



EXPERIAN AUTOMOTIVE

Experian Automotive and The Trade Desk

Partnering together to turn automotive
data insights into advertising action.



Electric Vehicle Audience Insights



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



**New, Retail Individual Registrations
in the last 12 Months as of Q2 2025**



**16.3M New, Retail
Registrations**



**9.23% New, Retail
Registrations are EVs**

Attributes of In-Market Buyers

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

R12 New Retail Individual Registrations

For Electric Vehicles Q2 2025

9.23%

of all new, retail registrations were for electric vehicles

1.18M+

New, retail U.S. electric vehicle registrations in the last 12 months

Top 5 Make Market Share %

Tesla	48.89%
Chevrolet	6.97%
Ford	5.85%
Hyundai	5.14%
Honda	3.95%



Reach the In-Market EV Audience with a Consolidated, Omnichannel Strategy

Top Web Content Preferences



Business
Content



Music &
Audio



Consumer
Electronics



Video
Games

Channel/Device Snapshot for In-Market Audience

76% impressions delivered on CTV

17% impressions delivered on Display

22 different CTV sellers make up 95% of CTV impressions

R12 Top 5 Model Market Share %

New Retail Individual Electric Vehicle Registrations

Tesla Model Y	26.07%
Tesla Model 3	16.02%
Chevrolet Equinox EV	4.30%
Honda Prologue	3.95%
Ford Mustang Mach-E	3.81%

Hyundai IONIQ 5

is a close #6 with 3.79% market share

Open Internet Snapshot of the In-Market Audience for Electric Vehicles



In-Market for
EVs

Top Web Content Preferences



Business
Content



Music & Audio



Consumer
Electronics




Video Games

Frequented Websites

Gaming and local
radio publisher
examples:

**GAMING
BIBLE**

 **overwolf**

B98.5
90s, 2K & TODAY

22 unique CTV
sellers make up
95% of CTV
impressions

Top CTV Seller
Examples:

 **SAMSUNG
TV Plus**

 **NBC**

DIRECTV

Top Audio Seller
Examples:

 **iHeartRADIO**

pandora

 **RADIO.COM**

Channel Distribution Snapshot

76% CTV

17% Display

6% Video

1% Native

1% Audio

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

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. 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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