



EXPERIAN AUTOMOTIVE

Q1 2026

Automotive Market Trends Report

John Howard
Director, Product Management
June, 2026

Q1 Report overview

What's on the road?

- **VIO by model year, segment, age and market share**

- **U.S. light duty vehicles through Mar 31, 2026**

- **New, Used and other market changes Industry news**

- **Continued analysis on EV and Hybrids**

Today's presenter



John Howard

Director of Automotive Product Management
Experian Automotive

Delivering high-quality automotive intelligence

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



VEHICLE DATA

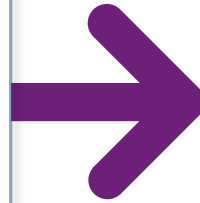


CONSUMER DATA



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 separate database assets.



North American Vehicle Data

1 Billion+

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

347.8M+

US VIO

29.5M+

Canadian VIO

24B+

Vehicle history records.

462.9M+

Title Brands.

460.6M+

Accident & damage related events.

358.6M+

Open Recall events.



Marketing Data

250M+

Individuals.

126M+

Households.

5,000

Consumer attributes.

550M

Mobile IDs.

300M+

Connected TV IDs.

900M

Hashed email.

3,500+

Audience segments including 1,100+ Auto Audiences.



Credit Data

CONSUMER

2M+

Credit inquiries daily.

1.3B+

Transaction updates/month.

245M+

Credit active consumers.

50M+

Public records.

98%

Updates within 24 hours.

Sub-second

Credit report response rate.

BUSINESS

25M+

U.S. & Canada total Vehicles in Operation (VIO) = 349.4M

Q1 2026 Report Period

Light Duty

Passenger Cars, Light Trucks, Vans
Cars and GVW Class 1 – 3

Medium & Heavy Duty

Large Vans, Delivery Trucks, Buses, RVs,
Cement Trucks, Semi-Tractors
GVW Class 4 - 8

Power Sports

Motorcycles, All-Terrain,
Utility Task, Snowmobiles

Types of vehicles by weight class

Cars and CUVs



CLASS 1

6,000 lbs. or less



CLASS 2

6,001 to 10,000 lbs.



CLASS 3

10,001 to 14,000 lbs.



CLASS 4

14,001 to 16,000 lbs.



Power sports



CLASS 5

16,001 to 19,500 lbs.



CLASS 6

19,501 to 26,000 lbs.



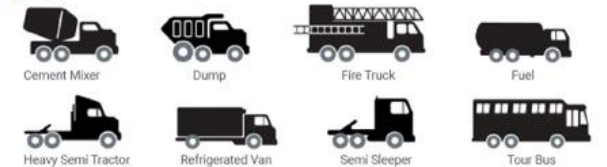
CLASS 7

26,001 to 33,000 lbs.



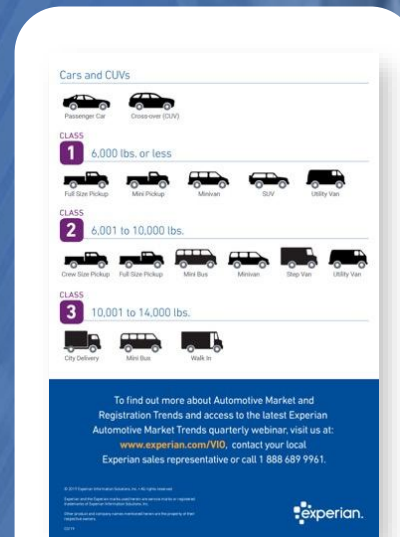
CLASS 8

over 33,000 lbs.



Q1 2026 VelocitySM Vehicles in Operation

What's on the road today?
LIGHT DUTY VEHICLES



Changes in U.S. vehicles in operation


Light duty vehicles* over the last 12 months

Q1 2026 Total*
298.0
MILLION
Vehicles on the road

Q1 2026 VIO changes

Q1 2025 Total*
293.5
MILLION
Vehicles on the road


15.8
MILLION
NEW Vehicles
Registered


11.3
MILLION
Vehicles went
out of operation


39.7
MILLION
USED vehicles
changed owners

=

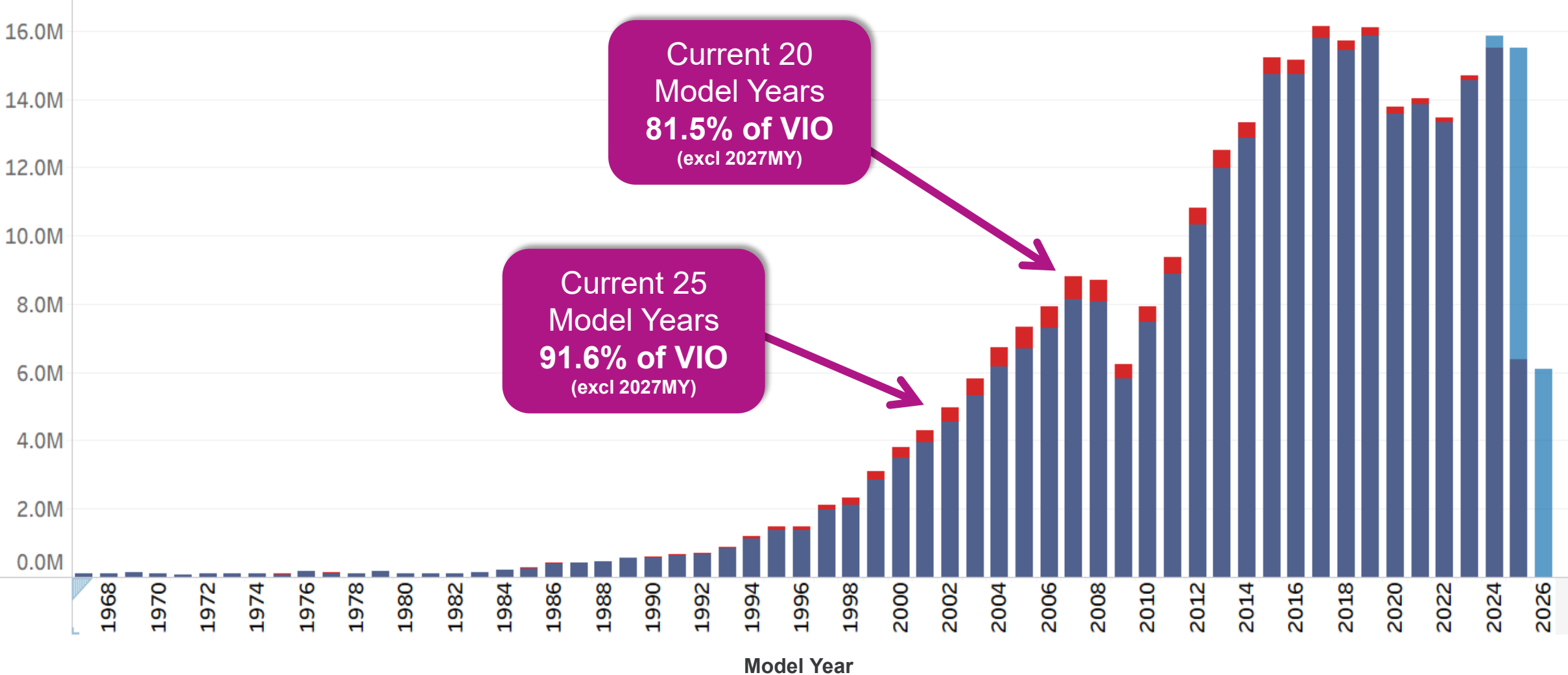

28.1%
Total VIO
changes¹

*U.S. Vehicles in Operation data as of Mar 31, 2025 and 2026, 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)

U.S. VIO change by Model Year (in millions)

Q1 2025 to Q1 2026

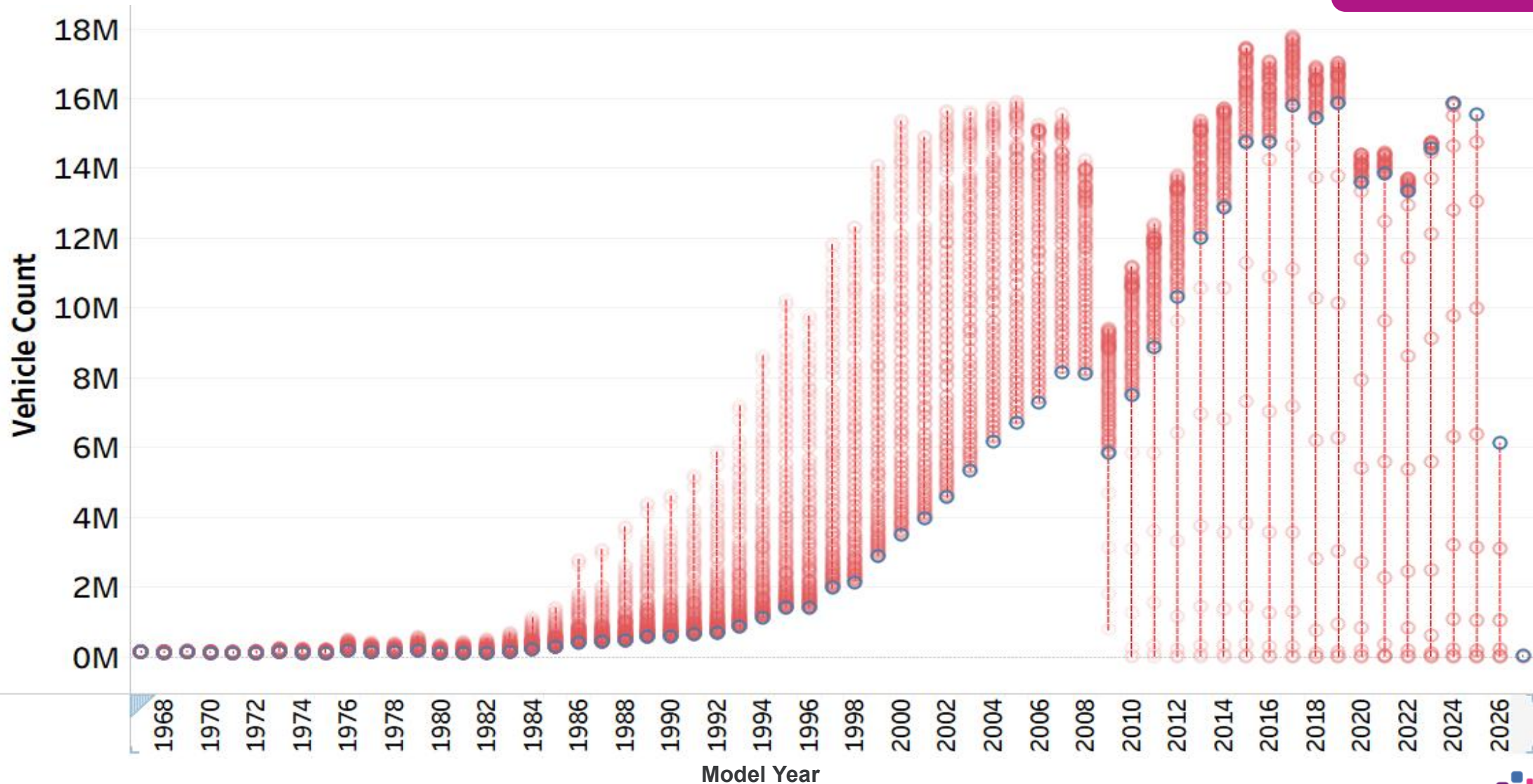
Out of operation
New vehicle sales
Carryover vehicles



U.S. VIO Model Year Time Trend

Q2 2008 through Q1 2026

Red circle = historical
Blue circle = current

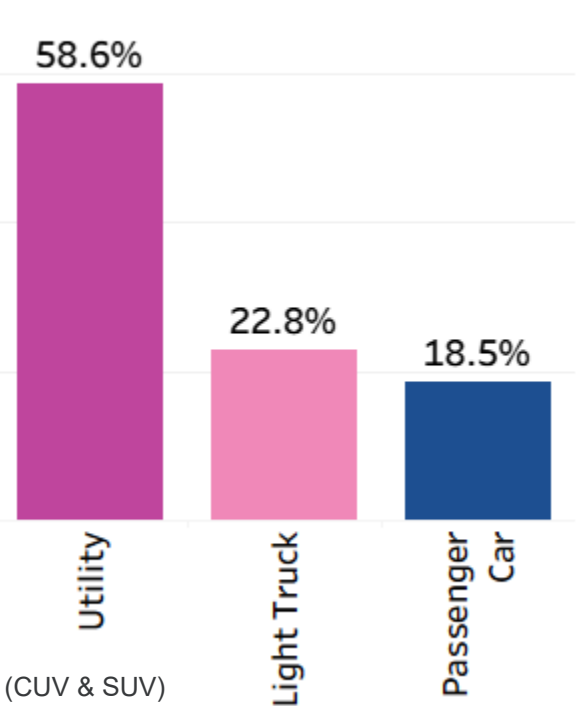


U.S. Summary Stats – for all light duty VIO

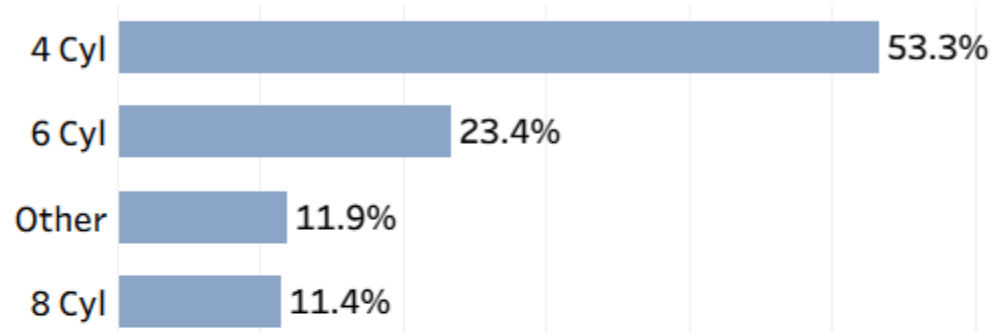
as of Q1 2026

New Aspiration categories identifying 'Mild Hybrid' engine assist from standard aspirations

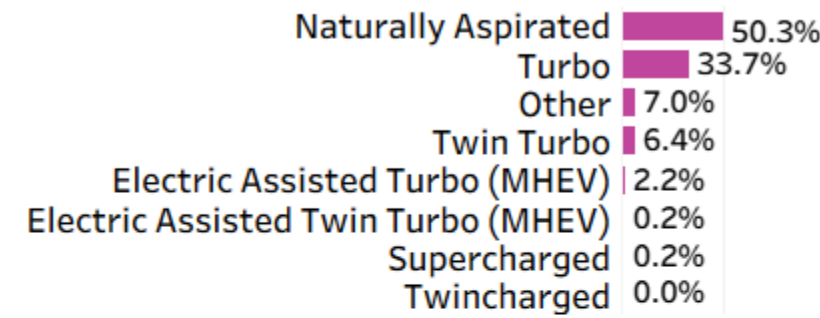
Vehicle Type Share



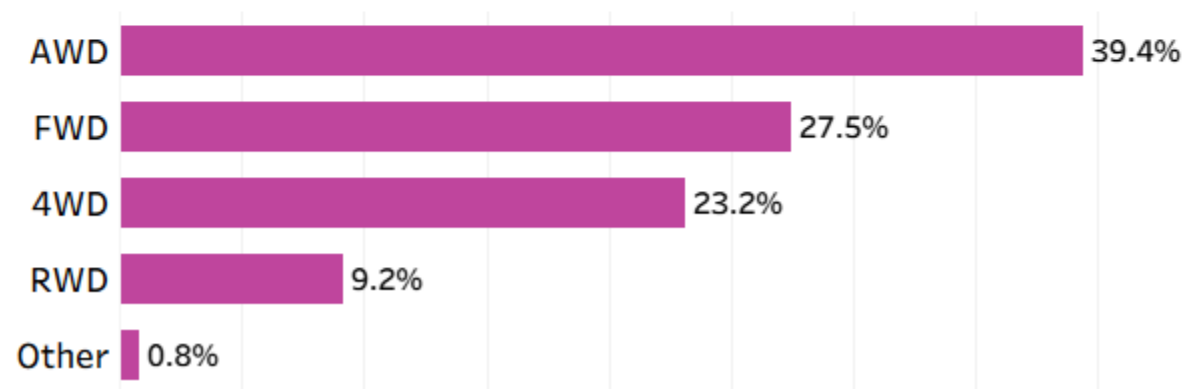
Cylinder Market Share



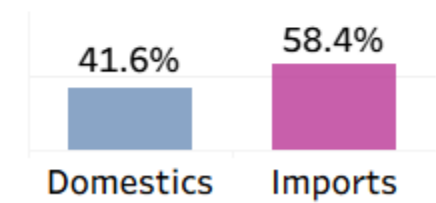
Aspiration Share



Drivewheel Market Share

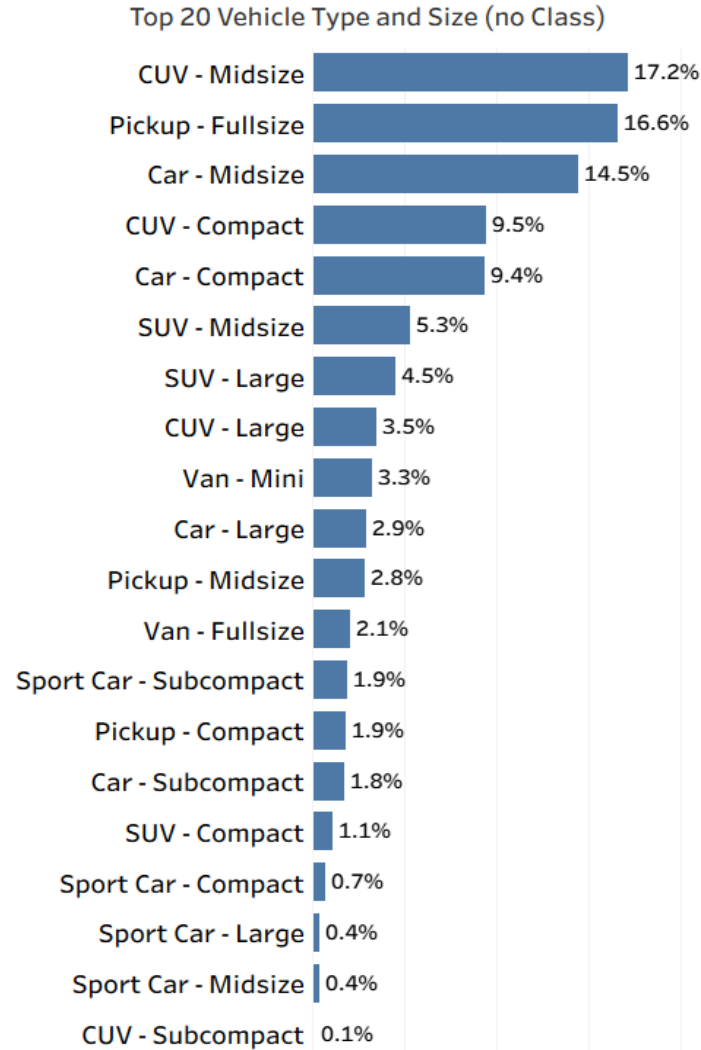
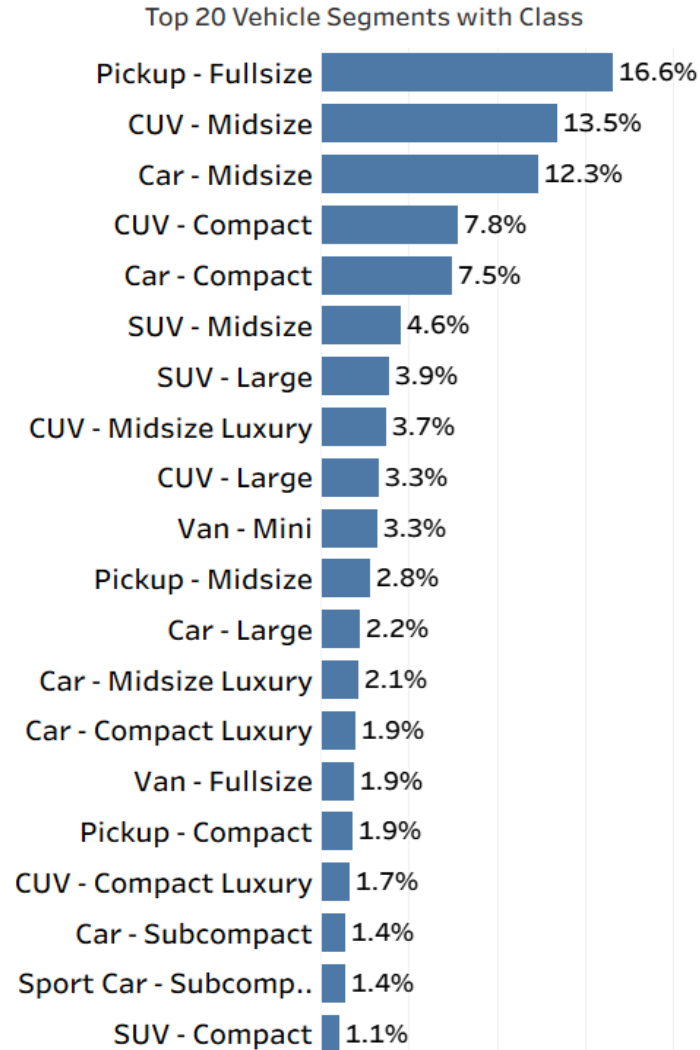


Domestic vs Import Brands

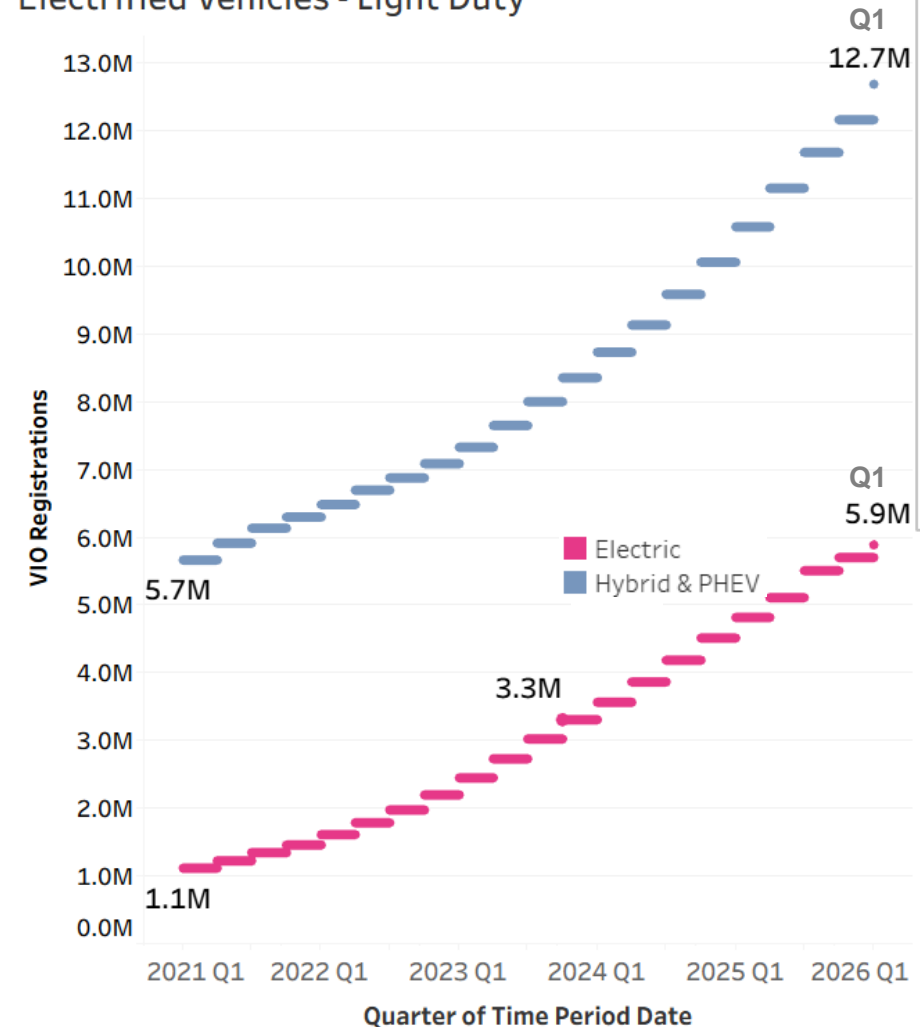


U.S. VIO top 20 segments on the road market share

Plus Light Duty Electrified vehicles as of Q1 2026

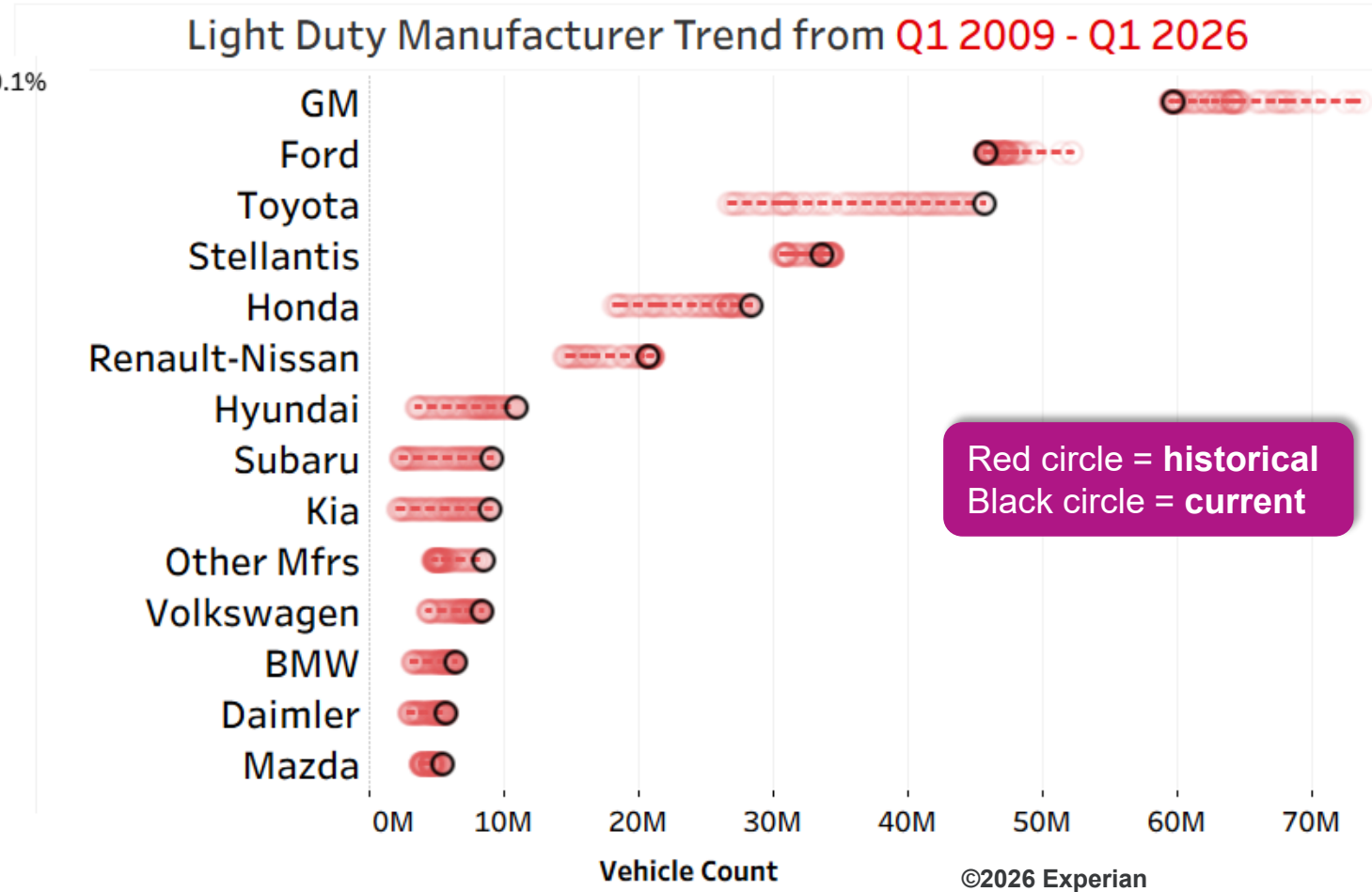
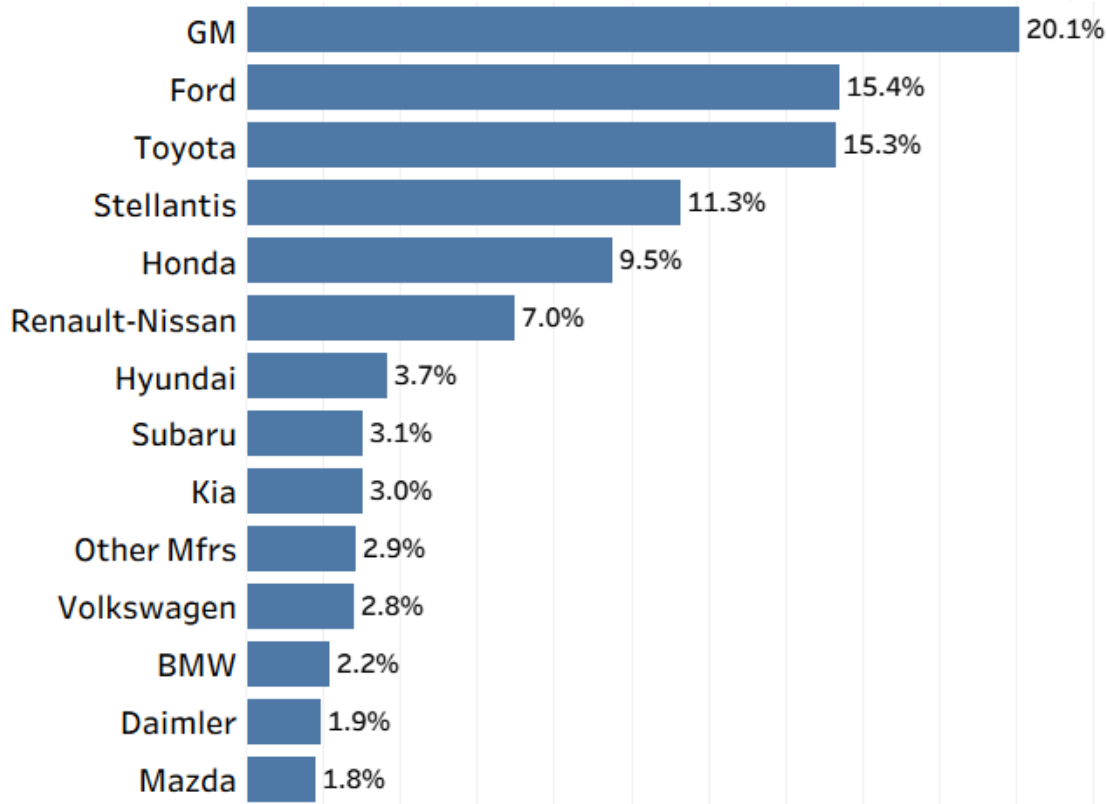


Electrified Vehicles - Light Duty



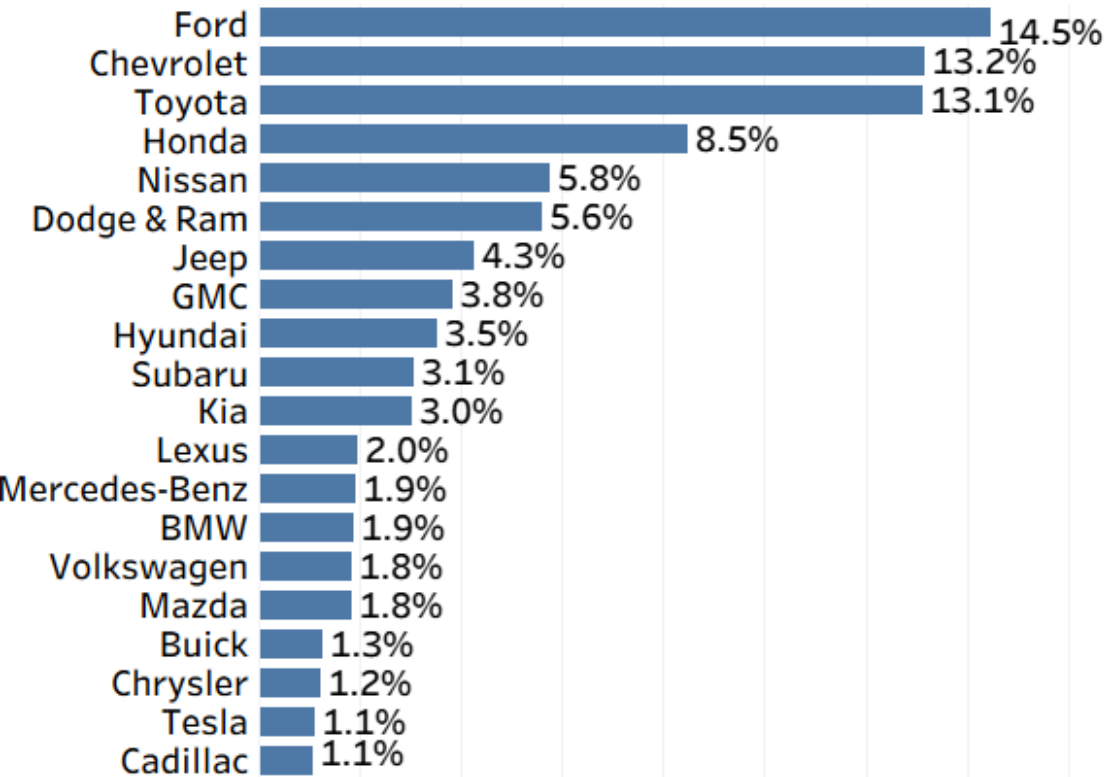
U.S. VIO by manufacturer market share vs volume trend

as of Q1 2026

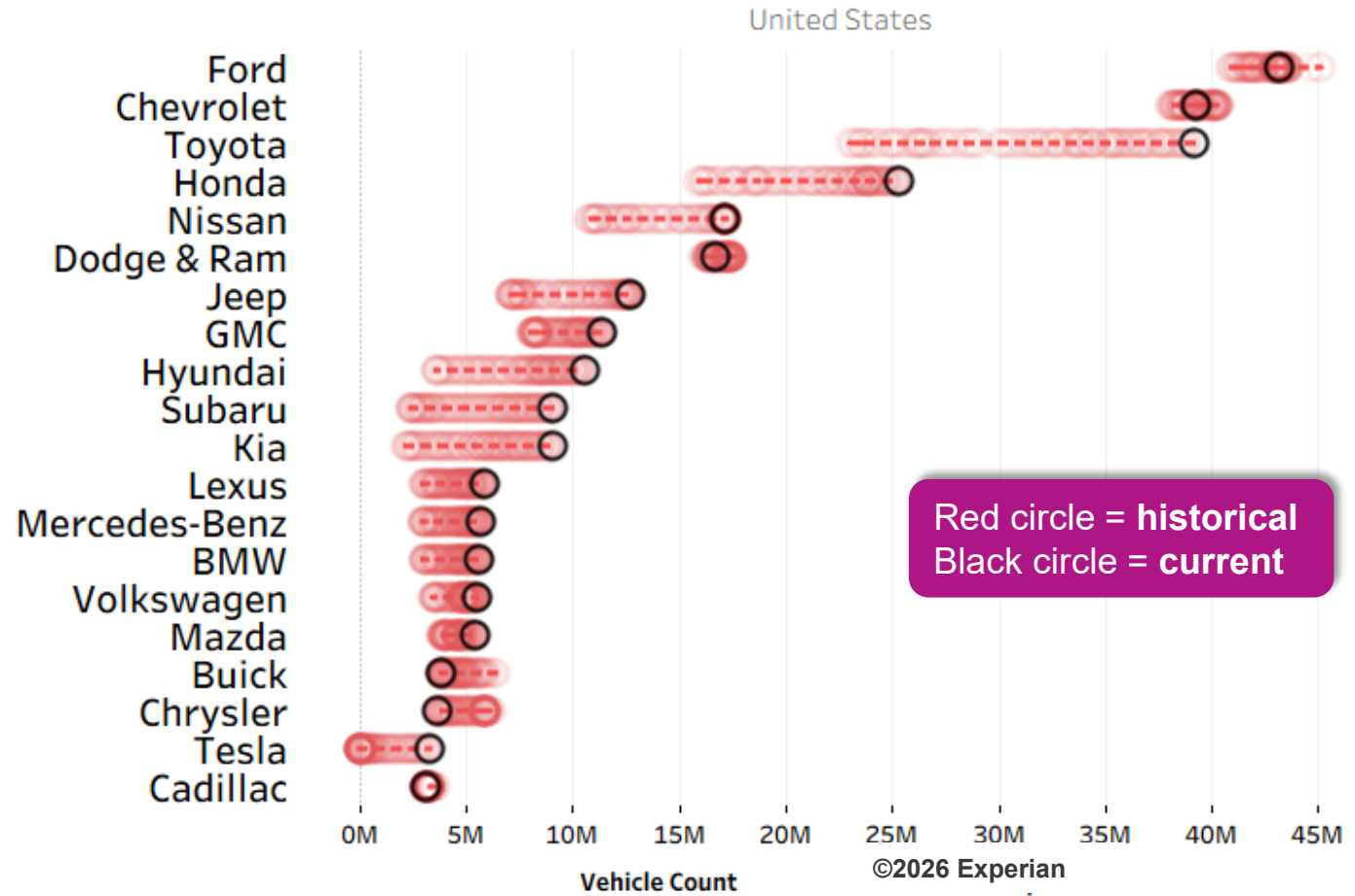


U.S. VIO top brands market share vs volume trend

as of Q1 2026

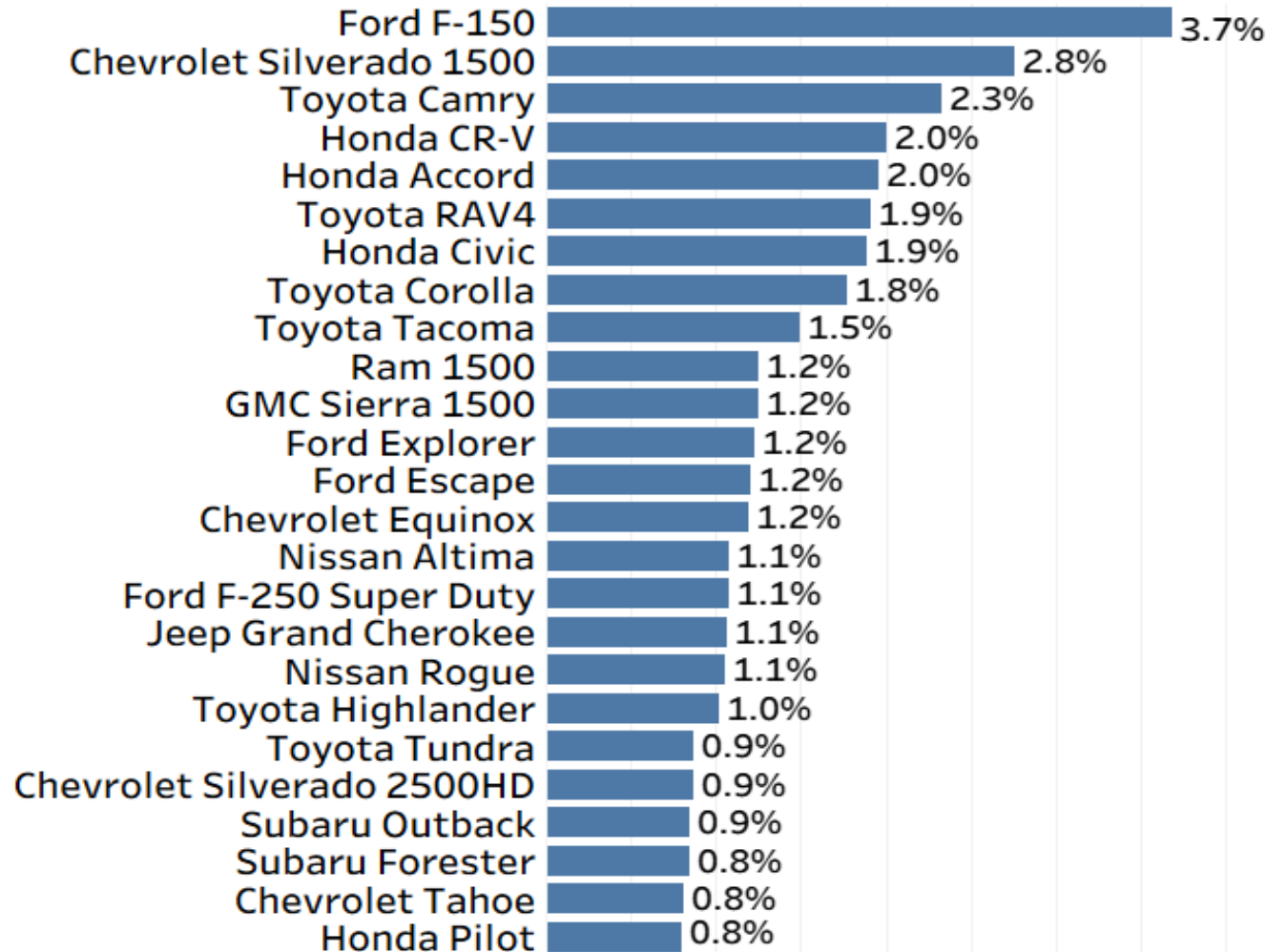


Light Duty Make Trend Q1 2009 to Q1 2026



U.S. VIO top 25 models market share

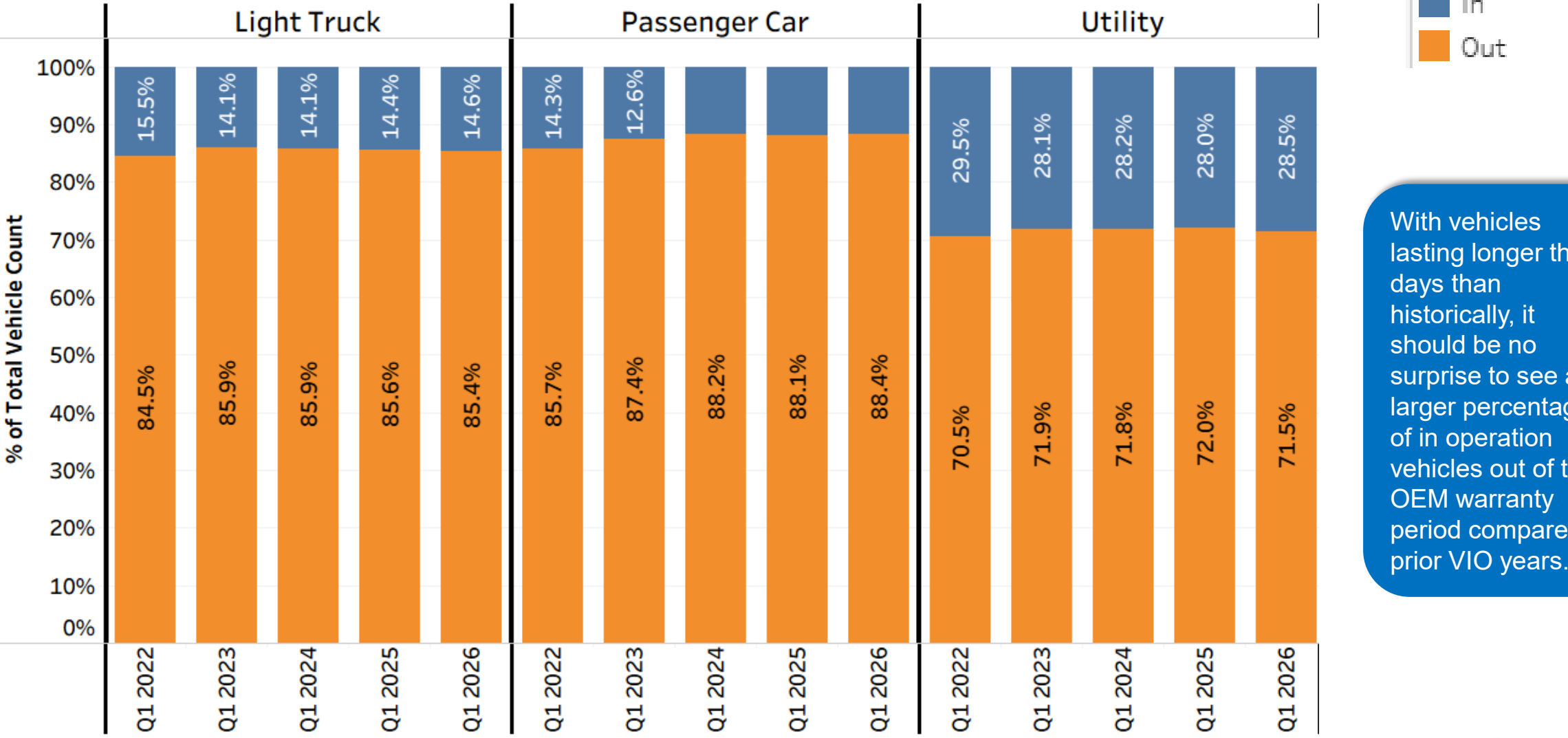
Summary of all model years as of Q1 2026



Almost no changes in VIO share by model from Q4

U.S. VIO Estimated In vs Out of Mfr. Basic Warranty

By Vehicle Category trend Q1 2022 – Q1 2026



With vehicles lasting longer these days than historically, it should be no surprise to see a larger percentage of in operation vehicles out of the OEM warranty period compared to prior VIO years.



The aftermarket “Sweet Spot” overview

“Post” and “Pre” Sweet Spot defined

The Aftermarket “Sweet Spot”

- 6 to 12 model year old vehicles
- Aged out of general OEM manufacturer warranties for any repairs
- Likely require more part replacement & services (e.g. shocks, timing belt service, engine repairs) that may be performed by aftermarket service shops using parts from aftermarket part manufacturers
- Sizing the Sweet Spot helps identify overall market potential and changes can have implications to those that service it

“Post Sweet Spot” vehicles

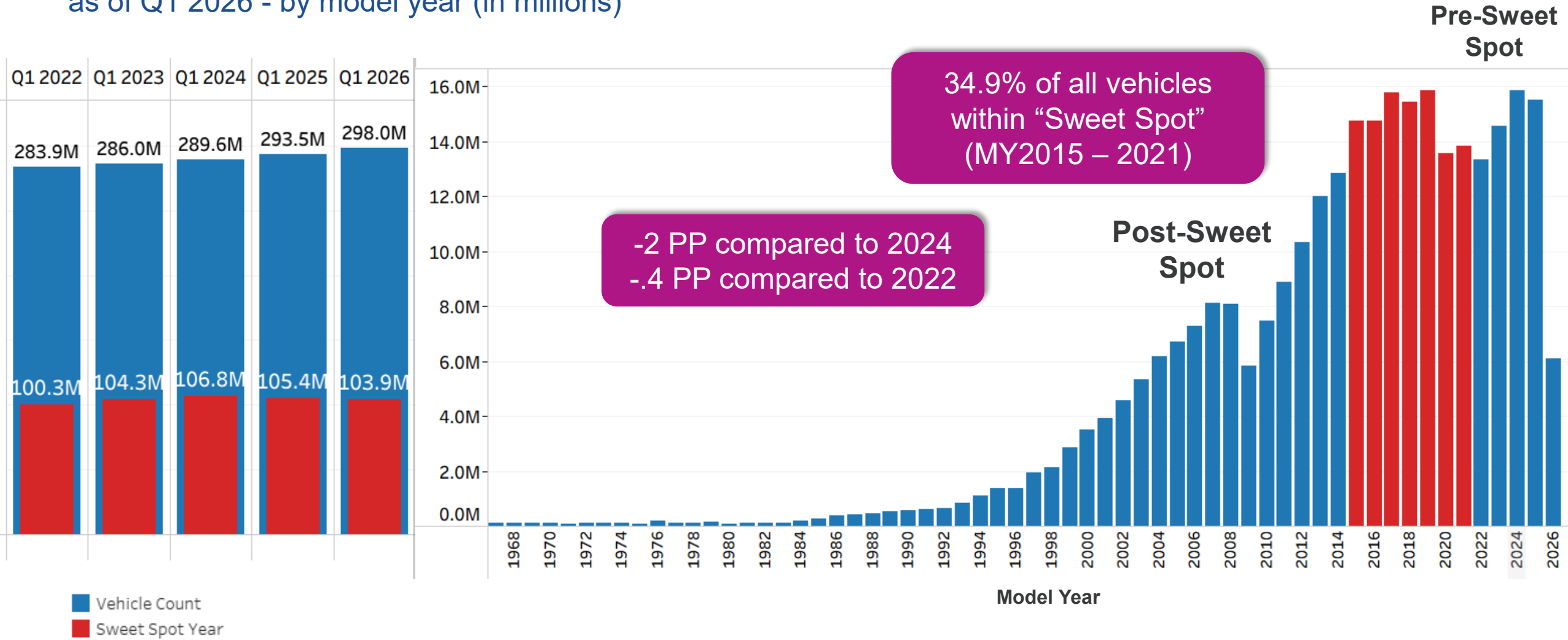
- 13 model years old & older
- Less costs may be spent to service them due to their age and lower vehicle value

“Pre Sweet Spot” vehicles

- 5 model years old & newer; many covered by the vehicle’s manufacturer warranty
- Identifies models coming into the Sweet Spot

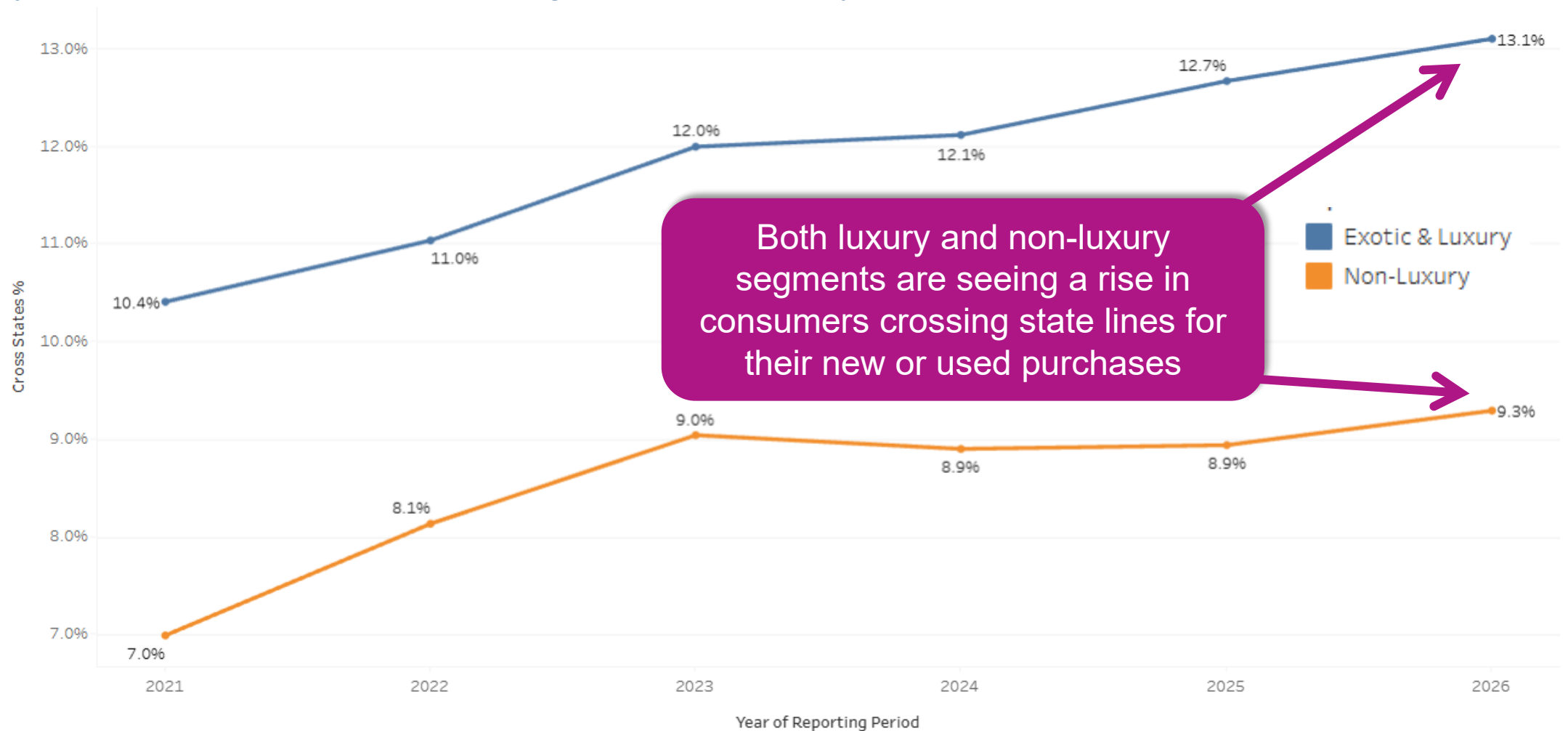
U.S. trend of total VIO compared to sweet spot volumes

as of Q1 2026 - by model year (in millions)



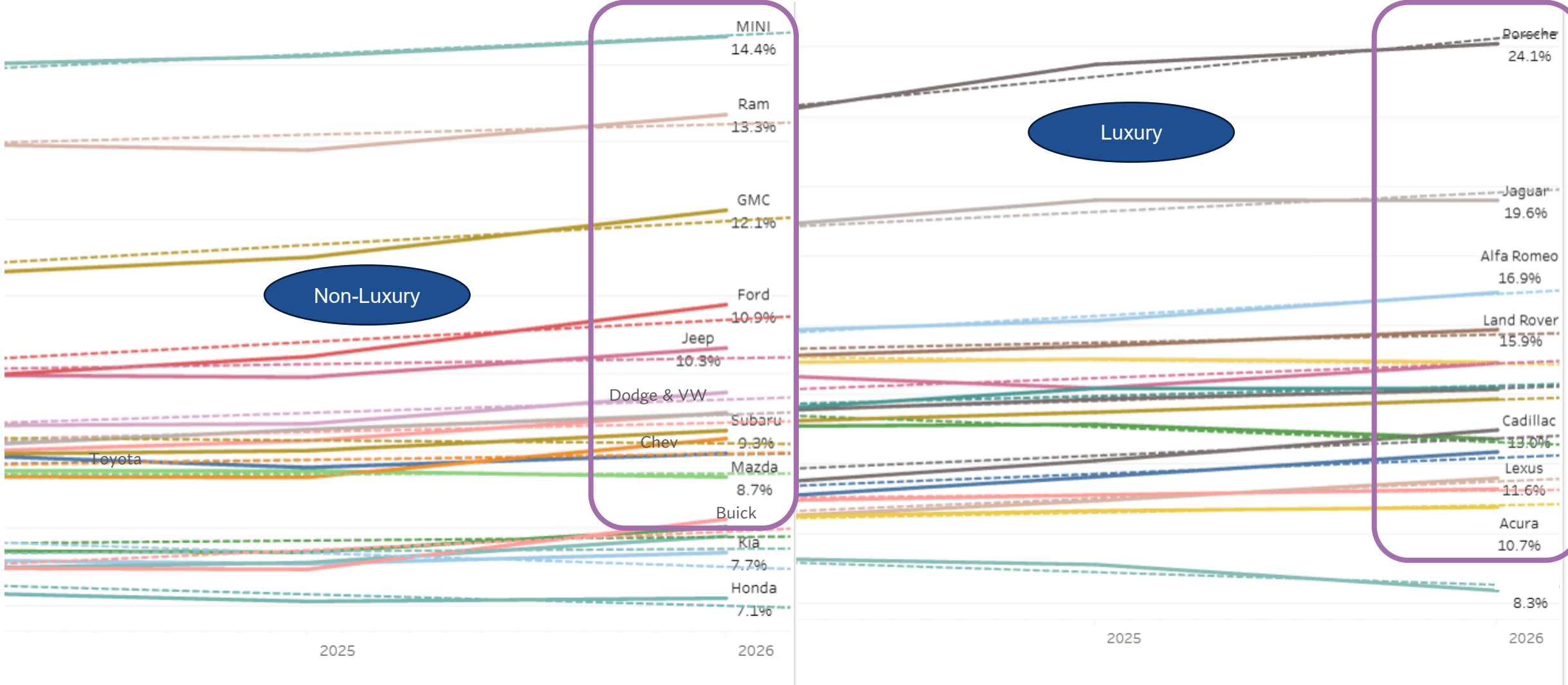
Affordability: Crossing State Lines (Dealer sales only - Dealer state vs Customer state)

With affordability a large concern, digital retailing and online selling allows consumers to ultimately buy cars from anywhere and have them delivered right to their driveway!



Brand Trends Crossing State Lines (Dealer sales only - Dealer state vs Customer state)

Excluding exotics, both mainstream non-luxury and near lux/luxury brands are seeing an uptick in state cross-sales in 2026

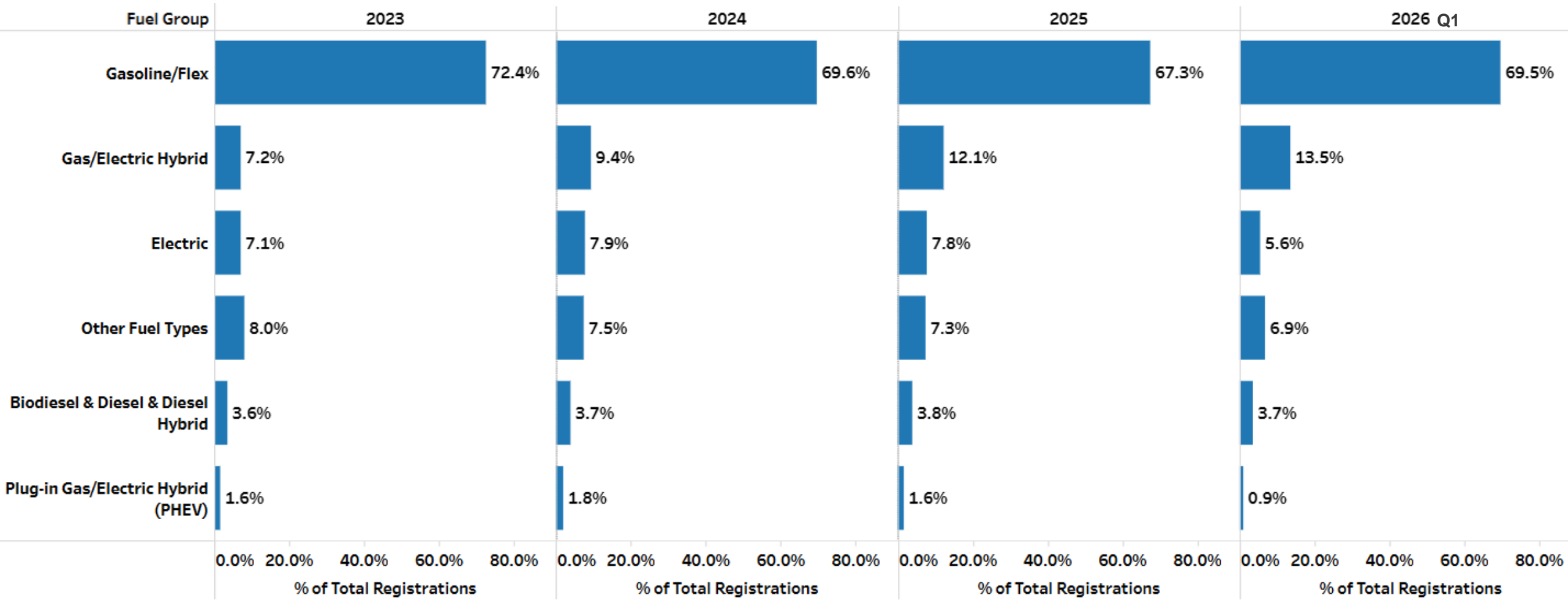


Q1 2026 Special Analysis: Electrified Market

- 72.6% of EV owners returning to market in the last 12 months have replaced with another EV (slightly lower than last quarter's analysis)
- Gas hybrid and PHEV owners have a high propensity to remain loyal to electrification when replacing (66% and 57% respectively in the last 12 months).

New Retail Registrations Trend by Fuel Type

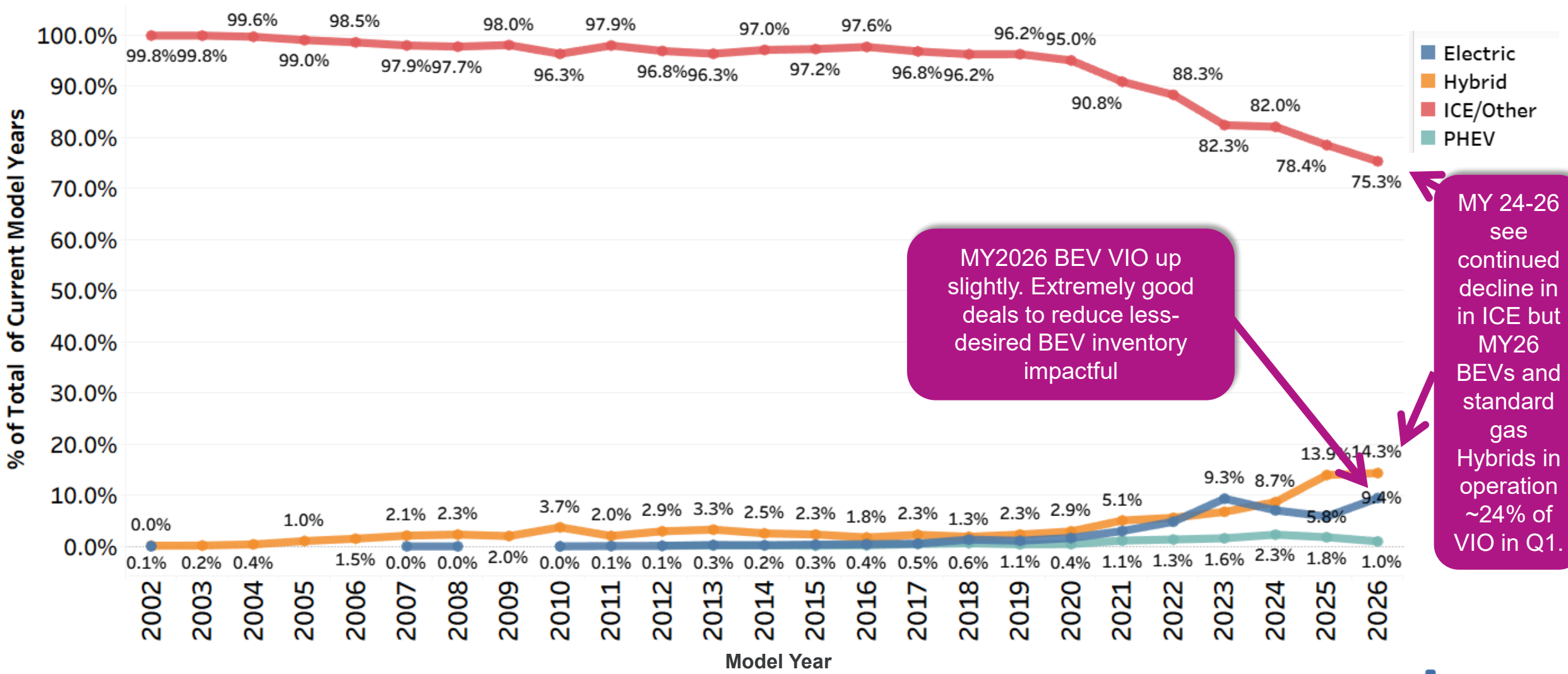
Retail share growth in EV continues to slow. Gas vehicle market share is seeing an uptick in Q1. Standard Gas Hybrids are taking off again with a 4.1PP jump from full year 2024, where PHEV share is declining.



Source: Experian Automotive 2026 through Mar (all others full years). New Retail Only (no commercial/fleet). All vehicle types incl Light Med Heavy Duty and Powersports.

U.S. VIO Fuel Type share by Model Year

Model Years 2002-2026 as of Q1 2026

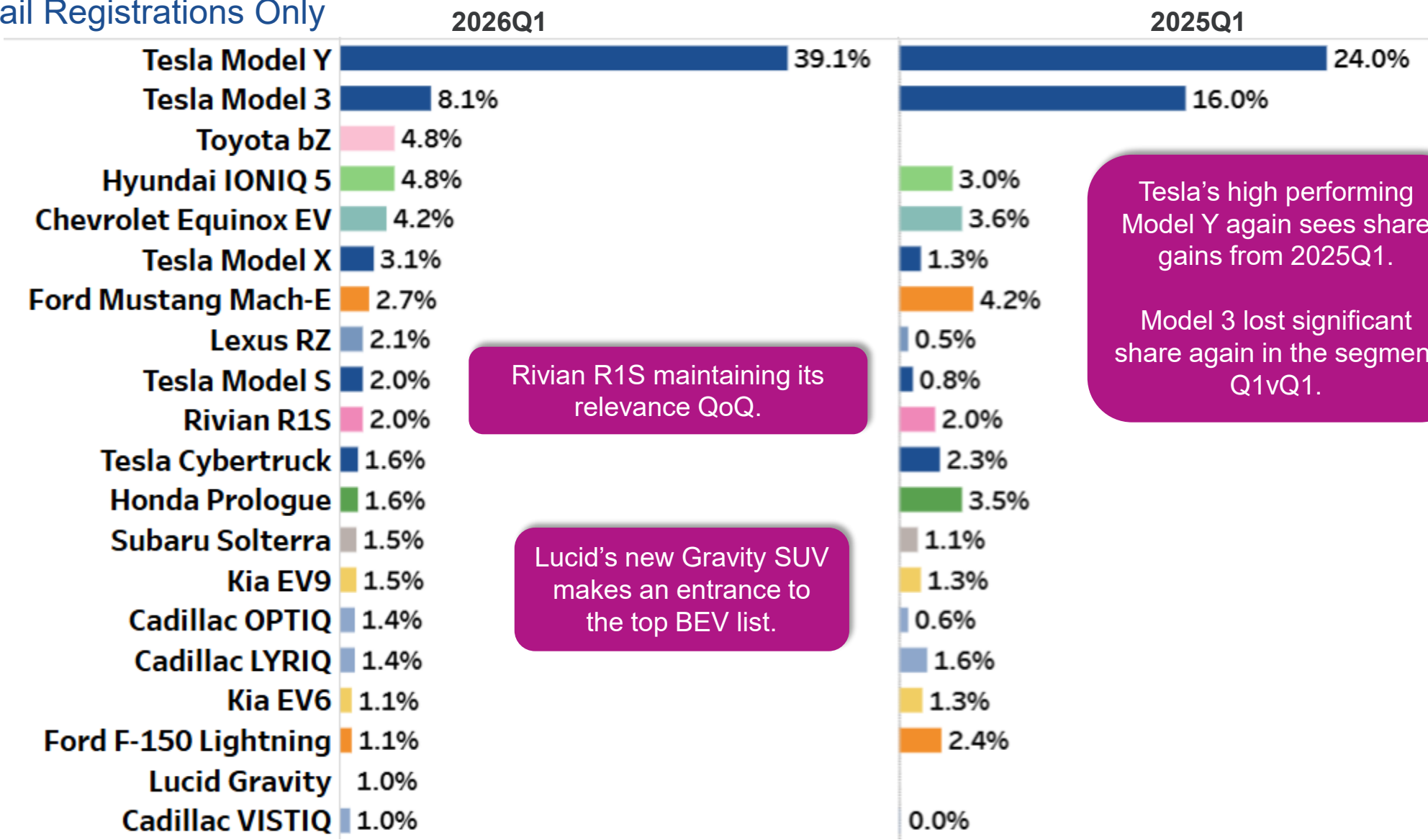


MY2026 BEV VIO up slightly. Extremely good deals to reduce less-desired BEV inventory impactful

MY 24-26 see continued decline in ICE but MY26 BEVs and standard gas Hybrids in operation ~24% of VIO in Q1.

EV (BEV) Model Shares – BEV Only

New Retail Registrations Only



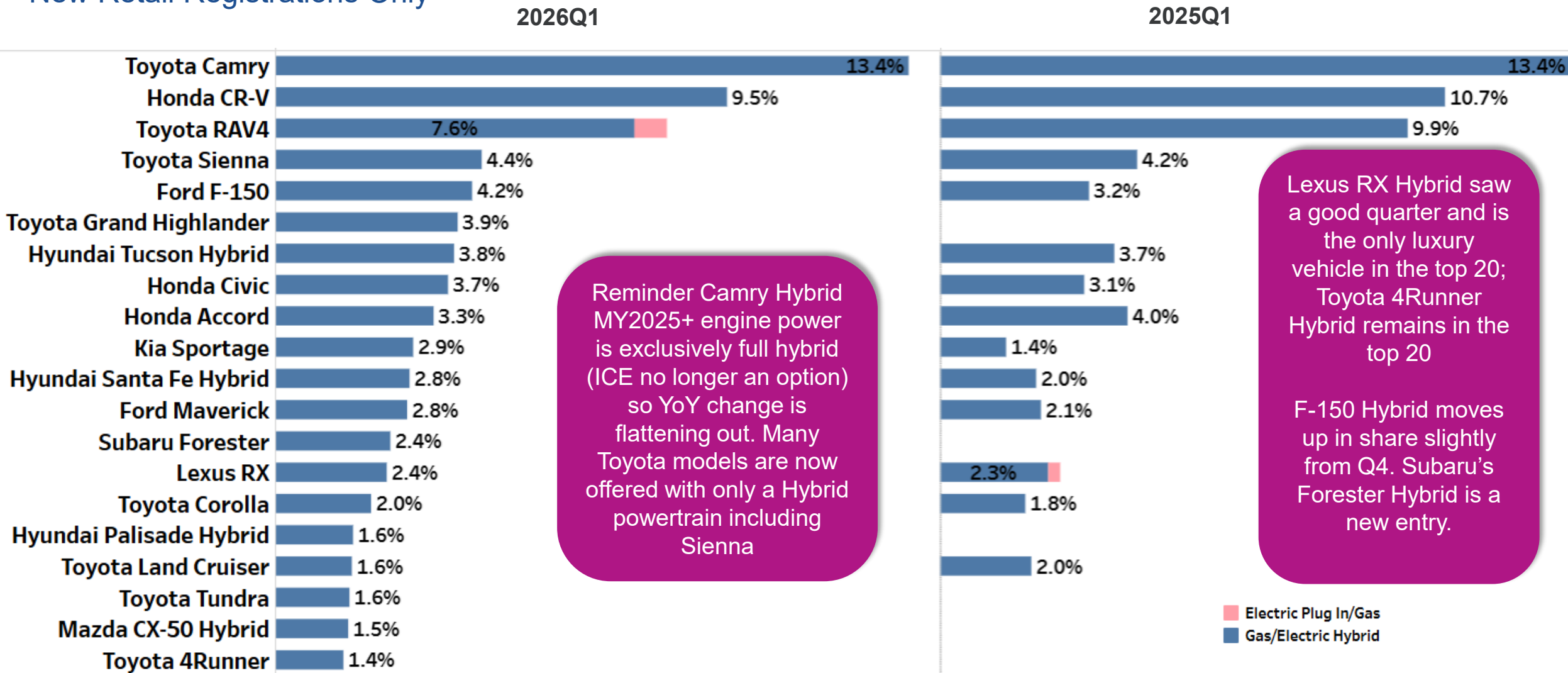
Rivian R1S maintaining its relevance QoQ.

Lucid's new Gravity SUV makes an entrance to the top BEV list.

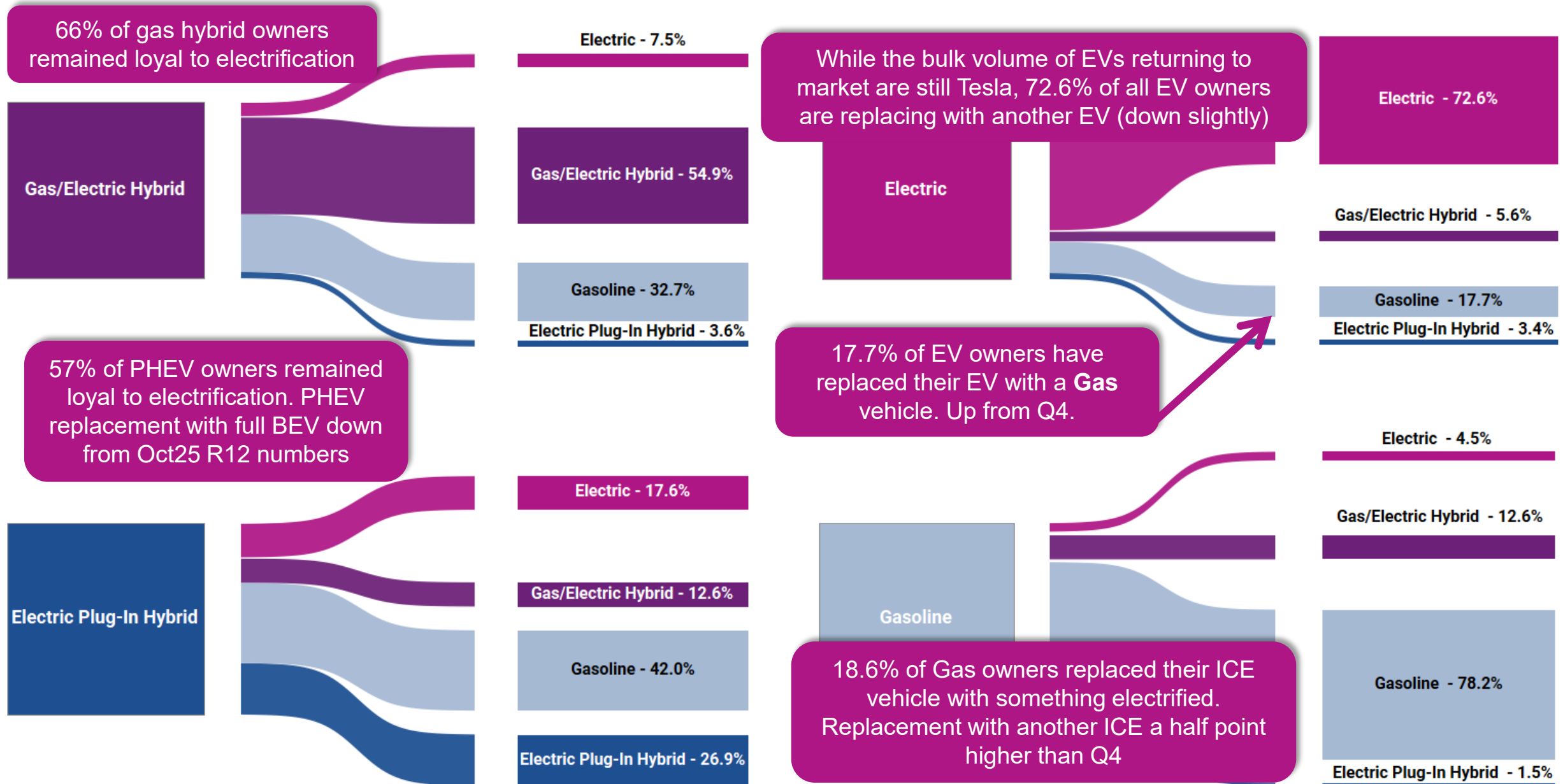
Tesla's high performing Model Y again sees share gains from 2025Q1.
Model 3 lost significant share again in the segment Q1vQ1.

Hybrid and PHEV (combined) Model Shares

New Retail Registrations Only



Electrified and Gas vehicles returning to market (vehicle replacement, New to New)



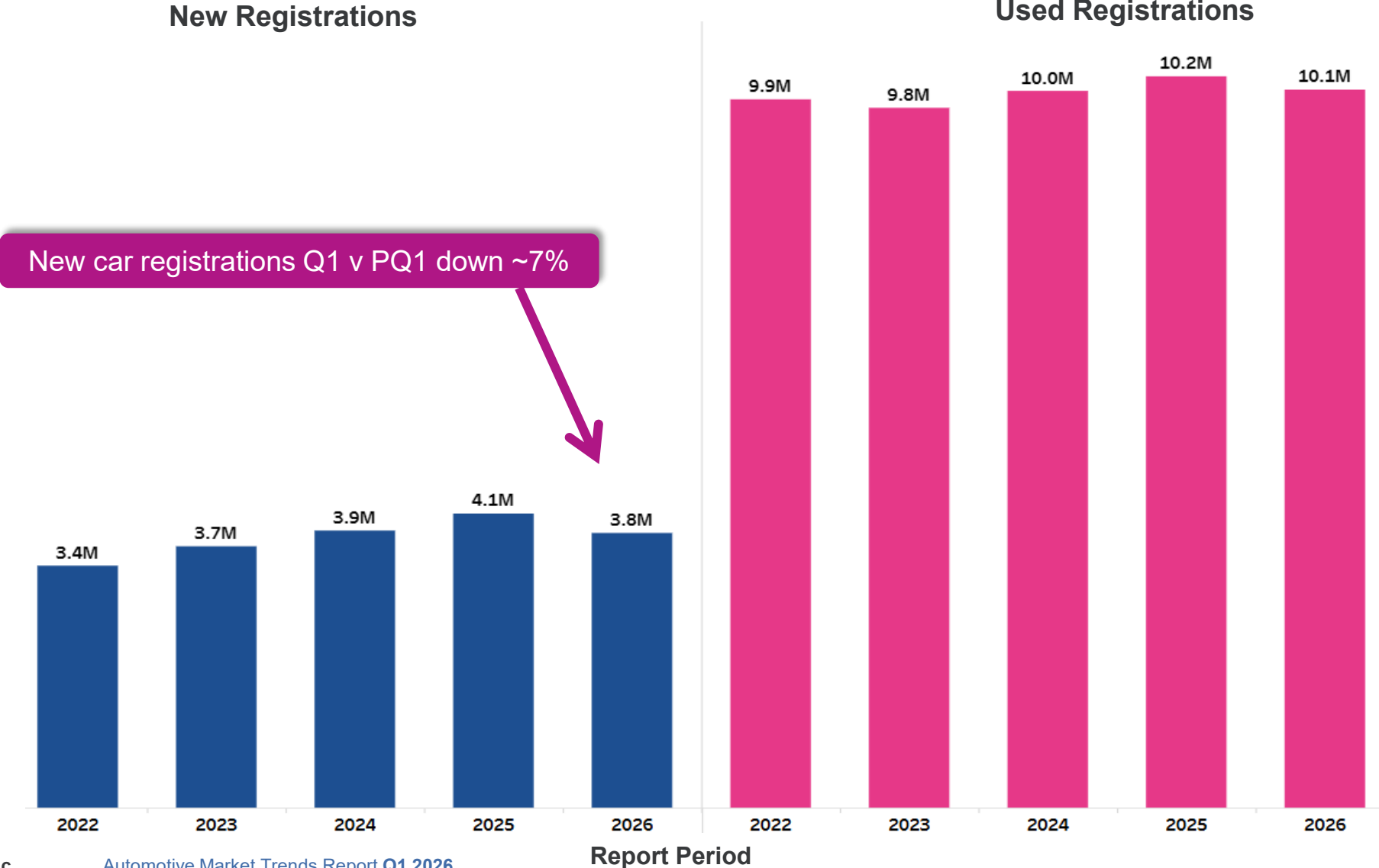
Source: Experian Automotive Disposal Loyalty as of Jan 2026, Rolling 12 Months. Replacement Only. Does not consider additions to the household fleet. Other fuel types not displayed.



Q1 2026 New & Used Vehicles

- Volumes of New vs Used quarterly YoY and historical rolling 12M trends
- Market analysis for 4th quarter
- New registrations down from Q1 last year
- Uptick in New registrations in Mar R12M compared to prior R12M

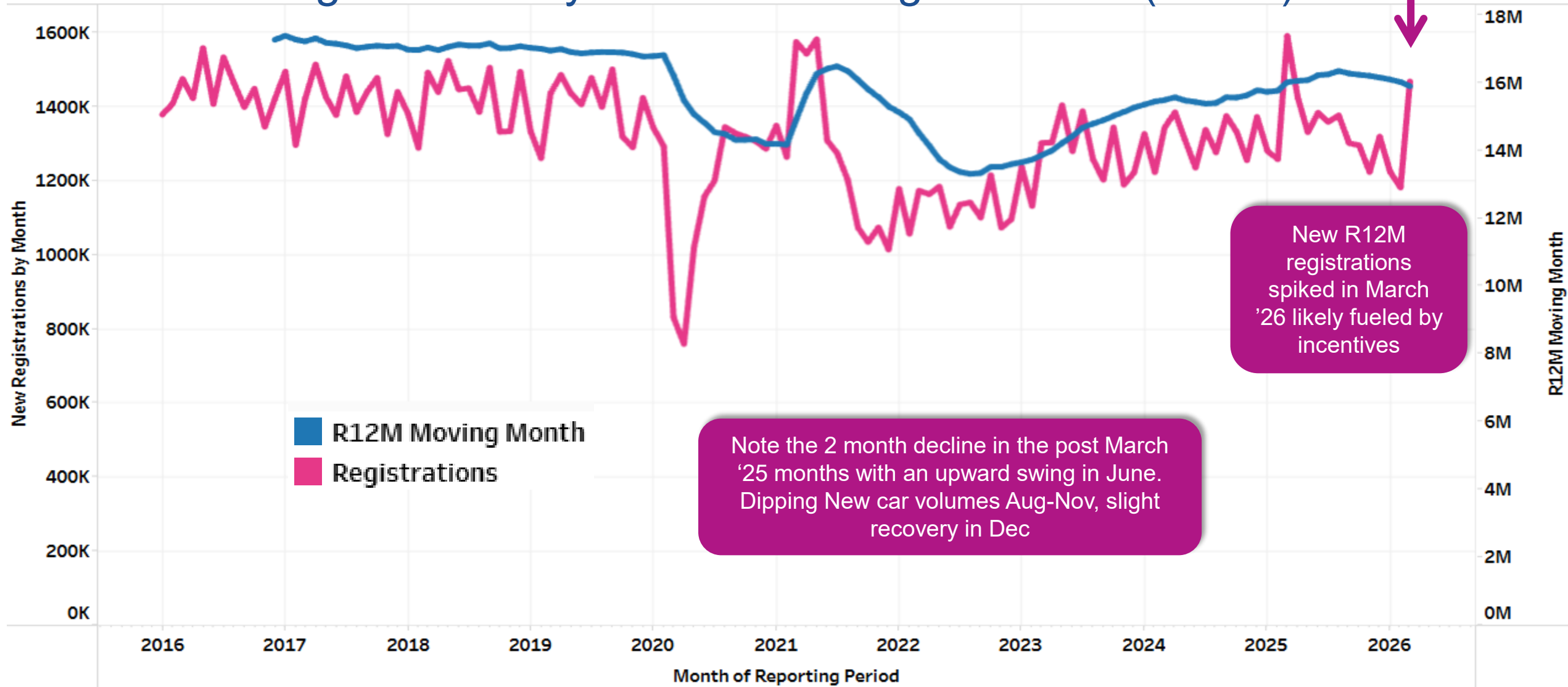
New and Used vehicle registrations 2026 Q1



Source: Experian Automotive as of Jan thru Mar of each year (Total U.S. light duty vehicles only, all sale category)



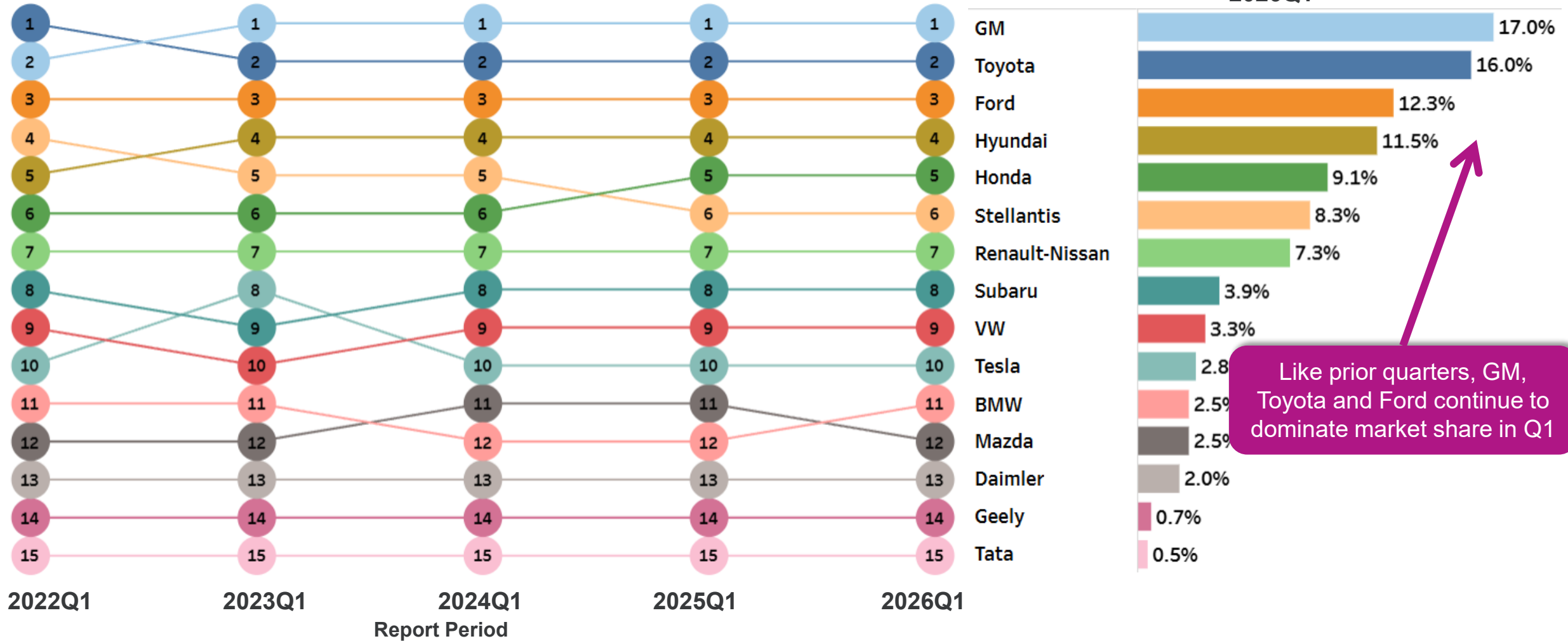
Total New registrations by month vs rolling 12 month (R12M)



Source: Experian Automotive new registrations by month and R12M (U.S. light duty vehicles only, all sale category) thru Q1 2026

New vehicle Mfr rank and share 1st Quarter

By manufacturer – Total new registrations

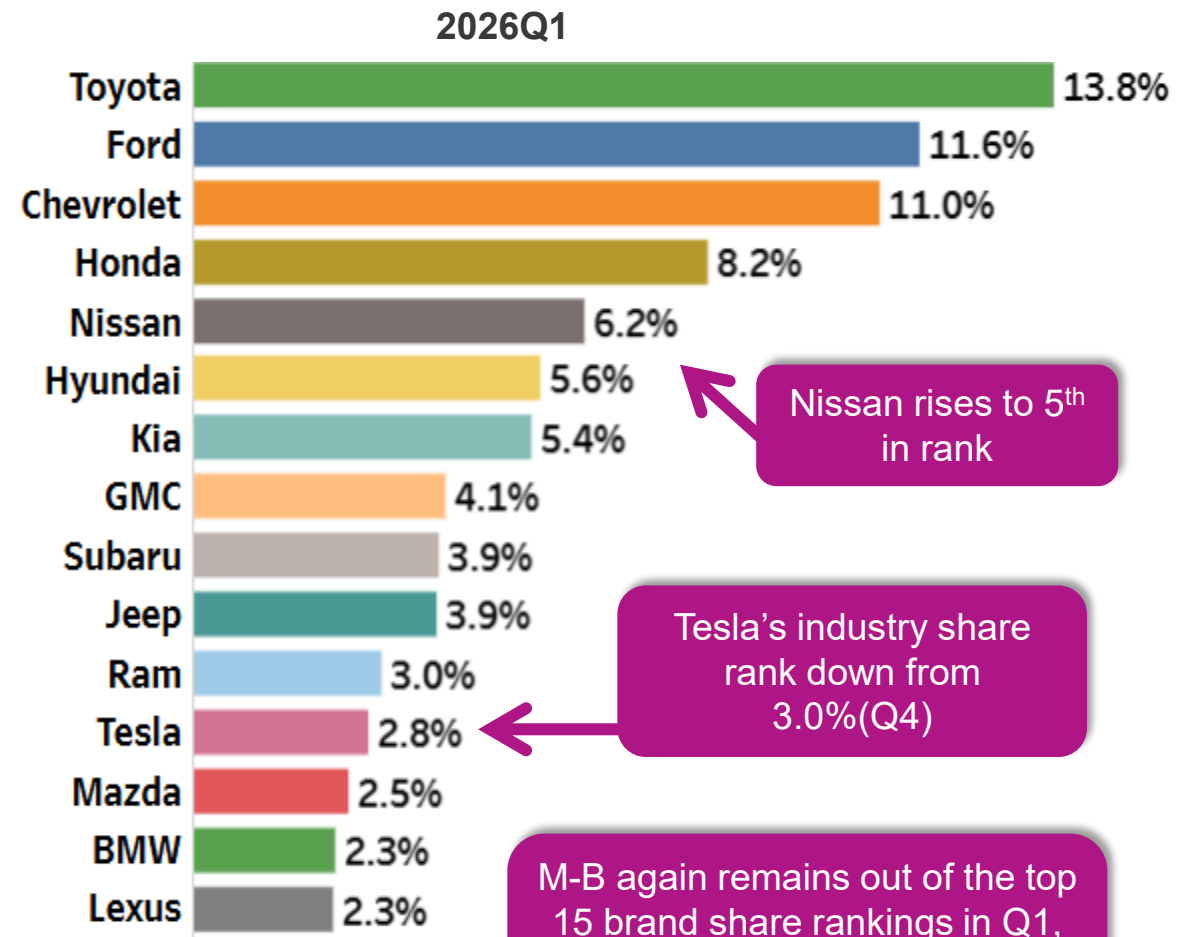
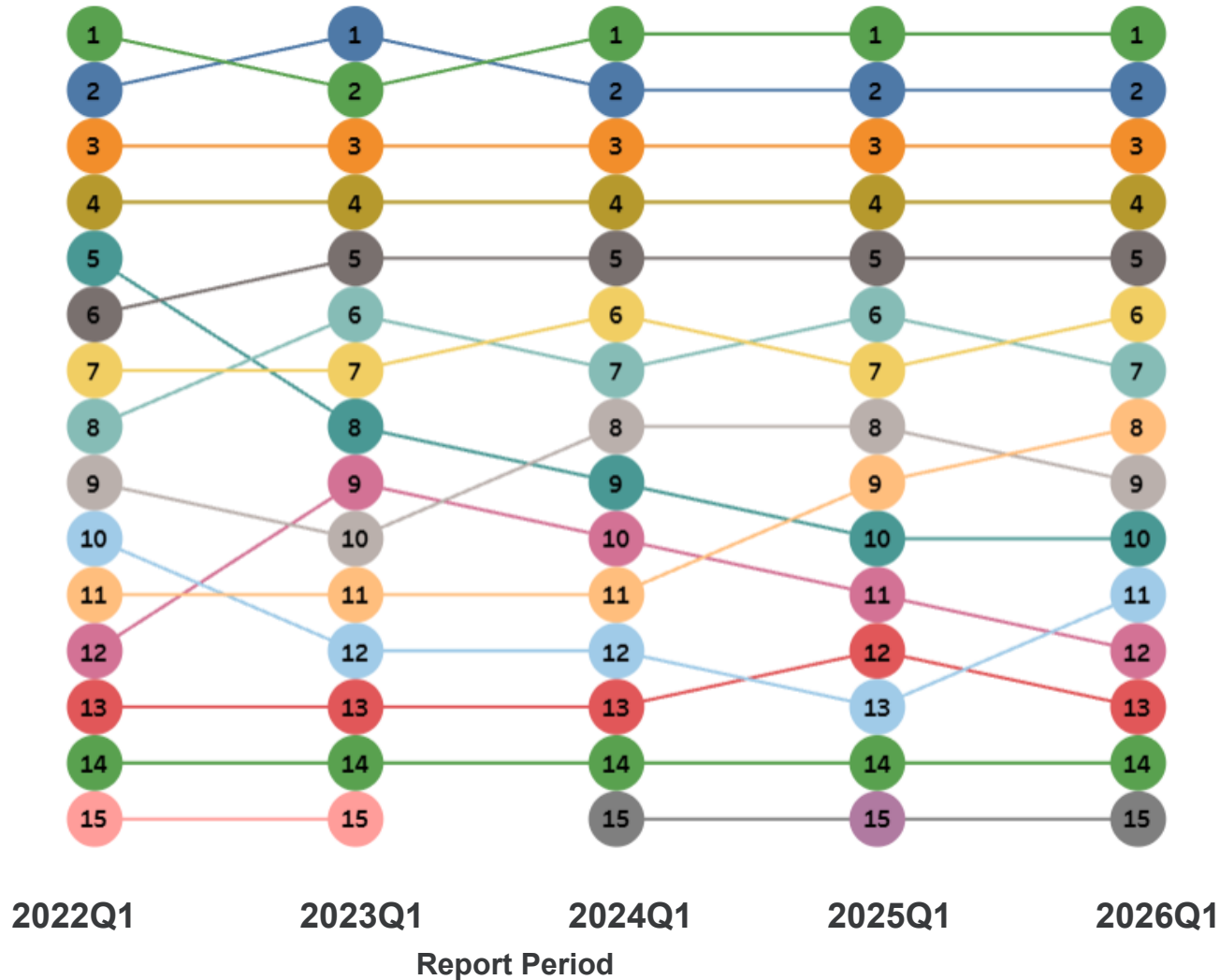


Like prior quarters, GM, Toyota and Ford continue to dominate market share in Q1

New vehicle Make rank and share 1st quarter

Toyota maintains top rank, share% down slightly from Q4

Top 15 brands – Total Share



Nissan rises to 5th in rank

Tesla's industry share rank down from 3.0%(Q4)

M-B again remains out of the top 15 brand share rankings in Q1, but BMW and Lexus remain (M-B 16th including vans)

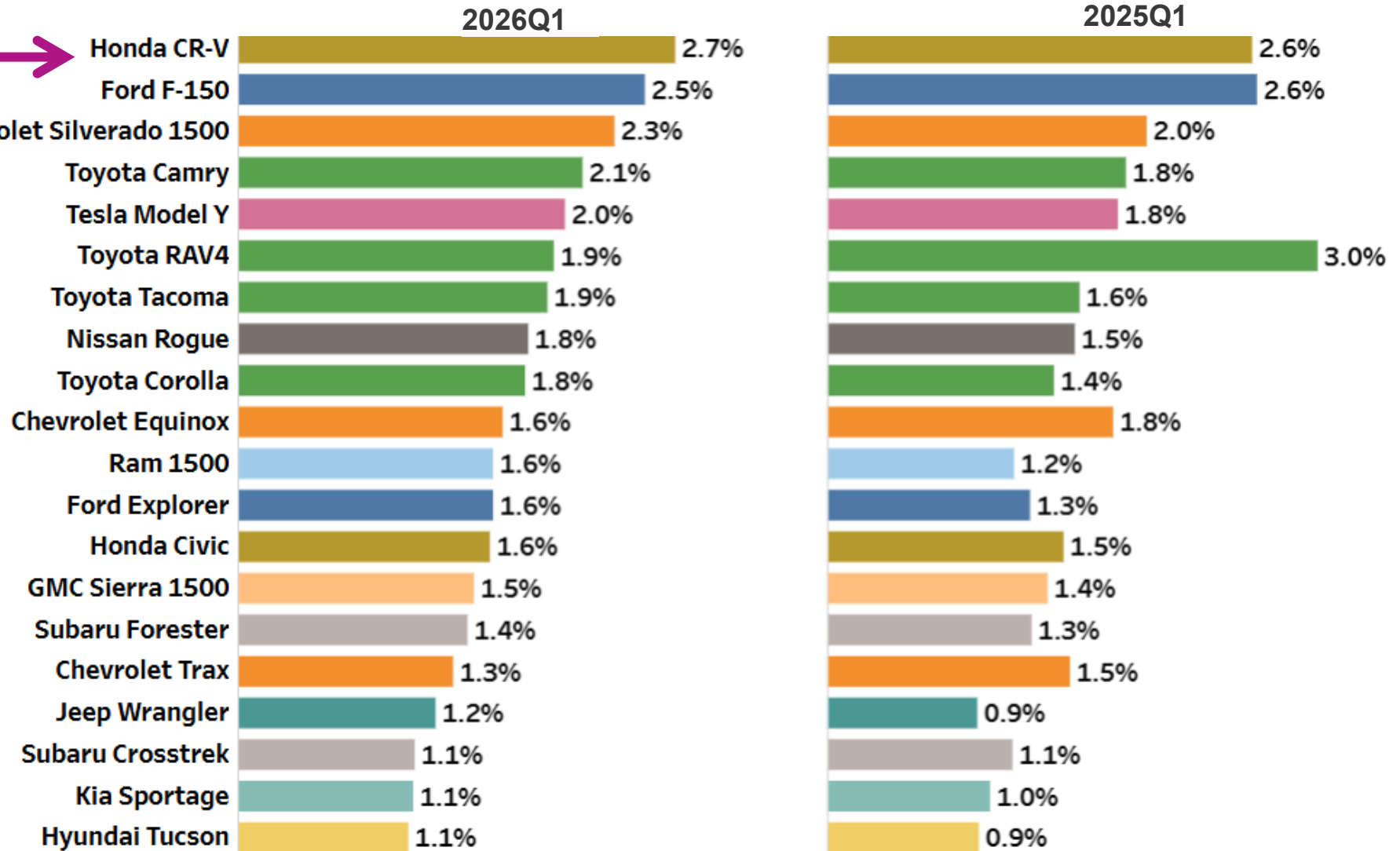
New vehicle share through the 1st quarter

By top 20 make/models – Total Registrations (color coded by Make)

CR-V (all powertrains) is the top registered model in Q1 (up from 4th place in Q4)

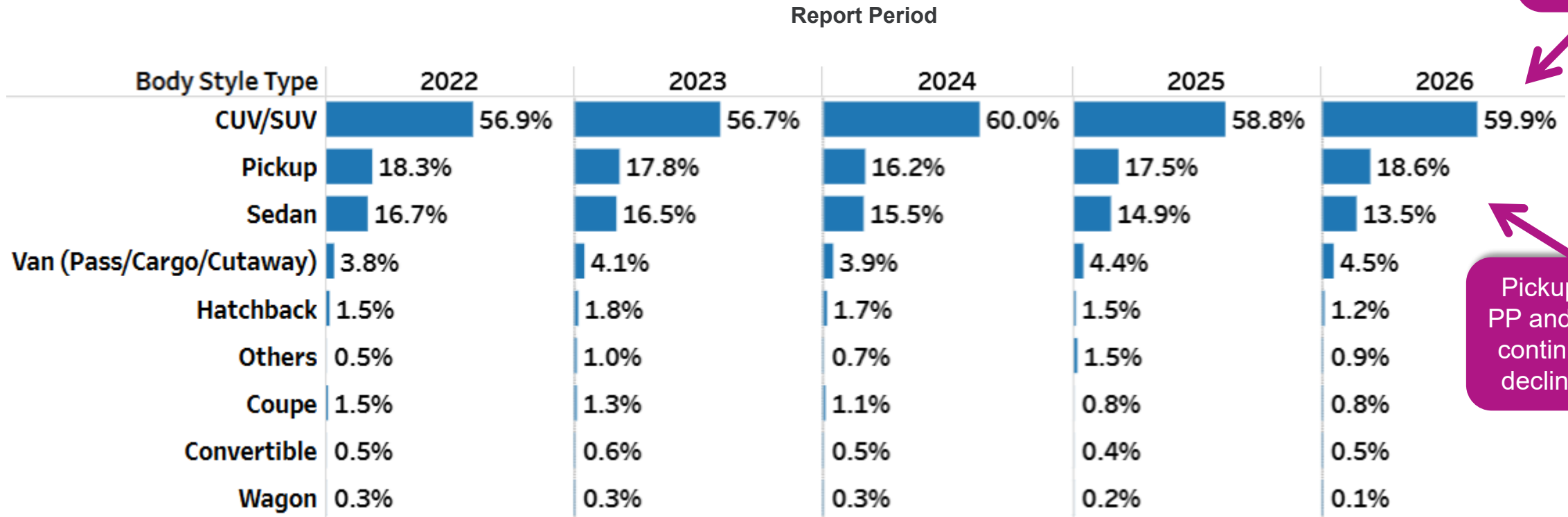
Both Ford and Chevy maintain at least 2 vehicles in the Top 20; Toyota maintains 4 in the Top 10

Subaru's Crosstrek remains in the Top 20



New vehicle registrations Q1 each year

By body style type – Total Registrations



Utilities' growth somewhat flat from Q42025

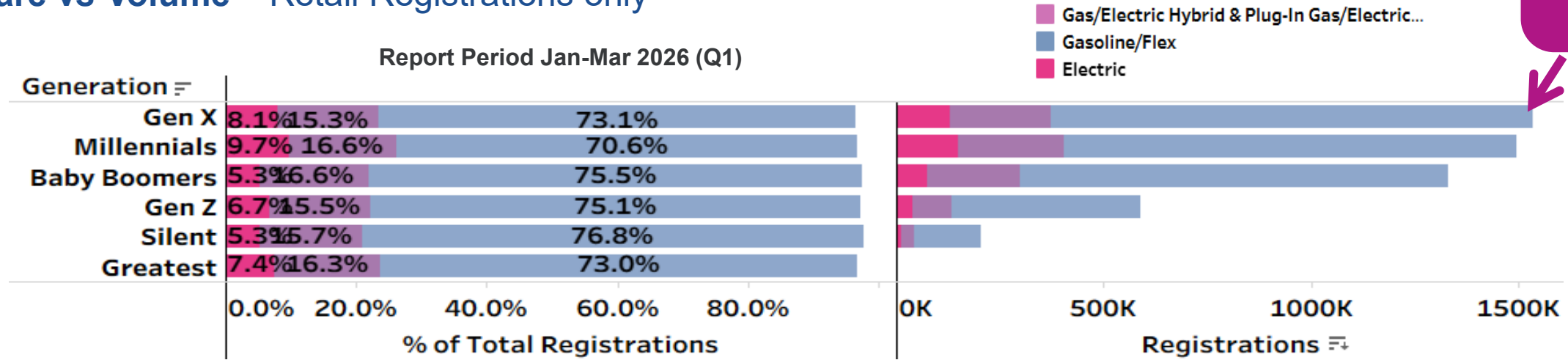
Pickups up a PP and sedans continue their decline trend

Source: Experian Automotive as of Jan through Mar of each year (U.S. light duty vehicles only, all sale category)

New vehicle registrations by Generation by Fuel Type

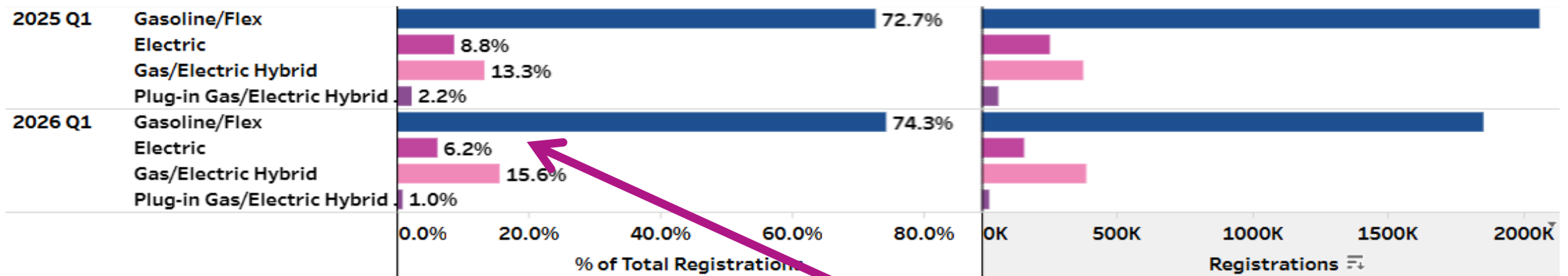
Share vs Volume – Retail Registrations only

Gen X still buying the most New vehicles overall



Millennials purchasing highest volume of BEV and Hybrids; Gas remains the preference for Boomers and Silents

Q1 shows Gen Z, Silent & Greatest still registering the least New vehicles



EV shares down for Q1, Standard Hybrids continue to see an uptick

*Other fuel types hidden, total will not equal 100%



Driving the automotive industry forward

- Total light duty VIO is currently at 298 million in the U.S. for the light duty market, while there are a total of 349.4 million vehicles of all motorized vehicle types across the U.S. and Canada (up 1.6M from Q4).
- By manufacturer, GM continues to lead the light duty segment of New registrations through Q1 2026. And by brand, Toyota leads over Ford, Chevrolet and Honda; Toyota maintains 4 models in the Top 20 and Chevrolet maintains 3.
- The Sweet Spot Q1 is 34.9% of total light duty VIO.
- New registration volumes down ~7% from 2024Q1. Honda's CR-V is the top ranking model in New vehicle market share for Q1
- Used vehicle registrations are down slightly compared to Q12025 but up 1M from last quarter.
- EVs have moved up to a total 5.9M vehicles in operation (VIO), while Hybrids have increased to 12.7M, maintaining EVs at almost 2% share of what's on the road and hybrids (all types) grow slightly to just over 4% of what's on the road (roughly 6.3% U.S. VIO electrified).
- EV (BEV) New retail market share (all vehicle types) in Q1 sees a decline (again) ending at 5.6%.
- Even with EV sales continuing to slow, 72.6% of EV owners replaced their EV with another EV over the most recent 12 months of disposal loyalty data; almost 19% of Gas owners replaced their vehicle with something electrified (excl MHEV engine assist models).

 Save the date



SAVE THE DATE:
September 2026



STATE OF THE AUTOMOTIVE
MARKET TRENDS:
Q2 2026 Report



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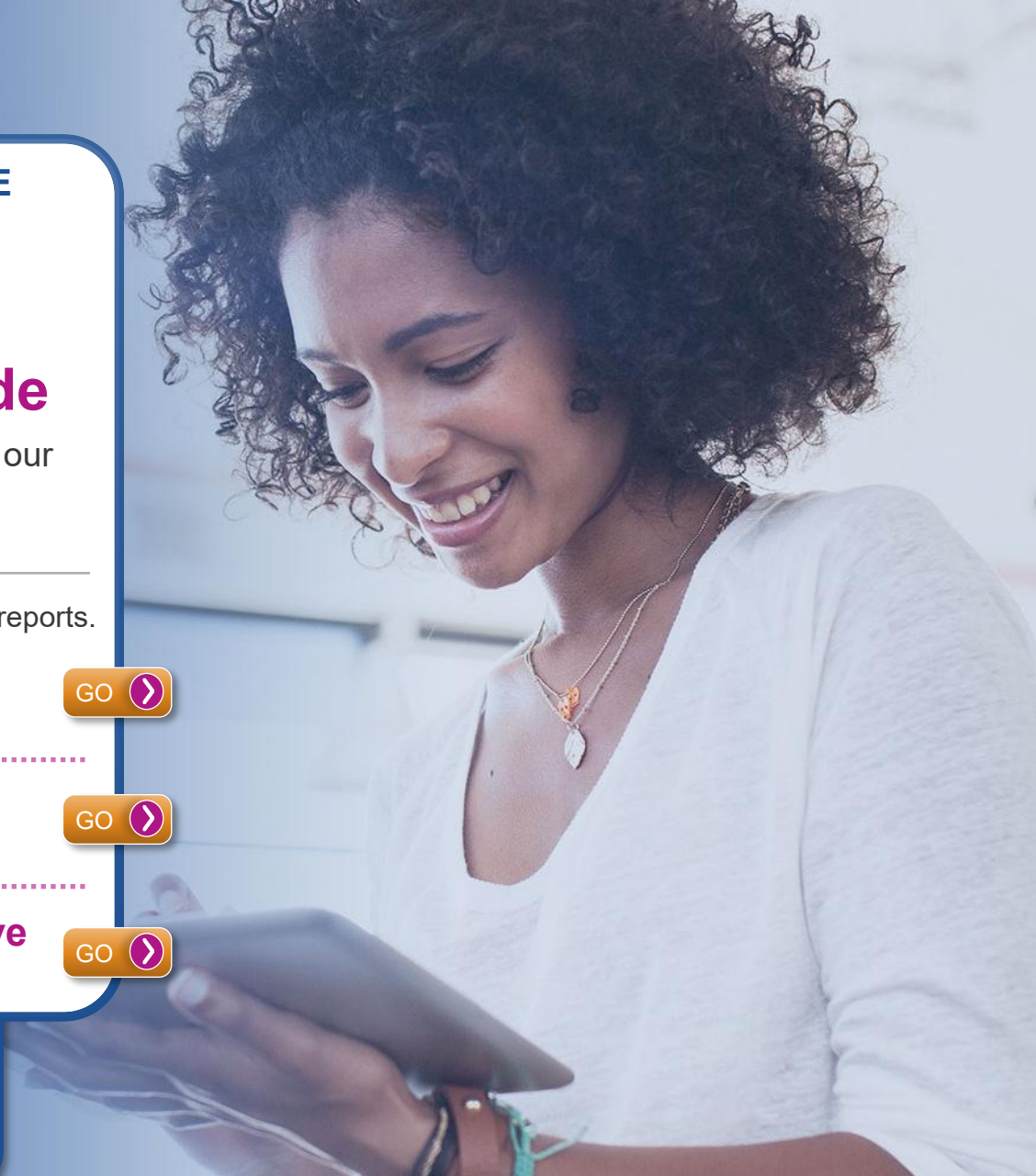
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Q1 2026

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