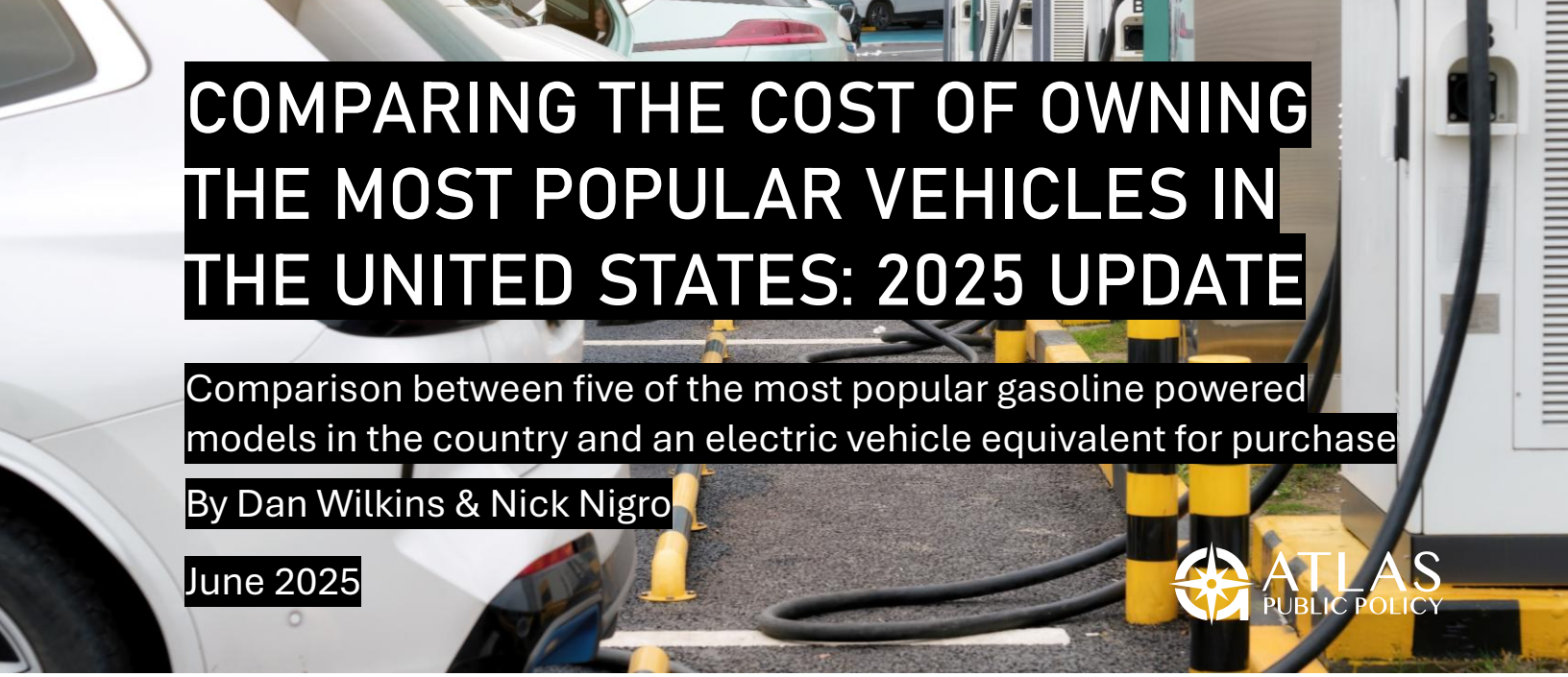

COMPARING THE COST OF OWNING THE MOST POPULAR VEHICLES IN THE UNITED STATES: 2025 UPDATE

Comparison between five of the most popular gasoline powered models in the country and an electric vehicle equivalent for purchase

By Dan Wilkins & Nick Nigro

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Atlas Public Policy has shown in analyses for vehicles sold in 2022 and 2023, the most popular gasoline models often cost more to own than a comparable electric vehicle (EV) over a typical seven-year ownership period. Since then, the market has strengthened for EVs with sales topping 1.4 million in 2024, while the number of light-duty EV models nearly doubled in five years. As the technology has improved, battery costs have fallen resulting in longer driving ranges at lower cost, and new federal tax-credit rules shuffled which models qualify for clean vehicle incentives.

Using our same methodology, we compare the best-selling gasoline vehicles of 2024 with their closest electric counterparts. We calculated all expenses incurred by a household to own the vehicle, including purchase price (minus any federal or manufacturer incentives), resale value after seven years, fuel or electricity costs, maintenance and repairs, insurance, as well as taxes and fees.[1]

Our findings show that in all but one case, EVs today deliver savings to owners compared to a similar gasoline vehicle over a seven-year period—a common length of time a driver keeps a newly purchased vehicle. The savings can be significant, from more than $2,000 for a compact sedan to more than $8,000 for a mid-size SUV.

Transportation is generally the second largest expenditure for Americans after housing, and over 90 percent of American households have at least one car. In this fact sheet, we show that many EVs available now are more affordable to drive than the most popular gasoline vehicles of today.

This fact sheet was supported by the Natural Resources Defense Council. The conclusions contained herein are Atlas's alone.

[1] Each conventional vehicle selected was the most popular new vehicle of its type registered in the United States in 2024, according to Experian. This was based on vehicle make, model, series, and trim as defined by Experian. Comparable electric vehicles were chosen based on similar features, size, and utility.

The economic benefits of new EVs for households is expected to grow over time as technology costs continue to decline, more models become available, and the used EV market continues to grow. The repeal of the tax credit would raise the upfront cost of EVs in the near-term. Even if the tax credit is repealed, however, the Equinox EV and Model Y still cost less to own than their gasoline counterparts.

Table 1: Vehicle Comparison Results

Vehicle Type	Internal Combustion Engine		Electric Vehicle		Net Savings with an EV
	Vehicle (Upfront Price)	7-Year TCO	Vehicle (Upfront Price)	7-Year TCO	
Compact Sedan	2025 Toyota Corolla ($22,235)	$43,031	2025 Nissan Leaf FWD ($28,140)	$40,933	**$2,098**
Sedan	2025 Toyota Camry LE ($28,700)	$45,214	2025 Hyundai Ioniq 6 RWD ($37,850)	$41,874	**$3,340**
Compact SUV	2025 Chevrolet Equinox FWD ($28,600)	$48,086	2025 Chevrolet Equinox EV FWD ($33,600)	$38,603	**$9,483**
Mid-Size SUV	2025 Jeep Grand Cherokee Limited 4x2 ($42,905)	$54,780	2024 Tesla Model Y Long Range RWD* ($44,990)	$46,636	**$8,144**
Pickup Truck	2025 Ford F-150 XLT ($56,215)	$59,342	2024 Ford F-150 Lightning* ($62,995)	$61,800	**-$2,458**

Vehicles are model year 2025, except those with an asterisk (*), which are model year 2024. A $7,500 federal tax credit was applied to the Equinox EV, Model Y, and F-150 Lightning; the Nissan Leaf was eligible for a $3,750 tax credit. The 2025 Hyundai Ioniq 6 was ineligible for a federal tax credit at the time of the analysis, but the manufacturer offered a point-of-sale incentive of $7,500.

The subsequent pages of this fact sheet show, for each vehicle comparison, the breakdown of the total cost of ownership by category, including:

- **Taxes and Fees**: Estimated for recurring taxes and fees for owning a vehicle. We do not assume these are different between a conventional vehicle and an EV.
- **Insurance**: Estimated cost to insure a vehicle. We apply AAA's 2024 Your Driving Costs averages based on vehicle type and whether it is a conventional vehicle or an EV.
- **Fuel**: Cost to fuel a gasoline vehicle or to recharge an EV. EVs are assumed to charge at home much of the time and in public occasionally.
- **Maintenance & Repairs**: Average cost per mile for standard maintenance and repairs. Costs are expected to be lower for an EV compared to a gasoline vehicle though they are expected to increase after the fifth year of ownership for both vehicles.
- **Vehicle Price minus Resale Value (less tax credits and incentives)**: Amount the owner would effectively pay to use the vehicle for a seven-year period if they sold it at the end of that period. This is calculated by subtracting the expected resale value of the vehicle and any purchase tax credits from the original sticker price.

See *Assumptions* for quantitative inputs and explanations of these categories.

Compact Sedan: The EV is slightly cheaper.

Nissan Leaf

Upfront Price: $28,140
TCO: $40,933

Toyota Corolla LE

Upfront Price: $22,235
TCO: $43,031

Owning the Leaf costs nearly five percent less than the very popular Toyota Corolla LE over seven years on a TCO basis. The Leaf has 43 percent or more savings on fuel and 39 percent savings on maintenance. That works out to around $300 in savings each year for the Leaf compared to the Corolla.

Sedan: The EV is slightly cheaper.

Hyundai Ioniq 6

Upfront Price: $37,850
TCO: $41,874

Toyota Camry Hybrid LE

Upfront Price: $28,700
TCO: $45,214

Owning the Ioniq 6 costs nearly eight percent less than the Toyota Camry over seven years on a TCO basis. The Ioniq 6 has 56 percent lower cost for fuel and 39 percent lower cost for maintenance. That works out to around $480 in savings each year for the Ioniq 6 compared to the Camry.

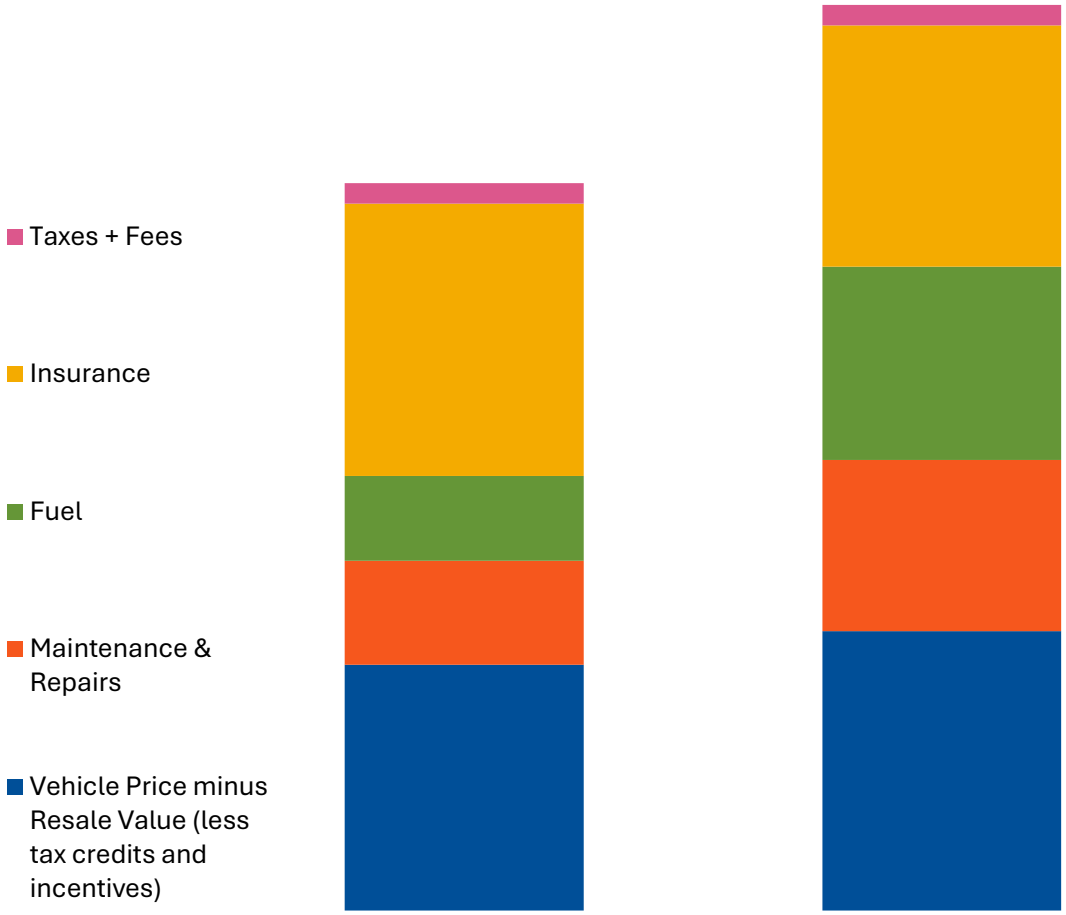
Compact SUV: The EV is much cheaper.

Chevrolet Equinox EV

Upfront Price: $33,600
TCO: $38,603

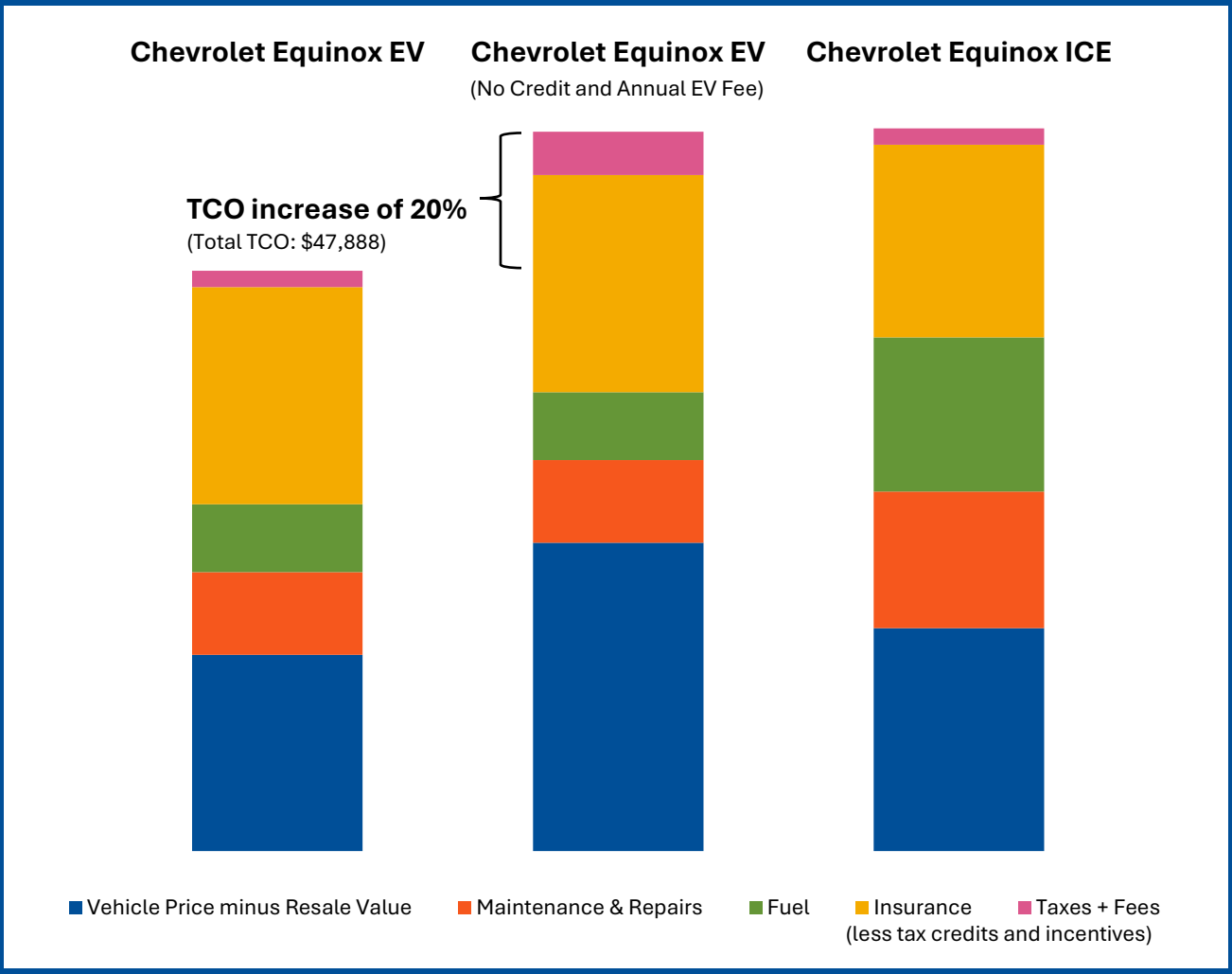
Chevrolet Equinox ICE

Upfront Price: $28,600
TCO: $48,086



Owning the EV version of the Chevrolet Equinox costs nearly 20 percent less than the gas version of the Equinox over seven years on a TCO basis. The Equinox EV has 56 percent savings on fuel and 39 percent savings on maintenance. That works out to around $1,350 in savings each year for the Equinox EV compared to the gasoline Equinox.

Box 1. Near-Term Uncertainty from Changes in Federal Policy



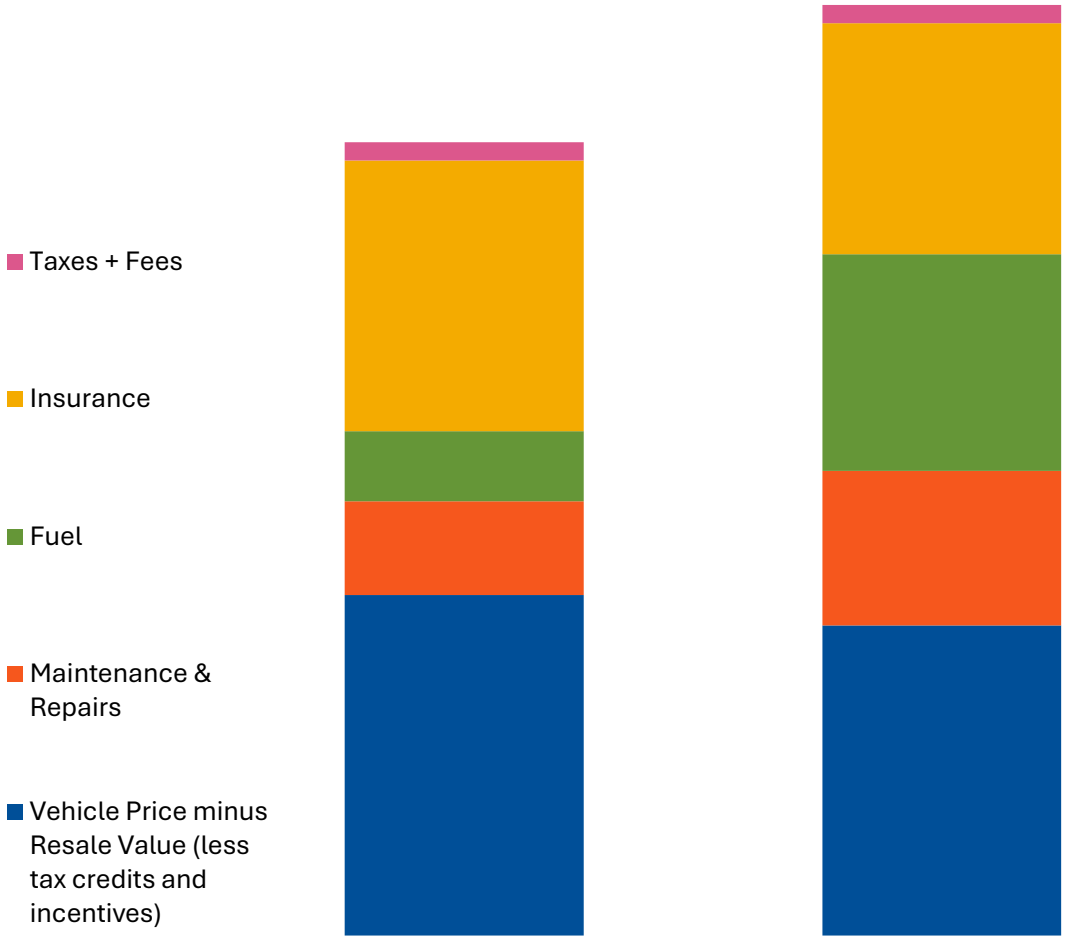
The savings the Equinox EV gives drivers would drop sharply if policies under consideration in Congress are enacted. These policies, the termination of the $7,500 federal clean-vehicle credit and a new $250 annual EV registration fee, would increase the Equinox EV's total cost to own by about 20 percent. The savings over seven years that a driver would see from switching to an EV would shrink from more than **$9,000** to under **$200.**

The impacts of auto tariffs are less certain. Our analysis suggests a 25 percent Section 232 tariff could add over **$1,700 to the price** of an Equinox EV and **over $3,100** to the gasoline Equinox. Tariff burdens vary widely by model and even among model variations, and no one can yet say how much of these costs manufacturers would absorb or how long any tariff hikes would stay in place.

Mid-Size SUV: The EV is much cheaper.

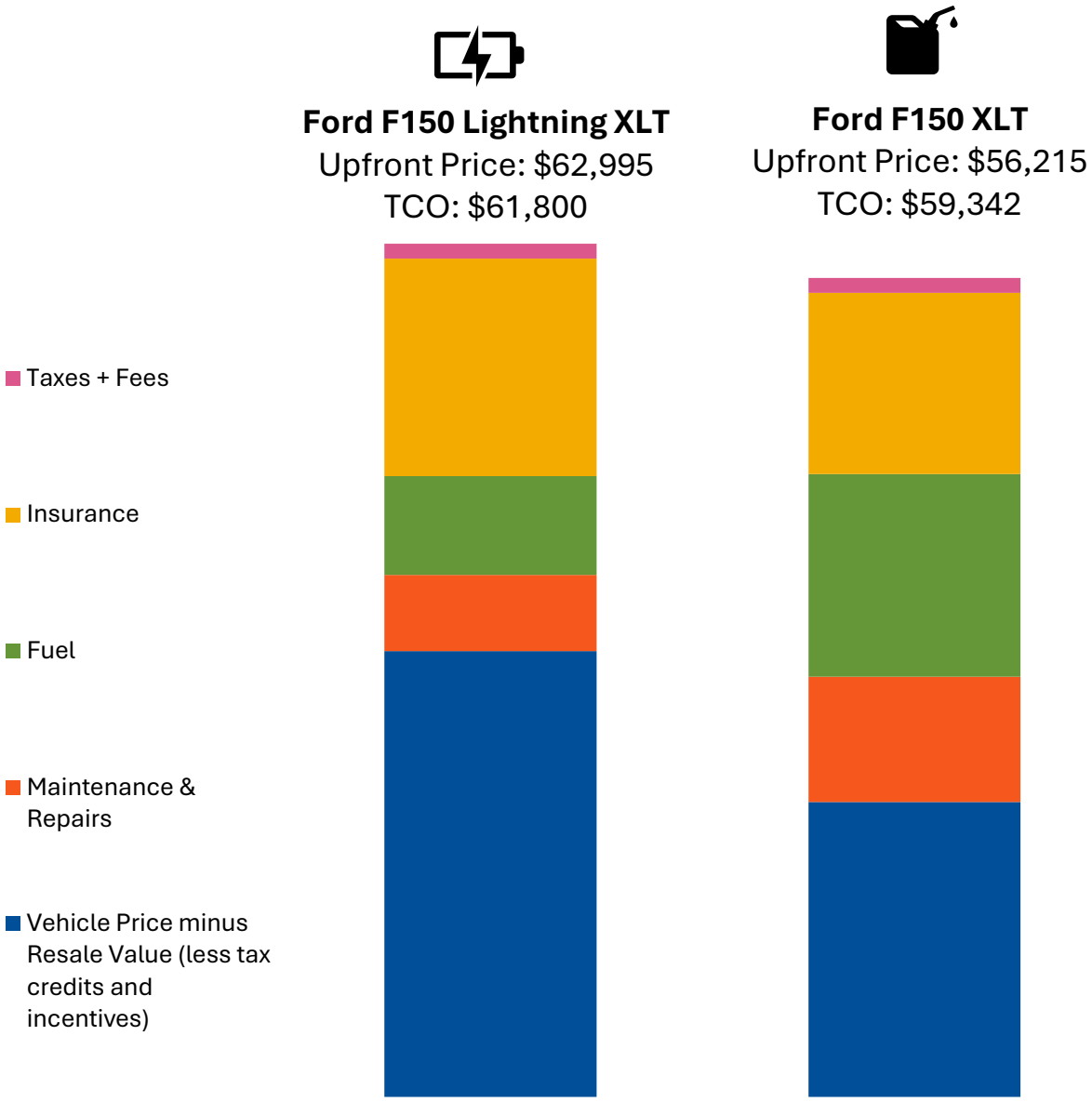
Tesla Model Y Long Range
Upfront Price: $44,990
TCO: $46,636

Jeep Grand Cherokee L
Upfront Price: $42,905
TCO: $54,780



Owning the Model Y costs nearly 15 percent less than the Jeep Grand Cherokee L over seven years on a TCO basis. Fuel for the Model Y costs nearly 68 percent less, and maintenance costs 39 percent less. That works out to around $1,160 in savings each year for the Model Y compared to the Grand Cherokee.

Pickup: The EV is slightly more expensive.



The cost of owning the F-150 Lightning is slightly more expensive compared to its gasoline counterpart, costing nearly four percent more, or around $350 more each year to own the F-150 Lightning compared with the gasoline F-150. The Lightning has a much lower cost on key metrics however, including a 51 percent savings on fuel and 39 percent savings on maintenance.

Assumptions

This analysis was carried out with the Fleet Procurement Analysis Tool using the default inputs to version 1.34, in addition to the following exceptions:

- Each conventional vehicle selected was the most popular new vehicle of its type registered in the United States in 2024, according to Experian. Comparable electric vehicles were chosen based on similar features, size, and utility.
- Current vehicle prices were selected using the base manufacturer's suggested retail price (MSRP), as well as fuel economy in miles per gallon and miles per gallon-equivalent (MPGe) from fueleconomy.gov, except for the Ford F-150 Lightning's MSRP which was sourced from Ford.com.
- Financial incentives were determined via the Federal Tax Credit tracker on the fueleconomy.gov website. The existing $7,500 federal tax credit for qualified electric vehicles was used for all EVs except the Nissan Leaf, which qualifies for half of the credit for purchases made from January 1, 2024 through December 31, 2024.
- Maintenance & Repairs were estimated using per-mile cost factors from an Argonne National Lab report. For the first five years, the tool applies $0.061/mi for EVs and $0.101/mi for gasoline vehicles; in years six and up those costs rise to $0.079/mi and $0.131/mi, respectively, to reflect additional wear and tear.
- Depreciation (residual value) was calculated with a statistical model based on vehicle age, mileage, and all-electric range. The model was calibrated using data from more than 1,000 used-vehicle listings from cars.com and data from fueleconomy.gov. After year five, the model uses a constant percentage decline until a $300 scrap value floor is reached.
- Insurance costs were from AAA's Your Driving Costs 2024 study, using full-coverage averages for each vehicle category. The sedan, compact SUV, mid-size SUV, and pickup match the AAA category; the compact sedan vehicle type used the Medium Sedan figure.
- Home charging was assumed to be 88 percent, which was derived from the average daily charging demand from a National Renewable Energy Laboratory report.
- Public charging costs were assumed to be the average nationwide Electrify America charging prices.
- Residential electricity prices and gasoline prices and were based on the average national retail price for 2024 from U.S. Energy Information Administration.
- Expected years of use for each vehicle were assumed to be seven years.
- Vehicles were estimated to travel an average of 11,106 miles driven per year according to the Federal Highway Administration.
- No charging equipment costs were factored into the calculation.
- No climate costs or benefits were factored into the analysis.

Cost Per Mile Results

The figures in this fact sheet show the cost per mile of each vehicle by several categories considering energy and other inflation. The table below provides the underlying data for each figure.

Vehicle Name	Category	Cost ($/mile)
2025 Toyota Corolla LE	Vehicle Price minus Resale Value (less tax credits and incentives)	$0.171
	Fuel	$0.100
	Maintenance & Repairs	$0.117
	Insurance	$0.151
	Taxes & Fees	$0.014
2025 Nissan Leaf	Vehicle Price minus Resale Value (less tax credits and incentives)	$0.189
	Fuel	$0.057
	Maintenance & Repairs	$0.071
	Insurance	$0.196
	Taxes & Fees	$0.014
2025 Toyota Camry HEV FF LE	Vehicle Price minus Resale Value (less tax credits and incentives)	$0.191
	Fuel	$0.108
	Maintenance & Repairs	$0.117
	Insurance	$0.151
	Taxes & Fees	$0.014
2025 Hyundai Ioniq 6 Standard Range	Vehicle Price minus Resale Value (less tax credits and incentives)	$0.211
	Fuel	$0.047
	Maintenance & Repairs	$0.071
	Insurance	$0.196
	Taxes & Fees	$0.014

Vehicle Name	Category	Cost ($/mile)
2025 Chevrolet Equinox FWD	Vehicle Price minus Resale Value (less tax credits and incentives)	$0.191
	Fuel	$0.132
	Maintenance & Repairs	$0.117
	Insurance	$0.165
	Taxes & Fees	$0.014
2025 Chevrolet Equinox EV FWD	Vehicle Price minus Resale Value (less tax credits and incentives)	$0.168
	Fuel	$0.058
	Maintenance & Repairs	$0.071
	Insurance	$0.186
	Taxes & Fees	$0.014
2025 Jeep Grand Cherokee L 2WD	Vehicle Price minus Resale Value (less tax credits and incentives)	$0.235
	Fuel	$0.164
	Maintenance & Repairs	$0.117
	Insurance	$0.175
	Taxes & Fees	$0.014
2024 Tesla Model Y Long Range RWD	Vehicle Price minus Resale Value (less tax credits and incentives)	$0.258
	Fuel	$0.053
	Maintenance & Repairs	$0.071
	Insurance	$0.205
	Taxes & Fees	$0.014
2025 Ford F-150 XLT	Vehicle Price minus Resale Value (less tax credits and incentives)	$0.275
	Fuel	$0.189
	Maintenance & Repairs	$0.117

Vehicle Name	Category	Cost ($/mile)
	Insurance	$0.169
	Taxes & Fees	$0.014
2024 Ford F-150 Lightning	Vehicle Price minus Resale Value (less tax credits and incentives)	$0.416
	Fuel	$0.092
	Maintenance & Repairs	$0.071
	Insurance	$0.203
	Taxes & Fees	$0.014