



EXPERIAN AUTOMOTIVE

Q4 2025

Automotive Consumer Trends & Analysis

Kirsten Von Busch
Director, Product Marketing
March 12, 2026

Q4 Report overview



Cars– Q4 2025

What cars are on the road, have been sold, and who is buying them?

Source: Vehicles in Operation overview and Consumer Analysis by vehicle type for U.S. light duty vehicles through December 31, 2025.

R12M = The last 12 months; January 2025 – December 2025

Car = Convertibles, Coupe, Hatchbacks and Sedans.

Retail, individual registrations.

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

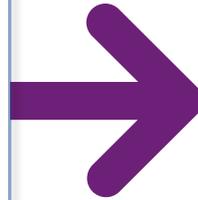


CONSUMER DATA



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+

Q4 2025 Car Registrations

- How many cars are on the road in the U.S.?
- How many, and what types of, new and used cars have been registered in the last 12 months by vehicle class, segment, sub-segment, make, model and geography?



Changes in U.S. vehicles in operation

Light duty vehicles* over the last 12 months

Q4 2025 Total*
296.5
MILLION
Vehicles on the road

Q4 2025 VIO changes

Q4 2024 Total*
292.3
MILLION
Vehicles on the road


16.2
MILLION
NEW Vehicles
Registered


12.0
MILLION
Vehicles went
out of operation

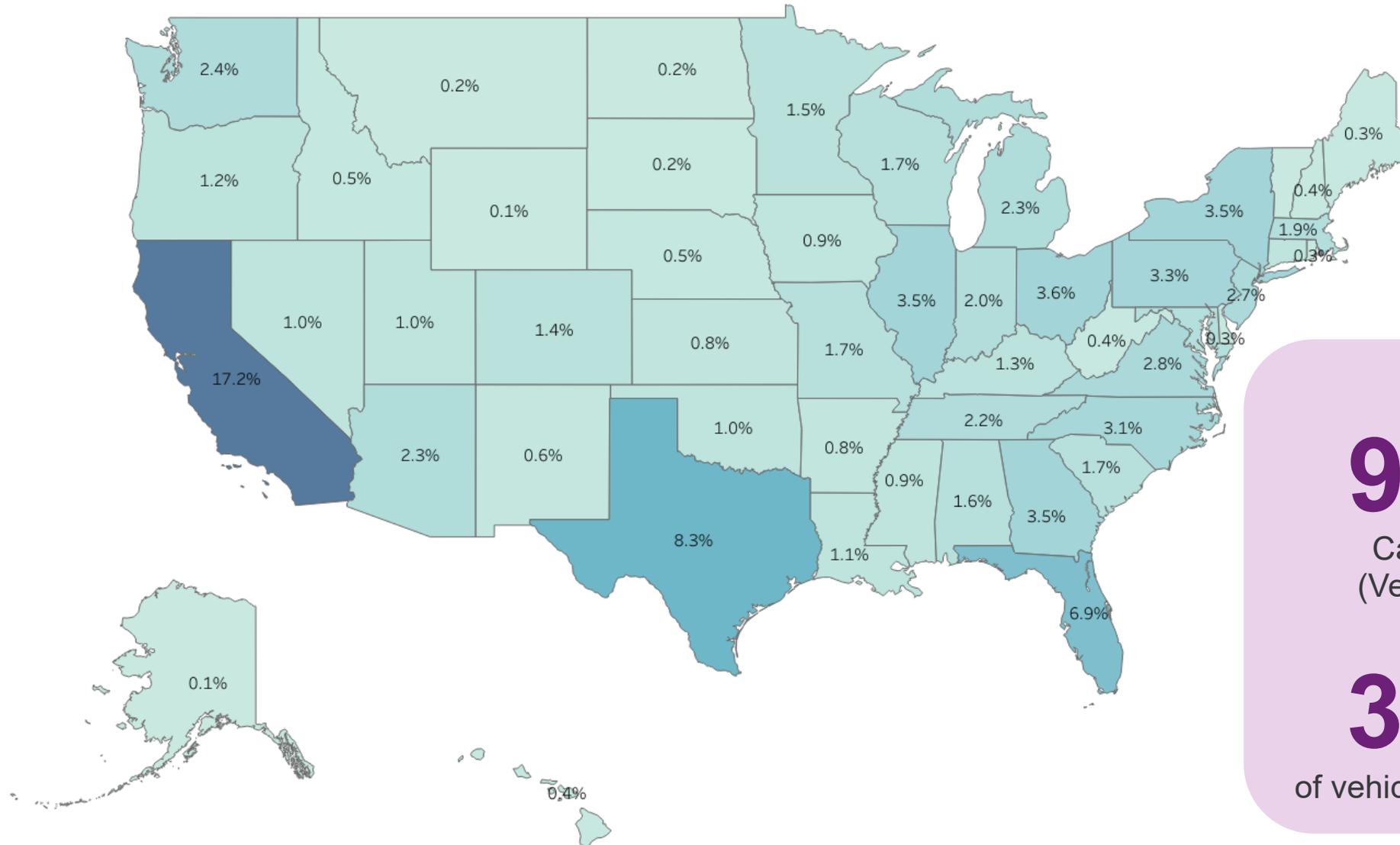

39.8
MILLION
USED vehicles
changed owners

=


28.7%
Total VIO
changes¹

*U.S. Vehicles in Operation data as of Dec 31, 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)

Q4 2025 U.S. Cars in Operation Market Share % by State



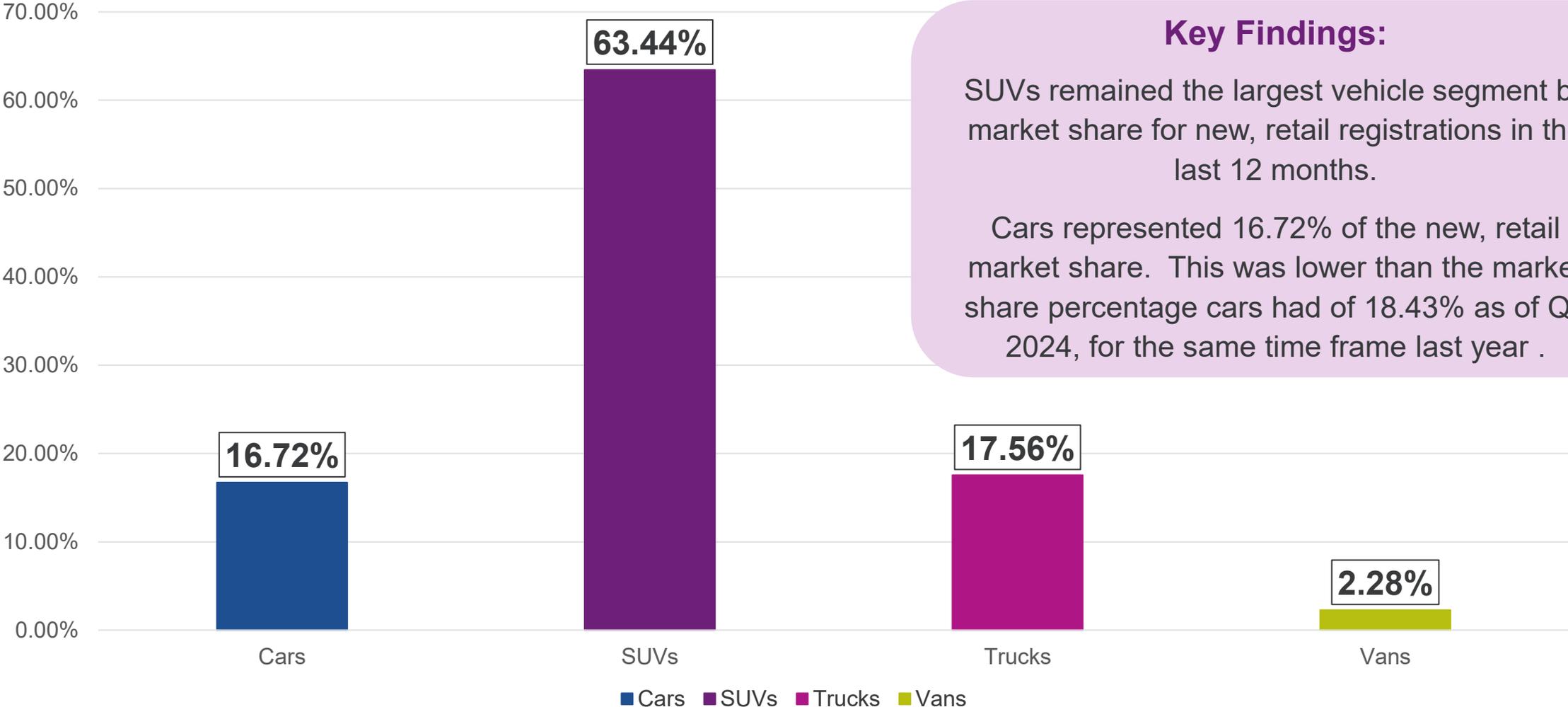
Key Findings:

93.5M+
Cars are on the road
(Vehicles in Operation)

33.98%
of vehicles on the road are cars

R12M New, Retail, Individual Registration Market Share %

By vehicle segment

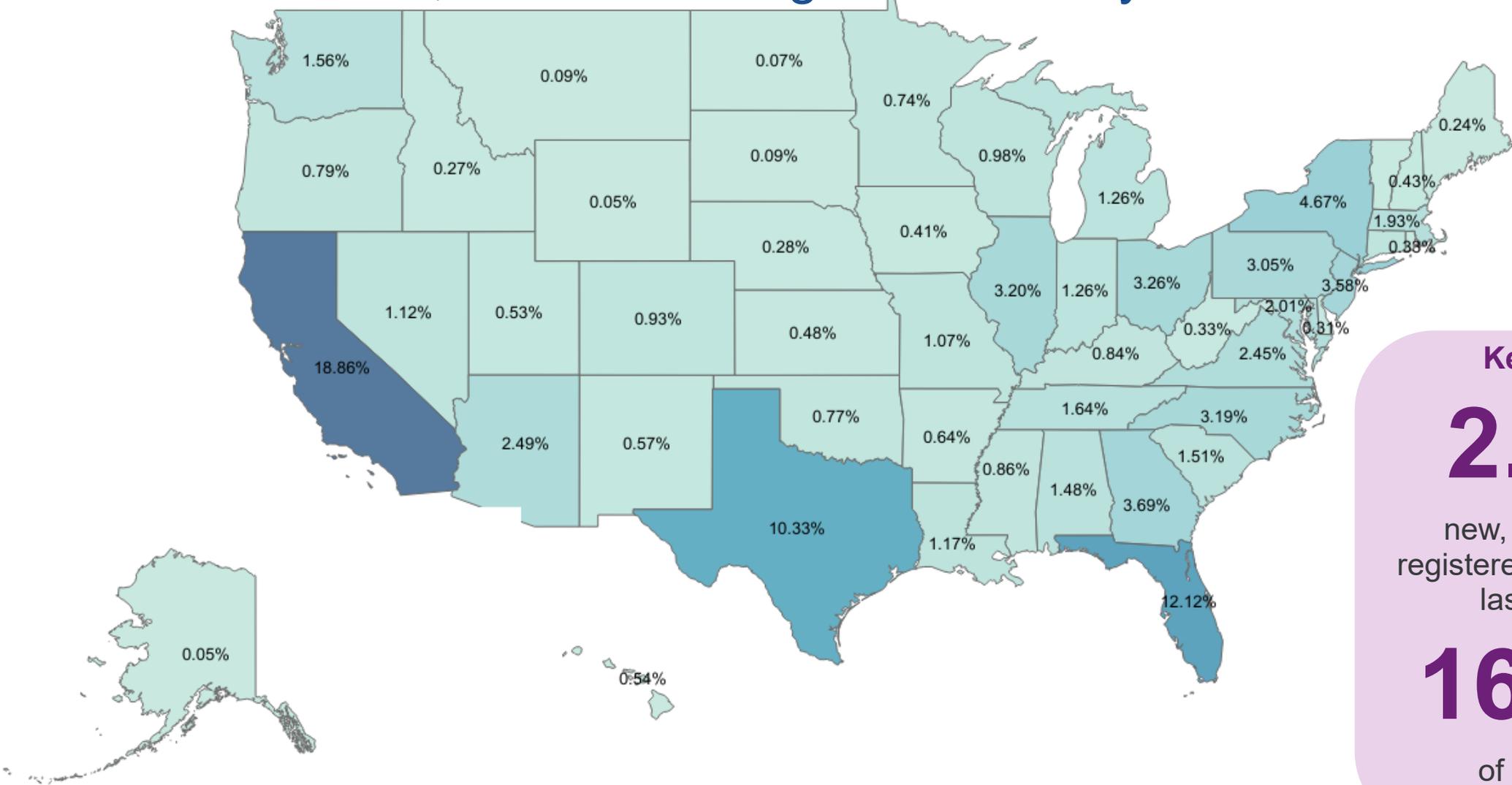


Key Findings:

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

Cars represented 16.72% of the new, retail market share. This was lower than the market share percentage cars had of 18.43% as of Q4 2024, for the same time frame last year .

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

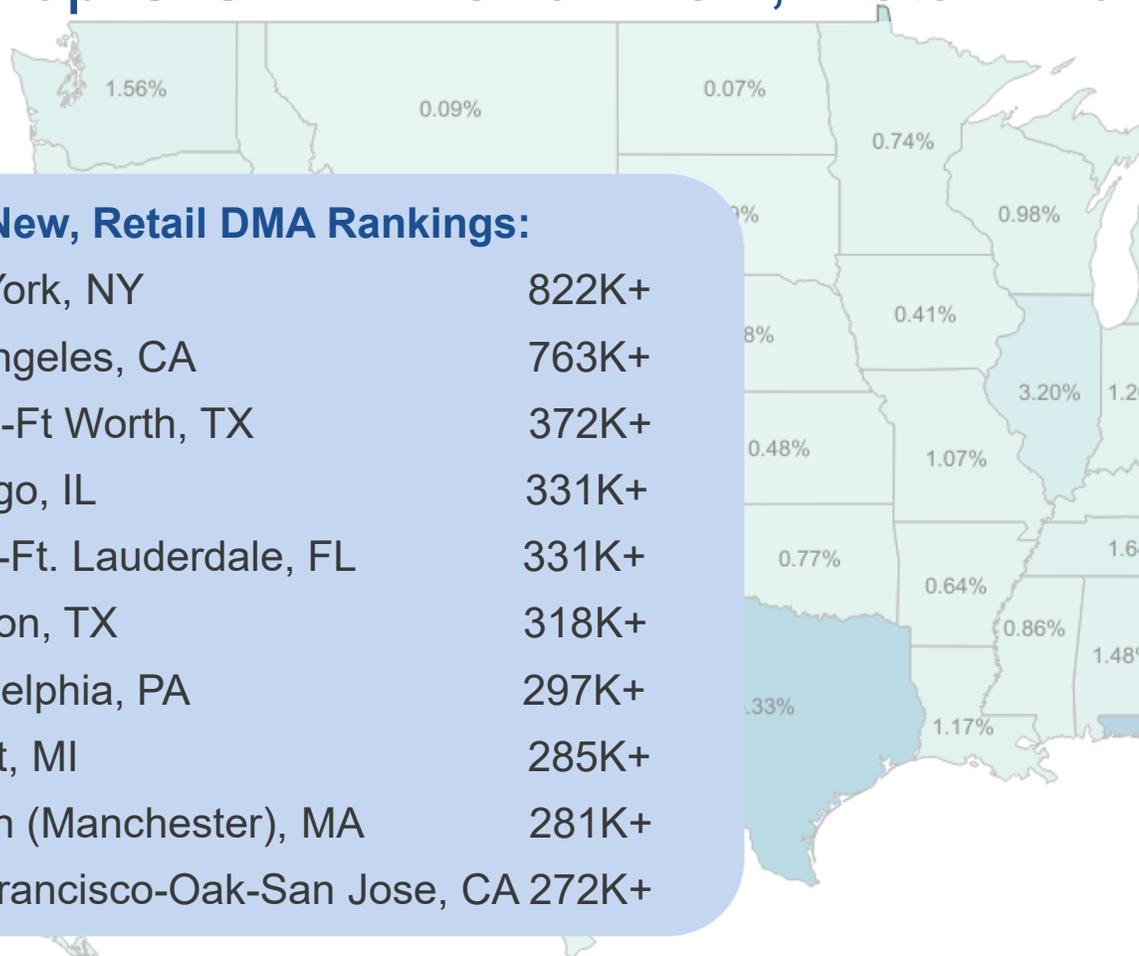


Key Findings:

2.1M+
new, retail cars were registered in the U.S. in the last 12 months.

16.72%
of all new, retail registrations were for cars.

R12M Top U.S. DMAs for New, Retail Individual Car Registrations



New, Retail DMA Rankings:

1. New York, NY 822K+
2. Los Angeles, CA 763K+
3. Dallas-Ft Worth, TX 372K+
4. Chicago, IL 331K+
5. Miami-Ft. Lauderdale, FL 331K+
6. Houston, TX 318K+
7. Philadelphia, PA 297K+
8. Detroit, MI 285K+
9. Boston (Manchester), MA 281K+
10. San Francisco-Oak-San Jose, CA 272K+



New, Retail, Car DMA Rankings:

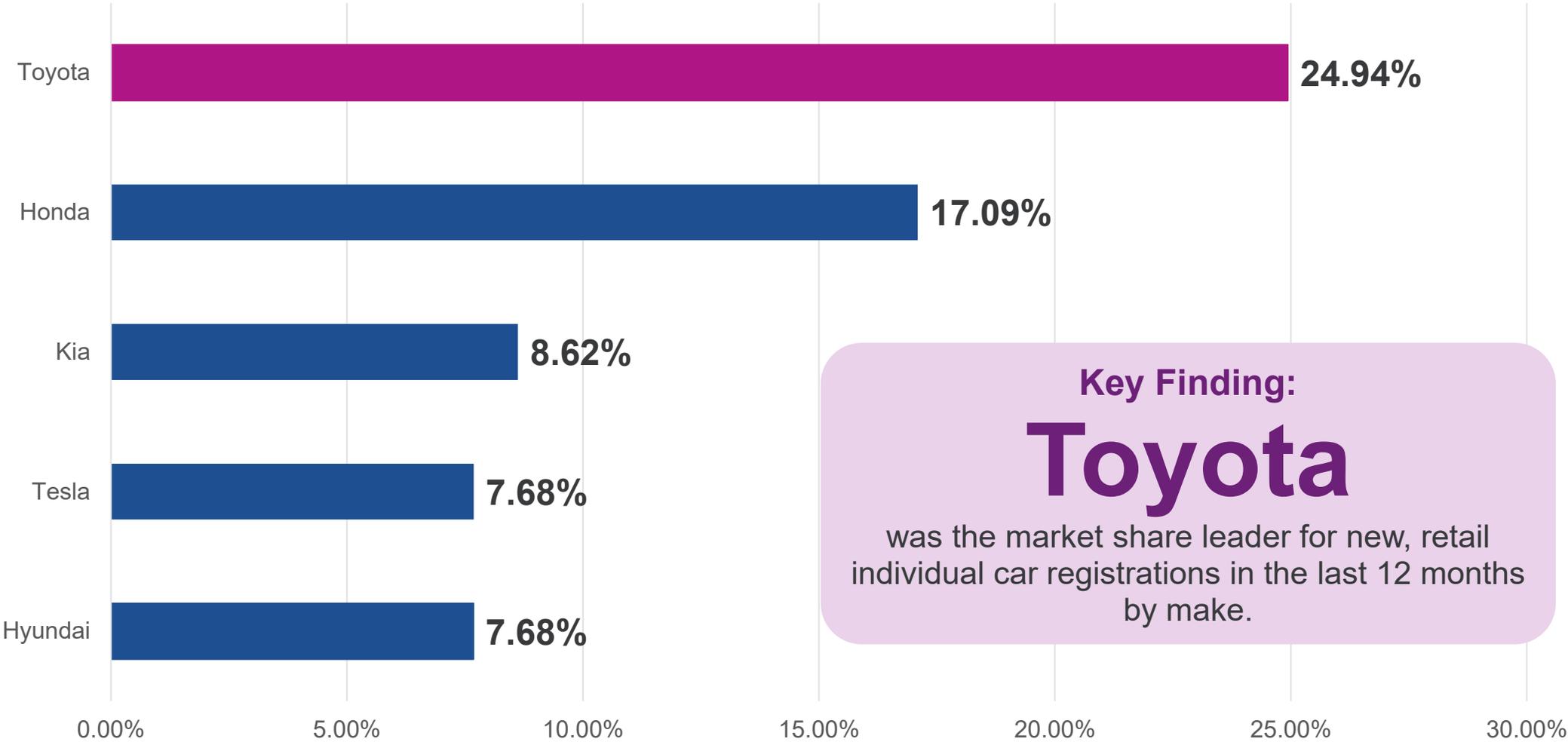
1. Los Angeles, CA 217K+
2. New York, NY 135K+
3. Miami-Ft. Lauderdale, FL 80K+
4. San Francisco-Oak-San Jose, CA 69K+
5. Dallas-Ft Worth, TX 65K+
6. Chicago, IL 56K+
7. Houston, TX 55K+
8. Atlanta, GA 55K+
9. Tampa-St. Pete (Sarasota), FL 51K+
10. Washington, DC (Hagerstown) 50K+

= the DMA ranked **higher** for **cars** than the overall new, retail DMA ranking

= the DMA ranked **lower** for **cars** than the overall new, retail DMA ranking

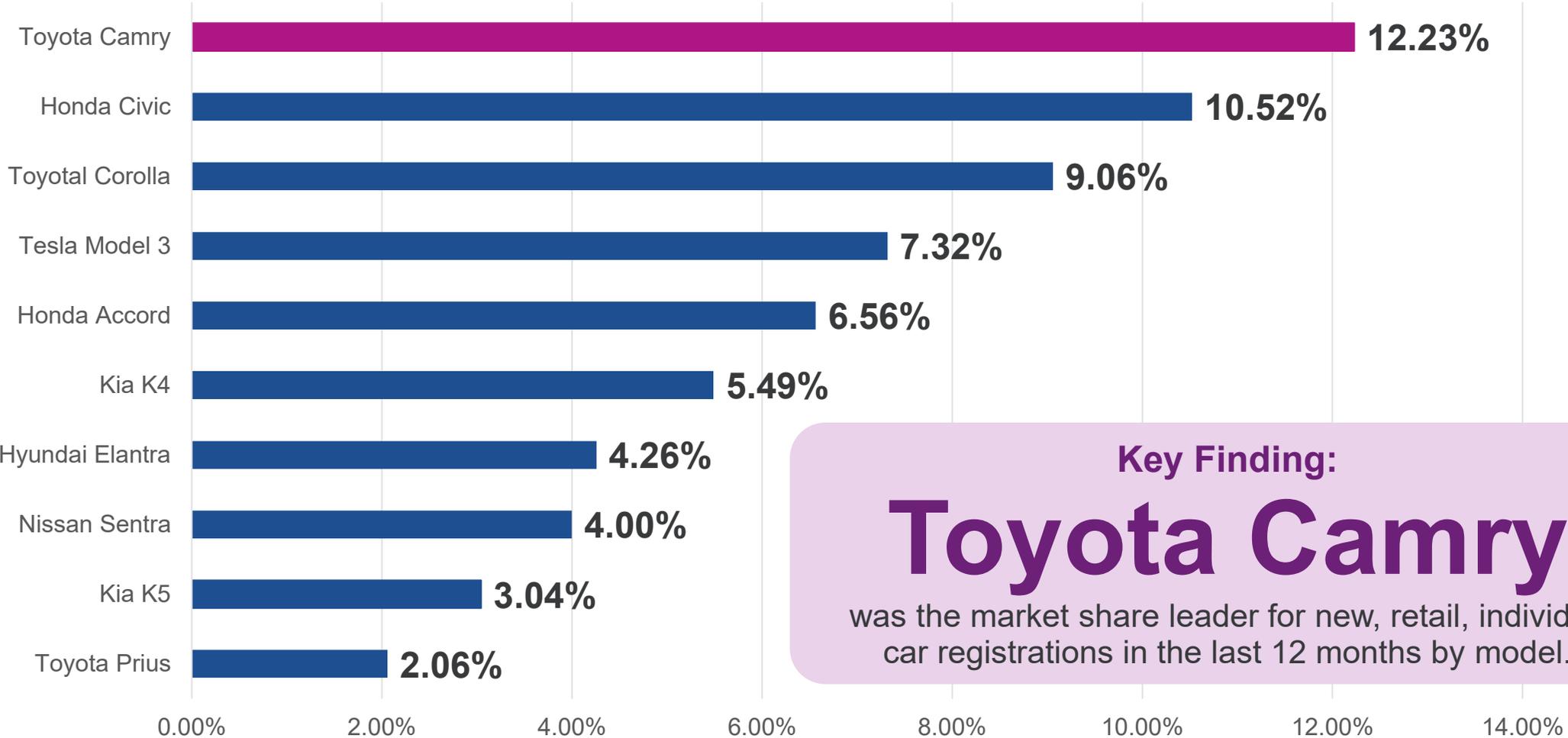
R12 Top 5 New, Retail, Individual Car Registration Market Share %

By vehicle make



R12M Top 10 New, Retail, Individual Car Registration Market Share %

By vehicle model



Key Finding:
Toyota Camry
was the market share leader for new, retail, individual car registrations in the last 12 months by model.

R12 Top 5 Car Market Share % Overview by Model

New, retail car registrations by vehicle class

Cars accounted for

16.72%

of new, retail, individual registrations in the last 12 months

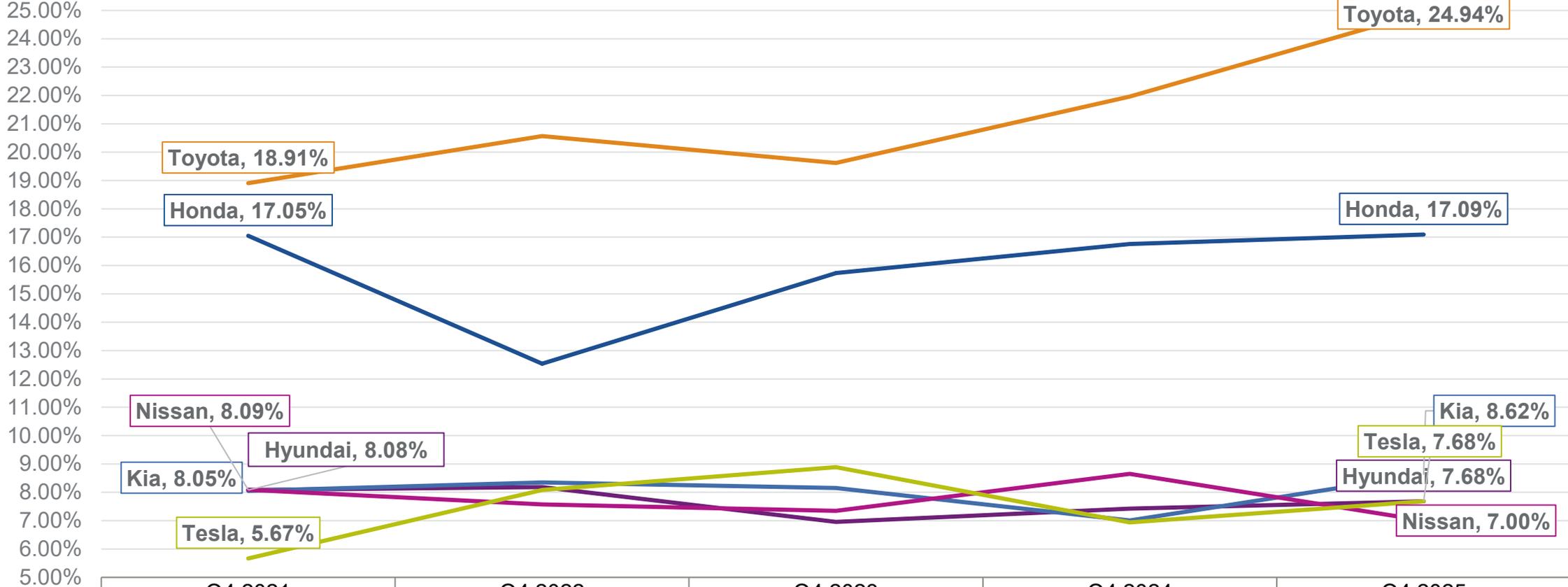
					
New, Retail Registration Market Share %	2.05%	1.76%	1.52%	1.22%	1.10%
New Car Registration Market Share %	12.23%	10.52%	9.06%	7.32%	6.56%

What Model Did Each Vehicle Replace?

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

	 Toyota Camry	 Honda Civic	 Toyota Corolla	 Tesla Model 3	 Honda Accord					
Top 5 In-brand model Inflows	Including Toyota Models	Including Honda Models	Including Toyota Models	Including Tesla Models	Including Honda Models					
	Toyota Camry	38.38%	Honda Civic	39.70%	Toyota Corolla	44.01%	Tesla Models 3	34.53%	Honda Accord	45.96%
	Toyota Corolla	9.47%	Honda Accord	8.78%	Toyota Camry	8.11%	Tesla Model Y	6.50%	Honda Civic	11.23%
	Toyota RAV4	4.12%	Honda CR-V	3.86%	Toyota RAV4	4.23%	Tesla Model S	1.05%	Honda CR-V	4.68%
	Toyota Prius	2.39%	Honda HR-V	3.19%	Toyota Tacoma	2.47%	Tesla Model X	0.53%	Honda HR-V	2.68%
	Toyota Tacoma	2.29%	Honda Pilot	1.60%	Toyota Prius	1.89%	Tesla Cybertruck	0.07%	Honda Pilot	2.11%
Top 5 Inflows from all makes	All Models	All Models	All Models	All Models	All Models					
	Toyota Camry	38.38%	Honda Civic	39.70%	Toyota Corolla	44.01%	Tesla Model 3	34.53%	Honda Accord	45.96%
	Toyota Corolla	9.47%	Honda Accord	8.78%	Toyota Camry	8.11%	Tesla Model Y	6.50%	Honda Civic	11.23%
	Toyota RAV4	4.12%	Honda CR-V	3.86%	Toyota RAV4	4.23%	Toyota Camry	2.70%	Honda CR-V	4.68%
	Honda Accord	3.09%	Honda HR-V	3.19%	Honda Civic	2.53%	Honda Civic	2.50%	Toyota Camry	2.76%
	Toyota Prius	2.39%	Toyota Corolla	2.16%	Toyota Tacoma	2.47%	Honda Accord	2.36%	Honda HR-V	2.68%

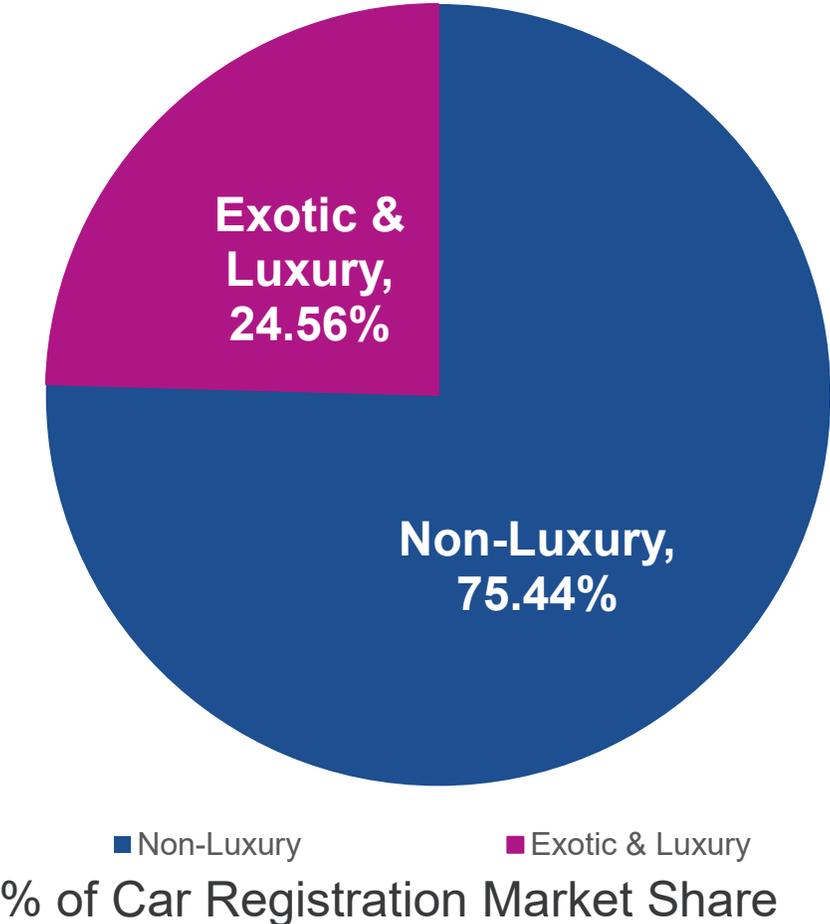
Top 6 New, Retail, Car Registration MS % by Make for the Last 5 Years



	Q4 2021	Q4 2022	Q4 2023	Q4 2024	Q4 2025
— Honda	17.05%	12.54%	15.73%	16.76%	17.09%
— Hyundai	8.08%	8.19%	6.96%	7.42%	7.68%
— Kia	8.05%	8.35%	8.15%	7.01%	8.62%
— Nissan	8.09%	7.57%	7.35%	8.65%	7.00%
— Tesla	5.67%	8.08%	8.89%	6.94%	7.68%
— Toyota	18.91%	20.57%	19.62%	21.96%	24.94%

R12M New, Retail, Light-Duty Car Registration Market Share %

By vehicle class: non-luxury; exotic and luxury vehicles



Key Findings:

Non-Luxury Cars accounted for

75.44%

of new, retail registrations in the last 12 Months.

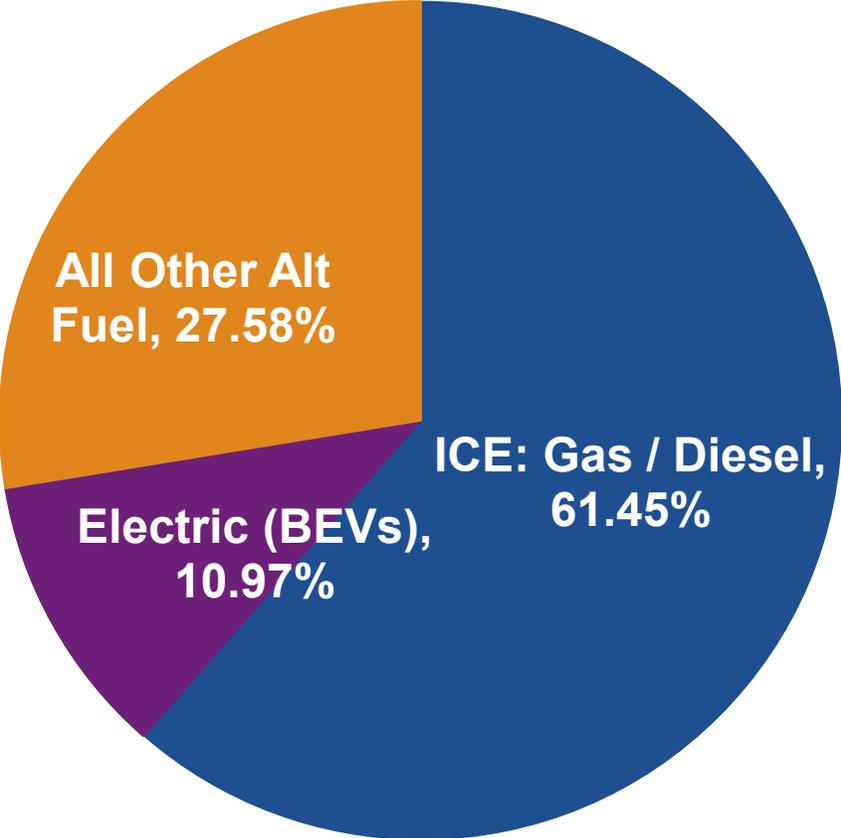
Exotic & Luxury Cars accounted for

24.56%

This was largely driven by the classification of Tesla Model 3 registrations as luxury vehicles.

R12 New, Retail Registration Market Share %

By fuel type (Electric = Battery EVs. All Other Alt Fuel = PHEVs, Hybrid, etc.)



■ ICE: Gas / Diesel ■ Electric (BEVs) ■ All Other Alt Fuel

Key Findings:

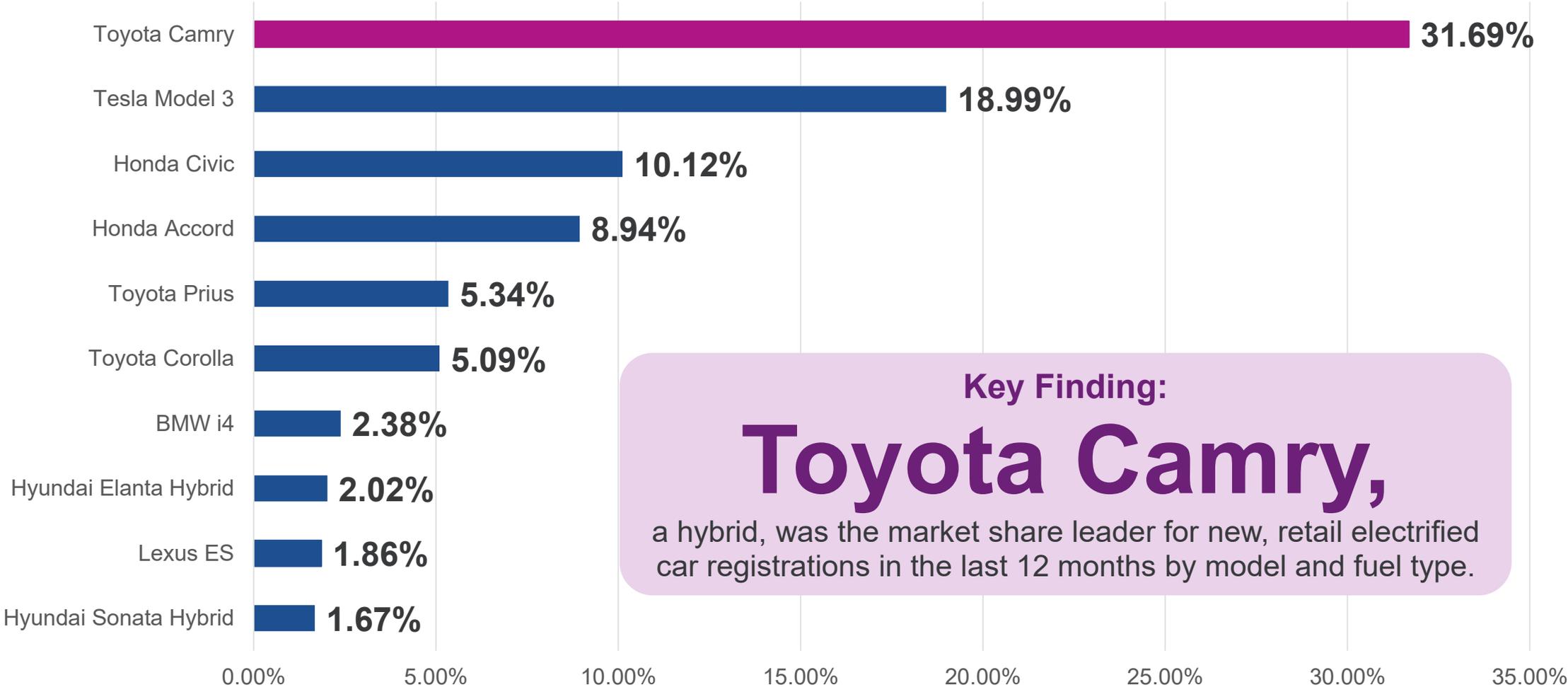
ICE: Gas/Diesel cars accounted for
61.45%
of new, retail registrations in the last 12 months by fuel type.

Electric cars (BEVs) accounted for
10.97%

Other Alternative Fuel cars accounted for
27.58%

R12M Top 10 New, Retail **Electrified** Car Registration Market Share %

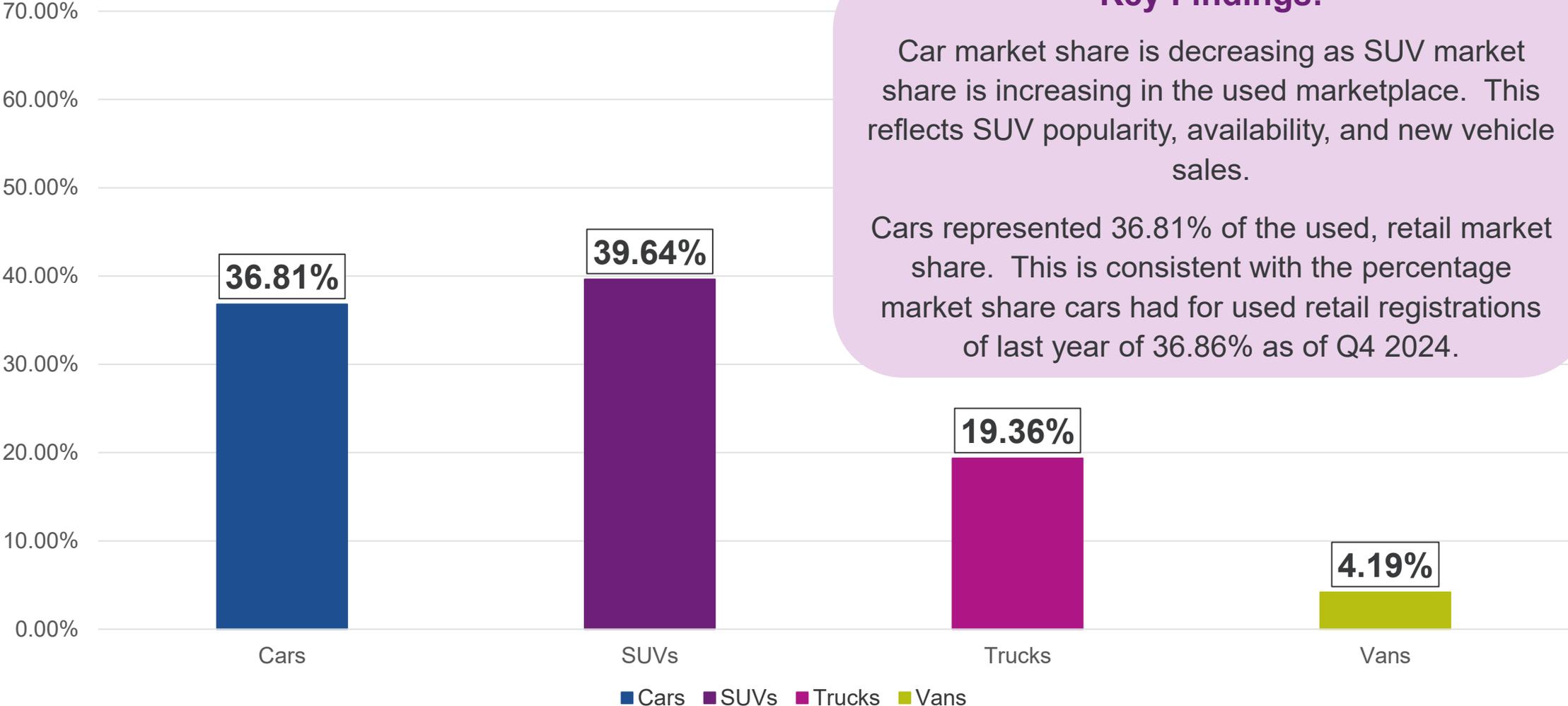
By vehicle model and fuel type (BEV, Hybrid and All Other Alt Fuel Type)



Key Finding:
Toyota Camry,
a hybrid, was the market share leader for new, retail electrified car registrations in the last 12 months by model and fuel type.

R12M Used, Retail Registrations Market Share %

By vehicle segment

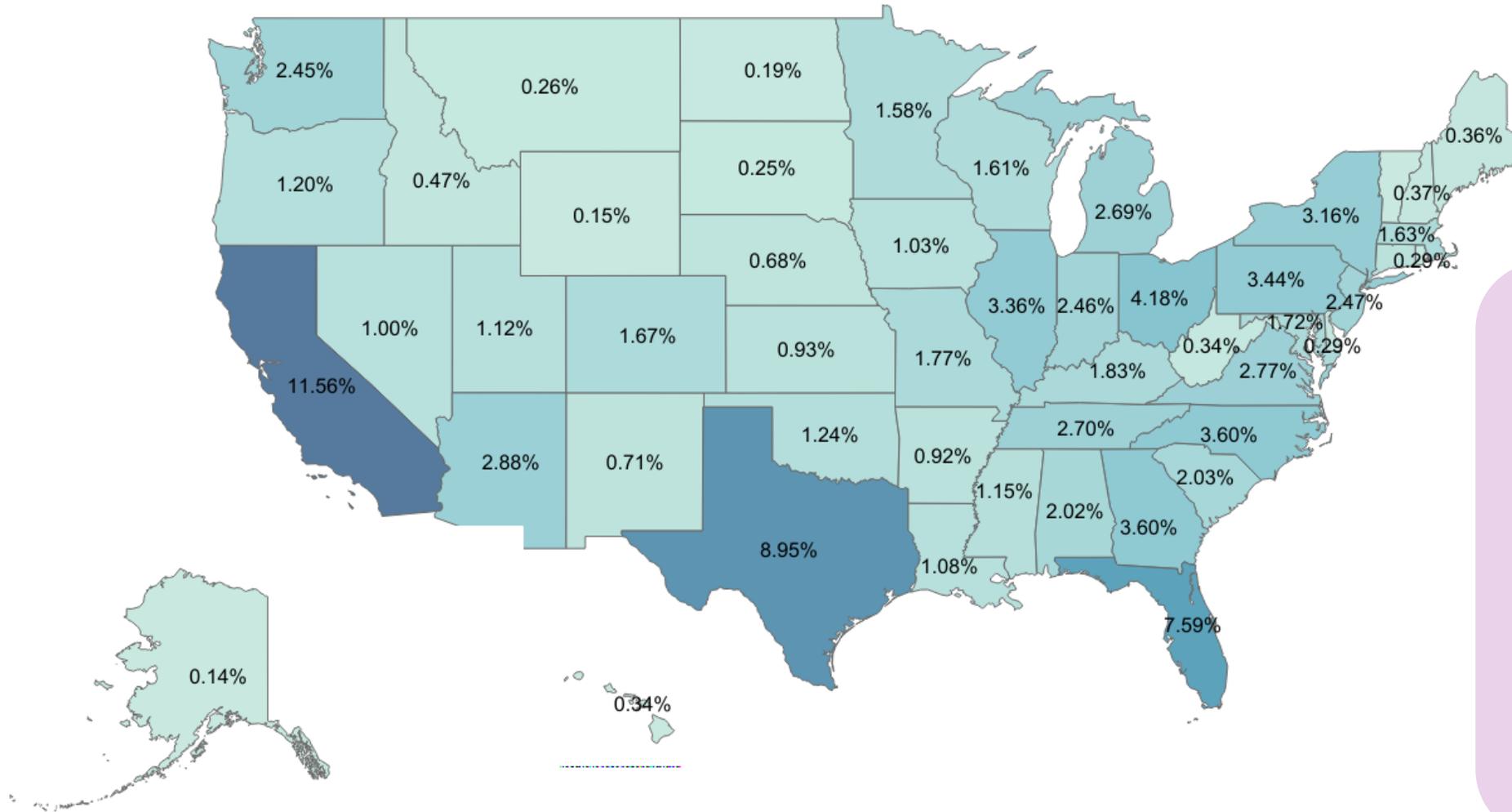


Key Findings:

Car market share is decreasing as SUV market share is increasing in the used marketplace. This reflects SUV popularity, availability, and new vehicle sales.

Cars represented 36.81% of the used, retail market share. This is consistent with the percentage market share cars had for used retail registrations of last year of 36.86% as of Q4 2024.

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



Key Findings:

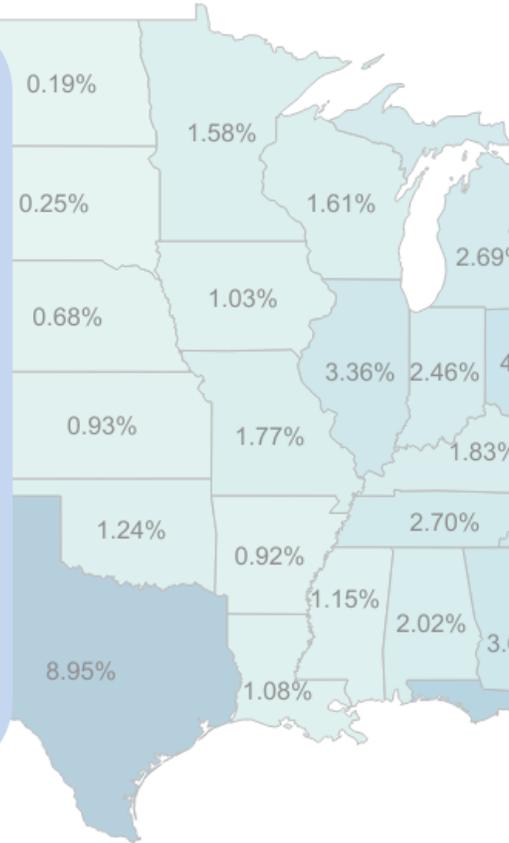
13.2M+
used, retail cars were registered in the last 12 months

36.81%
of used, retail registrations were for cars.

R12M Top U.S. DMAs for Used, Retail Light Car Registrations

Used, Retail DMA Rankings:

1. Los Angeles, CA 1.39M+
2. New York, NY 1.24M+
3. Dallas-Ft Worth, TX 974K+
4. Chicago, IL 828K+
5. Atlanta, GA 804K+
6. Houston, TX 772K+
7. Philadelphia, PA 761K+
8. Phoenix (Prescott), AZ 747K+
9. Washington, DC (Hagerstown) 619K+
10. Tampa–St. Pete (Sarasota), FL 607K+



Used, Retail, Car DMA Rankings:

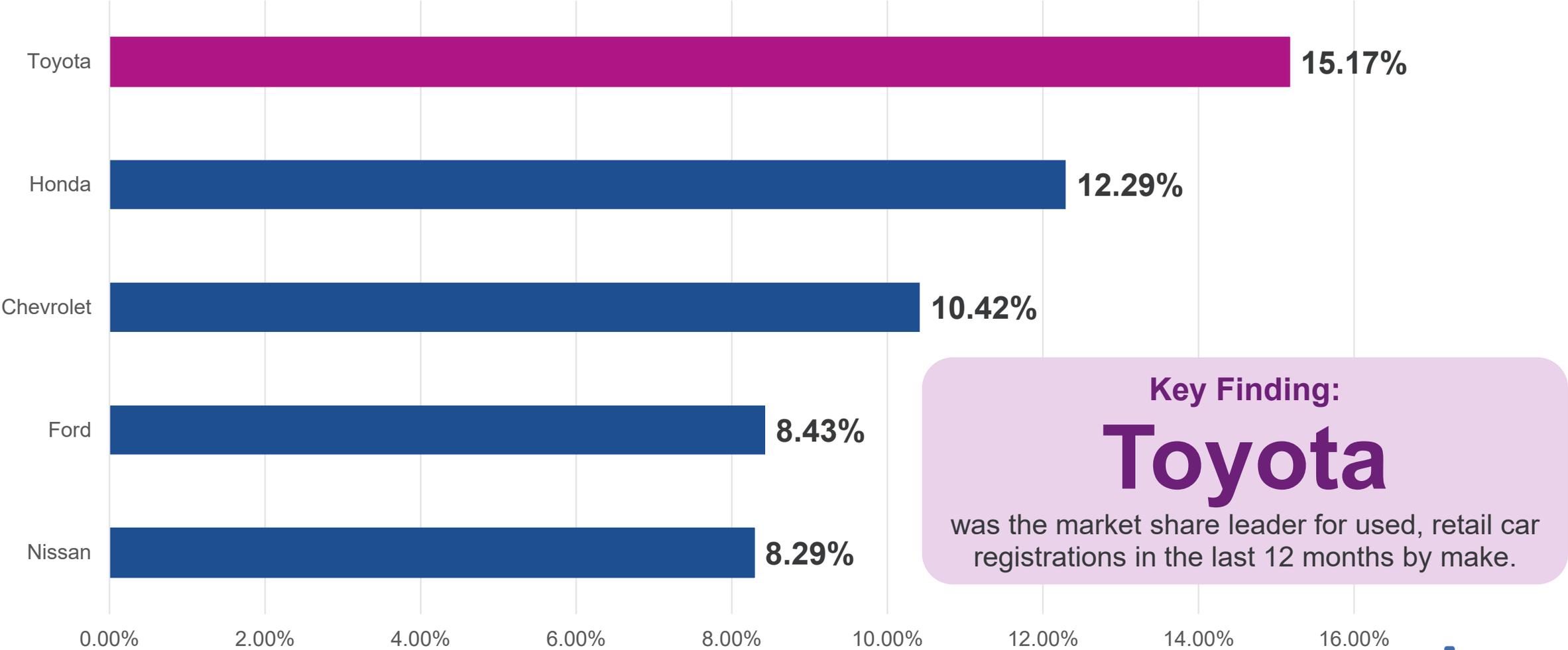
1. Los Angeles, CA 681K+
2. New York, NY 493K+
3. Dallas-Ft Worth, TX 374K+
4. Chicago, IL 326K+
5. Atlanta, GA 316K+
6. Philadelphia, PA 311K+
7. Phoenix (Prescott), AZ 299K+
8. Houston, TX 289K+
9. San Francisco-Oak-San Jose, CA 270K+
10. Washington, DC (Hagerstown) 256K+

= the DMA ranked **higher** for **cars** than the overall used, retail DMA ranking

= the DMA ranked **lower** for **cars** than the overall used, retail DMA ranking

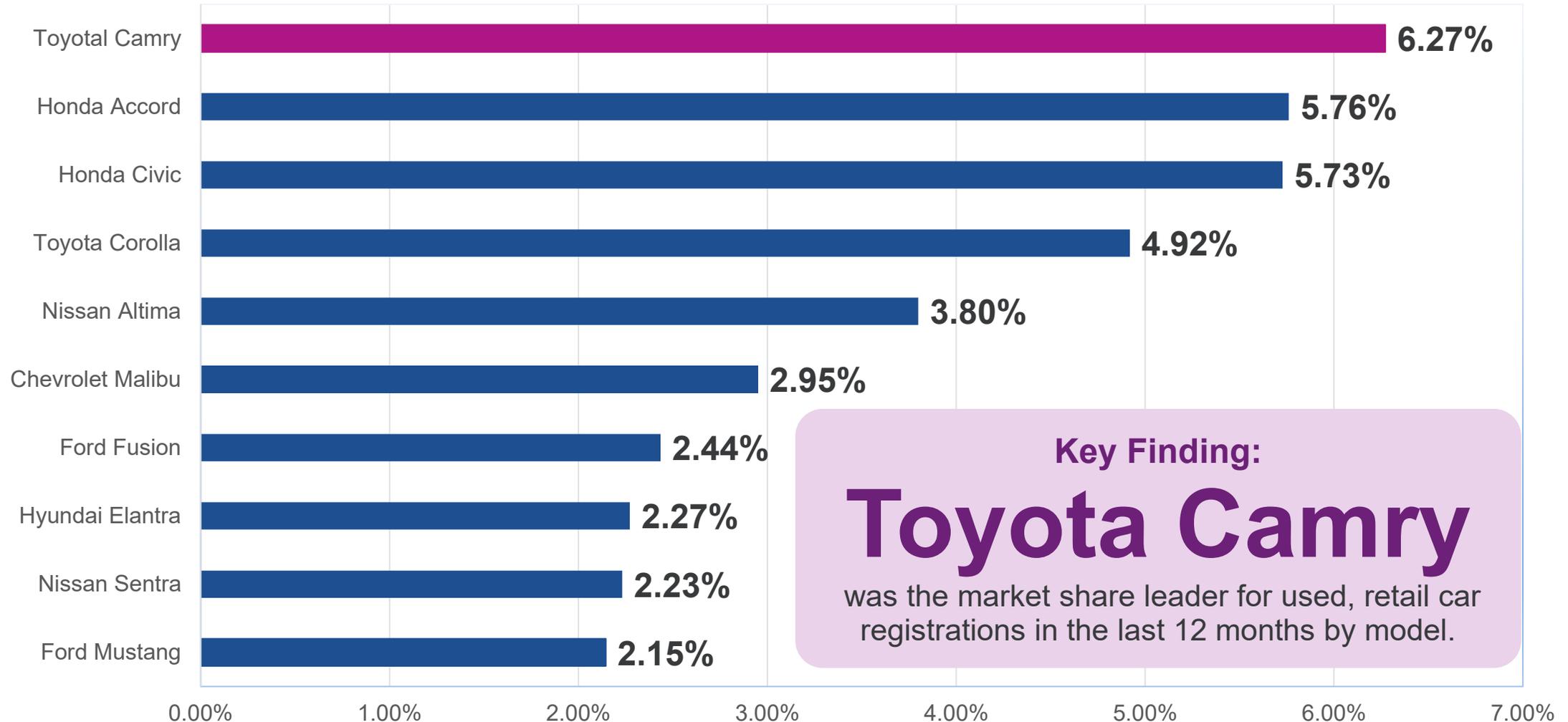
R12 Top 5 Used, Retail Car Registration Market Share %

By vehicle make



R12M Top 10 Used, Retail Light-Duty Car Registration Market Share %

By vehicle model



Q4 Summary Insights

What are they driving?



Cars represented **16.72%** of **new**, retail registrations in the last 12 months, as of Q4 2025.

Cars represented **36.81%** of **used**, retail registrations in the last 12 months, as of Q4 2025.



Toyota was the market share leader for new, retail, individual car registrations by make with **24.94%** as of Q4 2025.

This was driven by having 3 of the top 10 new models: the Toyota Camry, Corolla and Prius.



Toyota was also the market share leader for used, retail car registrations by make with **15.17%** as of Q4 2025.

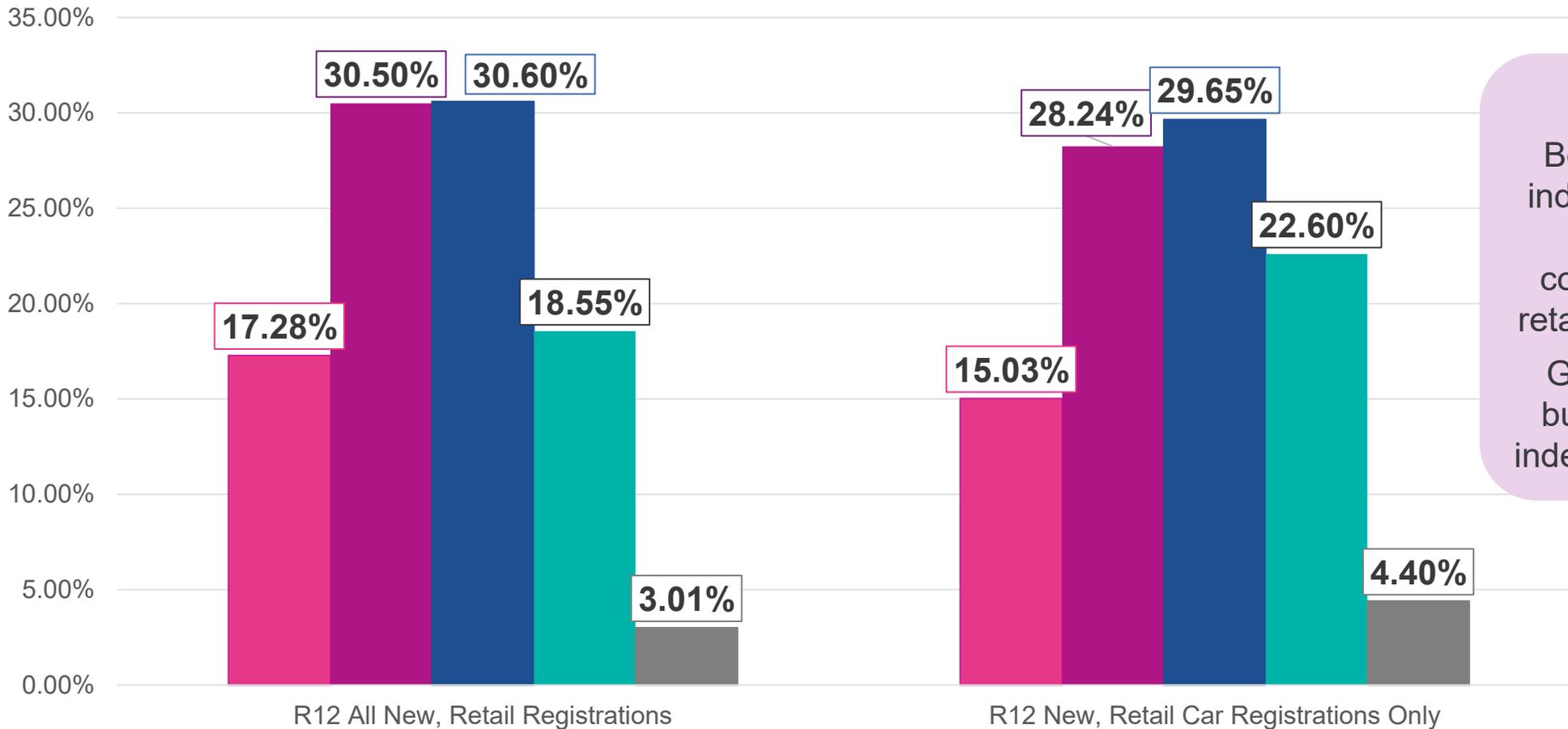
This was driven by having 2 of the top 5 used models: the Toyota Camry and Corolla.

Q4 2025 Who are these buyers?

- Demographic information
- Generational insights
- Lifestyle segmentation



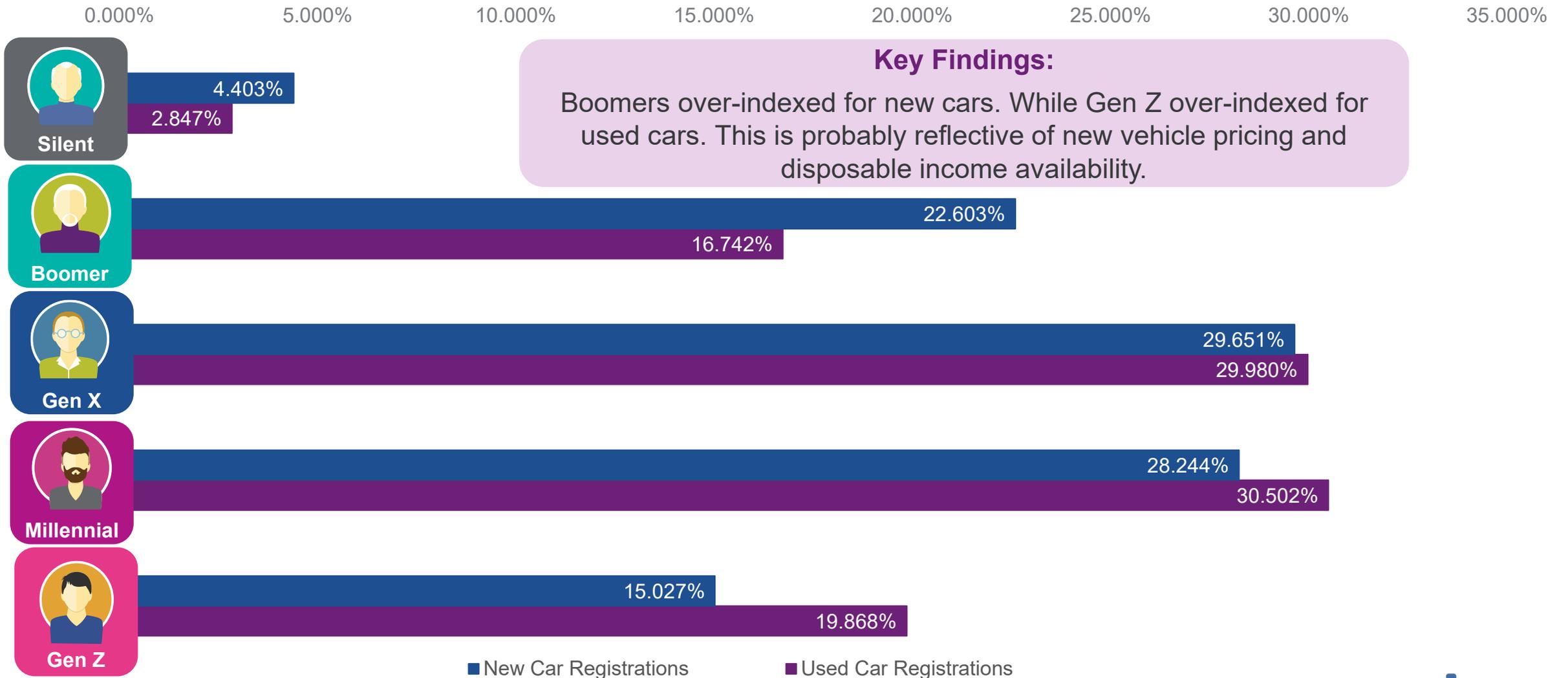
R12M New, Retail Car Registration % by Generation



Key Findings:
 Boomer buyers over-index for new, retail car registrations as compared to the new, retail market as a whole.
 Gen Z and Millennial buyers slightly under-index for new, retail cars.

R12M Retail Registration Car Market Share %

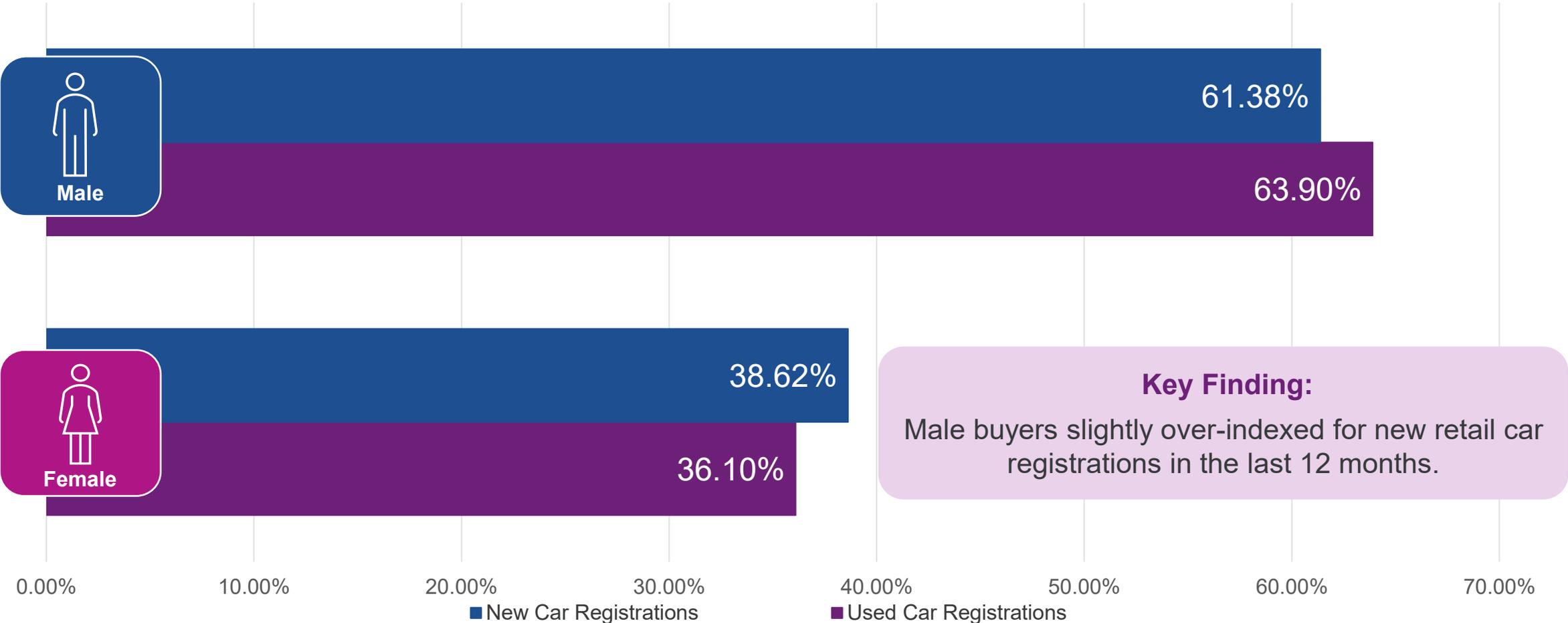
By generation and sold as type



Key Findings:
 Boomers over-indexed for new cars. While Gen Z over-indexed for used cars. This is probably reflective of new vehicle pricing and disposable income availability.

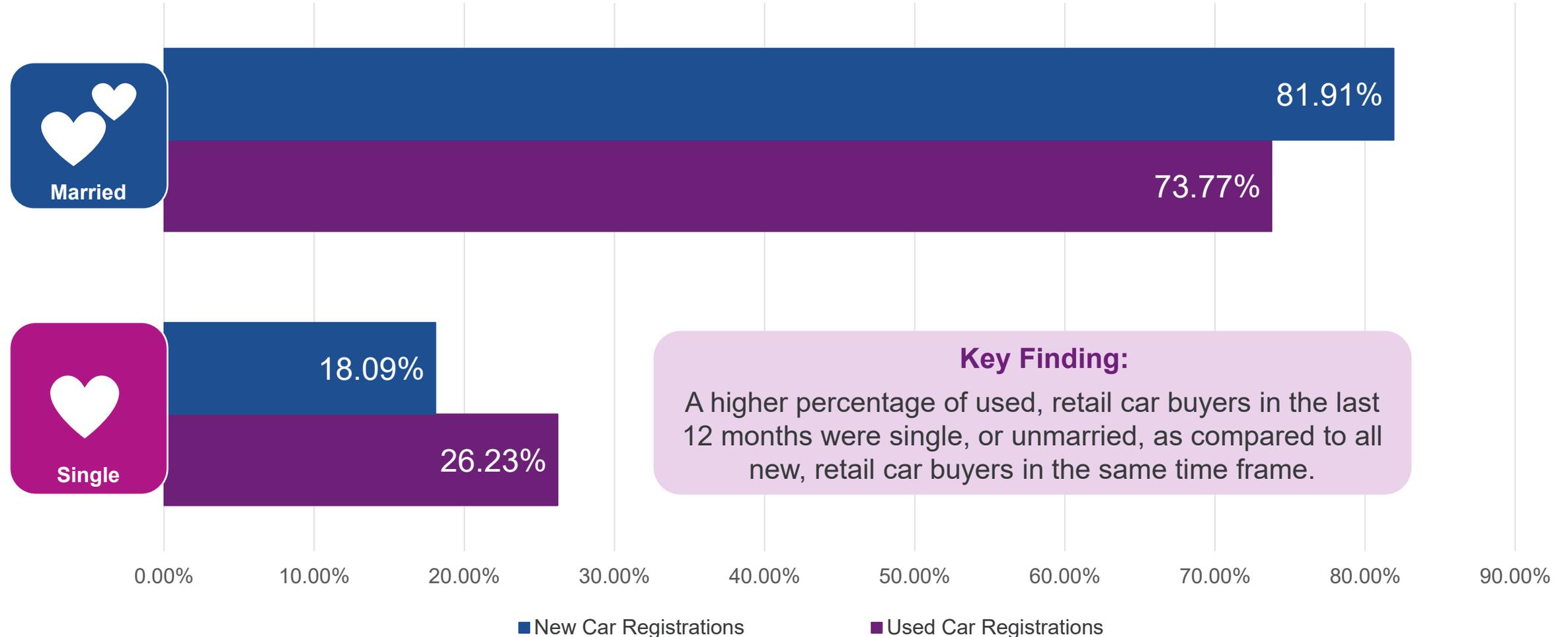
R12M Retail Registration Car Market Share %

By gender and sold as type



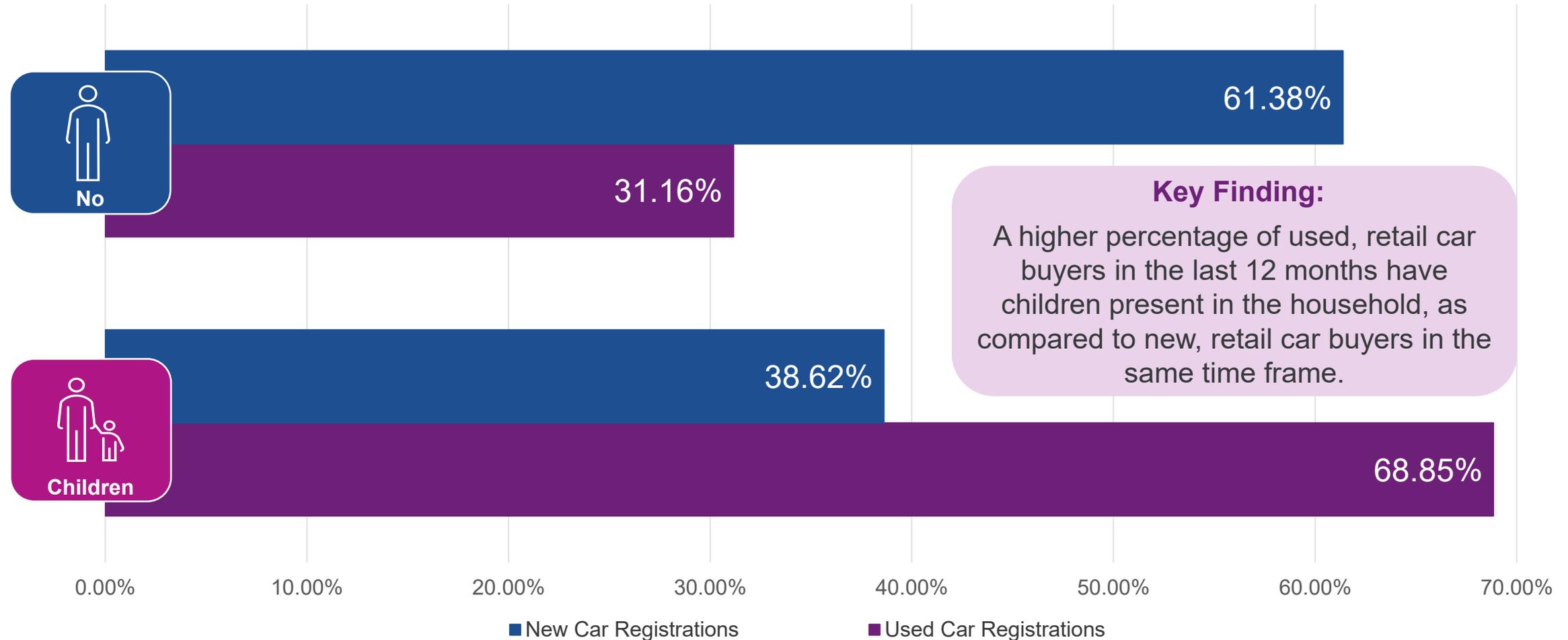
R12M Retail Registration Car Market Share %

By marital status and sold as type



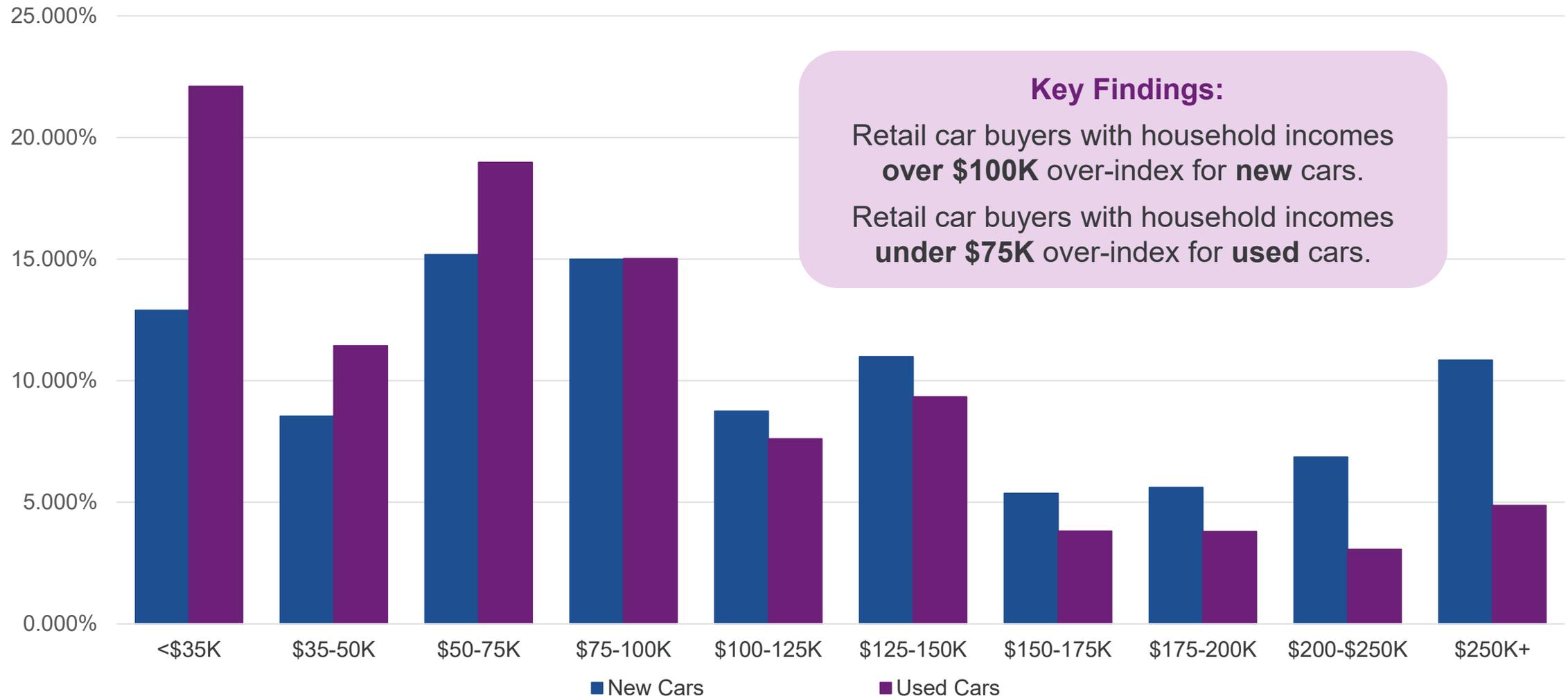
R12M Retail Car Registration Market Share %

By presence of children and sold as type



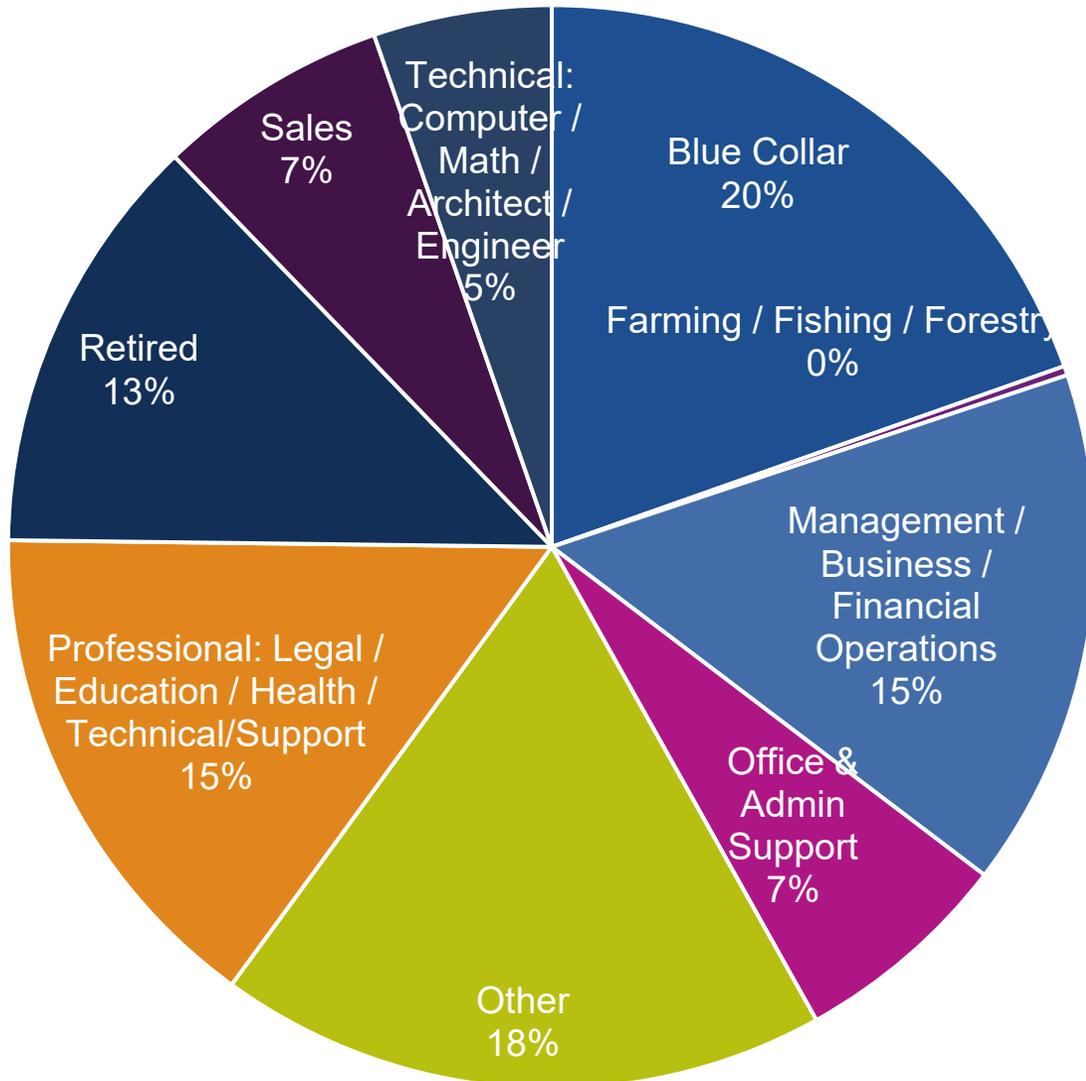
R12M Retail Car Registration Market Share %

By household income and sold as type



R12M New Retail Car Registration Market Share %

By buyer occupation



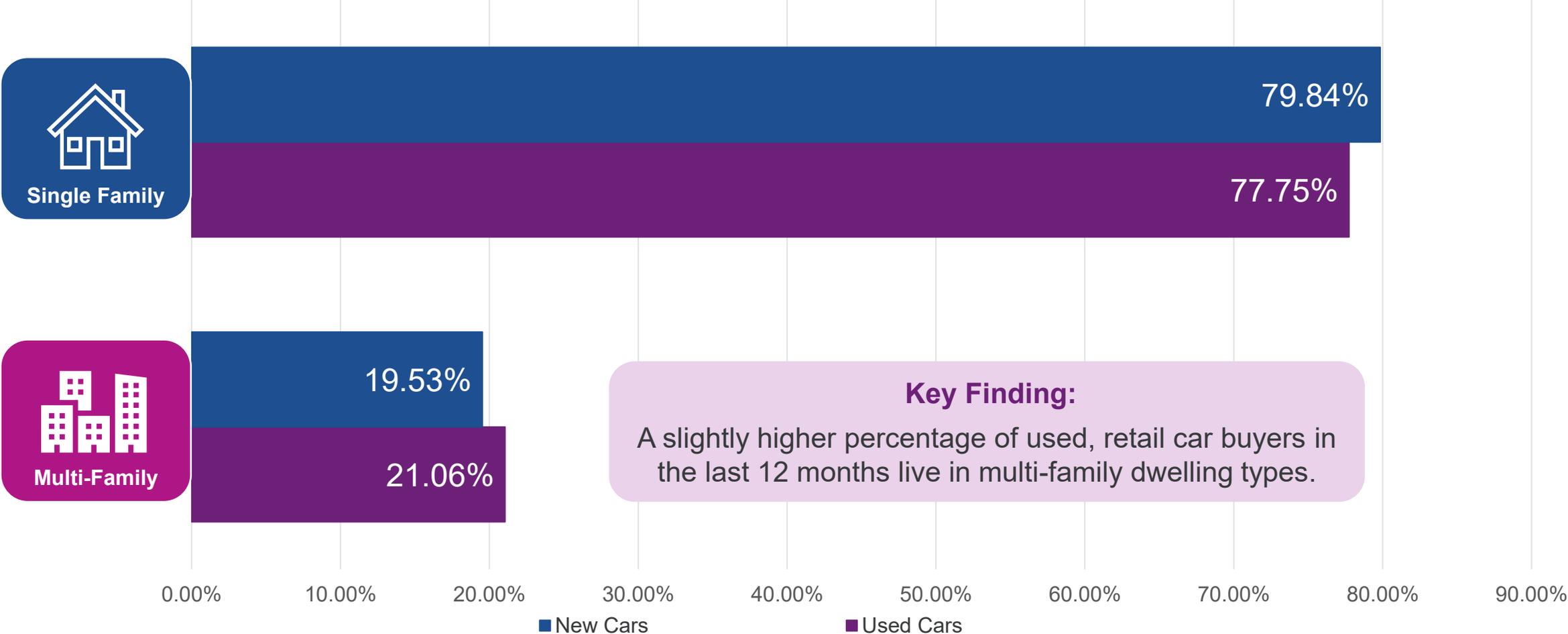
- Blue Collar
- Farming / Fishing / Forestry
- Management / Business / Financial Operations
- Office & Admin Support
- Other
- Professional: Legal / Education / Health / Technical/Support
- Retired
- Sales
- Technical: Computer / Math / Architect / Engineer

Key Findings:

Blue Collar was the highest occupation market share for new, retail car buyers in the last 12 months.

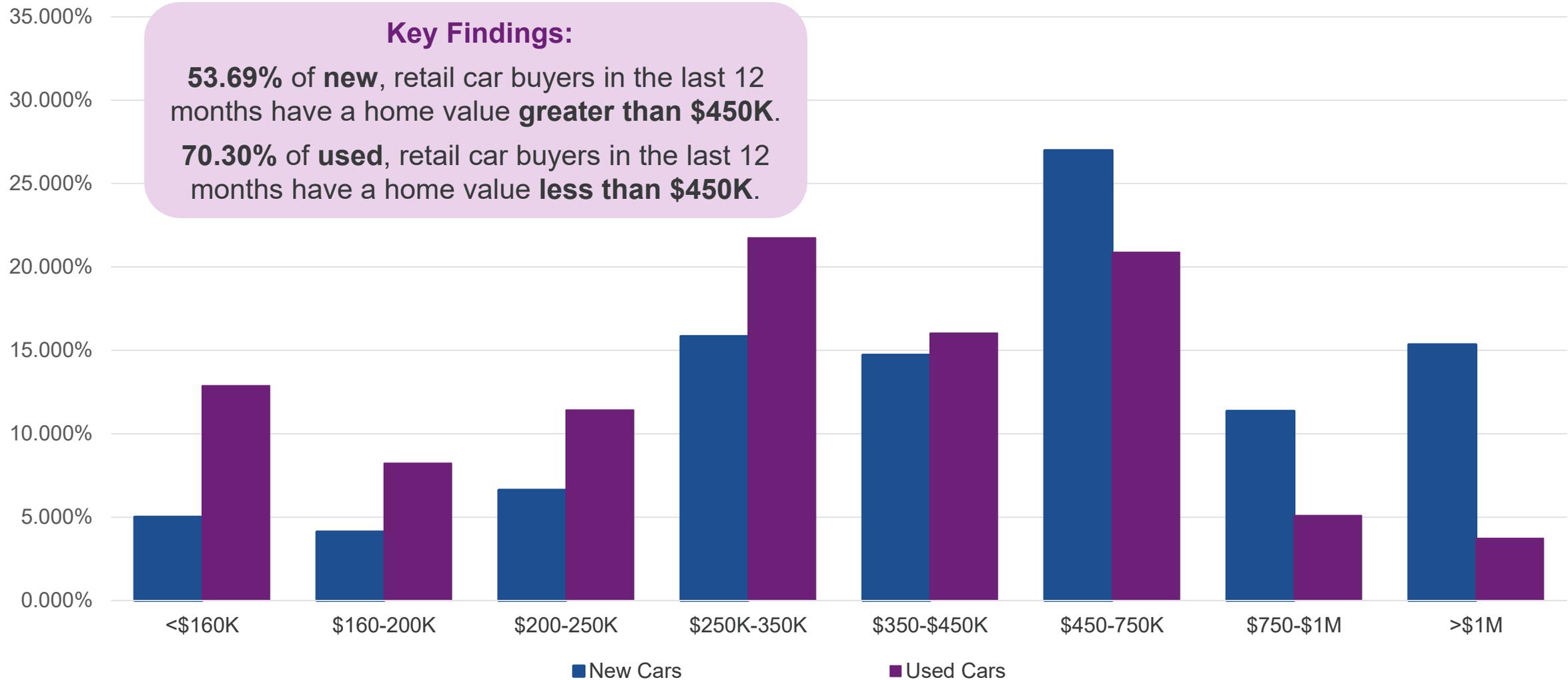
R12M Retail Car Registration Market Share %

By dwelling type and sold as type



R12M Retail Car Registration Market Share %

By home value and sold as type



Q4 Demographic Summary Insights



Consumer demographics vary across new and used car buyers



Targeting specific consumers for your marketing campaigns is critical for success



Lifestyle segmentation can help you create precision marketing campaigns



Q4 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

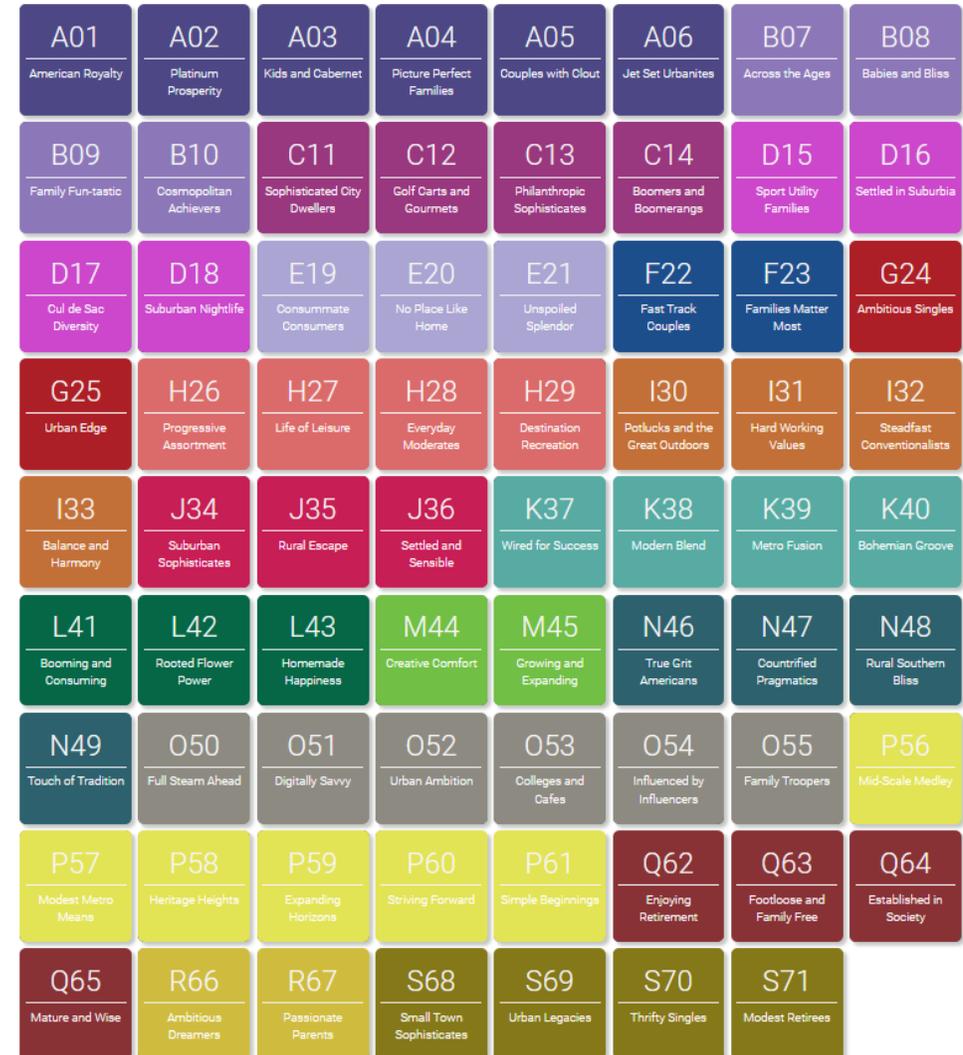
Experian Mosaic divides the marketable U.S. population into **19** Groups and **71** more detailed Types.

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 Car Buyers

Top 5 Mosaic Lifestyle Segmentation Types

C13
Philanthropic Sophisticates

A01
American Royalty

B10
Cosmopolitan Achievers

B07
Across the Ages

D16
Settled in Suburbia



Top 3 Lifestyle Segments for New, Retail Car Buyers



**C13:
Philanthropic
Sophisticates**



**A01:
American
Royalty**



**B10:
Cosmopolitan
Achievers**

**U.S.
Population**

11.3M

7.8M

4.7M

% Households

4.09%

2.26%

1.73%

% Individuals

4.92%

3.34%

2.09%

Overview

Mature, upscale couples in suburban homes

Affluent, influential and successful couples and families living in prestigious suburbs

Affluent middle-aged couples and families enjoying dynamic lifestyles in metro areas

Top 3 Lifestyle Segments for New, Retail Car Buyers



**C13:
Philanthropic
Sophisticates**



**A01:
American
Royalty**



**B10:
Cosmopolitan
Achievers**

General Insights

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

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

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

Technology Adoption



Apprentices



Journeyman



Journeyman

Top 3 Lifestyle Segments for New, Retail Car Buyers



**C13:
Philanthropic
Sophisticates**



**A01:
American
Royalty**



**B10:
Cosmopolitan
Achievers**

TrueTouch Top Buying Style

Brand
loyalists

Quality
matters

Quality
matters

Top 3 Channel Preferences

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



Q4 Summary Insights New, Retail Car Buyers



C13: Philanthropic Sophisticates

1. #1 buyers for cars (#4 for used)
2. Mature, upscale couples in suburban homes
3. Brand loyalists
4. Email #1



A01: American Royalty

1. #2 buyers for new cars (#32 for used)
2. Affluent, influential and successful couples and families living in prestigious suburbs
3. Quality matters
4. Email #1

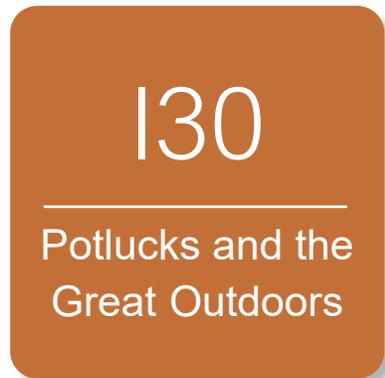


B10: Cosmopolitan Achievers

1. #3 buyers for new cars (#38 for used)
2. Affluent middle-aged couples and families enjoying dynamic lifestyles in metro areas
3. Quality matters
4. TV #1

R12M Used, Retail Car Buyers

Top 5 Mosaic Lifestyle Segmentation Types



Key Finding:
The used car buyer looks considerably different than the new car buyer. Marketing campaigns should take these differences, including channel and message preferences, into consideration.

Q4 2025 Case Study



- New, Retail Car:
Kia K4
- #1 New, Retail Buyer Mosaic Lifestyle Segment:
O51: Digitally Savvy



#1 Mosaic Type for New, Retail Kia K4 Buyers

O: Singles and Starters. O51: Digitally Savvy

Young singles who live digitally driven smaller city lifestyles



Key Features

- Ambitious
- Video gamers
- Single adults
- Eager to spend
- Unlikely to own regular cars
- Likely to be in the market to buy used vehicles

Who We Are



Channel Preference



Technology Adoption



Wizards

How to market to them:

Digitally Savvy are one of the most sought after demographics to marketers. From a media perspective, this millennial audience is open to mainly new media—including TV, online and mobile.

Use messages that resonate with their ambitions of seeking status both professionally and socially.

These consumers also seek novelty—brands that position themselves as unique and having a variety of products or services to fit any need or want.



Q4 Vehicle Summary Insights



What are they driving

- Cars represented 16.72% of new, retail, individual registrations.
- Non-Luxury cars represented 75.44% of the new, retail car market.
- The Toyota Camry was the top model for new and used car sales in the last 12 months with 12.23% of new car market share, and 6.27% of used market share.



Who are they

- There are differences between new and used car buyers by generation. Gen Z buyers over-index for used cars and Baby Boomers over-index for new cars.
- A higher percentage of used, retail car buyers in the last 12 months have children present in the household, as compared to new, retail car buyers in the same time frame.



How to Market to them

- Email is the preferred channel for the top two lifestyle segments for new, retail car buyers; however, TV is the top channel for the 3rd lifestyle segments.
- It's important to customize your audience, message and channel to your market and buyer for precision marketing campaigns.

 Save the date



SAVE THE DATE:
June 2026



AUTOMOTIVE CONSUMER
TRENDS REPORT:
Q1 2026
Vans



Turn Car Buyer Insights into Advertising Action with Experian and The Trade Desk

The Trade Desk leverages the insights from the Automotive Consumer Trends reports to create a comprehensive omnichannel strategy for reaching in-market car buyers.

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Automotive Consumer Trends

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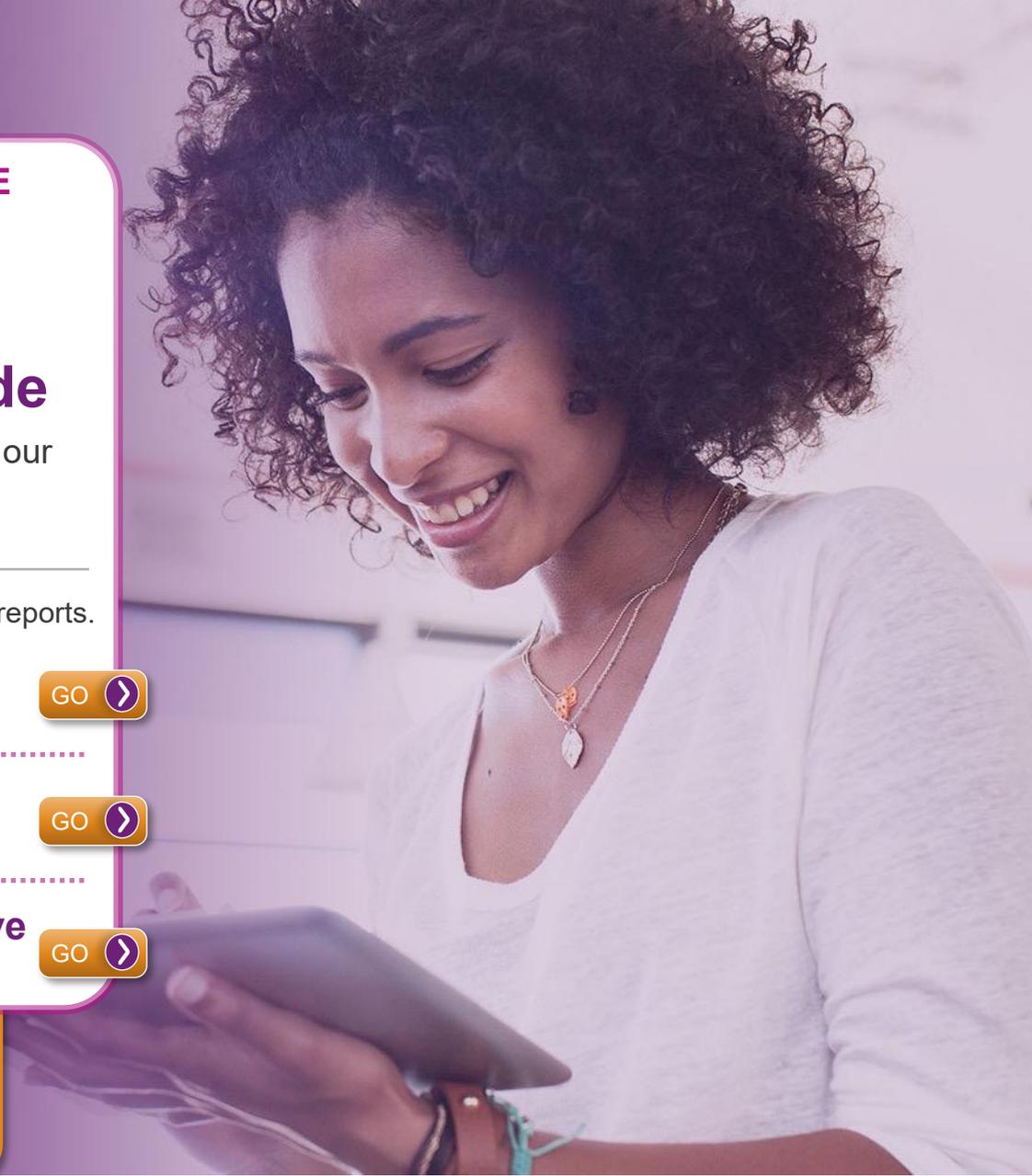
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A woman with long dark hair, wearing an orange long-sleeved shirt, is driving a car. She is smiling broadly and has her right hand raised in a celebratory gesture. The car's interior is visible, including the steering wheel and the passenger seat. The background shows a bright, sunny outdoor scene with greenery.

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Thank You!

