



Experian Automotive

Electric Vehicles: 2026 Preview & 2025 Year in Review

Year-over-year changes in the New, Retail,
and Individual Market

VEHICLES ON THE ROAD



277.1 Million

U.S. cars & light duty trucks in operation.⁹



1.96%

Vehicles on the road are electric.⁹

ELECTRIC VEHICLE REGISTRATIONS



9.02%

New vehicles registered in 2025 were electric.¹



1.33%

Used vehicles registered were electric.¹



Vehicles in Operation

U.S. cars and light duty trucks in operation

2025 Vehicles on the road

277.1M+⁹



2024 ²	2023 ³	2022 ⁴
292.3M	288.5M	285.2M



2025 Electric vehicles on the road

1.96%⁹




2024 ²	2023 ³	2022 ⁴
1.4%	1%+	<1%




Q1 2026 EV Registration Activity (2026 Preview)

Retail individual EV registrations for January-March

 **New, retail, individual registrations**

Q1 2026 183K+	New, retail, individual electric vehicles were registered in Q1 2026⁸
Q1 2025 286K+	New, retail, individual electric vehicles were registered in Q1 2025¹
-35.90%	That is a YOY decrease of 35.90% of new, retail EVs that were registered in Q1 2025, compared to Q1 2026.

 **Used, retail, individual registrations**

Q1 2026 130K+	Used, retail, individual electric vehicles were registered in Q1 2026⁸
Q1 2025 103K+	Used, retail, individual electric vehicles were registered in Q1 2025¹
25.43%	That is a YOY increase of 25.43% of used, retail EVs that were registered in Q1 2025, compared to Q1 2026.



Vehicle Registrations

Retail individual EV registrations

New, retail, individual registrations

12.6M

New, retail, individual vehicles were registered in 2025¹



2024²
12.4M+

2023³
11.8M+

2022⁴
12.3M+

9.02%

Of new retail individual registrations were for electric vehicles¹



2024²
9.20%+

2023³
8%+

2022⁴
6%+

Used, retail, individual registrations

36.1M

Used, retail, individual vehicles were registered in 2025¹



2024²
36.3M+

2023³
35.2M+

2022⁴
35.3M+

1.33%

Of new retail individual registrations were for electric vehicles¹



2024²
1.04%+

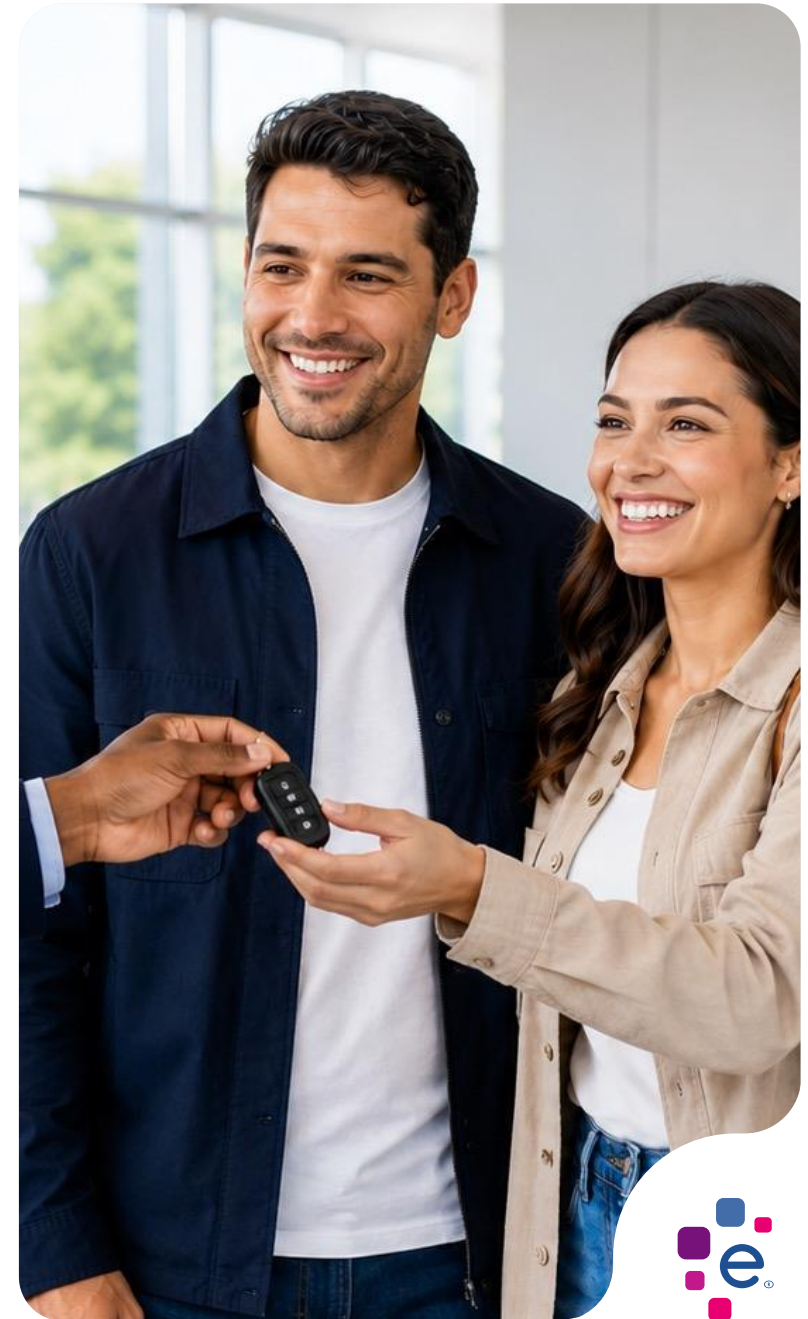
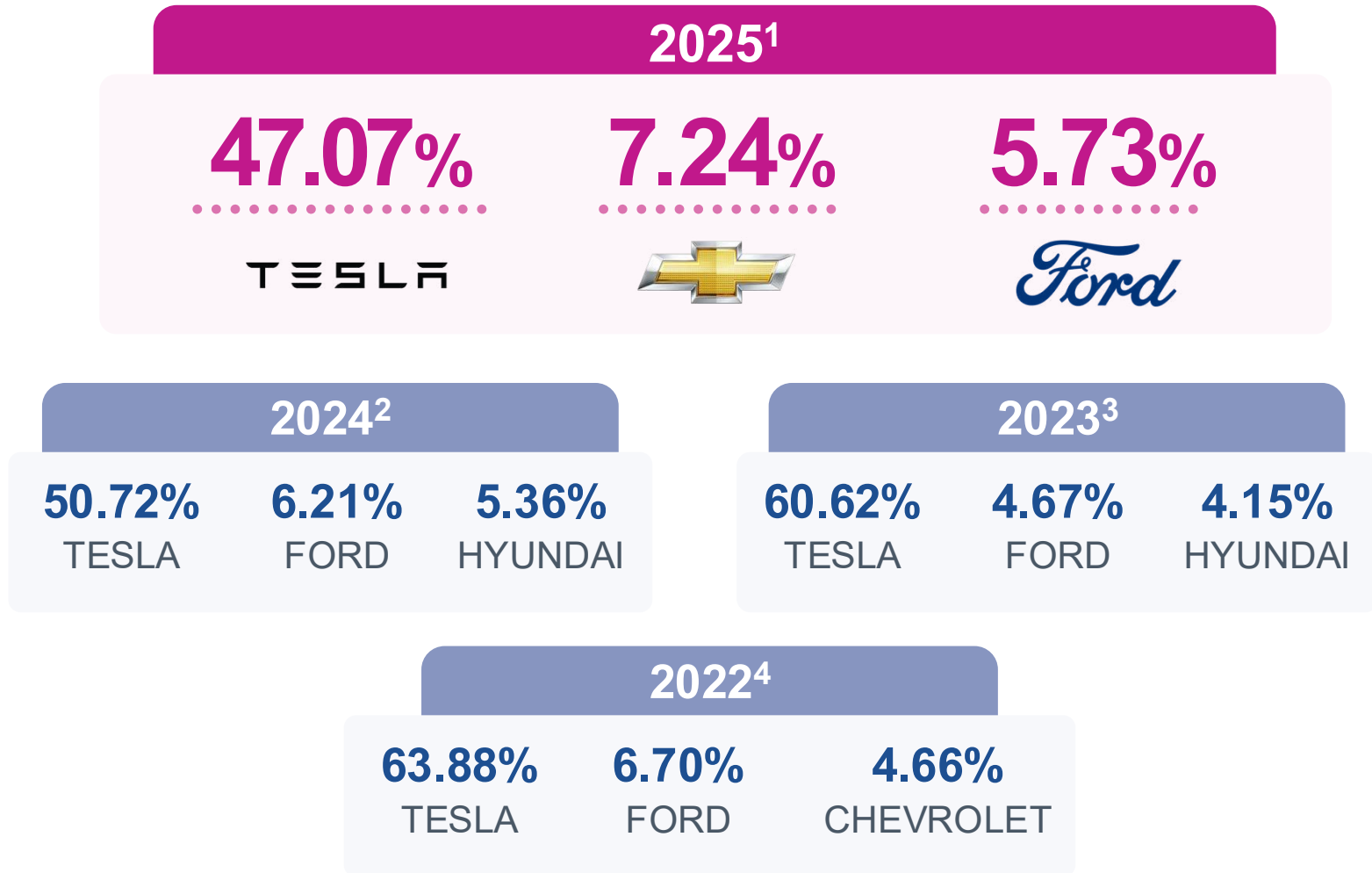
2023³
0.66%+

2022⁴
0.43%+



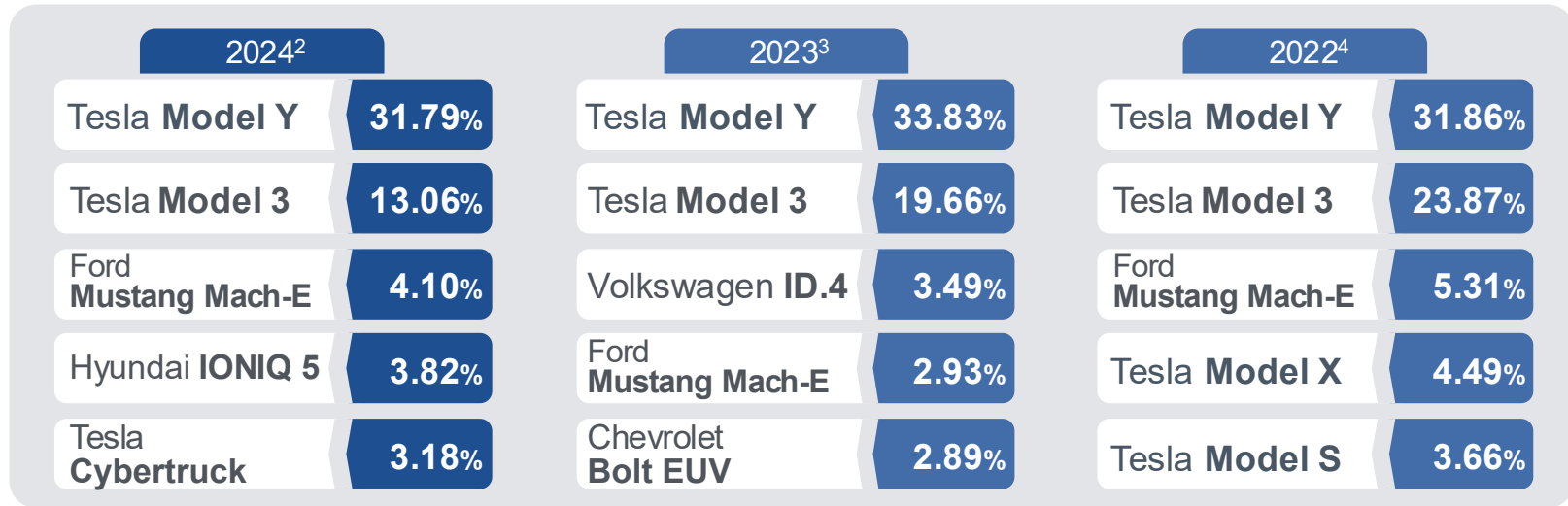
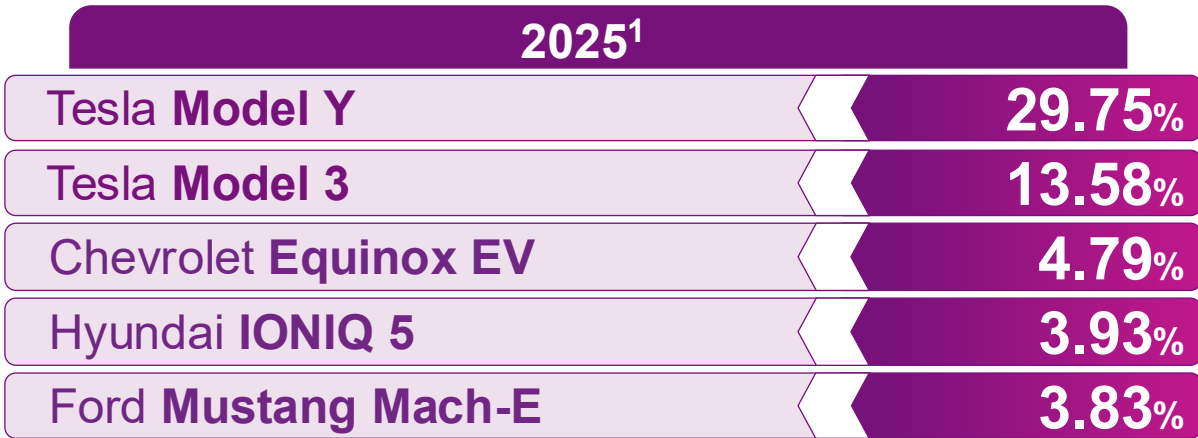
EV Registrations by Make

New, retail individual EV registrations



EV Registrations by Make & Model

New, retail individual registrations



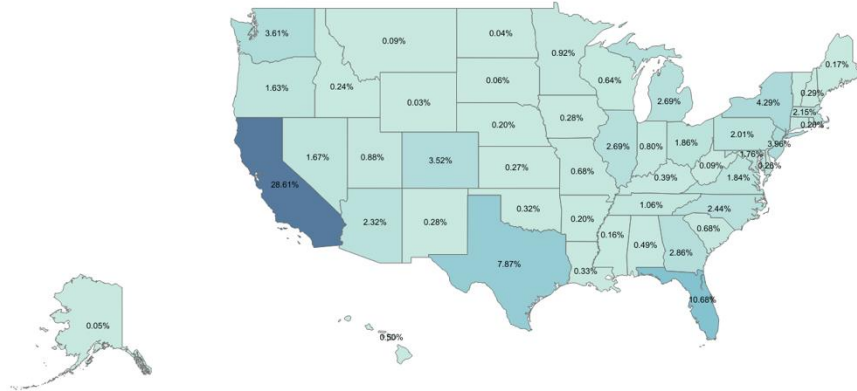
TOP DMAs

Top 7 Designated Market Areas⁴

DMAs for new retail individual EV registrations¹

- | | | |
|---|-------------------|---------------------|
| 1 | Los Angeles, CA | 164k+ Registrations |
| 2 | San Francisco, CA | 85k+ Registrations |
| 3 | New York, NY | 78k+ Registrations |
| 4 | Miami, FL | 45k+ Registrations |
| 5 | Seattle, WA | 35k+ Registrations |
| 6 | Denver, CO | 34k+ Registrations |
| 7 | Dallas, TX | 33k+ Registrations |

Top DMA's for new retail EVs 2025

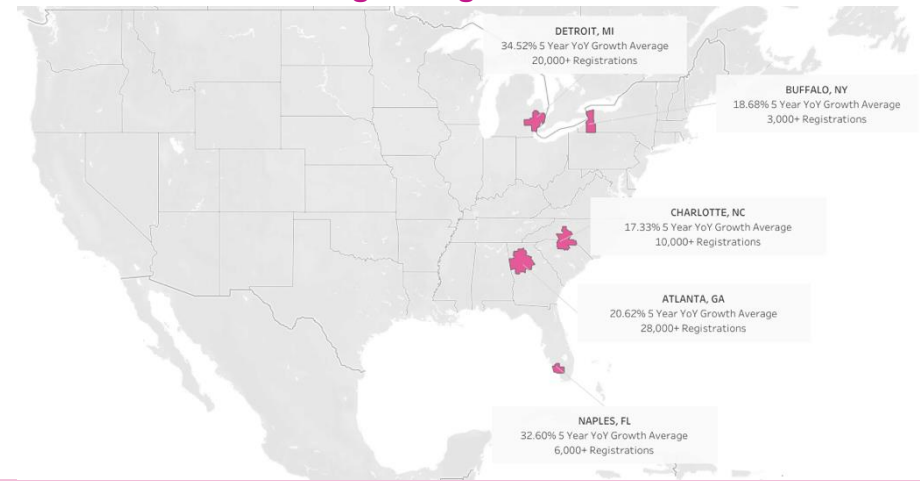


Five Fastest Growing DMAs

By 5 year YOY Growth. Based on a minimum of 1K registrations^{1, 5}






- | | | | | | |
|----|---|------------------------------|----|---|------------------------------|
| 01 | Detroit, MI
34.52%
5 Year YOY Growth Average | 20k+
Registrations | 04 | Buffalo, NY
18.68%
5 Year YOY Growth Average | 3k+
Registrations |
| 02 | Naples, FL
32.60%
5 Year YOY Growth Average | 6k+
Registrations | 05 | Charlotte, NC
17.33%
5 Year YOY Growth Average | 10k+
Registrations |
| 03 | Atlanta, GA
20.62%
5 Year YOY Growth Average | 28k+
Registrations | | | |

Fastest growing EV DMAs 2025



Generational Insights for New EV Buyers





All new EV retail

GENERATIONS Born Between	2025 All New	2025 New EV ¹	2024 All New	2024 New EV ²	2023 All New	2023 New EV ³	2022 All New	2022 New EV ⁴
 Silent 1928-1945	4.38%	2.97%	5.15%	2.88%	4.6%	2.7%	3.0%	2.1%
 Boomer 1946-1964	26.97%	19.02%	30.43%	20.67%	29.7%	21.5%	17.4%	20.6%
 Gen X 1965-1980	30.32%	32.61%	31.94%	37.91%	32.0%	37.7%	23.8%	37.5%
 Millennial 1981-1996	27.92%	35.75%	23.71%	30.58%	24.5%	30.6%	19.0%	34.4%
 Gen Z 1997-2012	10.34%	9.59%	8.60%	7.81%	8.7%	7.1%	10.6%	5.0%



Lifestyle Segmentation Insights for New EV Buyers^{1,6}

Experian’s Mosaic® lifestyle segmentation breaks the U.S. population into 19 consumer groups and 71 segment types.

Mosaic Type & Group	US Population	% Individual	% Household	Description	Insights	Top Buying Style	Top Channel Pref
 <p>American Royalty A01 Power Elite</p>	7.8M	3.34%	2.26%	Affluent, influential and successful couples and families living in prestigious suburbs.	<ul style="list-style-type: none"> Prestigious housing Luxury living Upscale cars Healthy lifestyles 	Quality Matters	Email
 <p>Philanthropic Sophisticates C13 Booming With Confidence</p>	11.3M	4.92%	4.09%	Mature, upscale couples in suburban homes.	<ul style="list-style-type: none"> Retiring in comfort Experienced travelers Art connoisseurs Philanthropic 	Brand Loyalists	Email
 <p>Cosmopolitan Achievers B10 Flourishing Families</p>	4.7M	2.09%	1.73%	Affluent middle-aged couples and families enjoying dynamic lifestyles in metro areas.	<ul style="list-style-type: none"> Bilingual Luxury living Soccer fans Two family properties 	Quality Matters	TV
 <p>Couples With Clout A05 Power Elite</p>	4.1M	1.62%	1.85%	Highly-educated mobile couples living life to the fullest in affluent neighborhoods.	<ul style="list-style-type: none"> Affluent Highly educated Politically conservative Tech journeymen 	Savvy Researchers	Text/SMS



EV Registrations by Make

Used, retail individual EV registrations

2025¹

60.47%

TESLA

6.41%



5.49%



2024²

59.01%

TESLA

8.98%

CHEVROLET

5.40%

NISSAN

2023³

60.04%

TESLA

8.34%

NISSAN

7.10%

CHEVROLET

2022⁴

66.33%

TESLA

9.79%

NISSAN

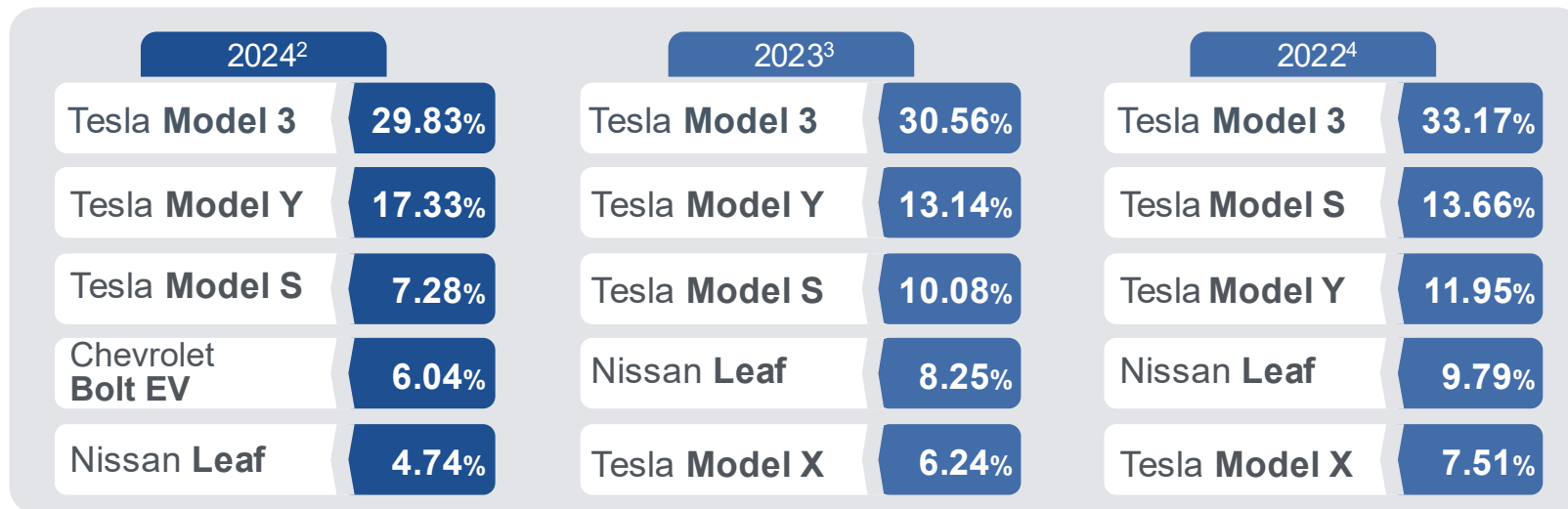
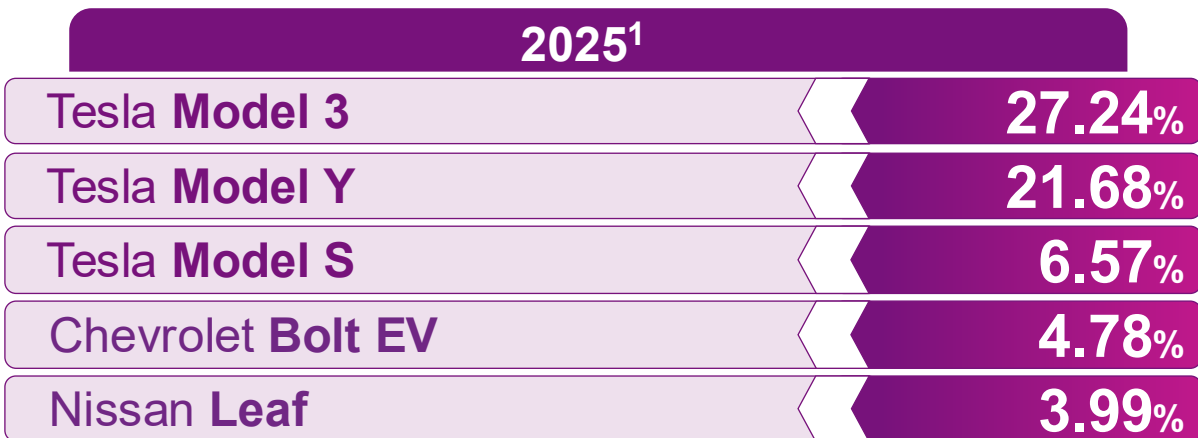
4.25%

CHEVROLET



EV Registrations by Make & Model

Used, retail individual registrations



Summary

Experian transforms electric vehicle data into vehicle history and marketing insights.

Electric vehicles are still vehicles and you need to know the history of a vehicle to make better choices and help manage risk. Experian AutoCheck® empowers Dealers, Lenders, Auto Auctions, and other industry professionals with reliable data insights to make more informed business decisions. We have tens of thousands of distinct accident sources, many provided only to AutoCheck.

This includes 95% of all U.S. Auction Houses, with most reporting structural damage announcements exclusively to AutoCheck.

Marketing to EV Buyers

Today's automotive marketers understand that finding targeted consumer audiences is critical to a successful marketing strategy. Experian Automotive has a variety of alternative fuel owner audiences and in-market consumer audiences to help marketers target the right consumer with the right message on the right channel.



Going forward

To get access to the latest Experian Automotive Quarterly Trends Reports, visit us at: www.experian.com/automotive/auto-quarterly-trends or contact your local Experian Automotive account executive.



Sources / Disclaimers:

1. Experian Velocity Statistics, January-December 2025.
2. Experian Velocity Statistics, January-December 2024.
3. Experian Velocity Statistics, January-December 2023.
4. Experian Velocity Statistics, January-December 2022.
5. DMA® is a registered service mark of The Nielsen Company.
6. The DMA needed to have over 1K registrations in the last 12 months as a minimum threshold for this analysis.
7. Experian ConsumerView Mosaic V7, June 2026.
8. Experian Velocity Statistics, Q1 2026.
9. Experian Velocity Statistics, R12 April 2025-March 2026.

