

California Auto Outlook™

Comprehensive Information on the California Vehicle Market

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Covering Third Quarter 2026

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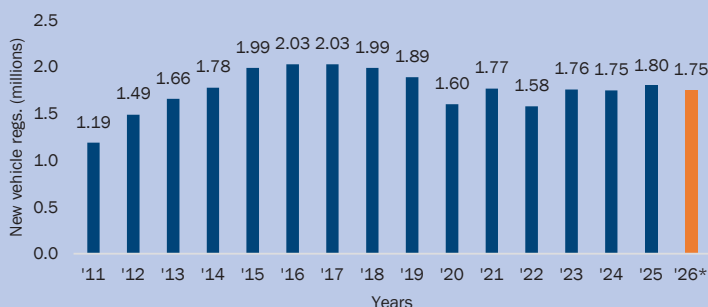


State New Vehicle Market Expected to Drift Lower Over Next 15 Months

ANNUAL TRENDS



California Annual New Light Vehicle Registrations - 2011 thru 2026



Historical Data sourced from Experian Automotive. *2026 forecast by Auto Outlook. Historical figures have been updated since the previous release.

KEY TRENDS IN NEW VEHICLE MARKET



State new vehicle market declined so far this year.

State new light vehicle registrations fell 4.2 percent during the first nine months of 2026 versus the same period a year earlier. The U.S. market was off 1.6 percent. State 3Q '26 registrations were up 3.9 percent versus 3Q '25, an improvement from the 6.6 percent decline in 2Q.

Market expected to drift lower over the next 15 months.

Registrations for all of this year are predicted to slip to 1.75 million units and decline 2.7 percent from 2025. The market has a chance to increase in the fourth quarter of this year versus relatively weak year-earlier results. Preliminary outlook for 2027: a small decline seems likely next year, although a slight increase is not out of the question.

Affordability is the main factor holding back sales.

Several key factors for affordability are moving in the wrong direction. Interest rates are increasing, tariffs are putting upward pressure on prices, and household incomes are not keeping pace with inflation. These issues are especially acute for lower-income consumers who own many of the older vehicles that are due for replacement. While higher-income households, buoyed by increasing net worth and stock market gains, have supported the market, any sustained growth in new vehicle sales will be difficult to achieve when a significant portion of potential buyers are not actively in the market.

Hybrid vehicle market share continues to move higher.

Hybrid market share increased to 24.1 percent in the third quarter of this year and year-to-date registrations were up 13.8 percent versus 2025.

TWO YEAR PERSPECTIVE



California and U.S. New Light Vehicle Registrations
Year-to-date 2025 and 2026 thru September

	California			U.S.		
	YTD '25	YTD '26	Change	YTD '25	YTD '26	Change
Registrations						
TOTAL	1,373,474	1,315,522	-4.2%	12,241,734	12,051,407	-1.6%
Car	353,877	332,093	-6.2%	2,088,876	1,995,139	-4.5%
Light Truck	1,019,597	983,429	-3.5%	10,152,858	10,056,268	-1.0%
Domestic	447,288	396,914	-11.3%	5,132,453	4,888,141	-4.8%
European	193,865	183,746	-5.2%	1,171,578	1,111,051	-5.2%
Japanese	589,669	588,035	-0.3%	4,571,009	4,620,017	1.1%
Other Asian	142,652	146,827	2.9%	1,366,694	1,432,198	4.8%
Market Share						
Car	25.8	25.2	-0.6	17.1	16.6	-0.5
Light Truck	74.2	74.8	0.6	82.9	83.4	0.5
Domestic	32.6	30.2	-2.4	41.9	40.6	-1.3
European	14.1	14.0	-0.1	9.6	9.2	-0.4
Japanese	42.9	44.6	1.7	37.3	38.3	1.0
Other Asian	10.4	11.2	0.8	11.2	11.9	0.7

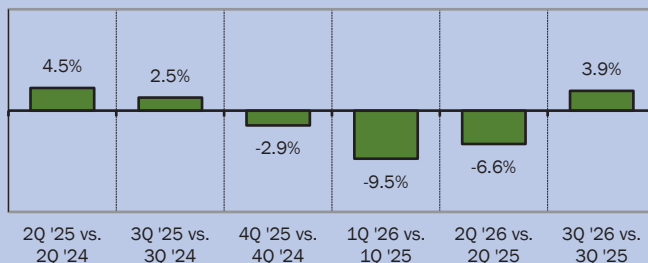
Data sourced from Experian Automotive. Other Asian brands includes Genesis, Hyundai, Kia, and VinFast.

QUARTERLY RESULTS



% change vs. year earlier

California Quarterly New Light Vehicle Registrations
Percent Change vs. Year Earlier



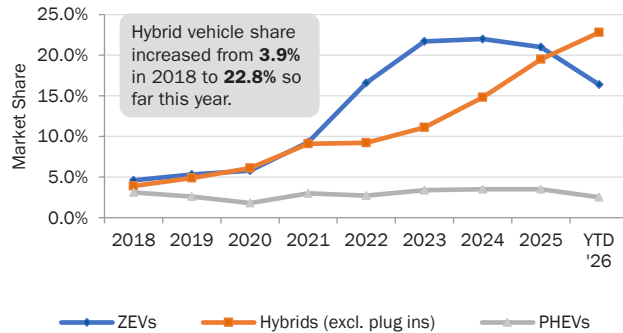
Data sourced from Experian Automotive.

Vehicle Powertrain Dashboard

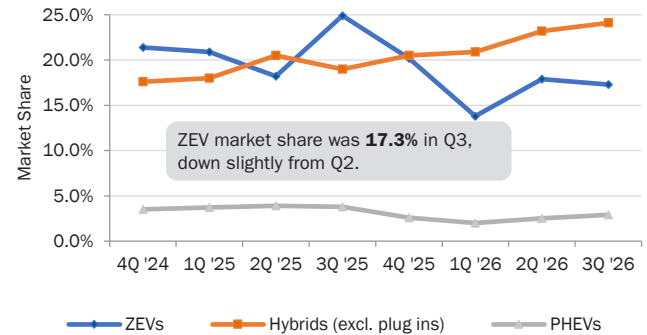


Electric and Hybrid Vehicle Market Share

Annual



Quarterly

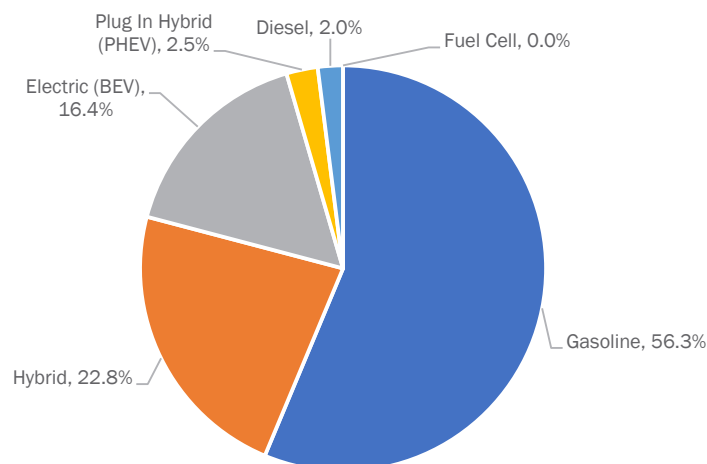


Annual Registrations and Market Share					
	2022	2023	2024	2025	YTD '26
ZEV registrations	262052	382160	385326	377012	215467
ZEV share	16.6%	21.7%	22.0%	21.0%	16.4%
Hybrid regs. (excl. plug ins)	144840	196126	258232	350375	300005
Hybrid share (excl. plug ins)	9.2%	11.1%	14.8%	19.5%	22.8%
PHEV regs.	41894	60499	60493	63261	32543
PHEV share	2.7%	3.4%	3.5%	3.5%	2.5%

Quarterly Registrations and Market Share					
	3Q '25	4Q '25	1Q '26	2Q '26	3Q '26
ZEV registrations	108762	85477	57082	79907	78478
ZEV share	24.9%	20.2%	13.8%	17.9%	17.3%
Hybrid regs. (excl. plug ins)	83185	86637	86651	104022	109332
Hybrid share (excl. plug ins)	19.0%	20.5%	20.9%	23.2%	24.1%
PHEV regs.	16640	10987	8239	11299	13005
PHEV share	3.8%	2.6%	2.0%	2.5%	2.9%

Data sourced from Experian Automotive. ZEVs are full battery electric vehicles and include fuel cell vehicles. PHEVs are plug in hybrids. Hybrid vehicle registrations and market share excludes mild hybrids.

Market Share for all Powertrain Types - YTD 2026 thru September



- Gasoline powered vehicles accounted for 56.3 percent of state new vehicle registrations during the first nine months of this year, up from 54.0 percent in 2025.
- Combined share for BEVs, PHEVs, hybrids, and fuel cell vehicles was 41.7 percent so far this year, down from 44.0 percent in 2025, but up significantly from just 11.6 percent in 2018.
- Hybrid vehicle market share easily surpassed ZEV share so far this year - 22.8 percent for hybrids versus 16.4 percent for ZEVs.

Data sourced from Experian Automotive.

California and U.S. Markets

16.4%

California
ZEV market share
YTD '26 thru Sep.



6.2%

U.S.
ZEV market share
YTD '26 thru Sep.



28.9%

California share of
U.S. ZEV registrations
YTD '26 thru Sep.



Data sourced from Experian Automotive.

Vehicle Powertrain Dashboard



Make and Model Registrations for Hybrids, ZEVs, and PHEVs in California

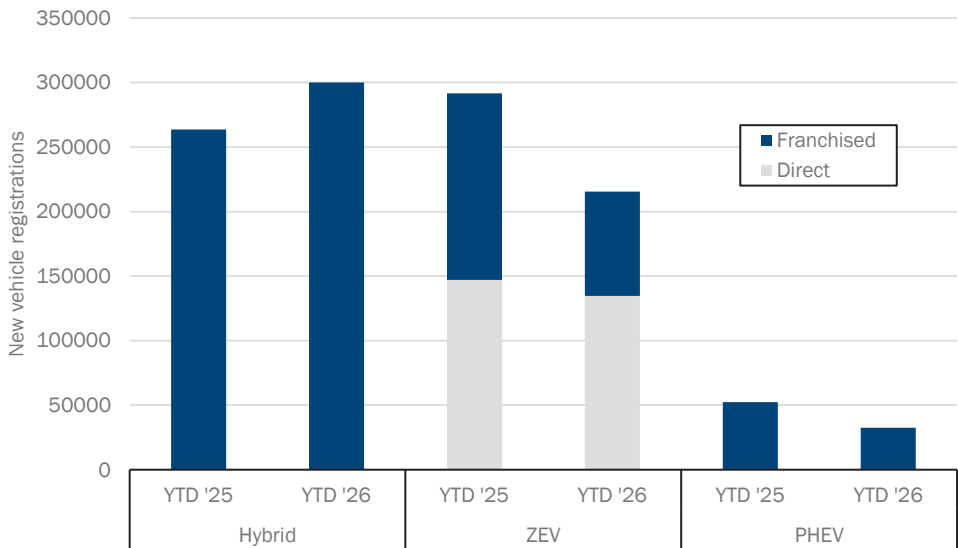
California New Zero Emission Vehicle Registrations by Make						
YTD 2025 and YTD 2026 thru September						
	Registrations			Market Share (%)		
	YTD '25	YTD '26	% Change	YTD '25	YTD '26	Change
TOTAL	291,535	215,467	-26.1			
Acura	4,351	23	-99.5	1.5	0.0	-1.5
Audi	9,767	1,255	-87.2	3.4	0.6	-2.8
BMW	13,581	7,426	-45.3	4.7	3.4	-1.3
Cadillac	5,498	5,561	1.1	1.9	2.6	0.7
Chevrolet	14,982	6,730	-55.1	5.1	3.1	-2.0
Dodge	615	77	-87.5	0.2	0.0	-0.2
Ford	14,045	6,326	-55.0	4.8	2.9	-1.9
Genesis	1,244	445	-64.2	0.4	0.2	-0.2
GMC	2,786	1,075	-61.4	1.0	0.5	-0.5
Honda	11,846	4,199	-64.6	4.1	1.9	-2.2
Hyundai	18,491	14,170	-23.4	6.3	6.6	0.3
Jeep	939	69	-92.7	0.3	0.0	-0.3
Kia	7,241	6,640	-8.3	2.5	3.1	0.6
Lexus	2,309	4,432	91.9	0.8	2.1	1.3
Lucid	2,600	3,259	25.3	0.9	1.5	0.6
Mazda	2	0	-100.0	0.0	0.0	0.0
Mercedes-Benz	9,098	2,837	-68.8	3.1	1.3	-1.8
MINI	528	118	-77.7	0.2	0.1	-0.1
Nissan	5,673	521	-90.8	1.9	0.2	-1.7
Other	2,993	3,730	24.6	1.0	1.7	0.7
Porsche	3,618	1,659	-54.1	1.2	0.8	-0.4
Ram	5	83	1560.0	0.0	0.0	0.0
Rivian	8,714	6,966	-20.1	3.0	3.2	0.2
Subaru	2,792	3,600	28.9	1.0	1.7	0.7
Tesla	135,293	121,822	-10.0	46.4	56.5	10.1
Toyota	4,103	9,538	132.5	1.4	4.4	3.0
Volkswagen	6,372	1,310	-79.4	2.2	0.6	-1.6
Volvo	2,049	1,596	-22.1	0.7	0.7	0.0

Top 25 Selling Hybrid, ZEV, and PHEV Models - YTD '26 thru Sep.

Rank	Model	Type	Regs.
1	Tesla Model Y	ZEV	86,099
2	Toyota Camry	Hybrid	52,220
3	Honda CR-V	Hybrid	28,743
4	Tesla Model 3	ZEV	27,303
5	Toyota RAV4	Hybrid	23,939
6	Honda Civic	Hybrid	15,664
7	Honda Accord	Hybrid	15,336
8	Toyota Corolla	Hybrid	11,936
9	Toyota Sienna	Hybrid	11,890
10	Hyundai Ioniq 5	ZEV	11,783
11	Toyota Grand Highlander	Hybrid	10,388
12	Kia Sportage	Hybrid	10,324
13	Ford Maverick	Hybrid	9,996
14	Toyota bZ4X	ZEV	7,725
15	Lexus RX	Hybrid	7,530
16	Toyota RAV4	PHEV	7,138
17	Mazda CX-50	Hybrid	7,078
18	Hyundai Santa Fe	Hybrid	6,655
19	Hyundai Tucson	Hybrid	6,055
20	Lexus NX	Hybrid	6,039
21	Subaru Forester	Hybrid	5,305
22	Kia Carnival	Hybrid	5,015
23	Kia Telluride	Hybrid	4,718
24	Ford Mustang Mach-E	ZEV	4,675
25	Hyundai Palisade	Hybrid	4,627

ZEVs are full battery electric vehicles (BEVs) and fuel cell vehicles. PHEVs are plug in hybrids. Data sourced from Experian Automotive.

Alternative Powertrain Sales by Type of Selling Dealership - YTD '25 and '26 thru September



- The graph on the left shows new vehicle registrations for Hybrids, ZEVs, and PHEVs broken down by type of selling dealership. Franchised dealerships accounted for **75.4 percent** of combined sales for all three alternative powertrain types during the first nine months of this year.
- Hybrid registrations were **300,005 units** during the first nine months of this year, all of these vehicles were sold by franchised dealerships.

MODEL RANKINGS

Camry and Civic Lead State Passenger Car Market; Tesla Model Y and Honda CR-V Are Light Truck Leaders

The table below shows the top five selling models during the first nine months of 2026 in 18 segments. In addition to unit registrations, it also shows each model's market share in its respective segment.



BEST SELLERS IN PRIMARY SEGMENTS

Small Cars: Honda Civic	Compact SUV: Honda CR-V
Mid Size & Large Cars: Toyota Camry	2 Row Mid Size SUV: Toyota 4Runner
Full Size Pickup: Ford F-Series	Luxury Compact SUV: Tesla Model Y
Subcompact SUV: Subaru Crosstrek	Luxury Midsize SUV: Lexus RX

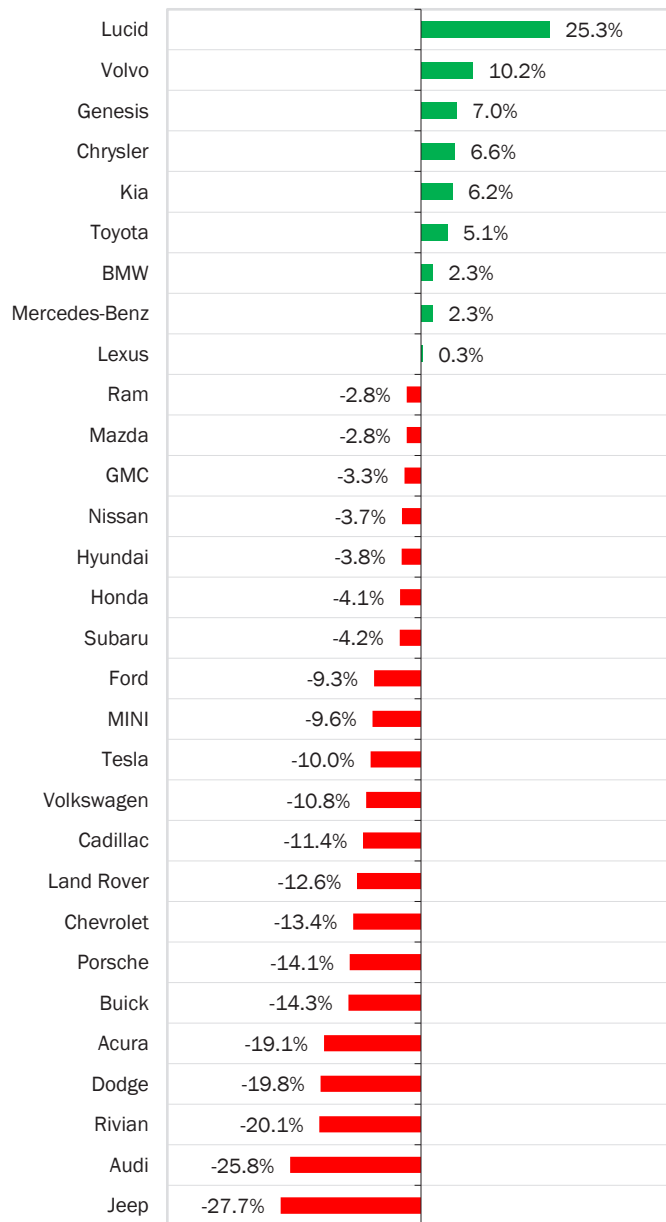
Top Selling Models in Each Segment - New Retail Light Vehicle Registrations (YTD '26 thru September)

Small Cars			Mid Size and Large Cars			Sports/Pony Cars			Near Luxury Cars		
Model	Regs.	Share	Model	Regs.	Share	Model	Regs.	Share	Model	Regs.	Share
Honda Civic	42238	32.0	Toyota Camry	52224	54.8	Ford Mustang	4543	50.9	Tesla Model 3	27303	40.1
Toyota Corolla	31937	24.2	Honda Accord	25057	26.3	Toyota 86	1284	14.4	BMW 3-Series	6818	10.0
Nissan Sentra	11758	8.9	Nissan Altima	6253	6.6	Mazda MX5	1125	12.6	Mercedes C-Class	6649	9.8
Kia K4	11241	8.5	Kia K5	5518	5.8	Honda Prelude	627	7.0	Lexus IS	4842	7.1
Hyundai Elantra	10939	8.3	Hyundai Sonata	4208	4.4	Toyota Supra	548	6.1	BMW i4	3810	5.6
Luxury and High End Sports Cars			Compact/Mid Size Pickup			Full Size Pickup			Mini Van		
Model	Regs.	Share	Model	Regs.	Share	Model	Regs.	Share	Model	Regs.	Share
BMW 5-Series	3000	10.9	Toyota Tacoma	36330	51.5	Ford F-Series	28507	28.3	Toyota Sienna	11890	40.0
Porsche 911	2682	9.7	Ford Maverick	13197	18.7	Chevrolet Silverado	24248	24.1	Kia Carnival	6677	22.5
Mercedes E-Class	2632	9.5	Chevrolet Colorado	5191	7.4	GMC Sierra	15006	14.9	Honda Odyssey	4548	15.3
Mercedes CLE-Class	2450	8.9	Nissan Frontier	4501	6.4	Ram Pickup	14806	14.7	Chrysler Pacifica	3005	10.1
Tesla Model S	2043	7.4	Ford Ranger	4199	6.0	Toyota Tundra	11499	11.4	Zeekr RT	2333	7.8
Large Van			Subcompact SUV			Compact SUV			2 Row Mid Size SUV		
Model	Regs.	Share	Model	Regs.	Share	Model	Regs.	Share	Model	Regs.	Share
Ford Transit Connect	7897	44.4	Subaru Crosstrek	13285	14.8	Honda CR-V	41809	19.4	Toyota 4Runner	11216	24.9
Mercedes Sprinter	4274	24.0	Toyota Corolla Cross	13076	14.5	Toyota RAV4	37801	17.5	Subaru Outback	7393	16.4
Ram Promaster	2096	11.8	Honda HR-V	12637	14.1	Kia Sportage	15953	7.4	Ford Mustang Mach-E	4675	10.4
Chevrolet Express	1577	8.9	Chevrolet Trax	10206	11.4	Hyundai Tucson	12607	5.8	Honda Prologue	4143	9.2
Ford E-Series	1361	7.6	Nissan Kicks	9541	10.6	Subaru Forester	12187	5.6	Jeep Grand Cherokee	3713	8.3
3 Row Mid Size SUV			Large SUV			Luxury Subcompact SUV			Luxury Compact SUV		
Model	Regs.	Share	Model	Regs.	Share	Model	Regs.	Share	Model	Regs.	Share
Toyota Grand Highlan	12837	12.2	Ford Bronco	9460	27.7	Acura ADX	2929	18.2	Tesla Model Y	86099	57.9
Ford Explorer	10373	9.9	Chevrolet Tahoe	5120	15.0	Audi Q3	2856	17.7	Mercedes GLC-Class	12621	8.5
Kia Telluride	10109	9.6	Chevrolet Suburban	3676	10.8	Mercedes GLA-Class	2736	17.0	Lexus NX	11327	7.6
Hyundai Santa Fe	8987	8.6	Toyota Land Cruiser	3591	10.5	BMW X1	2366	14.7	BMW X3	8859	6.0
Honda Pilot	8663	8.3	Ford Expedition	2607	7.6	Lexus UX	1887	11.7	Audi Q5	6215	4.2
Luxury Mid Size SUV			Luxury Large SUV			Top Selling Passenger Cars			Top Selling Light Trucks		
Model	Regs.	Share	Model	Regs.	Share	Model	Regs.	Share	Model	Regs.	Share
Lexus RX	15092	18.8	Lexus TX	6968	23.3	Toyota Camry	52224	15.7	Tesla Model Y	86099	8.8
Mercedes GLE-Class	11047	13.7	Rivian R1S	4098	13.7	Honda Civic	42238	12.7	Honda CR-V	41809	4.3
BMW X5	9306	11.6	Mercedes GLS-Class	3582	12.0	Toyota Corolla	31937	9.6	Toyota RAV4	37801	3.8
Volvo XC90	4471	5.6	Cadillac Escalade	3098	10.4	Tesla Model 3	27303	8.2	Toyota Tacoma	36330	3.7
Lexus RZ	3910	4.9	Land Rover Range Rover	2953	9.9	Honda Accord	25057	7.5	Ford F-Series	28507	2.9

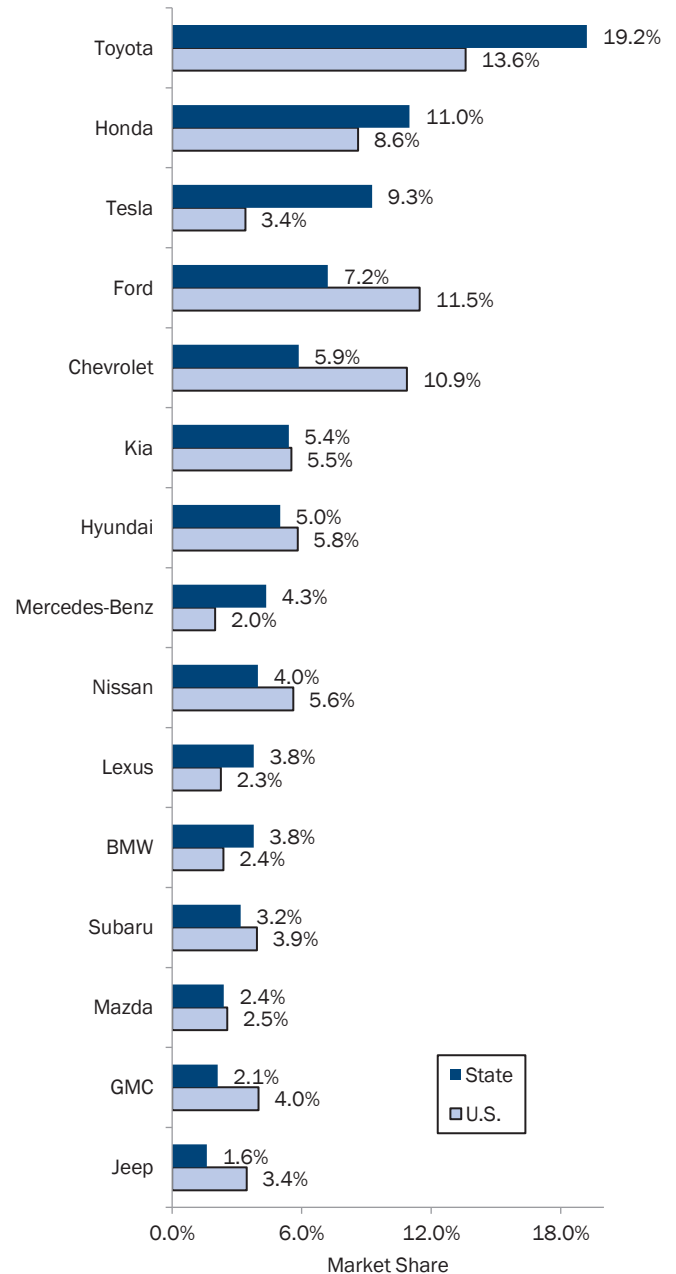
BRAND SUMMARY

Registrations Increased for Nine of Top 30 Selling Brands; Toyota and Honda are Market Leaders

Percent Change in Brand Registrations
YTD '26 thru September vs. YTD '25
(Top 30 selling brands in CA)



California and U.S. Market Share - YTD '26 thru September
(Top 15 selling brands in CA)



Registrations increased for Lucid, Volvo, Genesis, Chrysler, Kia, Toyota, BMW, Mercedes-Benz, and Lexus.



Toyota, Honda, Tesla, Ford and Chevrolet were market share leaders in California.

BRAND REGISTRATIONS

Detailed Results for All Brands in California Market

California New Car and Light Truck Registrations												
	Third Quarter						Year to date thru September					
	Registrations			Market Share (%)			Registrations			Market Share (%)		
	3Q '25	3Q '26	% Change	3Q '25	3Q '26	Change	YTD '25	YTD '26	% Change	YTD '25	YTD '26	Change
TOTAL	437,230	454,317	3.9				1,373,474	1,315,522	-4.2			
Acura	3,979	3,457	-13.1	0.9	0.8	-0.1	13,532	10,944	-19.1	1.0	0.8	-0.2
Alfa Romeo	131	96	-26.7	0.0	0.0	0.0	387	280	-27.6	0.0	0.0	0.0
Audi	9,033	6,453	-28.6	2.1	1.4	-0.7	24,446	18,145	-25.8	1.8	1.4	-0.4
BMW	14,675	17,029	16.0	3.4	3.7	0.3	48,561	49,663	2.3	3.5	3.8	0.3
Buick	1,056	1,769	67.5	0.2	0.4	0.2	7,151	6,128	-14.3	0.5	0.5	0.0
Cadillac	3,939	3,567	-9.4	0.9	0.8	-0.1	12,307	10,901	-11.4	0.9	0.8	-0.1
Chevrolet	27,254	26,059	-4.4	6.2	5.7	-0.5	88,942	77,046	-13.4	6.5	5.9	-0.6
Chrysler	508	459	-9.6	0.1	0.1	0.0	3,212	3,425	6.6	0.2	0.3	0.1
Dodge	931	1,146	23.1	0.2	0.3	0.1	4,619	3,704	-19.8	0.3	0.3	0.0
Ferrari	157	154	-1.9	0.0	0.0	0.0	395	481	21.8	0.0	0.0	0.0
Ford	33,232	31,142	-6.3	7.6	6.9	-0.7	104,494	94,817	-9.3	7.6	7.2	-0.4
Genesis	2,142	2,571	20.0	0.5	0.6	0.1	6,864	7,343	7.0	0.5	0.6	0.1
GMC	9,345	9,116	-2.5	2.1	2.0	-0.1	28,674	27,733	-3.3	2.1	2.1	0.0
Honda	47,156	50,659	7.4	10.8	11.2	0.4	150,931	144,702	-4.1	11.0	11.0	0.0
Hyundai	23,067	23,044	-0.1	5.3	5.1	-0.2	68,387	65,783	-3.8	5.0	5.0	0.0
Ineos	159	247	55.3	0.0	0.1	0.1	565	682	20.7	0.0	0.1	0.1
Infiniti	608	843	38.7	0.1	0.2	0.1	2,368	2,197	-7.2	0.2	0.2	0.0
Jeep	7,994	5,564	-30.4	1.8	1.2	-0.6	29,351	21,230	-27.7	2.1	1.6	-0.5
Kia	21,147	25,715	21.6	4.8	5.7	0.9	66,886	71,021	6.2	4.9	5.4	0.5
Land Rover	3,411	3,636	6.6	0.8	0.8	0.0	11,786	10,301	-12.6	0.9	0.8	-0.1
Lexus	15,916	17,054	7.2	3.6	3.8	0.2	49,661	49,800	0.3	3.6	3.8	0.2
Lincoln	1,016	738	-27.4	0.2	0.2	0.0	3,813	2,738	-28.2	0.3	0.2	-0.1
Lucid	704	933	32.5	0.2	0.2	0.0	2,600	3,259	25.3	0.2	0.2	0.0
Mazda	9,626	10,893	13.2	2.2	2.4	0.2	32,399	31,481	-2.8	2.4	2.4	0.0
Mercedes-Benz	17,355	21,152	21.9	4.0	4.7	0.7	55,950	57,211	2.3	4.1	4.3	0.2
MINI	954	1,035	8.5	0.2	0.2	0.0	3,191	2,886	-9.6	0.2	0.2	0.0
Mitsubishi	533	425	-20.3	0.1	0.1	0.0	2,619	2,251	-14.1	0.2	0.2	0.0
Nissan	14,991	18,392	22.7	3.4	4.0	0.6	54,267	52,235	-3.7	4.0	4.0	0.0
Porsche	4,158	3,814	-8.3	1.0	0.8	-0.2	13,250	11,387	-14.1	1.0	0.9	-0.1
Ram	5,595	5,462	-2.4	1.3	1.2	-0.1	17,479	16,985	-2.8	1.3	1.3	0.0
Rivian	3,175	3,000	-5.5	0.7	0.7	0.0	8,714	6,966	-20.1	0.6	0.5	-0.1
Subaru	12,496	14,284	14.3	2.9	3.1	0.2	43,626	41,790	-4.2	3.2	3.2	0.0
Tesla	52,005	43,994	-15.4	11.9	9.7	-2.2	135,293	121,822	-10.0	9.9	9.3	-0.6
Toyota	77,240	88,298	14.3	17.7	19.4	1.7	240,266	252,635	5.1	17.5	19.2	1.7
Volkswagen	7,251	5,781	-20.3	1.7	1.3	-0.4	20,893	18,632	-10.8	1.5	1.4	-0.1
Volvo	2,900	2,916	0.6	0.7	0.6	-0.1	10,047	11,073	10.2	0.7	0.8	0.1
Other	1,391	3,420	145.9	0.3	0.8	0.5	5,548	5,845	5.4	0.4	0.4	0.0

Data sourced from Experian Automotive.

The table above shows new light vehicle (car and light truck) registrations in California. Figures are shown for the third quarters of 2025 and 2026, and year to date totals. Vehicle registrations are recorded based on when the vehicle title information is processed by the state, which typically occurs after the vehicle is sold. The top ten ranked brands for change in market share are shaded yellow. Historical figures have been updated since the previous release.

California Auto Outlook

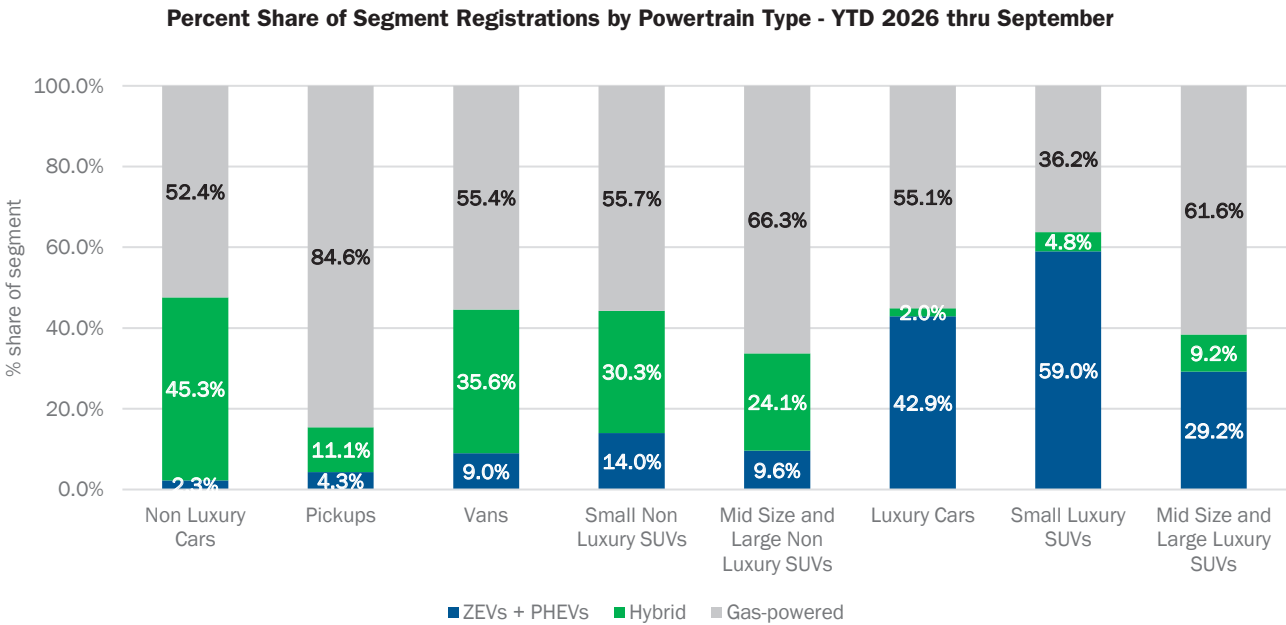
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POWERTRAIN MARKET SHARE FOR VEHICLE SEGMENTS

Hybrid Vehicle Market Share Exceeded 45 Percent in Non-Luxury Car Segment



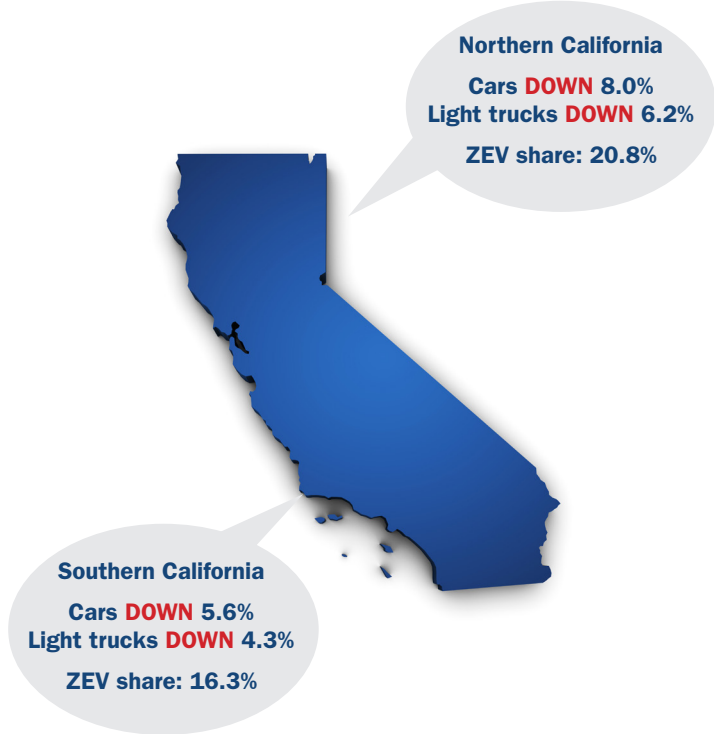
The graph above shows market share by powertrain type for eight vehicle segments. Gray bars show gasoline-powered vehicle market share, green is hybrids, and blue is combined share for ZEVs and PHEVs. Luxury segments are shown on the right side of the graph. ZEV/PHEV share exceeded 42% for Luxury Cars and Small Luxury SUVs. Data sourced from Experian Automotive.

REGIONAL MARKETS IN CALIFORNIA

Southern California New Retail Market Fell by Less than 5 Percent So Far This Year
ZEV share in Northern California was 20.8 percent

New Retail Registrations (excluding fleets) YTD thru September			
North and South California	YTD '25	YTD '26	% chg.
Statewide Total	1,207,858	1,143,323	-5.3%
Cars	319,520	299,280	-6.3%
Light Trucks	888,338	844,043	-5.0%
Northern California	415,514	387,819	-6.7%
Cars	103,079	94,863	-8.0%
Light Trucks	312,435	292,956	-6.2%
Southern California	792,344	755,504	-4.6%
Cars	216,441	204,417	-5.6%
Light Trucks	575,903	551,087	-4.3%
Selected Regional Markets			
San Francisco Bay	231,218	209,883	-9.2%
Cars	58,865	51,179	-13.1%
Light Trucks	172,353	158,704	-7.9%
LA and Orange Counties	453,733	427,096	-5.9%
Cars	128,421	118,069	-8.1%
Light Trucks	325,312	309,027	-5.0%
San Diego County	109,749	103,306	-5.9%
Cars	25,634	23,968	-6.5%
Light Trucks	84,115	79,338	-5.7%

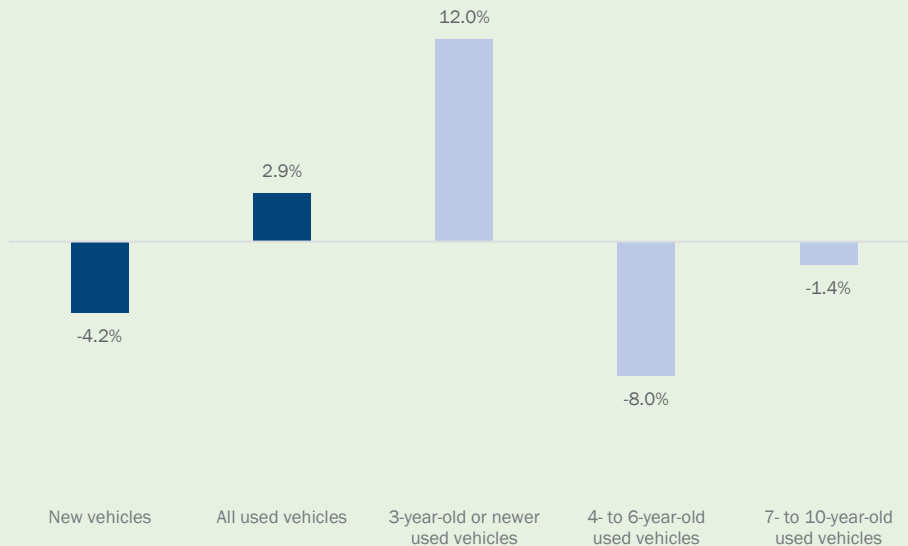
Percent Change in New Retail Registrations - YTD '26 vs. YTD '25



Data sourced from Experian Automotive.

CALIFORNIA USED VEHICLE MARKET

Used Vehicle Market Improved During First Nine Months of 2026

Percent Change in New and Used Vehicle Registrations
YTD '26 thru September vs. YTD '25

Data sourced from Experian Automotive.

THREE KEY TRENDS IN
USED VEHICLE
MARKET

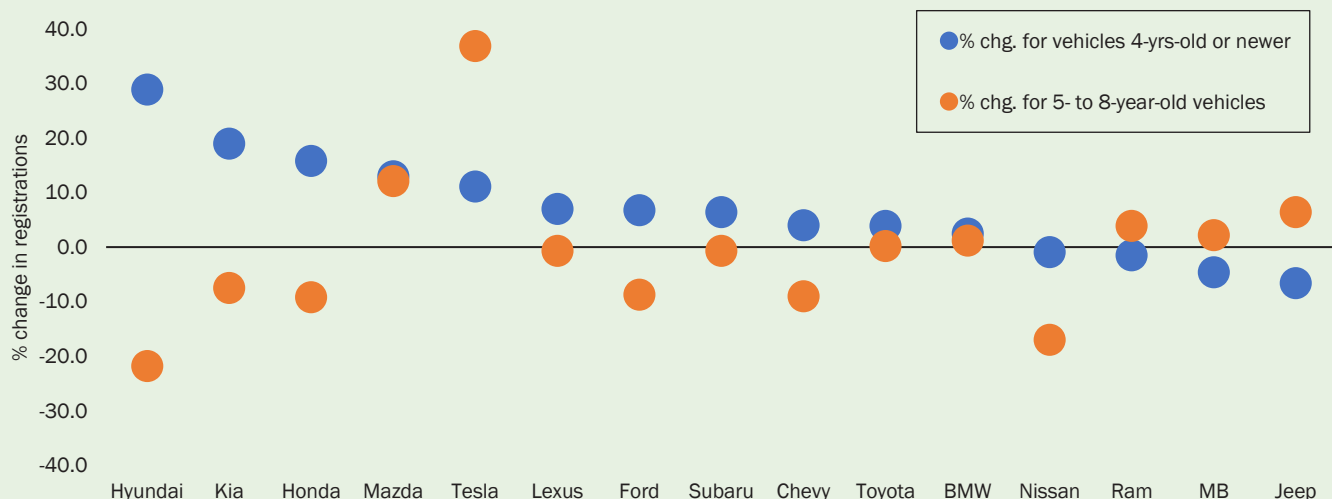
- 01.** The state's used vehicle market continued to out-perform the new vehicle market. Used vehicle registrations increased 2.9 percent during the first nine months of this year versus year earlier, while new registrations fell 4.2 percent. The increase in new vehicle prices has likely compelled numerous consumers to transition to the used vehicle market.
- 02.** As shown on the graph to the left, registrations for 3-year-old or newer vehicles increased 12 percent during the first nine months of this year.
- 03.** Hyundai and Kia had the largest increases in the 4- year-old or newer used vehicle market (see graph below).

USED VEHICLE BRAND REGISTRATIONS

Hyundai and Tesla Had Largest Increases in Used Vehicle Market

The graph below shows the percent change in used vehicle registrations during the first nine months of this year vs. the year earlier for two vehicle age categories: vehicles 4-years-old or newer and 5- to 8-year-old vehicles. Brands are positioned from left to right based on the percent change for 4-year-old or newer vehicles. Hyundai had the highest percent increase for newer vehicles - up 28.9 percent. Tesla had the largest increase for 5- to 8-year old vehicles - up 36.9 percent.

Percent Change in Registrations for Top 15 Selling Used Vehicle Brands - YTD '26 thru Sep. vs. YTD '25



Data sourced from Experian Automotive.