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News-Review

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Americans' demand for EVs outstrips supply



Ford Mustang Mach E electric vehicles are offered for sale at a dealership in Chicago. Hybrids and all-electric vehicles have seen a jump in demand from the oil crisis caused by the war in Iran. SCOTT OLSON/GETTY IMAGES FILE

Production cuts leave fewer cars for buyers

John Paul Helveston
George Washington University
THE CONVERSATION

Within three months of the U.S. and Israeli strikes on Iran on Feb. 28, the average price of gasoline for American drivers climbed from $2.94 to $4.35 a gallon. If there was ever a moment for Americans to switch to electric vehicles, this was it.

From March to May, in fact, sales of hybrid electric vehicles were 18% higher than over the same months in 2025.

But sales of fully electric vehicles were 16% lower from March to May compared with the same months in 2025. Some observers took that as evidence that high gas prices alone wouldn't push Americans toward fully electric cars, but that conclusion misses half the story.

I study car buyers and their preferences, and there is an important distinction between what consumers want and what they can actually buy. Sales reveal what cars people actually bought, but not necessarily what they actually wanted.

When the supply of some kinds of cars can't keep up with demand, prices rise, and that's exactly what happened for electric vehicles in 2026.

An industry in retreat

In 2026, hybrids and all-electric vehicles faced the same jump in demand from the oil crisis. While there were plenty of hybrids available to meet that demand, the same was not true for EVs.

Hybrid production had been growing for years, led by Toyota, which sells about half of the hybrids bought in the United States. As a result, even as sales surged, hybrid inventories on dealer lots were 19% higher in March than they had been a year earlier.

However, EV production had been in retreat since the tax and spending law President Donald Trump signed in July 2025 ended federal tax credits for EVs. Buyers had been able to get up to $7,500 for new EVs and $4,000 for used ones, but that ended after Sept. 30, 2025.

Automakers responded by cutting back their EV production. General Motors laid off more than 3,400 workers at its EV and battery plants and shifted its Tennessee plant to make batteries for energy storage, not cars. Ford wrote off $19.5 billion from its EV business, ended production of the all-electric F-150 Lightning and converted a Tennessee EV plant to build gas-powered trucks.

The average new car now sells for about $50,000 and the average new electric vehicle for about $55,000, according to Kelley Blue Book, a company that tracks car prices.

Buyers, for their part, rushed to beat the tax credit deadline, pushing EVs to 11.3% of new vehicle sales in September 2025. But by November 2025, after the tax credits ended, their share dropped to 4.3%.

As 2026 progressed and gas prices began to rise, so did EV demand. New

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Thanksgiving turkey prices fall 7% for Michigan shoppers

Janis Reeser
The Monroe News
USA TODAY NETWORK

Michigan shoppers can expect to spend less on a traditional Thanksgiving dinner this season even as the average cost rises nationally.

A classic Thanksgiving meal for 10 costs an average of $50.38 at Michigan grocery stores, according to a community announcement about the American Farm Bureau Federation's 41st annual Thanksgiving dinner survey. That's $1.42, or 3%, less than Michigan shoppers paid in 2025.

Nationally, the same meal averages $58.63, or about $5.86 per person. That's an increase of more than 6% from 2025 but remains $5.42 below the record-high $64.05 recorded in

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