



EXPERIAN AUTOMOTIVE

Q2 2025

Automotive Consumer Trends & Analysis

Kirsten Von Busch
Director, Product Marketing
September 11, 2025

Q2 Report overview



EVs* – Q2 2025

What electric vehicles (EVs) are on the road and who is buying them?

Vehicles in Operation overview and Consumer Analysis by fuel type for U.S. light duty vehicles through June 30, 2025.

*For this report, EV is defined as battery electric vehicles (BEVs); vehicles with a fuel type of electric. If the analysis compares internal combustion engines (ICE) – gas or diesel - PHEV, hybrids or any other vehicle fuel types that will be called out on the slide.

Q1 2025 and R12M = July 2024 - June 2025

Today's presenter



Kirsten Von Busch

Director of Automotive Product Marketing
Experian Automotive

Kirsten Von Busch has over 20 years of experience in the auto industry. As Product Marketing Director for the Experian Automotive team, she supports solutions in the commercial automotive space, including the AutoCheck® vehicle history report and the Experian Marketing Engine. Von Busch also delivers Experian's Automotive Consumer Trends Quarterly Report.

Delivering high-quality automotive intelligence

Experian is the **only** primary data source for all three:



VEHICLE DATA

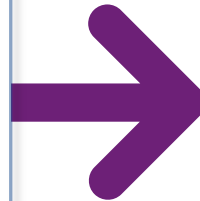


CONSUMER DATA



CREDIT DATA

These data sources generate **BILLIONS of Data Insights** we use to serve our clients.



From these primary sources, we deliver automotive data intelligence to fit **your unique needs and solve today's challenges.**



Our clients include:

- Lenders
- FinTech
- Dealers
- OEMs
- Tier 1 and Tier 2 Media Platforms & Agencies
- Aftermarket
- Insurance Carriers



Experian's primary data assets



Experian is the **only** primary data source for all three.



North American Vehicle DatabaseSM

963M+

Vehicles in U.S. (all 50 states, Wash. D.C., Puerto Rico) and Canada.

340M+

U.S. VIO.

28.7M+

Canadian VIO.

21.8B+

Vehicle history records.

438M+

Title Brands.

402M+

Accident & damage related events.

287M+

Recall events.



Consumer ViewSM Marketing Database

250M+

Individuals.

126M+

Households.

5000

Consumer attributes.

490M

Mobile IDs.

200M+

Connected TV IDs.

750M

Hashed email.

2,400+

Audience segments including 750+ Auto Audiences.



File OneSM Credit Database

CONSUMER

2M+

Credit inquiries daily.

1.3B+

Transaction updates/month.

245M+

Credit active consumers.

50M+

Public records.

99.9%

Updates within 24 hours.

Sub-second

Credit report response rate.

BUSINESS

25M+

Q2 2025 EV Registrations

- What new EVs have been registered in the last 12 months by vehicle class, segment, sub-segment, make, model and geography?
- What used EVs are being sold?



Changes in U.S. vehicles in operation

Light duty vehicles* over the last 12 months



Q1 2025 VIO changes

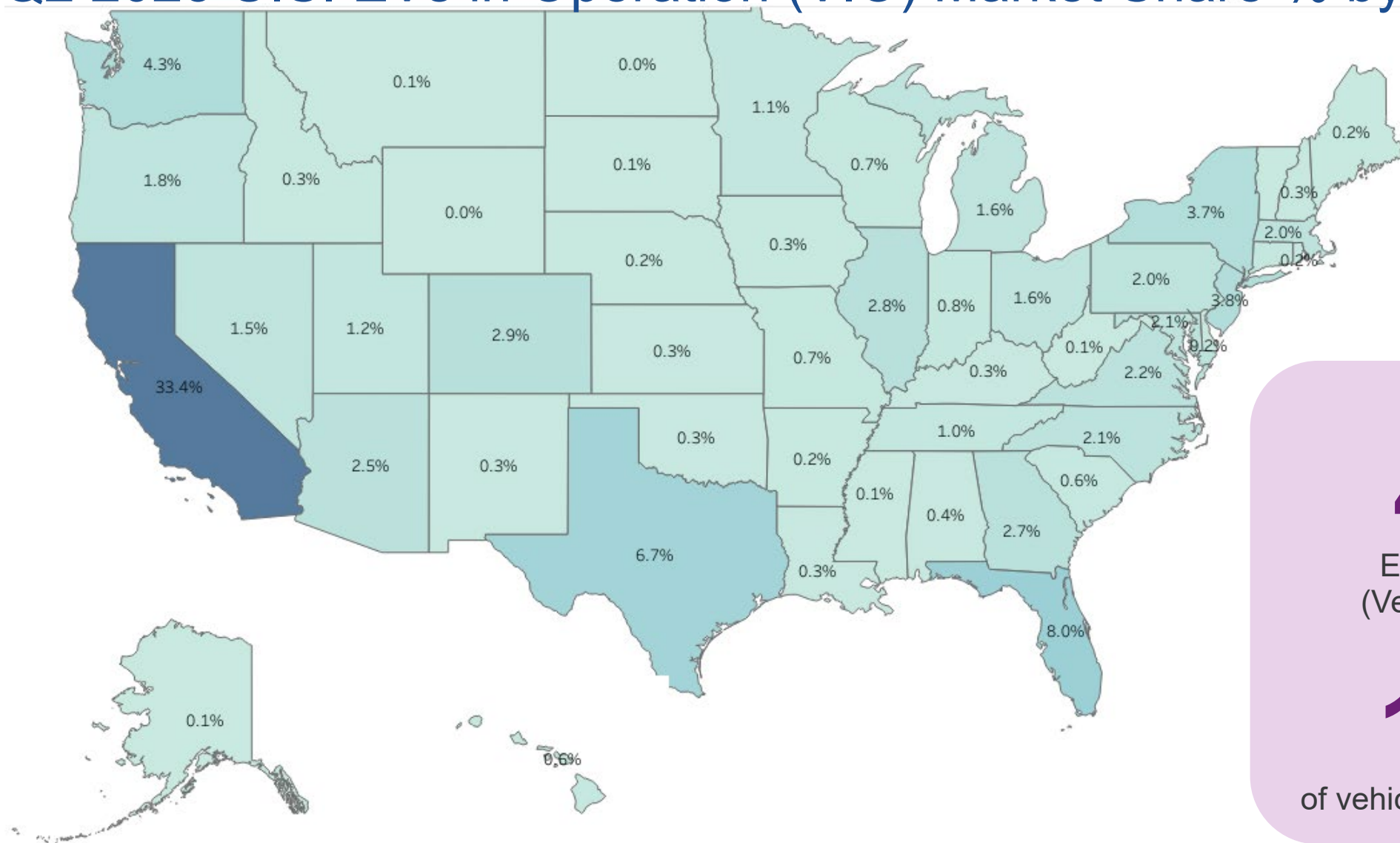


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*U.S. Vehicles in Operation data as of Jun 30, 2024 and 2025, sourced from Experian Automotive, including U.S. and Puerto Rico (U.S. light duty vehicles only).
1 – includes estimated annual households that relocated with the same vehicle(s)

Q2 2025 U.S. EVs in Operation (VIO) Market Share % by State



Key Findings:

4.69+

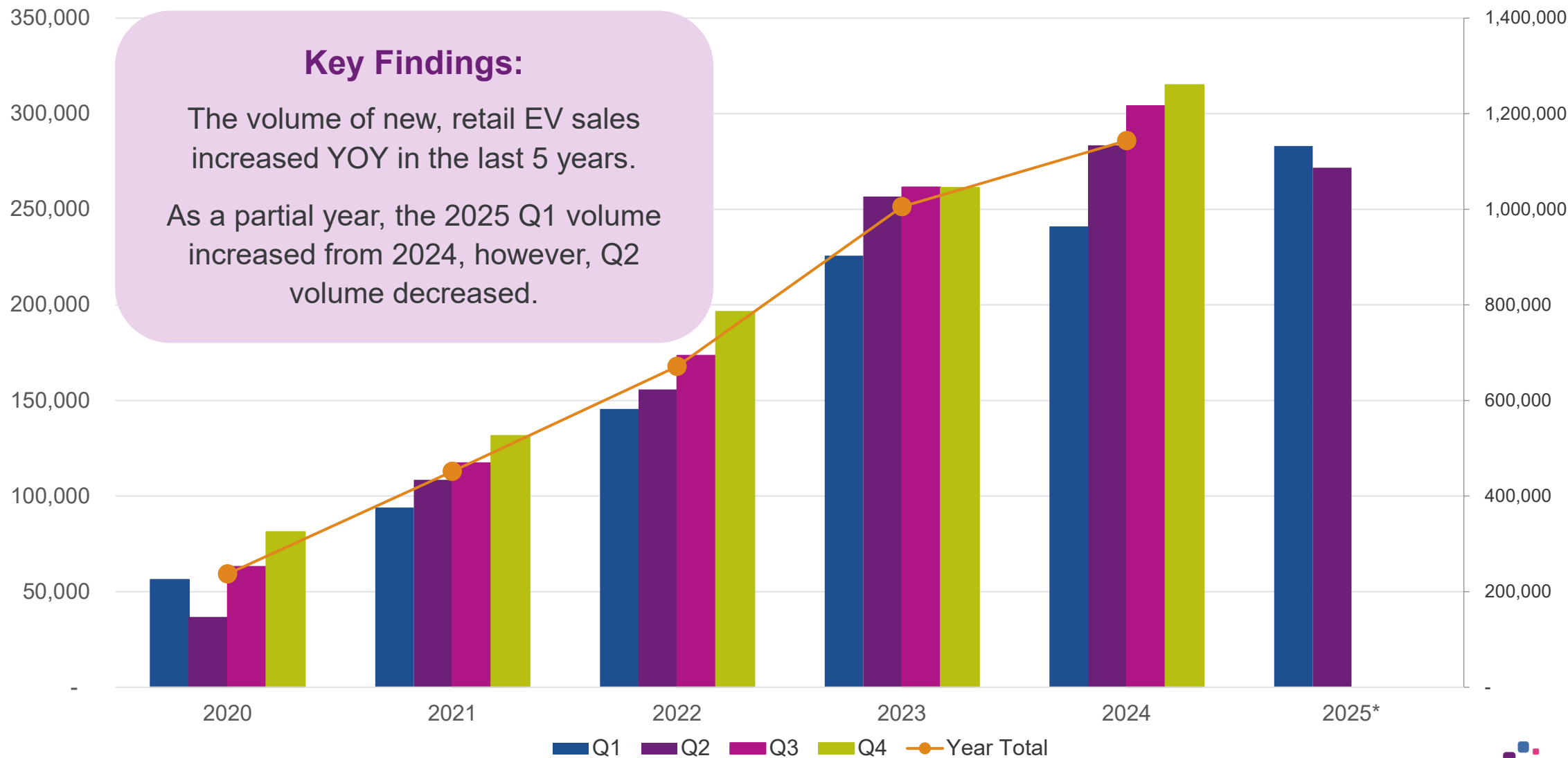
EVs are on the road
(Vehicles in Operation)

1.71%

of vehicles on the road are EVs

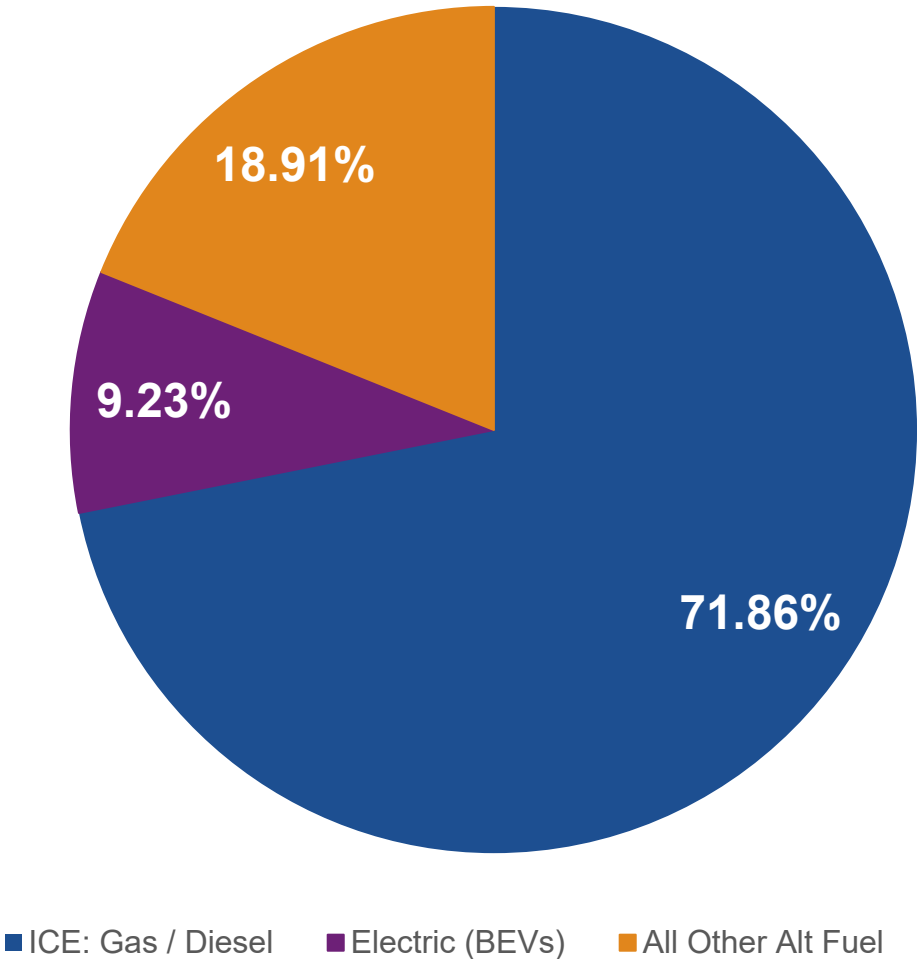
Last 5 Years New, Retail EV Registrations Volume by Quarter

By Electric Vehicle Fuel Type



R12 New, Retail Registration Market Share %

By Fuel Type (Electric = BEVs)



Key Findings:

ICE: Gas/Diesel vehicles account for

71.86%

of new, retail registrations in the last 12 months by fuel type. This is **down** from the 73.73% they represented last year.

Electric vehicles (BEVs) account for

9.23%

This is **down** from the 10.47% EVs represented last year.

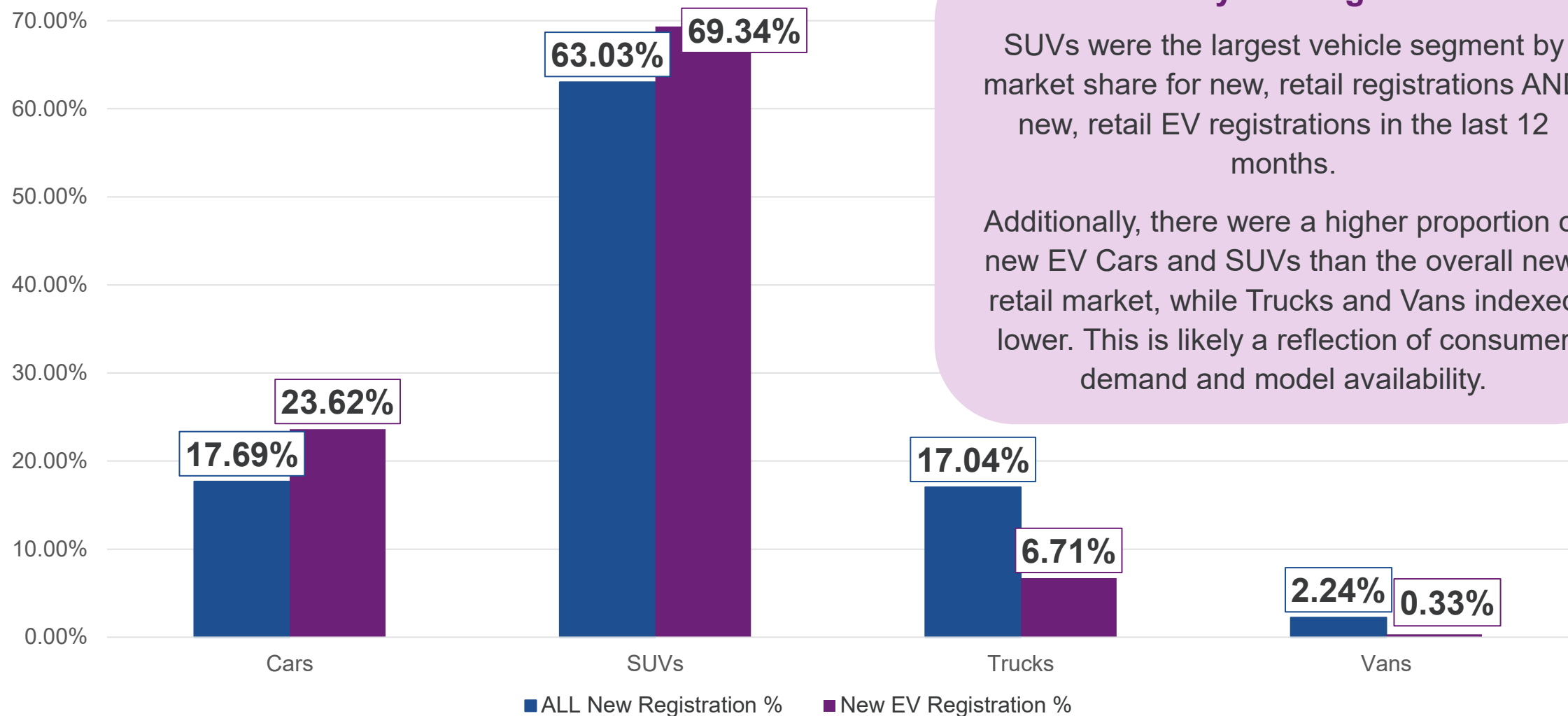
Other Alternative Fuel vehicles account for

18.91%

This is **up** from the 15.80% other alternative fuel types represented last year.

R12M New, Retail Registrations Market Share %

By Vehicle Segment and Fuel Type

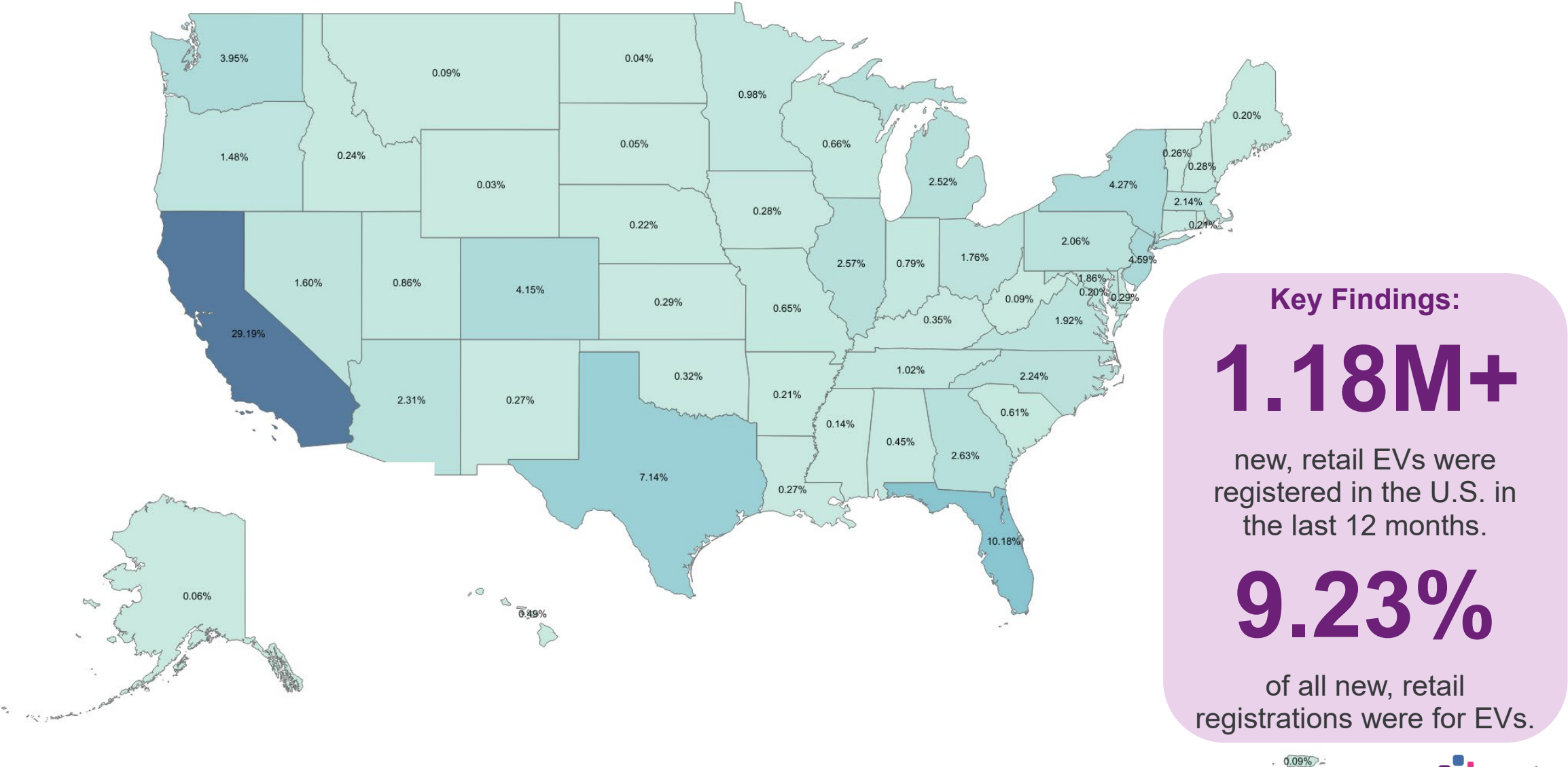


Key Findings:

SUVs were the largest vehicle segment by market share for new, retail registrations AND new, retail EV registrations in the last 12 months.

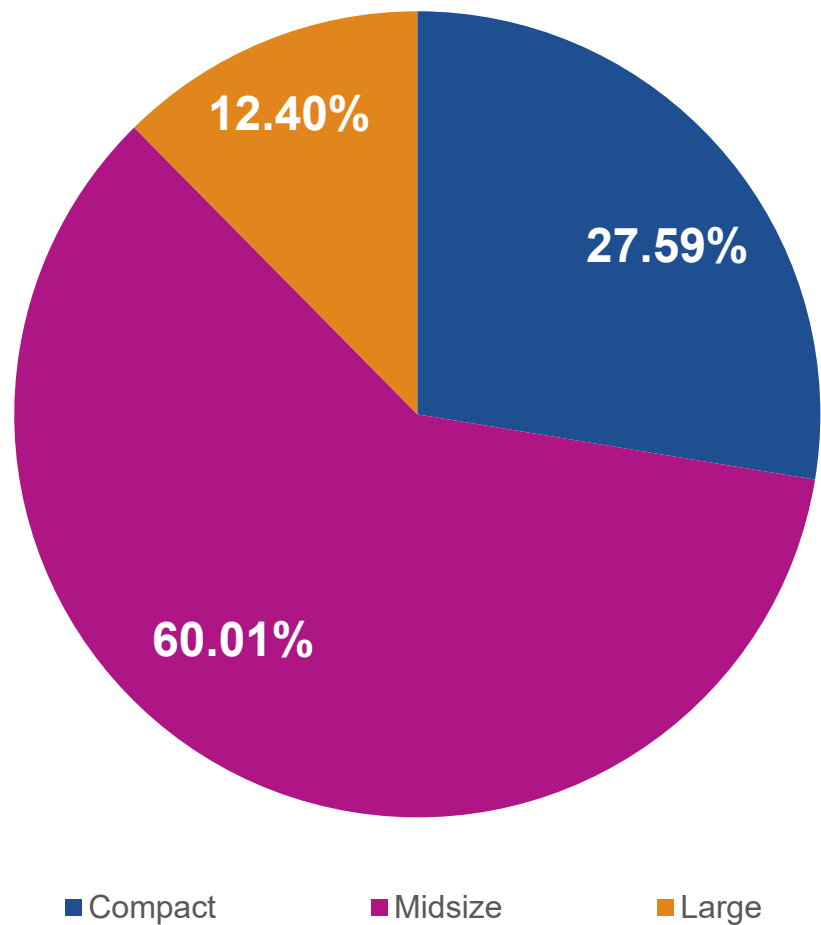
Additionally, there were a higher proportion of new EV Cars and SUVs than the overall new, retail market, while Trucks and Vans indexed lower. This is likely a reflection of consumer demand and model availability.

R12M U.S. New, Retail EV Registration % by State



R12 New, Retail EV Registration Market Share %

By Vehicle Sub-Segment (Compact, Midsize & Large) and Fuel Type



Key Findings:

Compact EVs accounted for

27.59%

of new, retail EV registrations in the last 12 months.

Midsize EVs accounted for

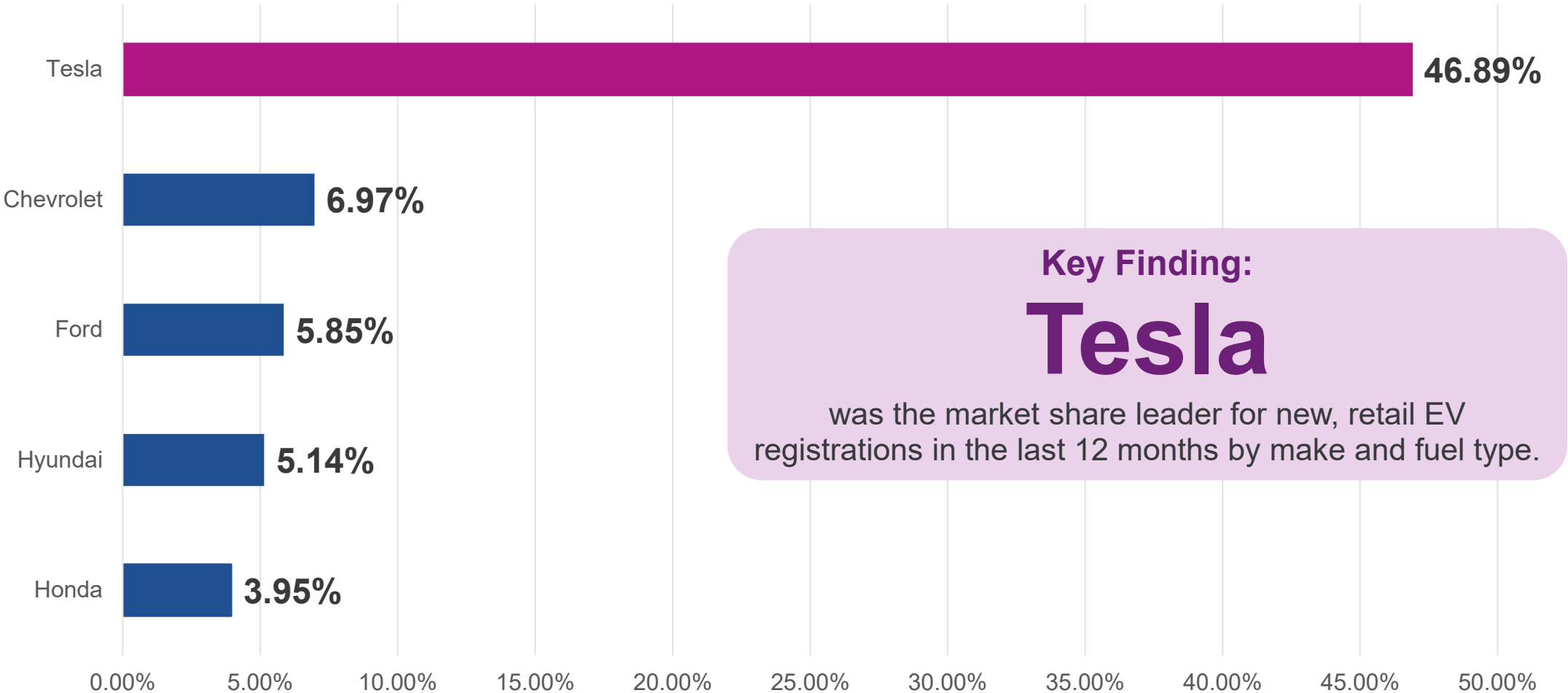
60.01%

Large EVs accounted for

12.40%

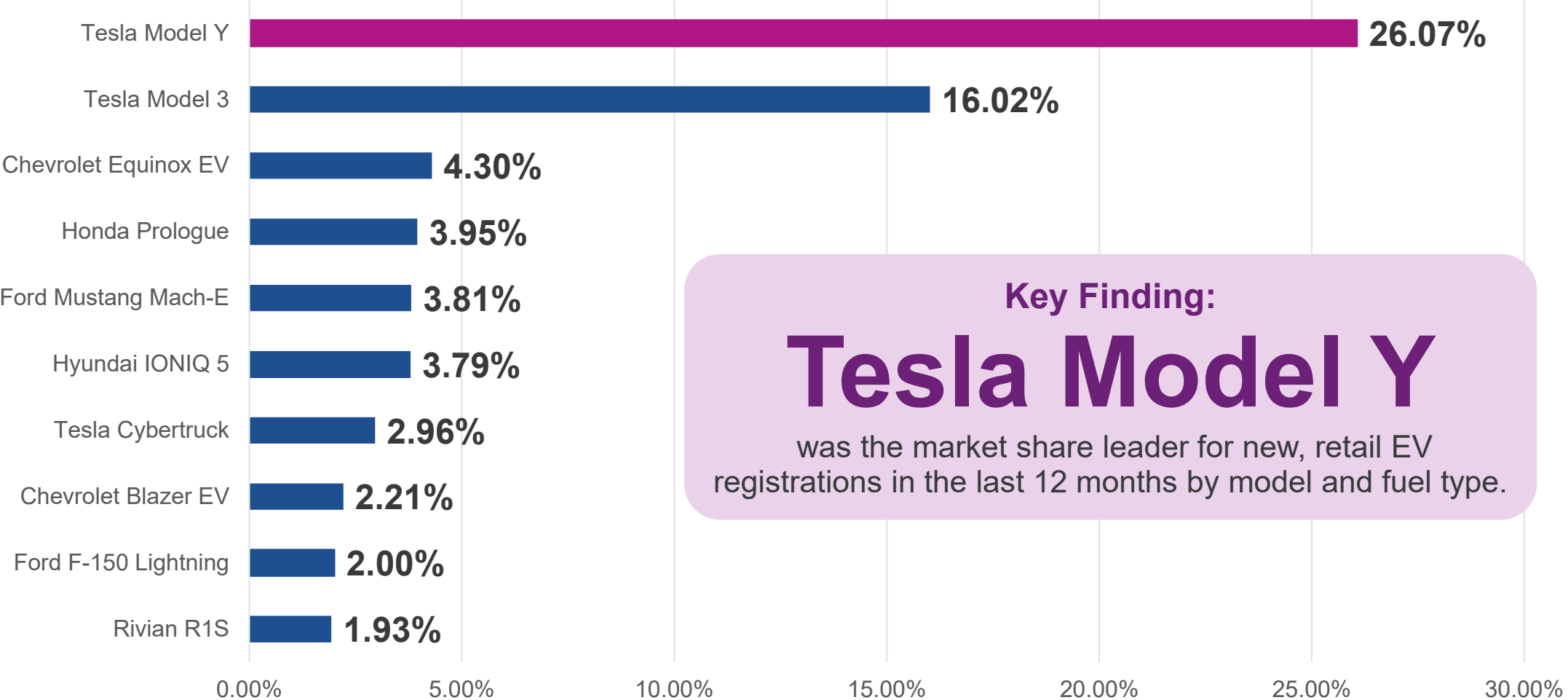
R12 Top 5 New, Retail EV Registration Market Share %

By Vehicle Make and Fuel Type



R12M Top 10 New, Retail EV Registration Market Share %

By Vehicle Model and Fuel Type








R12 Top 5 EV Market Share % Overview by Model

New, Retail Registrations by Vehicle Class and Fuel Type

EVs account for






9.23%

of new, retail registrations
in the last 12 Months

	 Tesla Model Y	 Tesla Model 3	 Chevrolet Equinox EV	 Honda Prologue	 Ford Mustang Mach-E
New, Retail Registration Market Share %	2.41%	1.48%	1.41%	0.37%	0.35%
New EV Registration Market Share %	26.07%	16.02%	4.30%	3.95%	3.81%
New Non-Luxury EV Reg. Market Share %	N/A	N/A	12.42%	11.43%	11.02%
New Luxury EV Reg Market Share %	40.87%	24.59%	N/A	N/A	N/A

What Model Did Each Vehicle Replace?

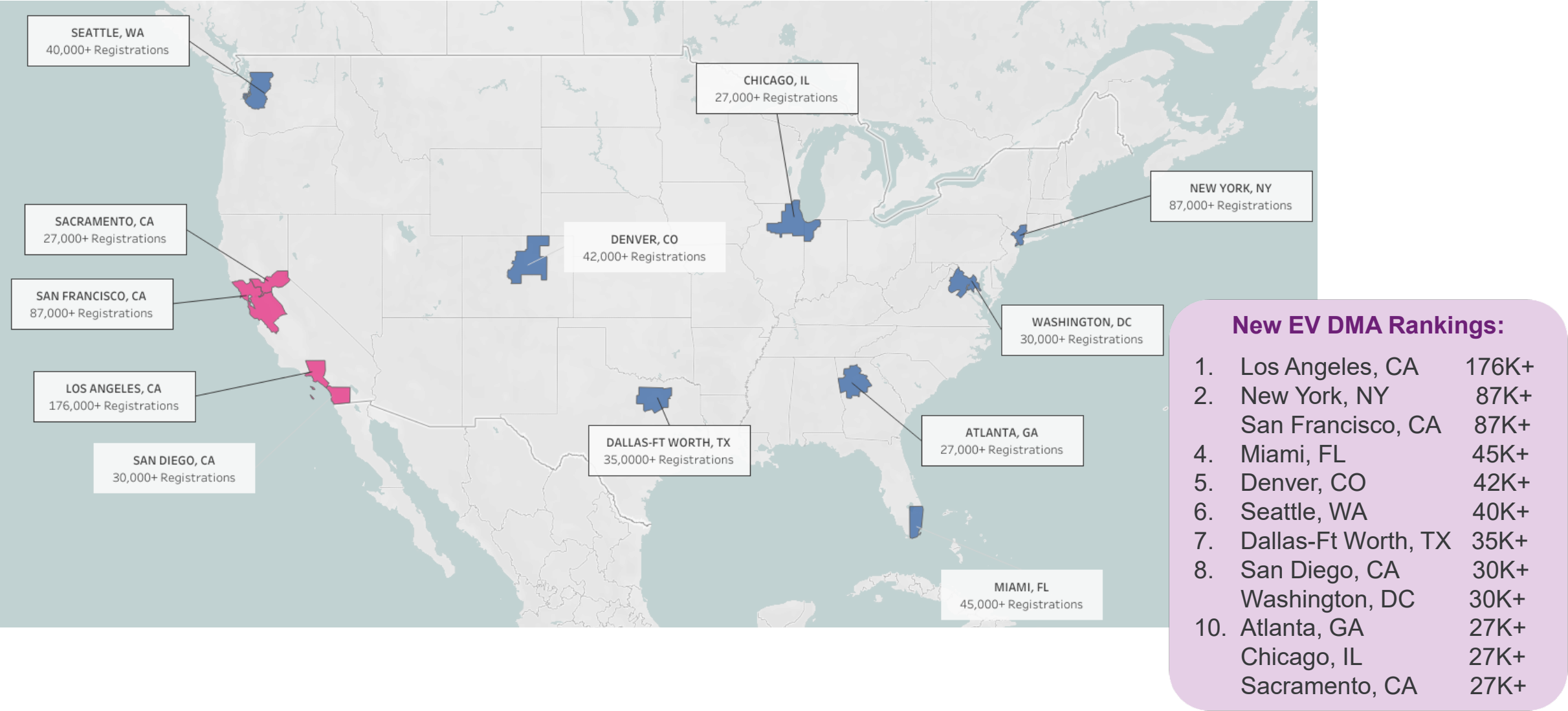
Data includes new-to-new vehicle purchases using Experian disposal methodology for the last 12 months

									
Tesla Model Y		Tesla Model 3		Chevrolet Equinox EV		Honda Prologue		Ford Mustang Mach-E	
Including Tesla Models		Including Tesla Models		Including Chevrolet Models		Including Honda Models		Including Ford Models	
Tesla Model Y	18.15%	Tesla Model 3	38.87%	Chevrolet Equinox	11.84%	Honda CR-V	18.24%	Ford Mach-E	7.70%
Tesla Model 3	16.10%	Tesla Model Y	6.34%	Chevrolet Bolt EUV	9.13%	Honda Accord	10.29%	Ford Explorer	5.25%
Tesla Model S	0.64%	Tesla Model S	1.31%	Chevrolet Bolt EV	6.76%	Honda Pilot	9.39%	Ford Escape	4.85%
Tesla Model X	0.62%	Tesla Model X	0.45%	Chevrolet Blazer	4.77%	Honda Civic	6.60%	Ford F-150	4.45%
Tesla Cybertruck	0.05%	Tesla Cybertruck	0.07%	Chevrolet TrailBlazer	2.93%	Honda HR-V	6.46%	Ford Edge	3.59%
All Models		All Models		All Models		All Models		All Models	
Honda CR-V	2.59%	Honda Accord	2.49%	Tesla Model Y	1.38%	Toyota RAV4	1.27%	Tesla Model 3	2.98%
Toyota Camry	2.42%	Honda Civic	2.23%	Honda CR-V	1.32%	Tesla Model Y	1.13%	Tesla Model Y	2.34%
Toyota RAV4	2.39%	Toyota Camry	2.19%	Toyota Prius	1.30%	Toyota Highlander	1.05%	Mazda CX-5	1.41%
Honda Accord	2.29%	Toyota Corolla	1.48%	Tesla Model 3	1.15%	Toyota Camry	0.95%	Honda CR-V	1.25%
Toyota Highlander	1.72%	Toyota Prius	0.96%	Honda Accord	1.10%	Tesla Model 3	0.90%	Toyota RAV4	1.24%

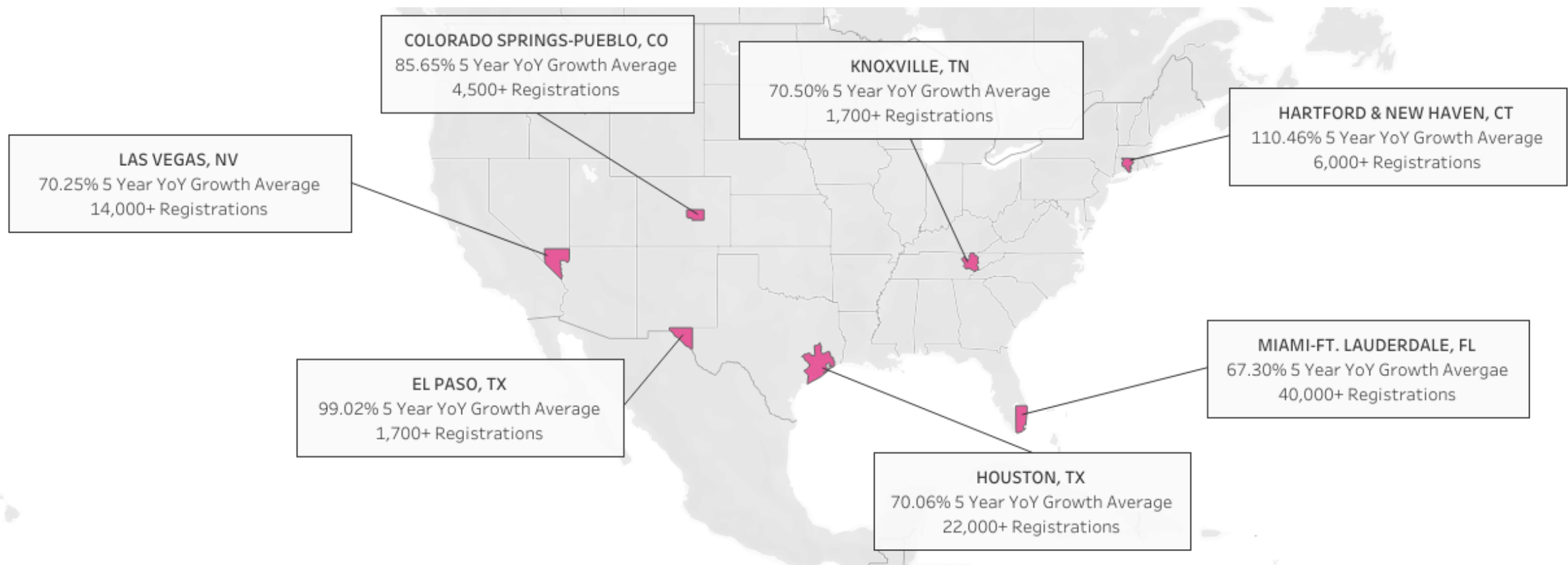
Top 5
Inflows including
in-brand models

Top 5
Inflows from
all makes

R12M Top U.S. DMAs for New, Retail EV Registrations



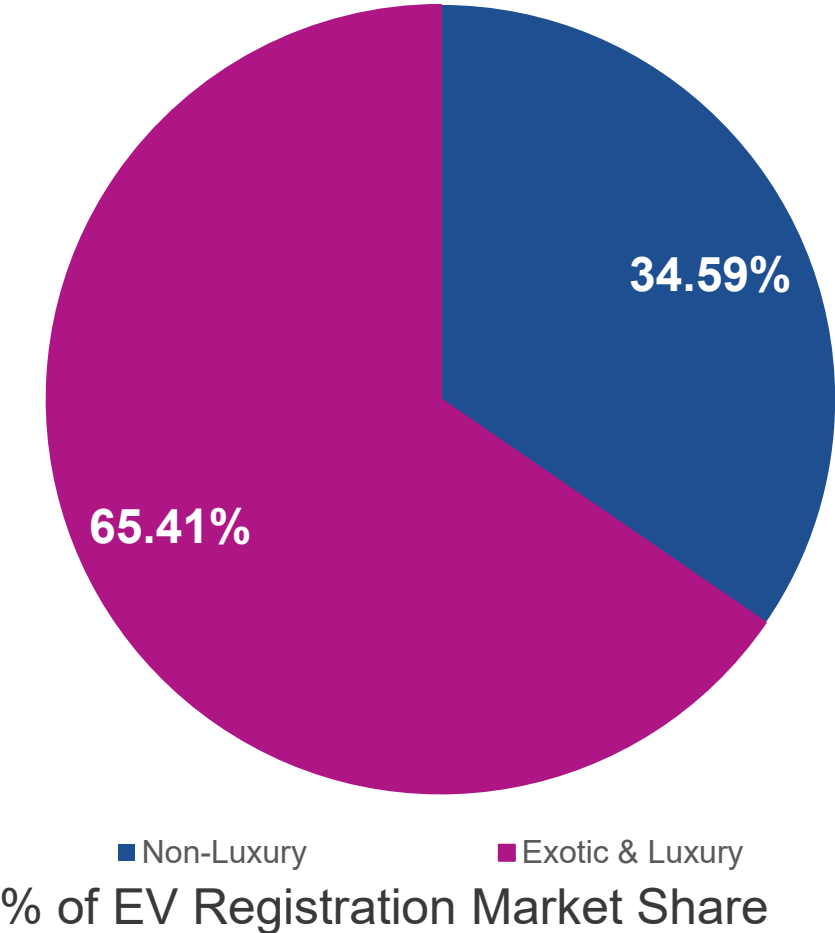
R12M Fastest Growing DMAs for New, Retail EV Registrations



1.	Hartford & New Haven, CT	110.46%	6.0K+	4.	Knoxville, TN	70.50%	1.7K+
2.	El Paso, TX	99.02%	1.7K+	5.	Las Vegas, NV	70.25%	14K+
3.	Colorado Springs-Pueblo, CO	85.65%	4.5K+	6.	Houston, TX	70.06%	22K+
				7.	Miami-Ft. Lauderdale, FL	67.30%	40K+

R12M New, Retail EV Registration Market Share %

By Vehicle Class: Non-Luxury, Luxury and Exotic Vehicles



Key Findings:

Non-Luxury EVs account for

34.59%

of new, retail registrations in the last 12 Months

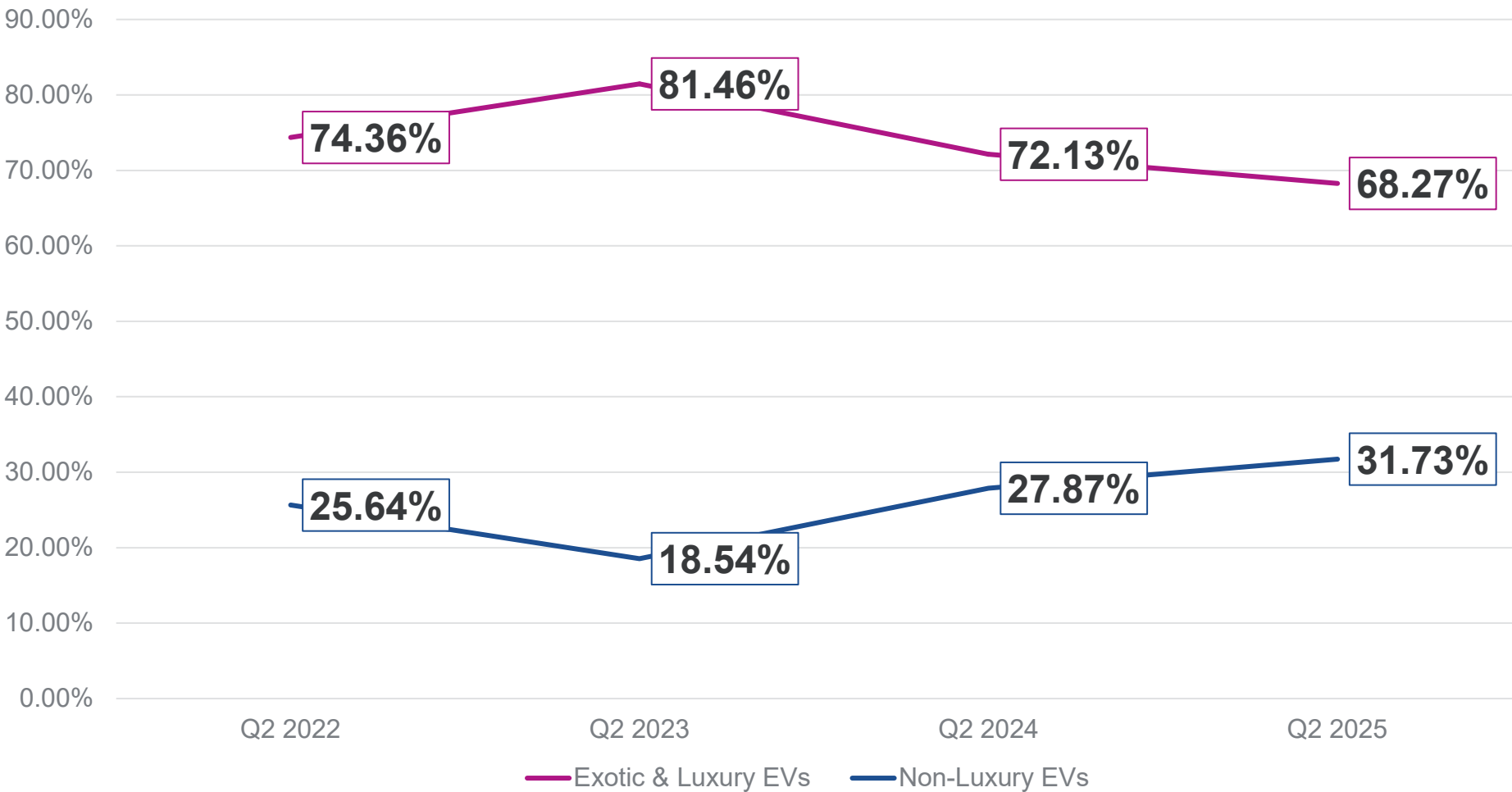
Exotic & Luxury EVs account for

65.41%

This is largely driven by the classification and volume of Tesla registrations

Q2 2025 New, Retail EV Registrations Market Share %

By Vehicle Class and Fuel Type for the Last 4 Years (Q2 = April, May and June)



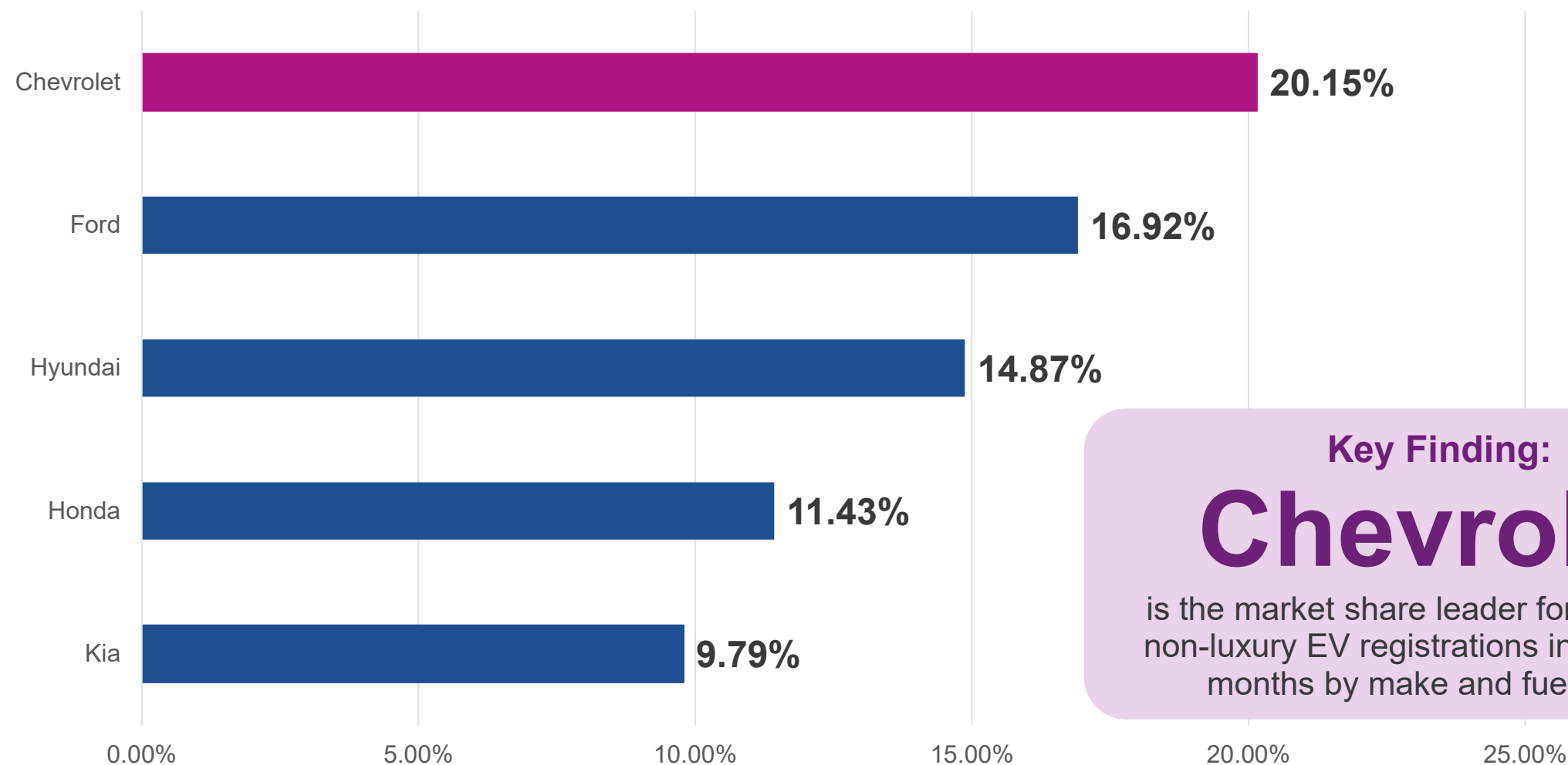
Key Findings:

As EV model availability expands, the market share has shifted between Luxury (including Exotic) and Non-Luxury EV vehicles.

Exotic and Luxury EV market share has declined, and Non-Luxury EV market share has increased.

R12 Top 5 New, Retail Non-Luxury EV Registration Market Share %

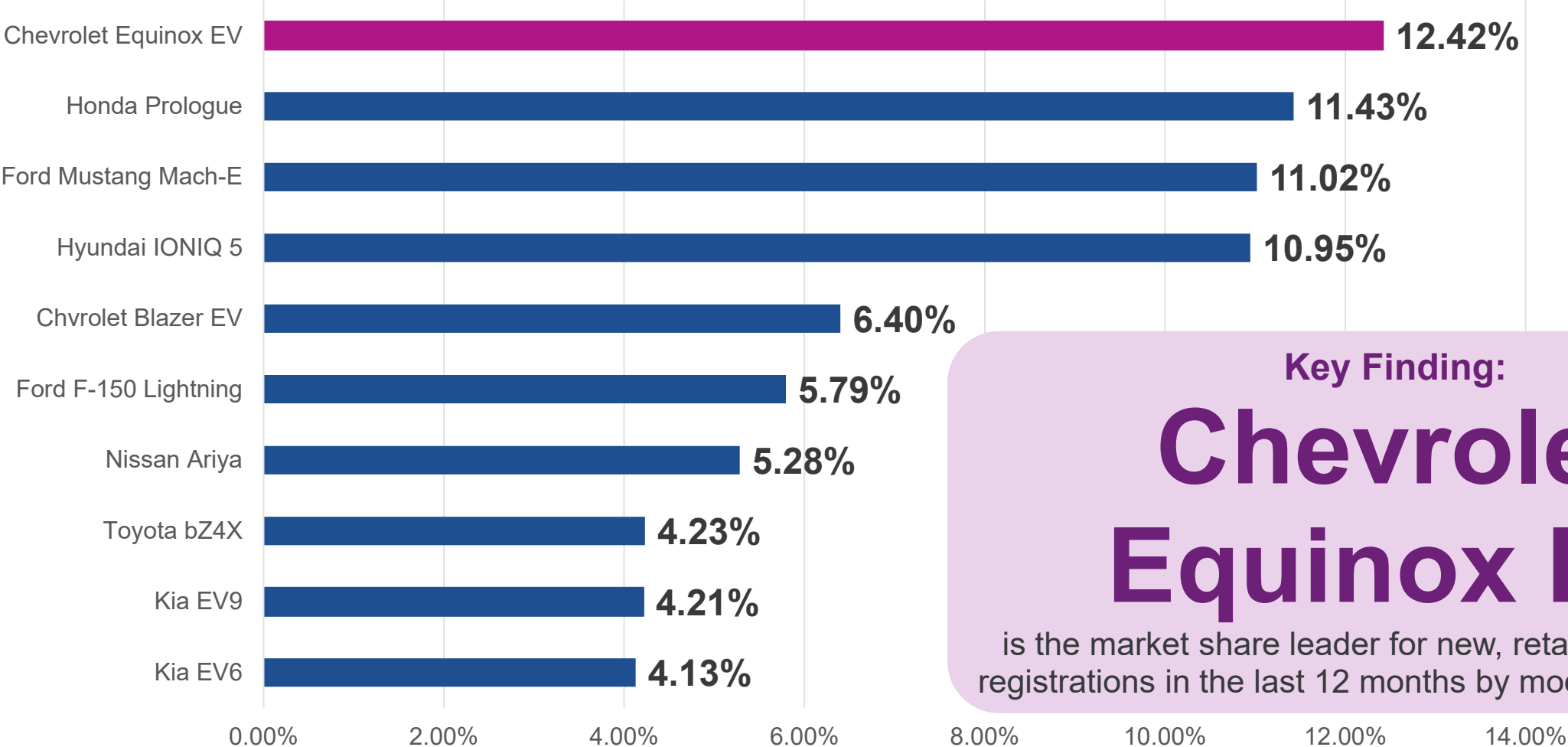
By Non-Luxury Vehicle Class, Make and Fuel Type



Key Finding:
Chevrolet
is the market share leader for new, retail non-luxury EV registrations in the last 12 months by make and fuel types.

R12M Top 10 New, Retail Non-Luxury EV Registration Market Share %

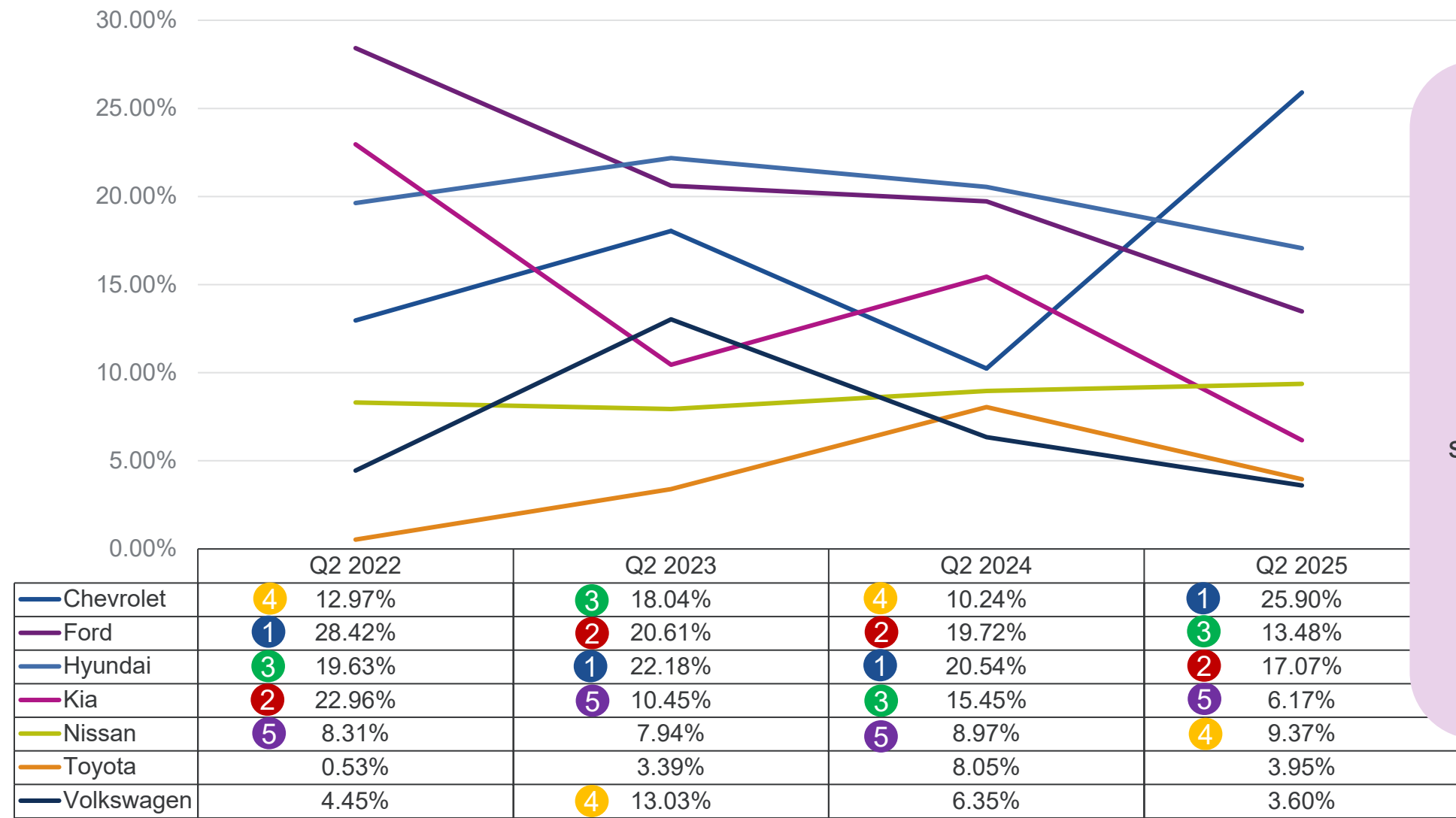
By Non-Luxury Vehicle Class, Model and Fuel Type



Key Finding:
Chevrolet Equinox EV
is the market share leader for new, retail non-luxury EV registrations in the last 12 months by model and fuel type.

Q2 2025 Top 5 New, Retail, Non-Luxury EV Registration Market Share %

By Make and Fuel Type for the Last 4 Years (Q2 = April, May and June)

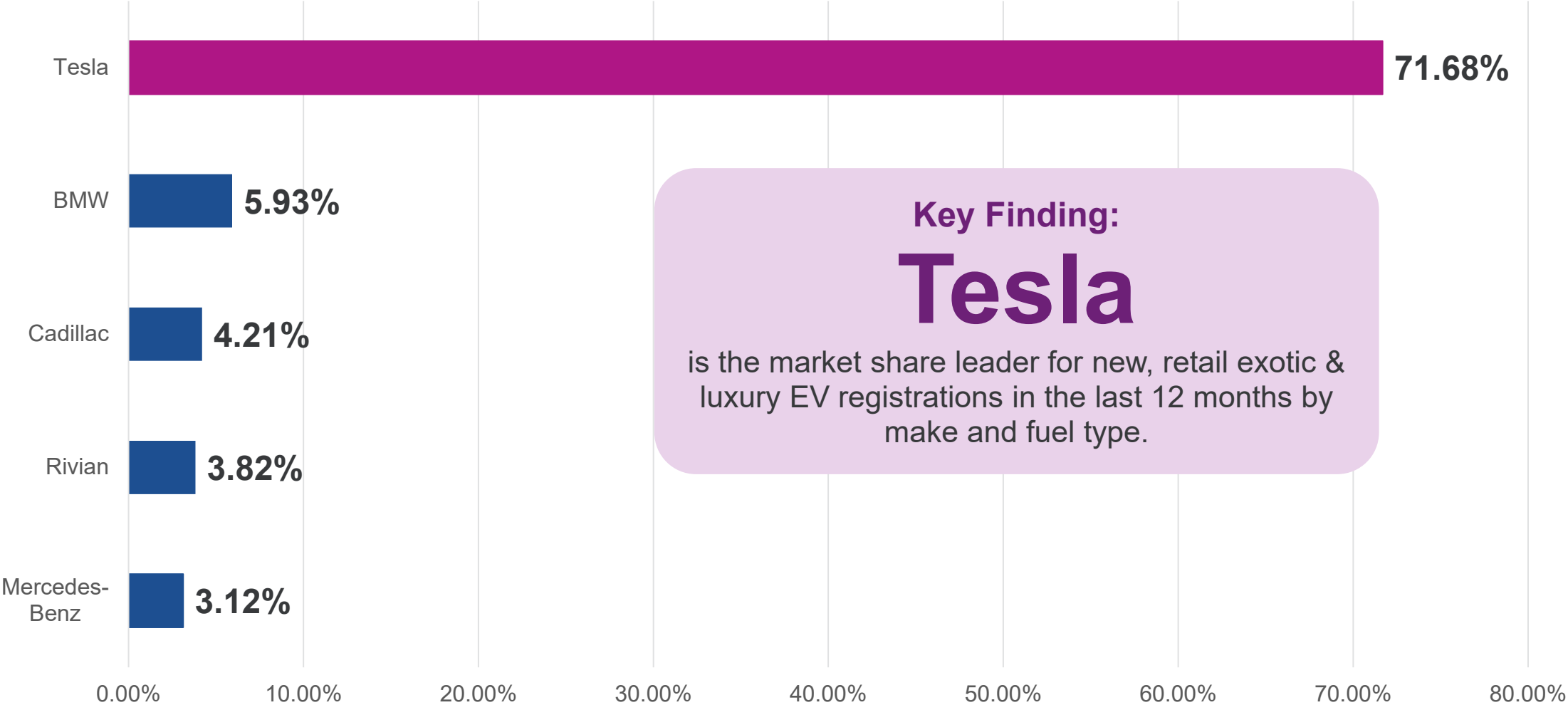


Key Findings:

As EV model availability expands, we are seeing market share movement in the Non-Luxury space by vehicle make.

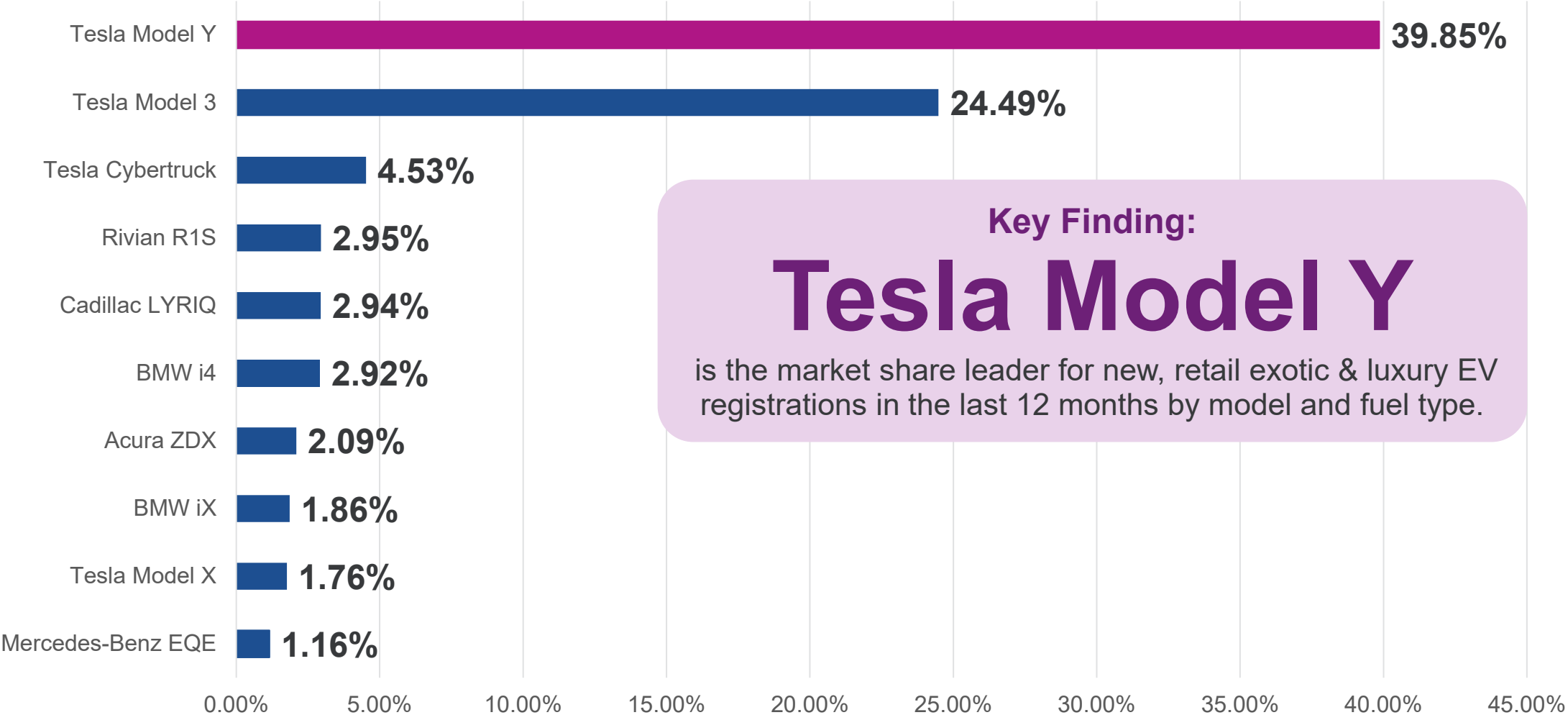
R12 Top 5 New, Retail Luxury EV Registration Market Share %

By Exotic and Luxury Vehicle Class, Make and Fuel Type



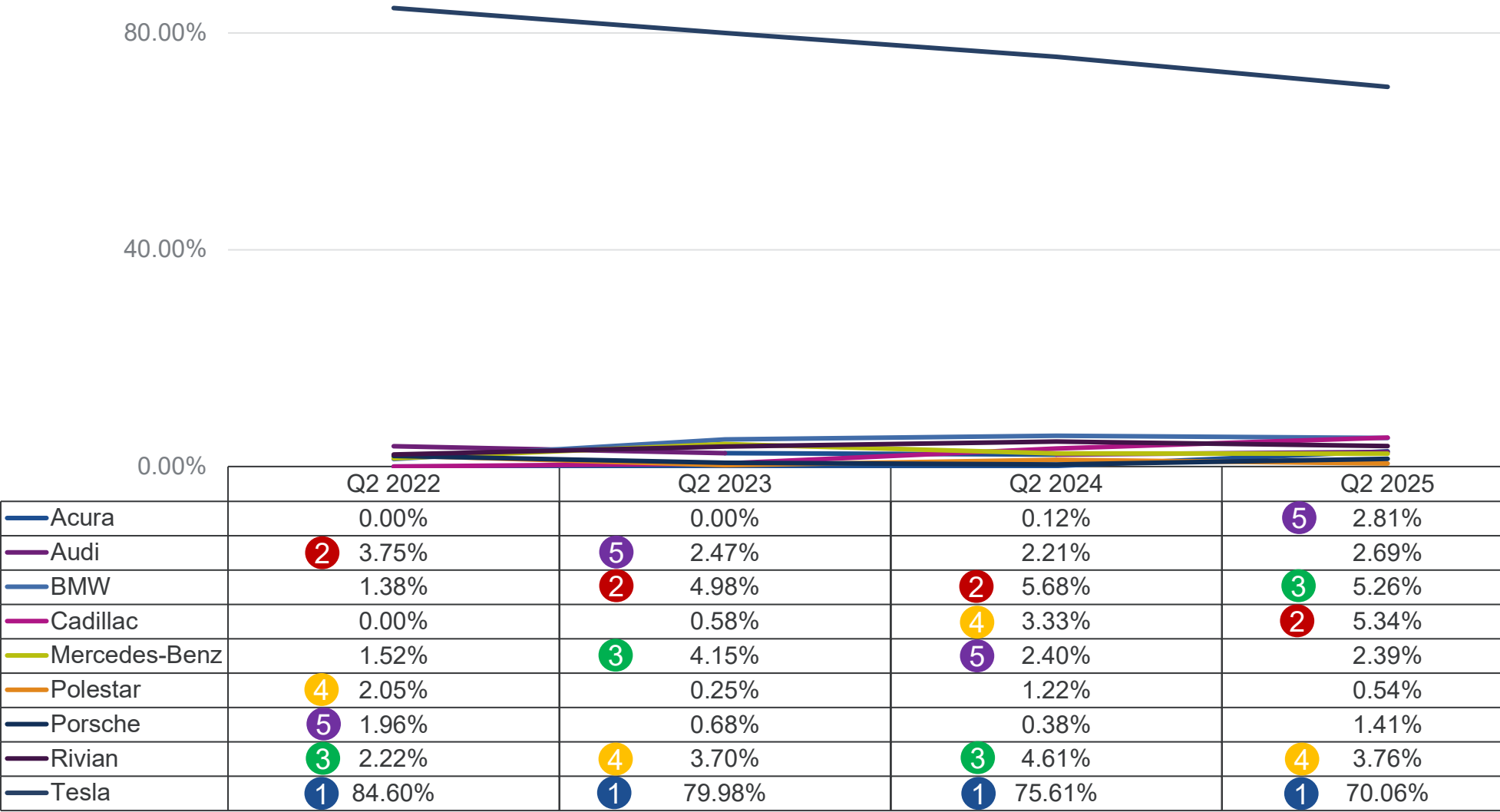
R12M Top 10 New, Retail Luxury EV Registration Market Share %

By Exotic and Luxury Vehicle Class, Model and Fuel Type



Q2 2025 Top 5 New, Retail, Exotic & Luxury EV Reg Market Share %

By Make, Vehicle Class and Fuel Type for the Last 4 Years (Q2 = April, May and June)



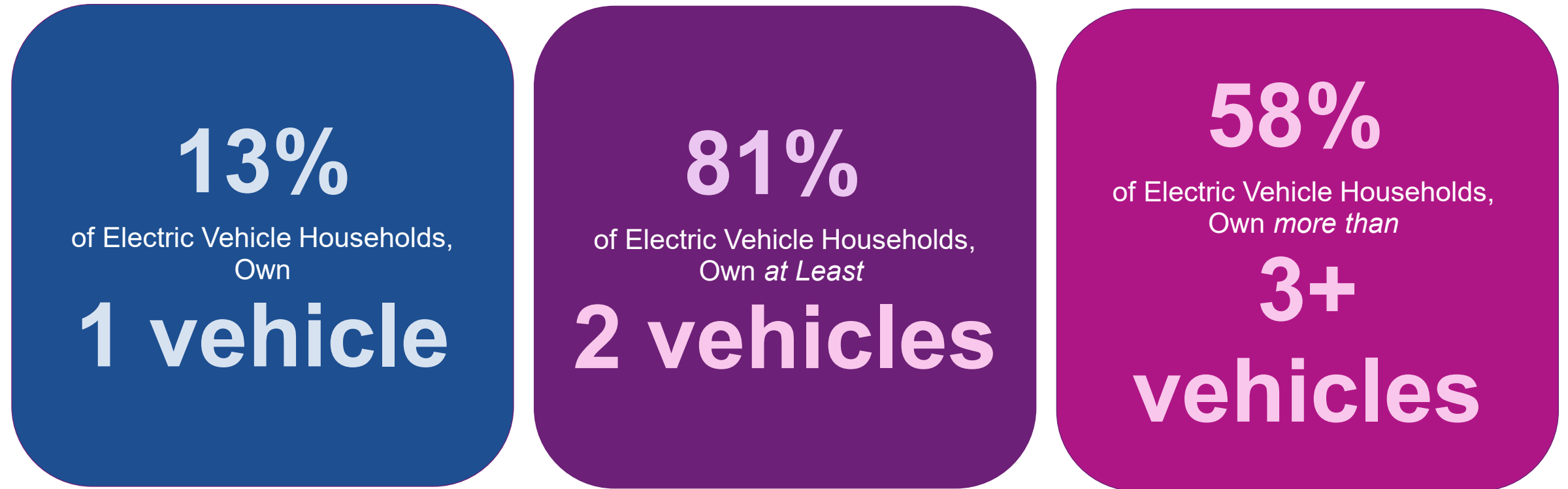
Key Findings:

Tesla

is the market share leader for new, retail Exotic & Luxury EV registrations.

However, with model availability shifting in the marketplace, we have seen significant market share shifts in the top 5 ranking by make over the last 4 years.

The Majority of Electric Vehicle Households also Own Other Vehicles



Electric Vehicle Household Share of Garage Details

Households that own at least 1 EV,
and have at least a 2nd vehicle

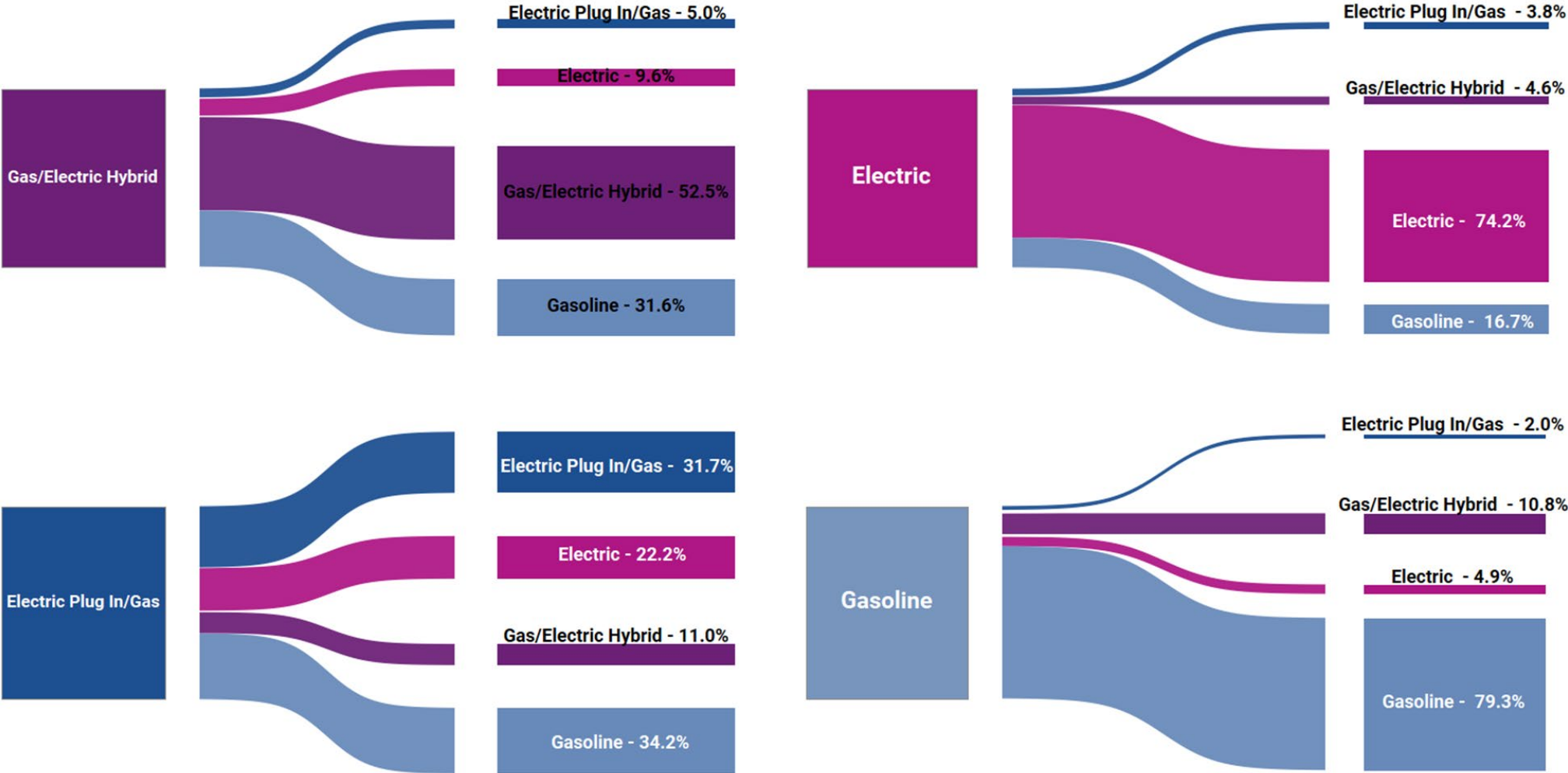
80% also own a **Gasoline** Vehicle

14.9% also own a **Hybrid** Vehicle

16% also own an **Electric** Vehicle

Electrified and Gas Vehicles Returning to Market

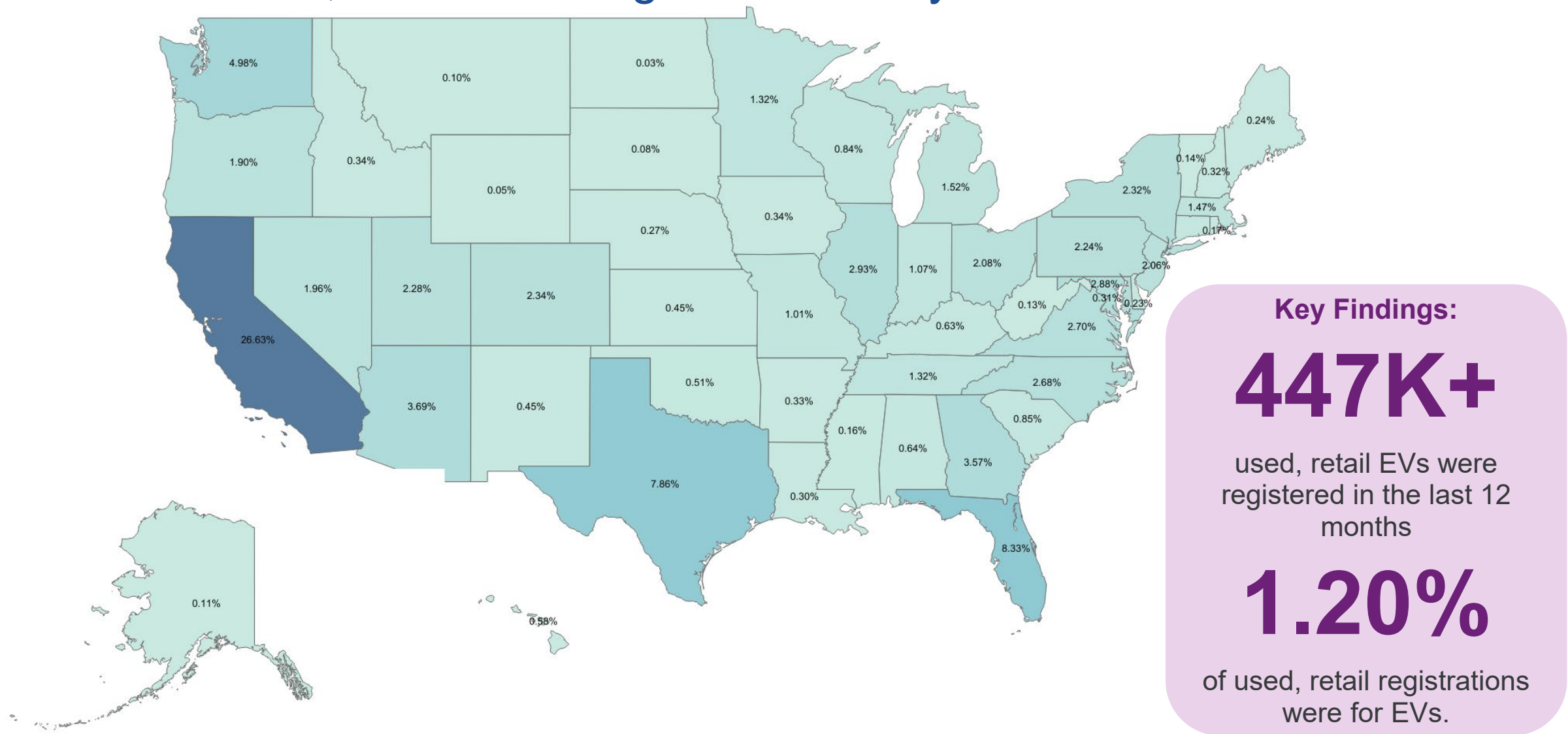
Vehicle Replacement; New to New



Key Findings:

- 67.1% of gas hybrid owners remained loyal to electrification
- 64.9% of PHEV owners remained loyal to electrification
- 74.2% of all EV owners replaced their EV with another EV
- 16.7% replaced their EV with a gas vehicle
- 17.7% of Gas owners replaced their vehicle with something electrified

R12 U.S. Used, Retail EV Registration % by State



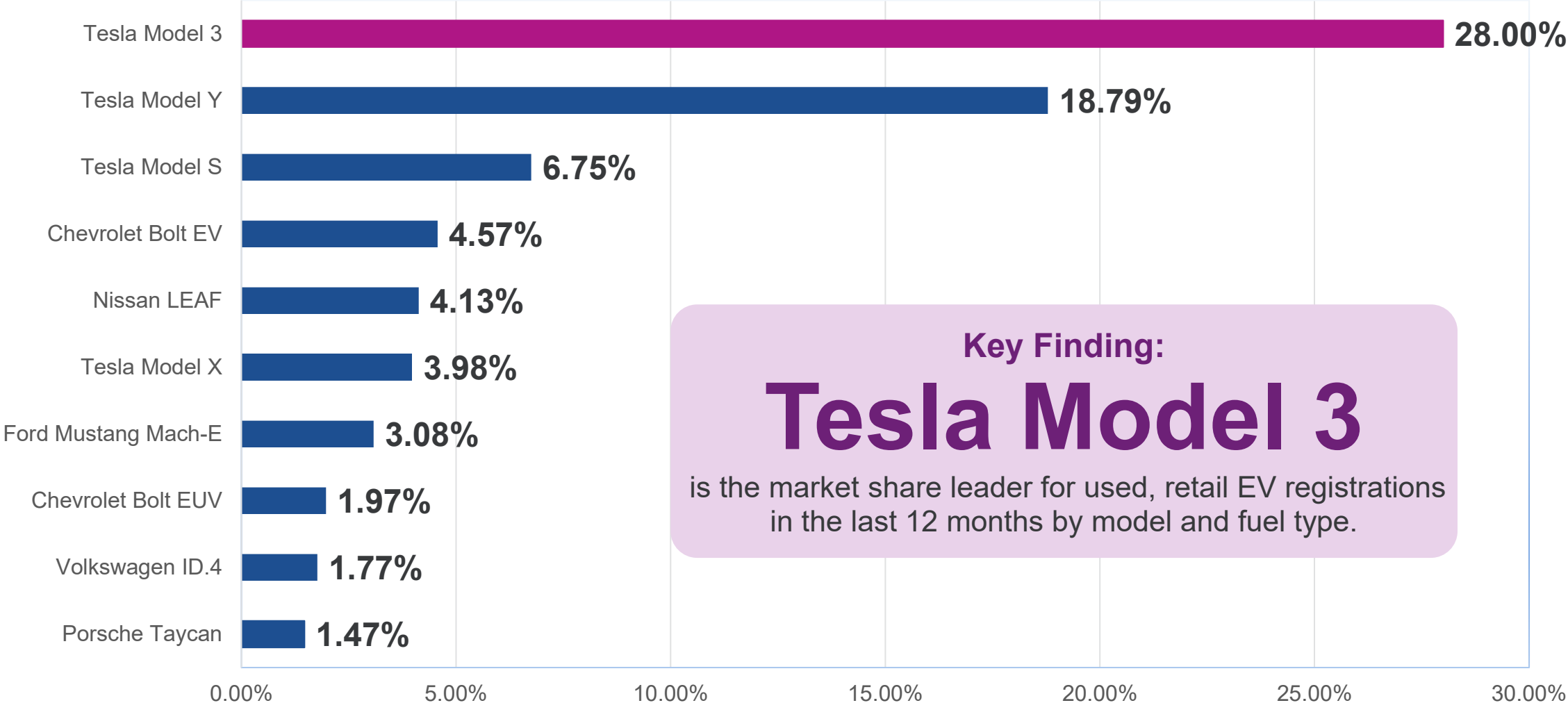
Key Findings:

447K+
used, retail EVs were
registered in the last 12
months

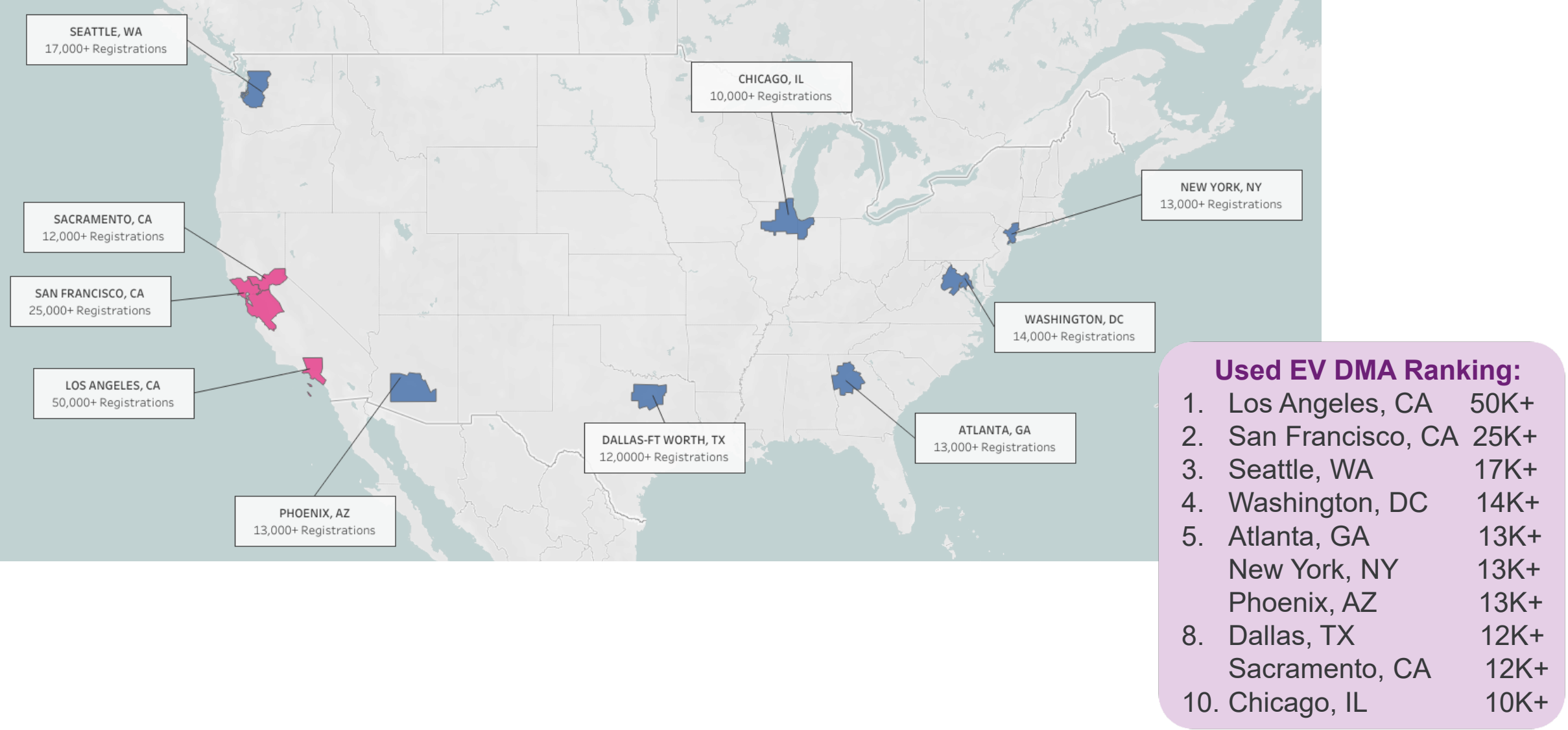
1.20%
of used, retail registrations
were for EVs.

R12M Top 10 Used, Retail EV Registration Market Share %

By Model and Fuel Type



R12M Top U.S. DMAs for Used, Retail EV Registrations



Q2 Summary Insights

What are they driving?



EVs represent **9.23%** of new, retail registrations in the last 12 months. Of the new, retail EV registrations **34.59%** were for non-luxury vehicles, **65.41%** are exotic and luxury models.



Tesla is the market share leader for new, retail EV registrations by make with **46.89%**. This is driven by having two of the top 3 models with the Tesla Model Y and Model 3. The third most popular model for new retail EV buyers is the Chevrolet Equinox EV.



EVs represent **1.20%** of used, retail registrations in the last 12 months.

The top 5 used retail EVs registered in the last 12 months were the Tesla Model 3, Tesla Model Y, Tesla Model S, Chevrolet Bolt, and the Nissan LEAF.

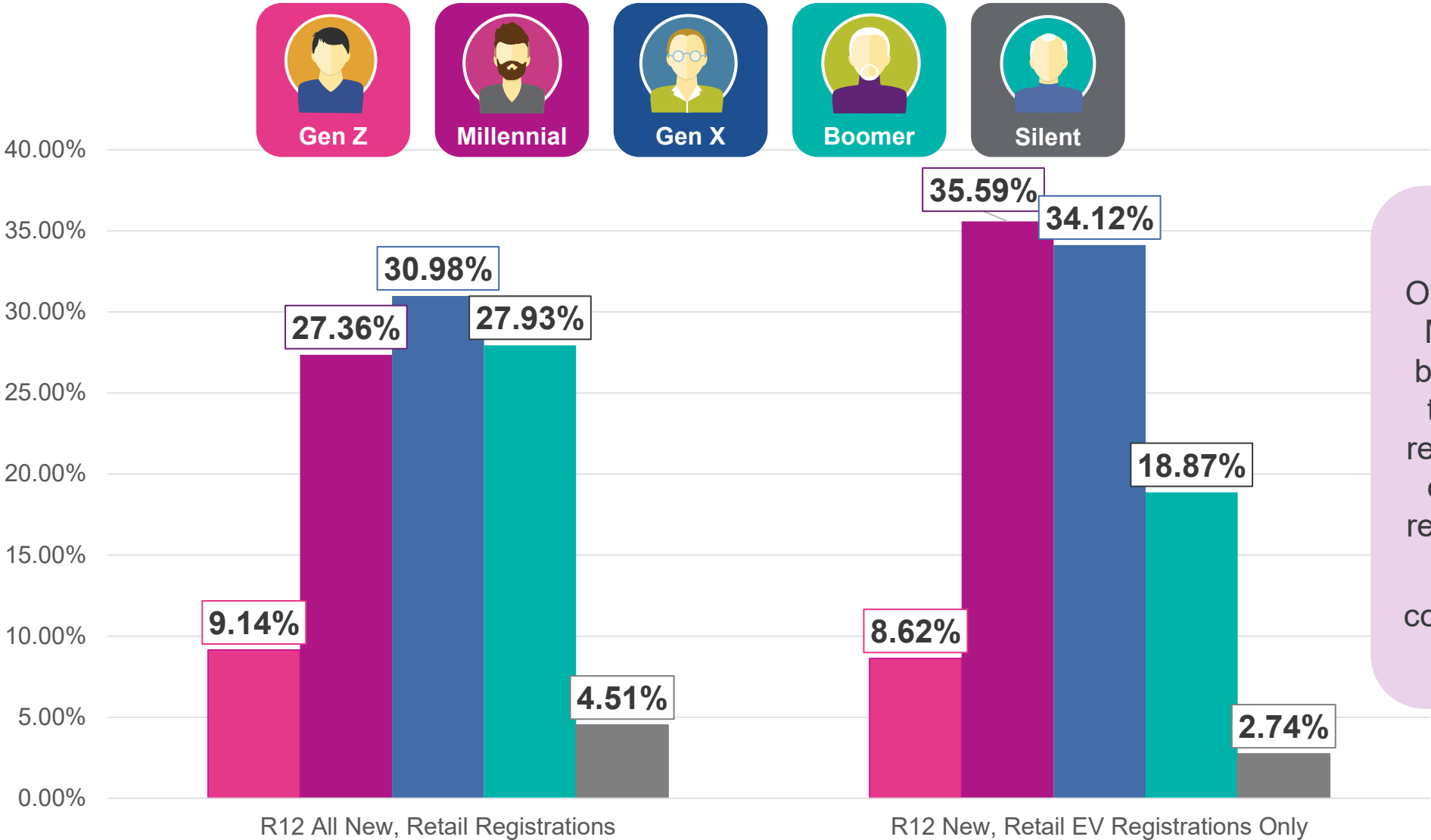
Q2 2025

Who are these buyers?

- Demographic information
- Generational insights
- Lifestyle segmentation



R12M New, Retail EV Registration % by Generation



Key Findings:

Over the last 12 months, Millennials and Gen X buyers have continued to over-index for new, retail EV registrations as compared to the new, retail market as a whole.

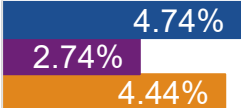
Baby Boomers have continued to under-index for new, retail EVs.

R12M New, Retail Registration Market Share %

By Generation and Fuel Type



Silent



Boomer



Gen X



Millennial



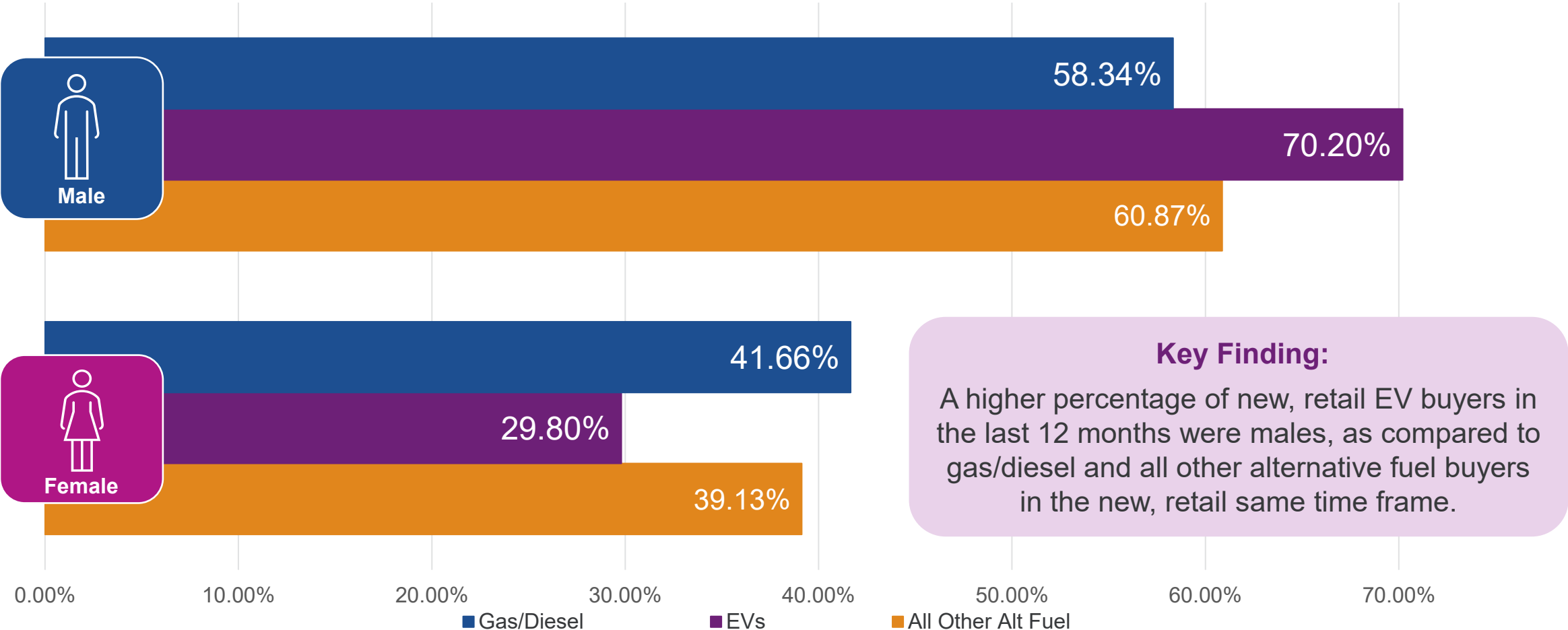
Gen Z



Key Findings:
Gas/Diesel and All Other Alt Fuel market share percentages by generation are similar for new, retail vehicle registrations in the last 12 months. EVs, however, have a much higher adoption rate for Millennials and a higher adoption rate for Gen X buyers, while Boomers have a much lower adoption rate

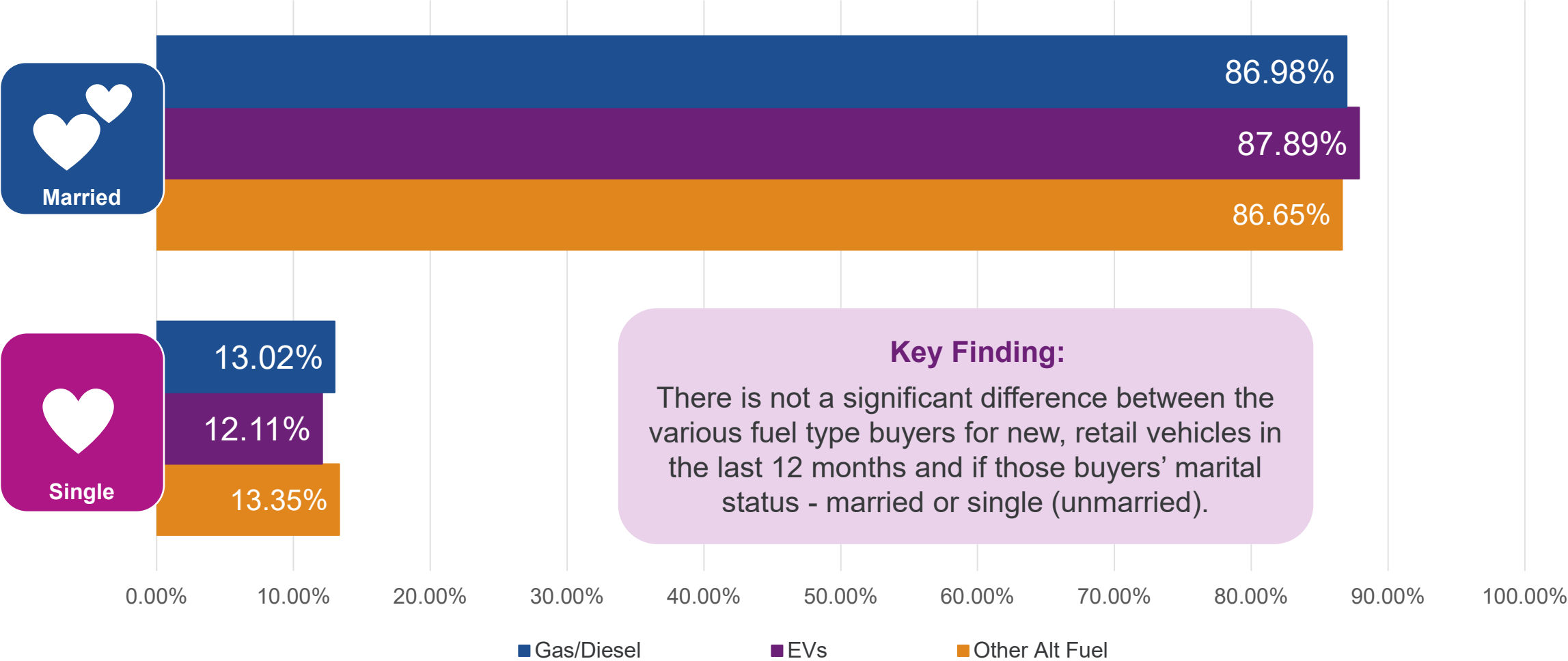
R12M New, Retail Registration Market Share %

By Gender and Fuel Type



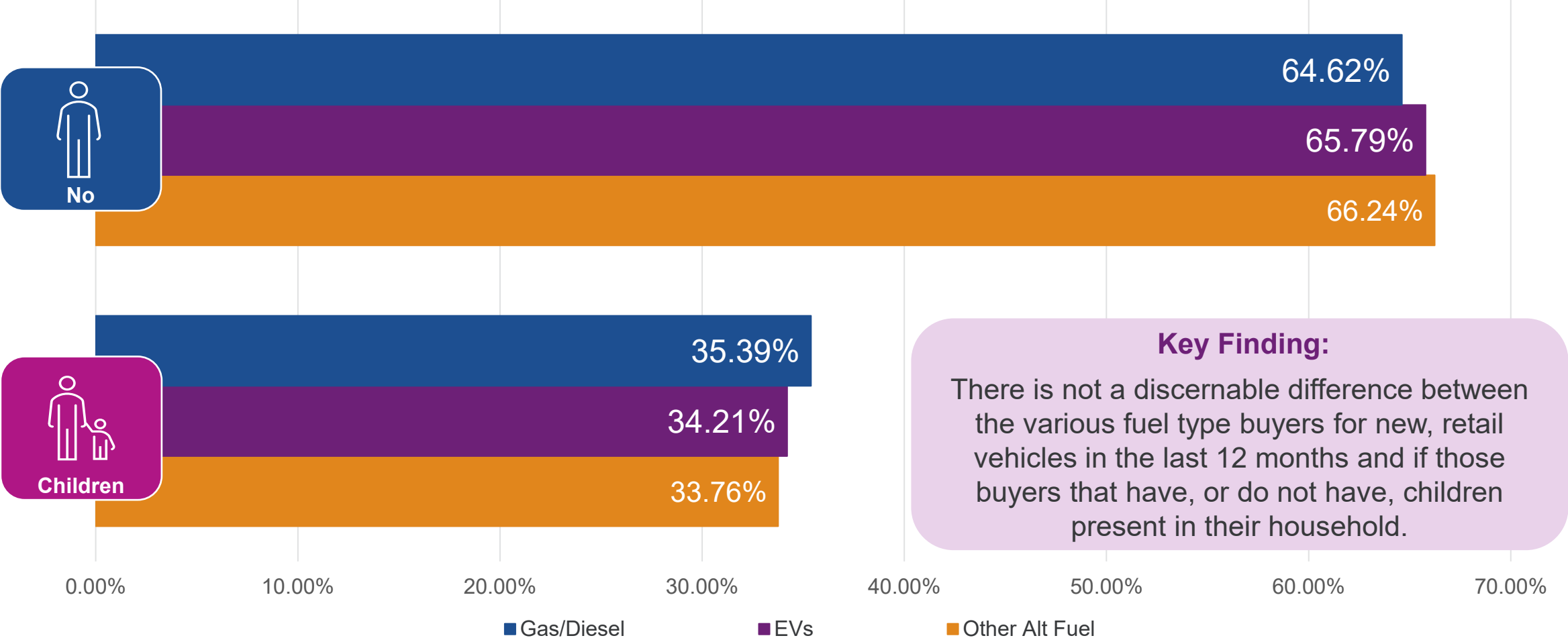
R12M New, Retail Registration Market Share %

By Marital Status and Fuel Type



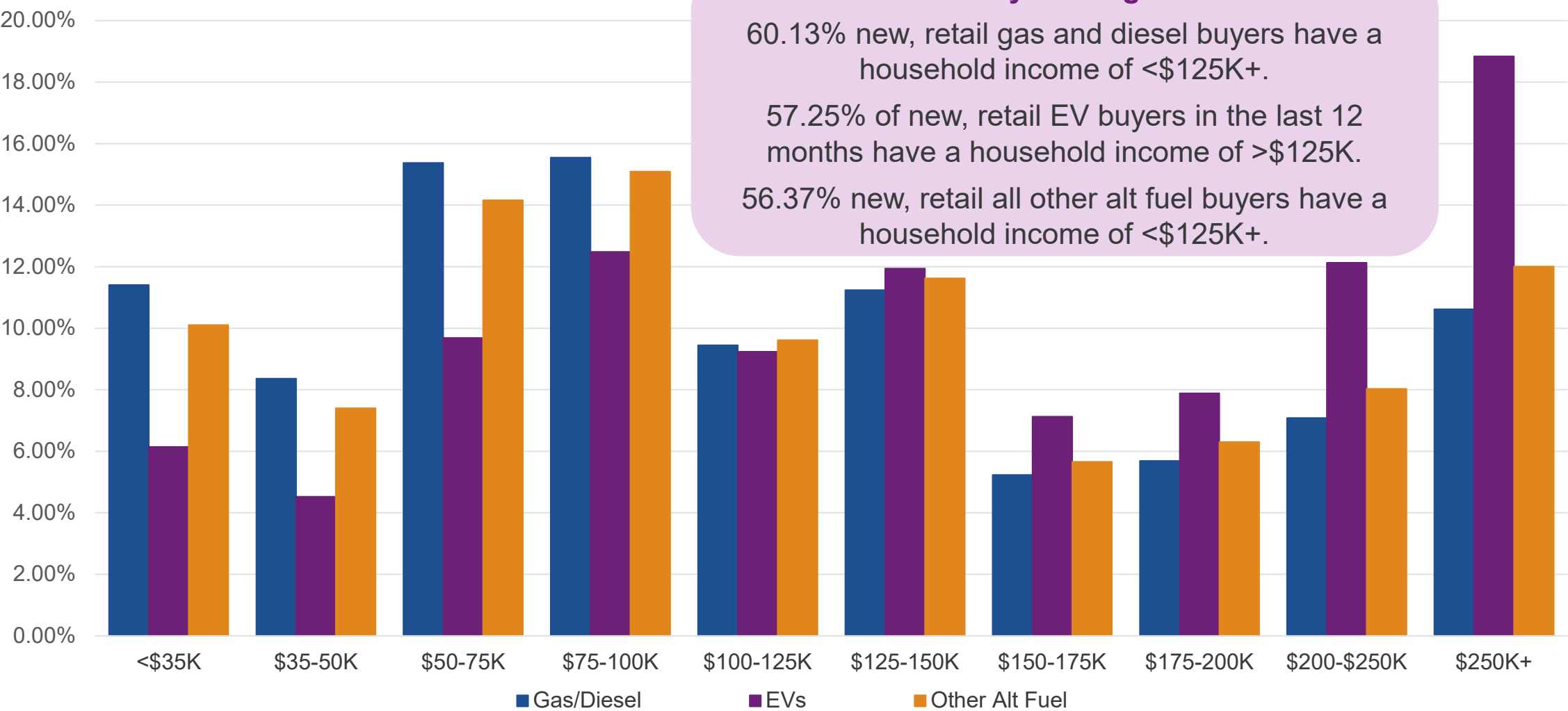
R12M New, Retail Registration Market Share %

By Presence of Children and Fuel Type



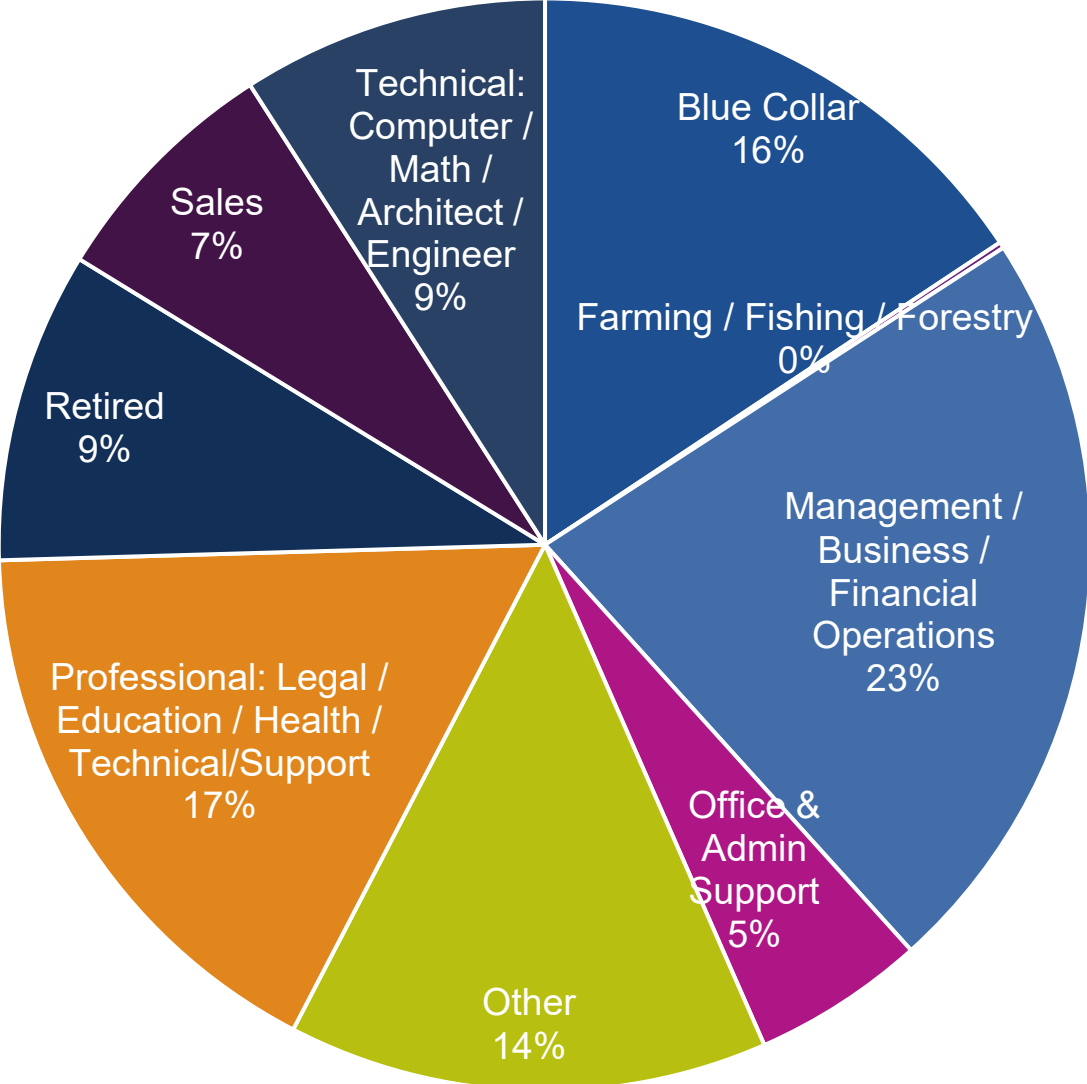
R12M New, Retail Registration Market Share %

By Household Income and Fuel Type



R12M New Retail EV Registration Market Share %

By Buyer Occupation and Fuel Type

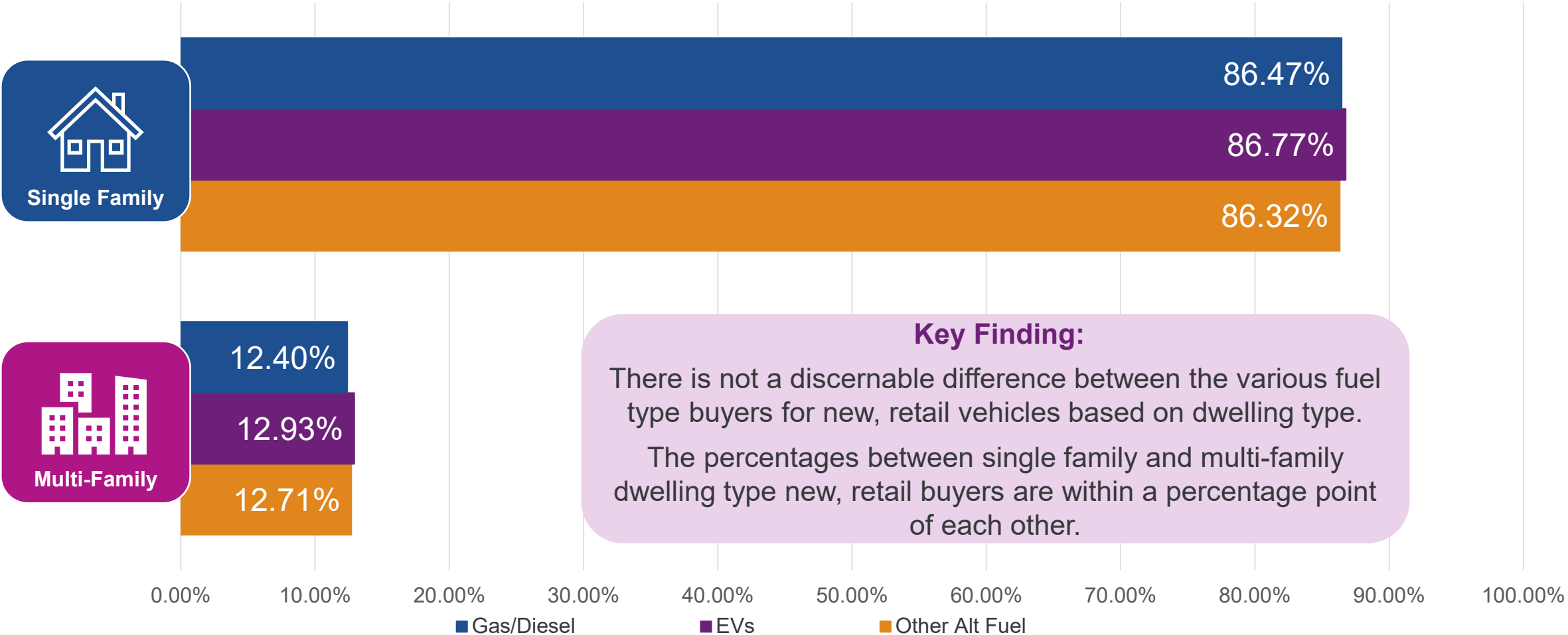


- Blue Collar
- Farming / Fishing / Forestry
- Management / Business / Financial Operations
- Office & Admin Support
- Other
- Professional: Legal / Education / Health / Technical/Support
- Retired
- Sales
- Technical: Computer / Math / Architect / Engineer

Key Findings:
Management / Business / Financial Operations was the highest occupation market share for new, retail EV buyers in the last 12 months.

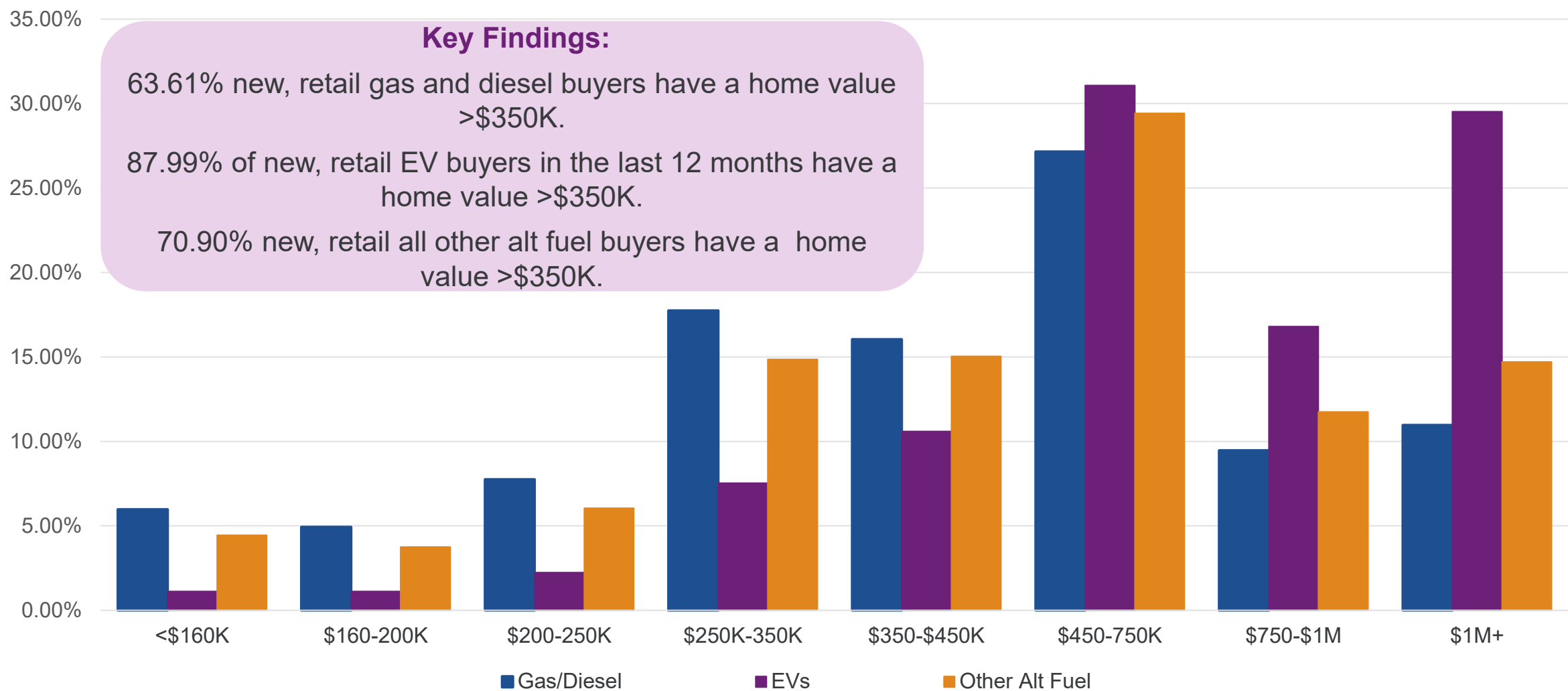
R12M New, Retail Registration Market Share %

By Dwelling Type and Fuel Type



R12M New, Retail Registration Market Share %

By Home Value and Fuel Type



Q2 Demographic Summary Insights



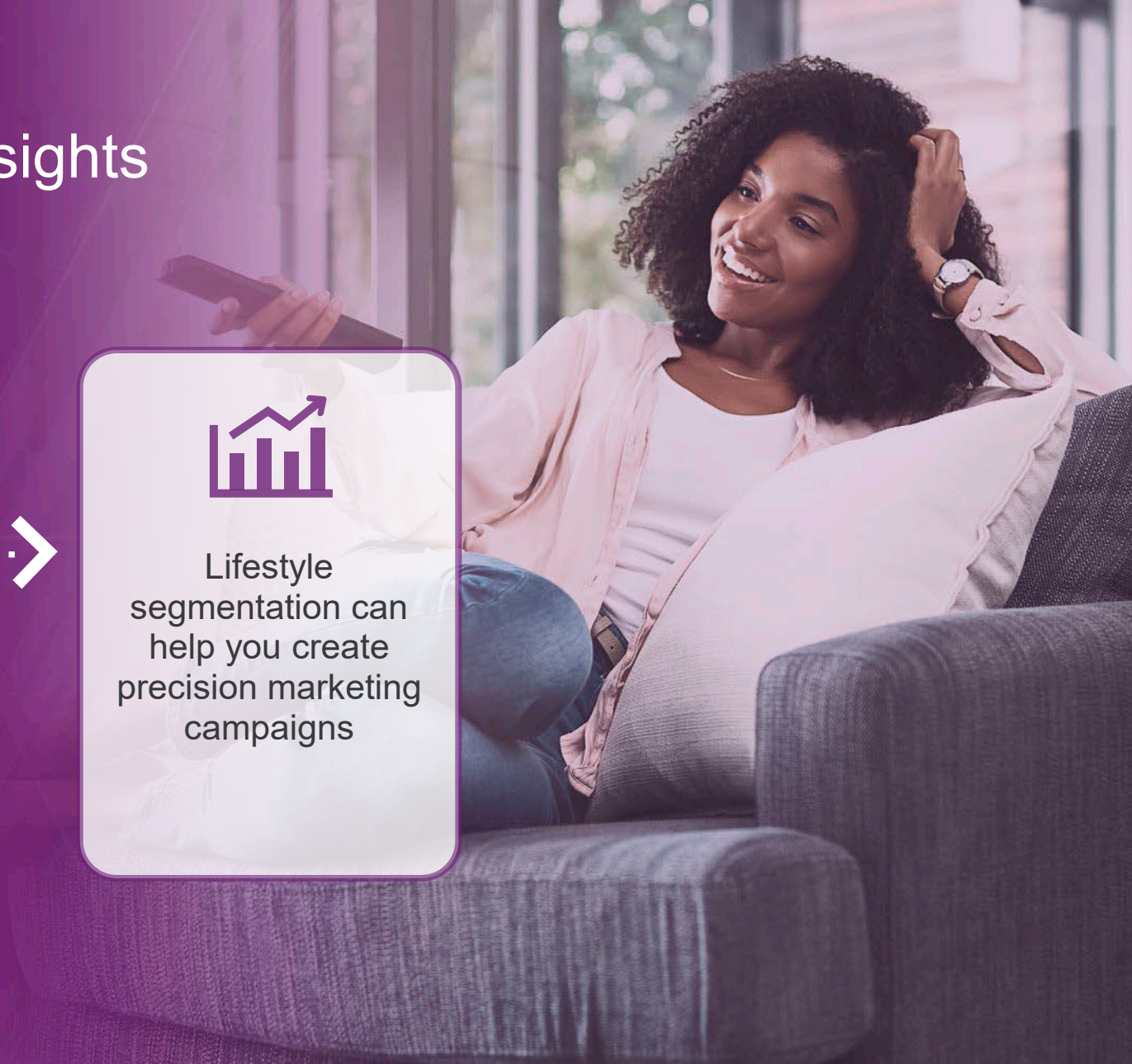
Consumer demographics vary across fuel types



Targeting specific consumers for your marketing campaigns is critical for success



Lifestyle segmentation can help you create precision marketing campaigns



Q2 2025 Meaningful Customer Segmentation is Critical

We deliver household-based lifestyle segmentation through Mosaic® USA. It brings data to life by highlighting:

- Who consumers are
- Where they live
- How they view the world
- Their financial status
- Their digital lifestyle
- Their communication preferences
- And, more...



Lifestyle Segmentation for Audience Refinement

Send the right message to the right person, at the right time

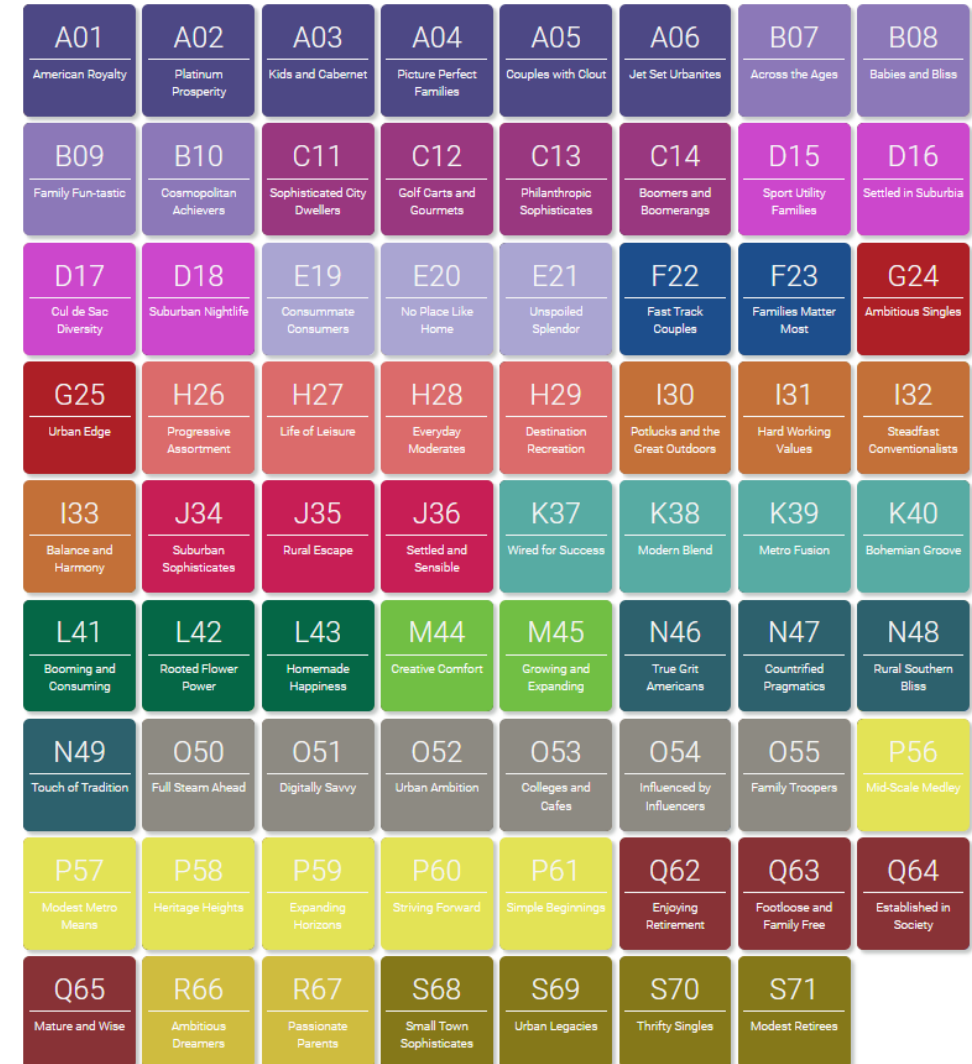
Experian Mosaic divides the marketable U.S. population into **19** Groups and **71** more detailed Types.

It paints a unique picture of consumers based on their demographic characteristics, lifestyles, and behavior.

It can tell you:

- Who your customers are
- How they live
- What they are looking for from you

**Communicate with consumers in a way
that matches their world!**



R12M New, Retail EV Buyers

Top 5 Mosaic Lifestyle Segmentation Types

A01

American Royalty

C13

Philanthropic Sophisticates

B10

Cosmopolitan Achievers

A05




Couples with Clout

F22

Fast Track Couples



Top 3 Lifestyle Segments for New Retail EV Buyers

	 A01: American Royalty	 C13: Philanthropic Sophisticates	 B10: Cosmopolitan Achievers
U.S. Population	7.8M	11.3M	4.7M
% Households	2.26%	4.09%	1.73%
% Individuals	3.34%	4.92%	2.09%
Overview	Affluent, influential and successful couples and families living in prestigious suburbs	Mature, upscale couples in suburban homes	Affluent middle-aged couples and families enjoying dynamic lifestyles in metro areas

Top 3 Lifestyle Segments for New Retail EV Buyers



**A01:
American
Royalty**



**C13:
Philanthropic
Sophisticates**



**B10:
Cosmopolitan
Achievers**

General Insights

- Prestigious housing
- Luxury living
- Upscale cars
- Healthy lifestyles

- Retiring in comfort
- Experienced travelers
- Art connoisseurs
- Philanthropic

- Bilingual
- Luxury living
- Soccer fans
- Two family properties

Technology Adoption



Journeyman



Apprentices



Journeyman

Top 3 Lifestyle Segments for New Retail EV Buyers



**A01:
American
Royalty**



**C13:
Philanthropic
Sophisticates**



**B10:
Cosmopolitan
Achievers**







Top Buying Style

Quality
matters

Brand
loyalists

Quality
matters

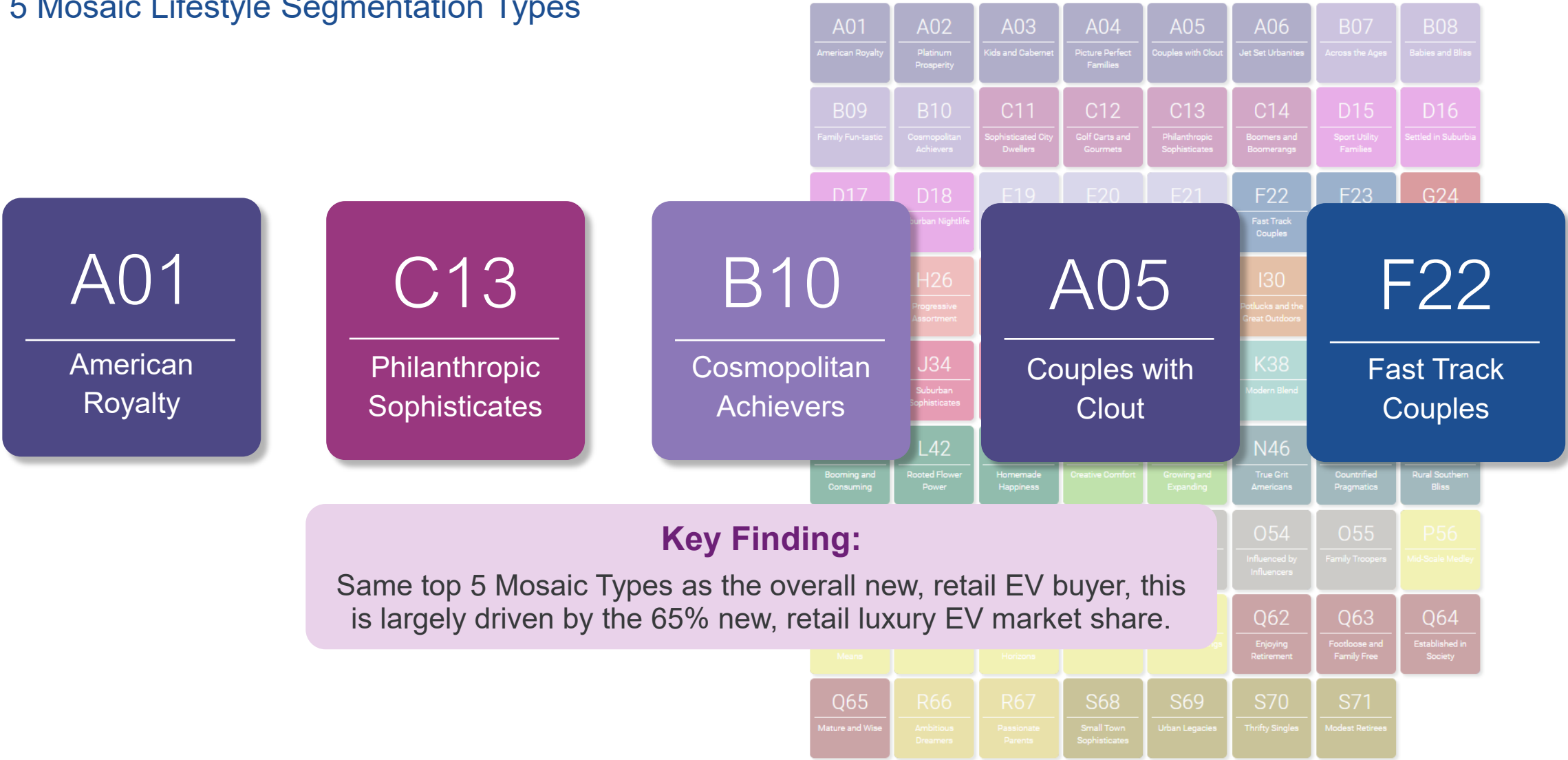
Top 3 Channel Preferences

-  TV
-  Direct Mail
-  Radio
-  SMS
-  Email
-  Social



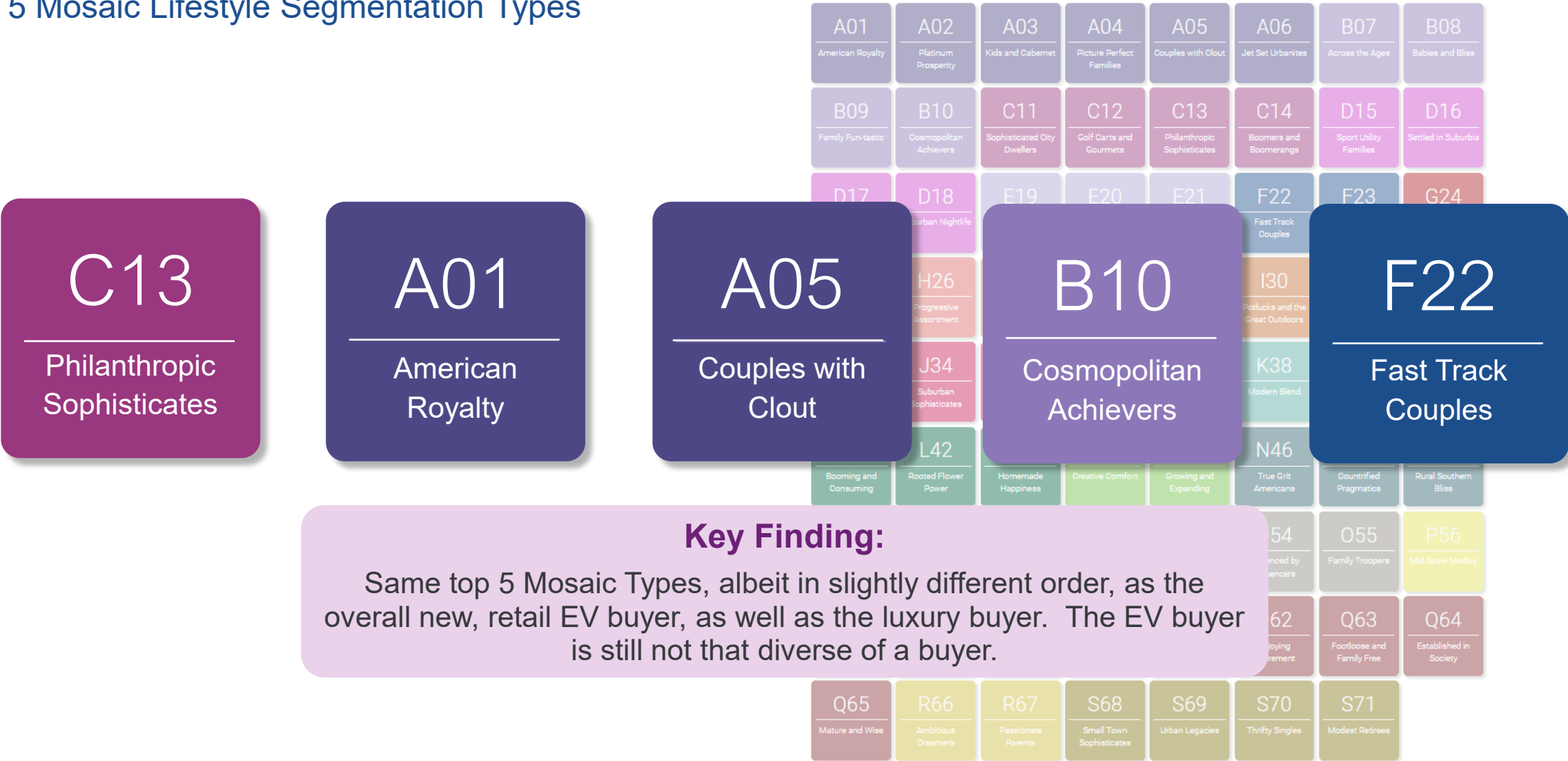
R12M New, Retail Exotic and Luxury EV Buyers

Top 5 Mosaic Lifestyle Segmentation Types



R12M New, Retail Non-Luxury EV Buyers

Top 5 Mosaic Lifestyle Segmentation Types



Key Finding:

Same top 5 Mosaic Types, albeit in slightly different order, as the overall new, retail EV buyer, as well as the luxury buyer. The EV buyer is still not that diverse of a buyer.

R12M Used, Retail EV Buyers

Top 5 Mosaic Lifestyle Segmentation Types



Key Finding:
The used EV buyer continues to look fairly similar to the new EV buyer.

Q2 2025 Case Study



- Non-Luxury New, Retail EV:
Kia EV6
- #1 New, Retail Buyer Mosaic Lifestyle Segment:
C13: Philanthropic Sophisticates



#1 Mosaic Lifestyle Segment for New, Retail Kia EV6 Buyers

C: Booming with Confidence. C13: Philanthropic Sophisticates

Mature upscale couples in suburban homes



Key Features

- Retiring in comfort
- Experienced travelers
- Art connoisseurs
- Philanthropic
- Unlikely to buy used vehicles
- In the market for luxury cars and compact cars

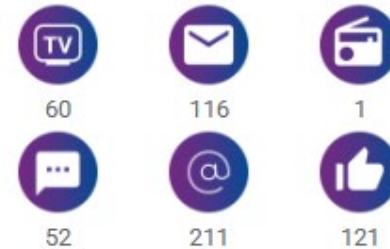


Who We Are

Head of household age 66–75 220 28.9%	Type of property Single family 109 96.6%
Est. Household income \$100,000–\$124,999 143 13.2%	Purchase/lease price \$30,000–\$40,000 229 37.5%
When purchased 48+ months ago 141 49.2%	Vehicle age 11+ years 145 93.6%



Channel Preference



Technology Adoption



Apprentices

Currently in their peak earning years with dwindling financial attachments to their family, Philanthropic Sophisticates is an attractive segment of consumers for marketers.

Their traditional media preferences make for a great catalog, newspaper, and magazine audience.

Their tech adoption is high among the older consumer segments and that means they're available for TV, email, and online advertising as well.

As for products they're interested in—you name it. They're in the market for cars, investments, vacations, clothes, electronics, and toys. They are empty-nesters and approaching retirement; the world is their oyster.

Q2 Summary Insights New, Retail EV Buyers



A01: American Royalty

1. #1 buyers for new EVs, #2 for used EVs
2. Affluent, influential and successful couples and families living in prestigious suburbs
3. Quality matters
4. Email #1



C13: Philanthropic Sophisticates

1. #2 buyers for new EVs, #1 for used EVs
2. Mature, upscale couples in suburban homes
3. Brand loyalists
4. Email #1



B10: Cosmopolitan Achievers

1. #3 buyers for new EVs
2. Affluent middle-aged couples and families enjoying dynamic lifestyles in metro areas
3. Quality matters
4. TV #1

Q2 Vehicle Summary Insights



What are they driving

- EVs represent 9.23% of new, retail registrations.
- Non-Luxury EVs are 34.59% of the market and the Chevrolet Equinox EV is the top model with 12.42% market share.
- Exotic & Luxury EVs are 65.41% of the market and the Tesla Model Y is the top model with 39.85% market share.



Who are they

- There are differences between EV buyers and the new, retail vehicle buyers by generation.
- Millennials and Gen X buyers over-index for EVs, Millennials by a higher percentage.
- Baby Boomers under-index for EVs.



How to Market to them

- Customize your audience, message and channel to your market and buyer for precision marketing campaigns.
- Email is the preferred channel for the top 2 lifestyle segments for both new, retail EV and used, retail EV buyers.

Save the date



SAVE THE DATE:
December 2025



AUTOMOTIVE CONSUMER
TRENDS REPORT:

Q3 2025
Trucks



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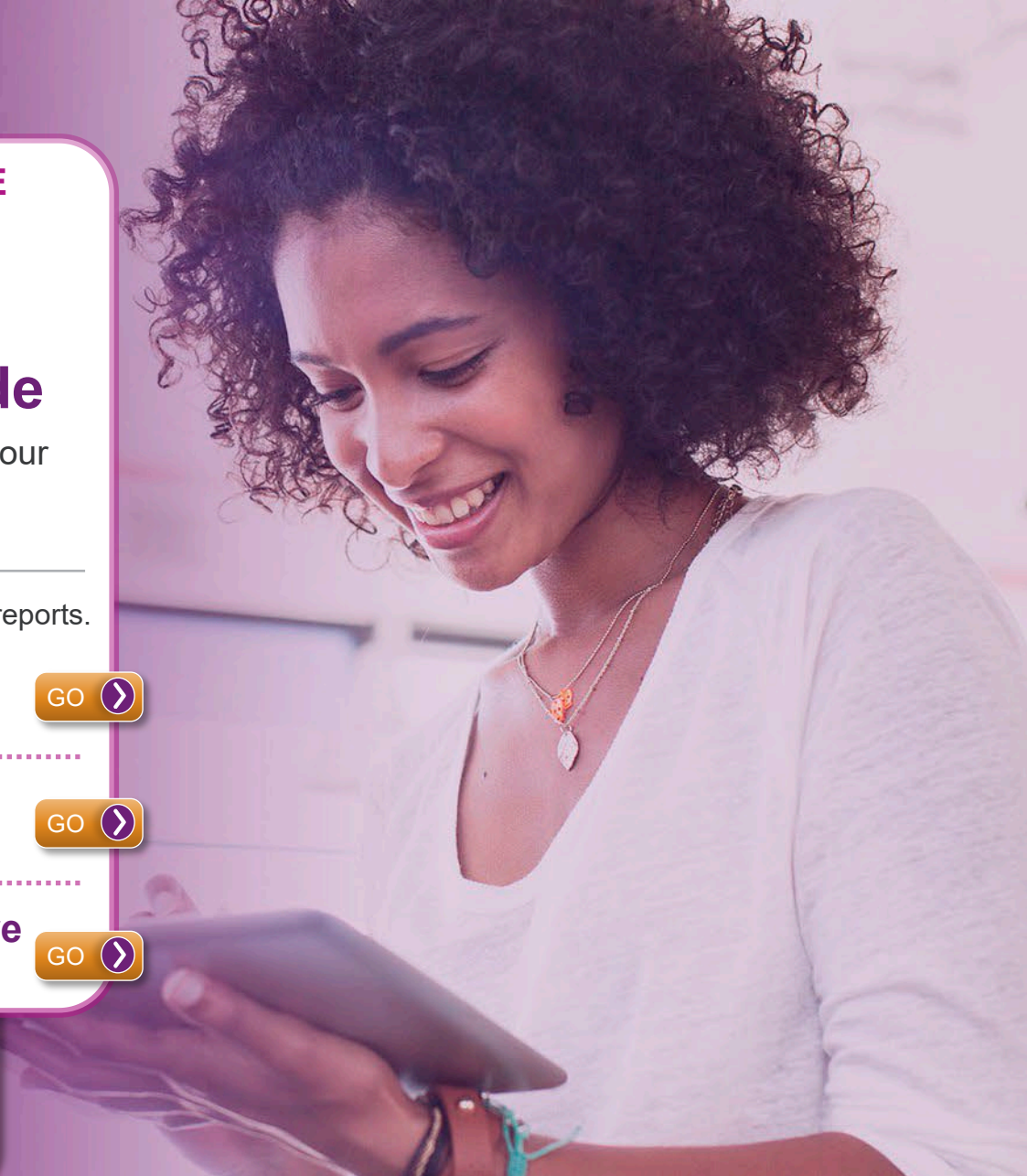
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Thank You!

