



EXPERIAN AUTOMOTIVE

# Experian Automotive and The Trade Desk

Partnering together to turn automotive  
data insights into advertising action.



# Sport Utility Vehicle (SUV) Audience Insights



What do we know about new, retail SUV registrations and the consumers who are in-market to buy them?

 theTradeDesk®

## New, Retail Individual Registrations in the last 12 Months



**16.1M New, Retail  
Registrations**



**62.81% New, Retail  
Registrations are SUVs**

## Attributes of In-Market Buyers

- Top Web Content Preferences
- Frequented Websites / Apps
- Top CTV Sellers
- Top Audio Sellers
- Channel Distribution Snapshot



# R12M New, Retail SUV Registrations

As of March 2025 (Q1 2025)

**62.81%**

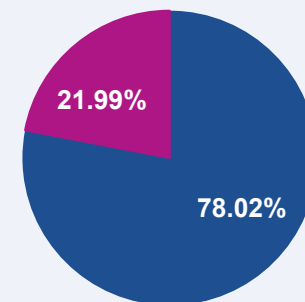
of new, retail registrations were  
for SUVs

**7.94M+**

New, retail SUVs were registered  
in the last 12M

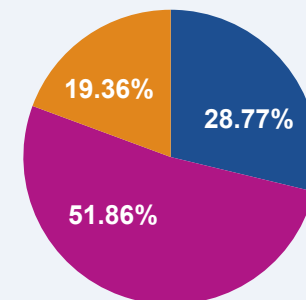
## R12 New, Retail SUV Market Share %

By Vehicle Class



■ Non-Luxury ■ Exotic & Luxury

By Sub-Segment



■ Compact ■ Midsize ■ Large

# Reach an In-Market for an SUV Audience with a Consolidated, Omnichannel Strategy

## Top Web Content Preferences



Luxury



Outdoor Sports



Boats & Watercraft



Pet

## Channel/Device Snapshot for In-Market Audience

**73%** impressions delivered on CTV

**18%** impressions delivered on Mobile

**23** different CTV sellers make up 95% of CTV impressions





## R12M Top 5 New, Retail SUV Market Share %

By Vehicle Make

Toyota	10.10%
Honda	9.57%
Chevrolet	9.50%
Ford	7.14%
Subaru	6.79%

### Toyota

is the market share leader for new, retail SUV registrations in the last 12 months by make.

## R12M Top 5 New, Retail SUV Market Share %

By Vehicle Model

Honda CR-V	5.01%
Toyota RAV4	4.79%
Tesla Model Y	4.24%
Chevrolet Trax	2.39%
Subaru Crosstrek	2.14%

### Honda CR-V

Is the market share leader for new, retail SUV registrations in the last 12 months by model.



# Open Internet Attributes of the In-Market Audience for SUVs



In-Market for  
SUVs

## Top Web Content Preferences



Luxury



Pet



Outdoor  
Sports



Boats &  
Watercrafts

## Frequented Websites



23 unique CTV  
sellers make up  
95% of CTV  
impressions

Top CTV Seller  
Examples:

Paramount+

Roku



Top Audio Seller  
Examples:

iHeartRADIO

pandora



## Channel distribution snapshot

73% CTV

18% Display

6% Video

1% Native

1% Audio

Source: TTD Platform data, US, June 2025

Audiences powered by Experian



# Summary

Partnering together to turn automotive data insights into advertising action.

## Our Partnership

The Trade Desk is a technology company that empowers buyers of advertising. Through its self-service, cloud-based platform, ad buyers can create, manage, and optimize digital advertising campaigns across ad formats and devices cross the open internet on channels including audio, digital out of home, mobile, display and Connected TV. Headquartered in Ventura, CA, The Trade Desk has offices across North America, Europe, and Asia Pacific. To learn more, visit [thetradedesk.com](https://thetradedesk.com)

Experian Automotive and The Trade Desk are committed to developing solutions that balance advertiser needs with consumer privacy. The Trade Desk's clients can now access over 2,400 syndicated audiences across eight verticals, including over 750 audiences by make, model, make & model, fuel type, price, vehicle age and more.

## Going forward

To get access to the latest Experian Automotive Consumer Trends Quarterly Reports, visit us at: [www.experian.com/automotive/auto-consumer-trends-form](https://www.experian.com/automotive/auto-consumer-trends-form). To learn more about Experian's marketing products and services, contact your local Experian sales representative today or call 888 409 2204.



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