

Appraiser Blog

The Top 5 Electric Truck Brands of 2023



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[How Tesla and Ford Discounts Sparked a Surge in EV Sales](#)

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2023 F-150 Lightning

The electric truck market is gaining traction as automakers strive to meet the growing demand for eco-friendly vehicles. With a handful of electric trucks already available and several exciting models on the horizon, car shoppers are eager to know which manufacturers are leading the charge in 2023. In this article, we'll explore the top nine electric truck manufacturers of the year, highlighting their history, notable models, and key partnerships.

1. Ford

Ford Motor Co., established in 1903, has a rich automotive heritage. In 2022, Ford introduced its first electric pickup truck, the F-150 Lightning. Drawing inspiration from the performance-oriented F-150 SVT Lightning of the late '90s and early 2000s, the F-

Ford F-150 Lightning combines the utility and power of its gas-powered counterpart with a fast and quiet zero-emission electric motor. Notably, the Lightning maintains the same size, shape, and utility as the traditional F-150, allowing for compatibility with existing accessories. Its range varies from 240 to 320 miles, depending on the configuration. Ford has also partnered with Volkswagen to develop electric vans and a medium-size pickup truck for the European market.

2. Rivian Automotive

Founded in 2009, Rivian is an American automaker with its primary factory in Illinois. Rivian currently offers two models: the R1T, an all-electric pickup truck, and the R1S, an electric SUV variant. The R1T was the first all-electric pickup truck available in the U.S., closely followed by the Ford F-150 Lightning. The R1T impressed the experts at Edmunds, earning the Edmunds Top Rated Editors' Choice award for its exceptional performance and surpassing expectations. With a range of 289 to 328 miles, depending on the configuration, the R1T delivers versatility and power. Notably, Rivian has secured investments from Amazon and Ford, with plans to produce electric delivery vans for Amazon and collaborate on an EV for the Lincoln brand.

3. General Motors (Chevrolet, GMC)

General Motors (GM), a renowned truck manufacturer with over a century of experience, entered the electric truck market with the 2022 GMC Hummer EV pickup. Inspired by the iconic Hummer H2 SUT, the Hummer EV pickup serves as a "halo car" showcasing GM's electric technology. It offers impressive off-road capability, a tech-laden interior, and incredibly powerful electric motors. The three-motor version boasts a staggering 1,000 horsepower and a real-world range of 390 miles, exceeding its official EPA-estimated range of 329 miles. GM is also set to release the Chevrolet Silverado EV pickup later in 2023, offering an estimated range of 450 miles—40% more than the Ford F-150 Lightning. Furthermore, the GMC Sierra EV pickup is expected to hit showrooms in early 2024, featuring a luxurious feel and a range of over 400 miles. These electric trucks are built on GM's Ultium platform, a versatile battery architecture.

4. Stellantis (Ram)

Stellantis, formerly known as Fiat Chrysler, oversees the Ram truck brand. Ram, which started using the Ram name in the early '80s, gained popularity with its gas- and diesel-powered Ram 1500. While the electric Ram 1500 Rev pickup is expected to arrive in spring 2024, it's joining the electric truck segment slightly later than its competitors. The Rev aims to deliver around 650 horsepower and 620 lb-ft of torque, with a range of up to 500 miles using the largest available battery option. The Rev utilizes a new platform designed explicitly for large electric vehicles, which may serve as a foundation for future Stellantis truck models.

5. Tesla Motors

Tesla Motors, a trailblazer in the electric vehicle market, has revolutionized the industry with its cutting-edge EV offerings. Among its highly anticipated projects are two remarkable electric trucks—the Semi Truck, designed for commercial applications, and the groundbreaking Cybertruck, which took the world by storm upon its announcement in 2019. The Cybertruck generated immense excitement, garnering an overwhelming number of \$100 reservations from enthusiasts worldwide. Tesla plans to provide three versions of the Cybertruck, including a base single-motor rear-wheel-drive option, dual-motor all-wheel-drive, and the top-of-the-line tri-motor all-wheel-drive model. The Cybertruck's anticipated range spans from 250 to 500 miles, depending on the chosen configuration.

While customer deliveries of production models are projected to commence in the third quarter of 2023, mass production is planned for 2024. However, it's worth noting that Tesla has encountered production delays in the past. With its distinctive and daring design, the Cybertruck is set to make a bold statement, and its array of features will ultimately determine its appeal to truck enthusiasts.

Beyond the Top 5: Promising Electric Truck Manufacturers to Watch

While the above manufacturers currently dominate the electric truck market, several other brands have plans to release their own electric pickup trucks. However, due to various challenges and setbacks, their ranking on the list remains uncertain. Here are a few notable mentions:

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- **Canoo**

Previously known as Evelozcity, Canoo is an EV startup based in Arkansas. The company plans to launch the Canoo Lifestyle Vehicle, followed by an electric pickup truck. The pickup aims to provide the payload capacity of a full-size truck within the footprint of a midsize truck.

- **Lordstown Motors**

Lordstown Motors, backed by General Motors, recently released its electric pickup truck, the Endurance. However, the company faced financial difficulties and production issues, including safety recalls, eventually leading to a Chapter 11 bankruptcy filing.

- **Alpha Motor Corp.**

A newer entrant in the EV startup space, Alpha Motor Corp. is based in California and has announced the Wolf two-door pickup truck. The Wolf aims to offer a retro-futuristic design, and while reservations are open, production is still in the early stages.

Looking Ahead

As the electric truck market continues to evolve, these startups may face challenges and delays in bringing their vehicles to market. Therefore, cautious consideration is advised when exploring these brands.

In conclusion, the electric truck market of 2023 showcases the progress made by established automakers such as Ford, Rivian, General Motors, Stellantis, and Tesla. Their electric truck offerings boast impressive features, performance, and range. However, the landscape is continuously evolving, and it will be exciting to witness the growth and development of the electric truck market in the coming years.