Units Sold
9. Toyota Grand Highlander - 159 Units Sold
10. Alfa Romeo Tonale - 118 Units Sold
11. Hyundai Nexa - 105 Units Sold
12. Mazda MX-30 - 66 Units Sold
13. GMC Hummer - 65 Units Sold