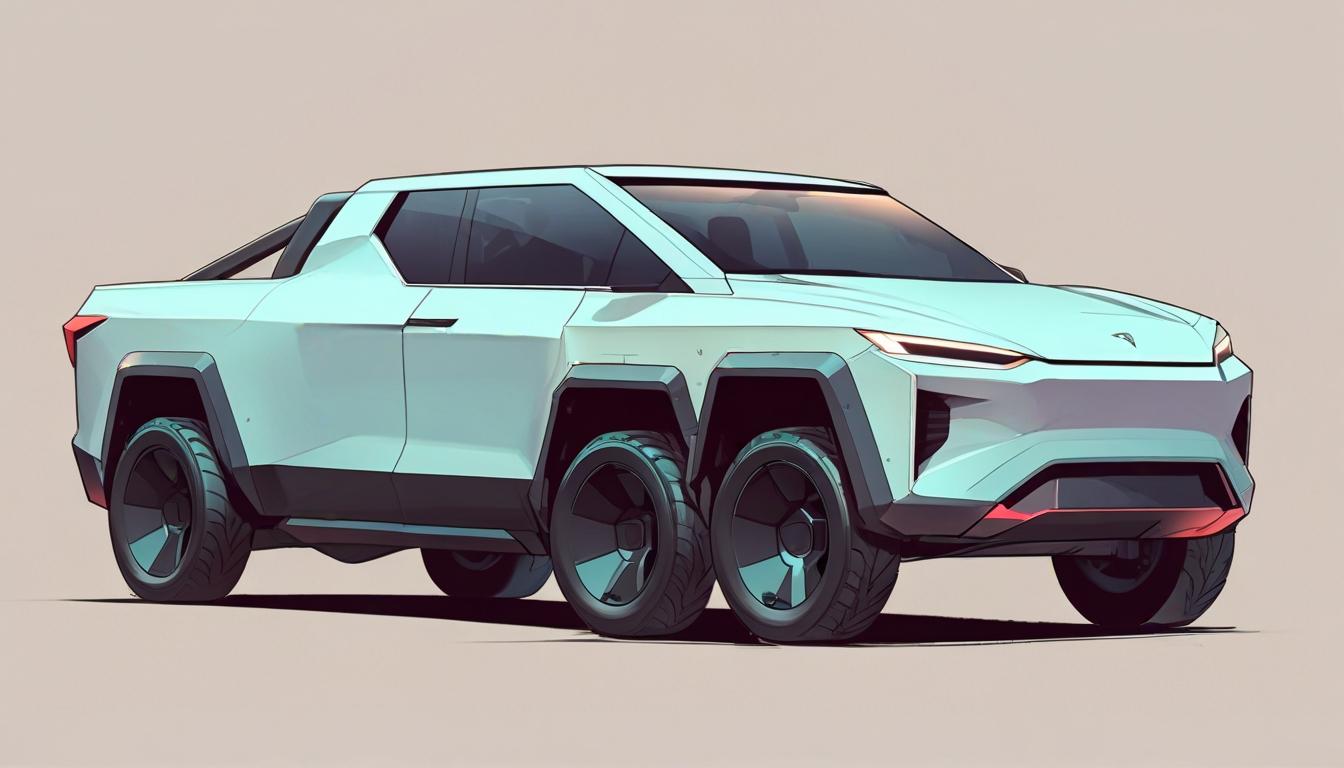
# electric pick-up trucks surge as industry shifts towards electrification



The automotive industry is witnessing a notable surge in the presence of electric pick-up trucks as the shift towards electrification accelerates. This trend is not limited to long-established car manufacturers; a variety of emerging start-ups are also entering the market with innovative electric pick-up models.

One of the most attention-grabbing entrants in this category is Tesla, which introduced the Cybertruck, an electric pick-up that has been described as 'utterly bonkers' due to its unconventional design and futuristic features. The Cybertruck represents the company's foray into the increasingly competitive electric pick-up segment, which is starting to feature a range of vehicles designed to meet diverse customer needs.

Some electric pick-up trucks are currently available for purchase, offering consumers immediate access to battery-powered utility vehicles. Meanwhile, several other companies have showcased future models that are expected to launch within the next few years, signalling ongoing investment and development in this market.

These electric pick-ups vary widely, from high-performance vehicles designed for rugged utility to specialised niche models that cater to specific segments of the market. This expanding selection reflects the broader trend of electrification across the automotive sector, encompassing a growing range of styles and capabilities tailored to both everyday and professional use.

The publication Move Electric highlights this burgeoning market and provides insights into the best electric pick-up trucks currently on sale, those with promising potential, and the lesser-known options that may emerge as players in the coming years. As interest in electric vehicles continues to swell, the electric pick-up truck segment is set to be a significant part of the industry's future landscape.

Source: [Noah Wire Services](https://www.noahwire.com)

## References

* <https://www.marketresearchfuture.com/reports/electric-pickup-truck-market-42095> - This source supports the claim about the surge in the electric pickup truck market, including market size estimations and growth projections from 2023 to 2035, highlighting increasing investment and expansion in this segment.
* <https://www.towardsautomotive.com/insights/electric-pickup-truck-market-sizing> - This article corroborates the presence of various established manufacturers and startups in the electric pickup truck market, including Tesla and others, and details the anticipated growth and segmentation of electric pickups by size, powertrain, and payload capacity.
* <https://www.mordorintelligence.com/industry-reports/united-states-electric-pick-up-trucks-market> - This report provides detailed insights into the current availability and sales trends of electric pickup trucks, government initiatives driving the U.S. market, and the diversity of electric pickups from high-performance to niche market vehicles.
* <https://www.iea.org/reports/global-ev-outlook-2023/trends-in-electric-heavy-duty-vehicles> - This International Energy Agency report confirms the expanding model availability of electric medium- and heavy-duty vehicles, including electric pickup trucks, and discusses the broad electrification trend within commercial vehicles worldwide.
* <https://www.idtechex.com/en/research-article/electric-truck-milestones-in-2023-and-outlook/30413> - This source outlines the increasing commitments by fleets towards electric trucks, the growth of charging infrastructure, and details on new electric pickup models entering the market, supporting the notion of ongoing innovation and adoption.