EXPERIAN **AUTOMOTIVE**

Q2 2026

Automotive Market Trends Report

John Howard
Director, Product Consulting & Data Analytics
Sept, 2026

Q2 Report overview

What's on the road?

- VIO by model year, segment, age and market share
- U.S. light duty vehicles through June 30, 2026
- New, Used and other market changes Industry news
- Continued analysis on EV and Hybrids

Today's presenter

John Howard

Director of Product Consulting and Analytics

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+

Source: Experian North American Vehicle Database 4/2026. VIO 12/2025

U.S. & Canada total Vehicles in Operation (VIO) = **351.8M**

Q2 2026 Report Period

Light Duty

Passenger Cars, Light Trucks, Vans

Cars and GVW Class 1 – 3

Medium & Heavy Duty

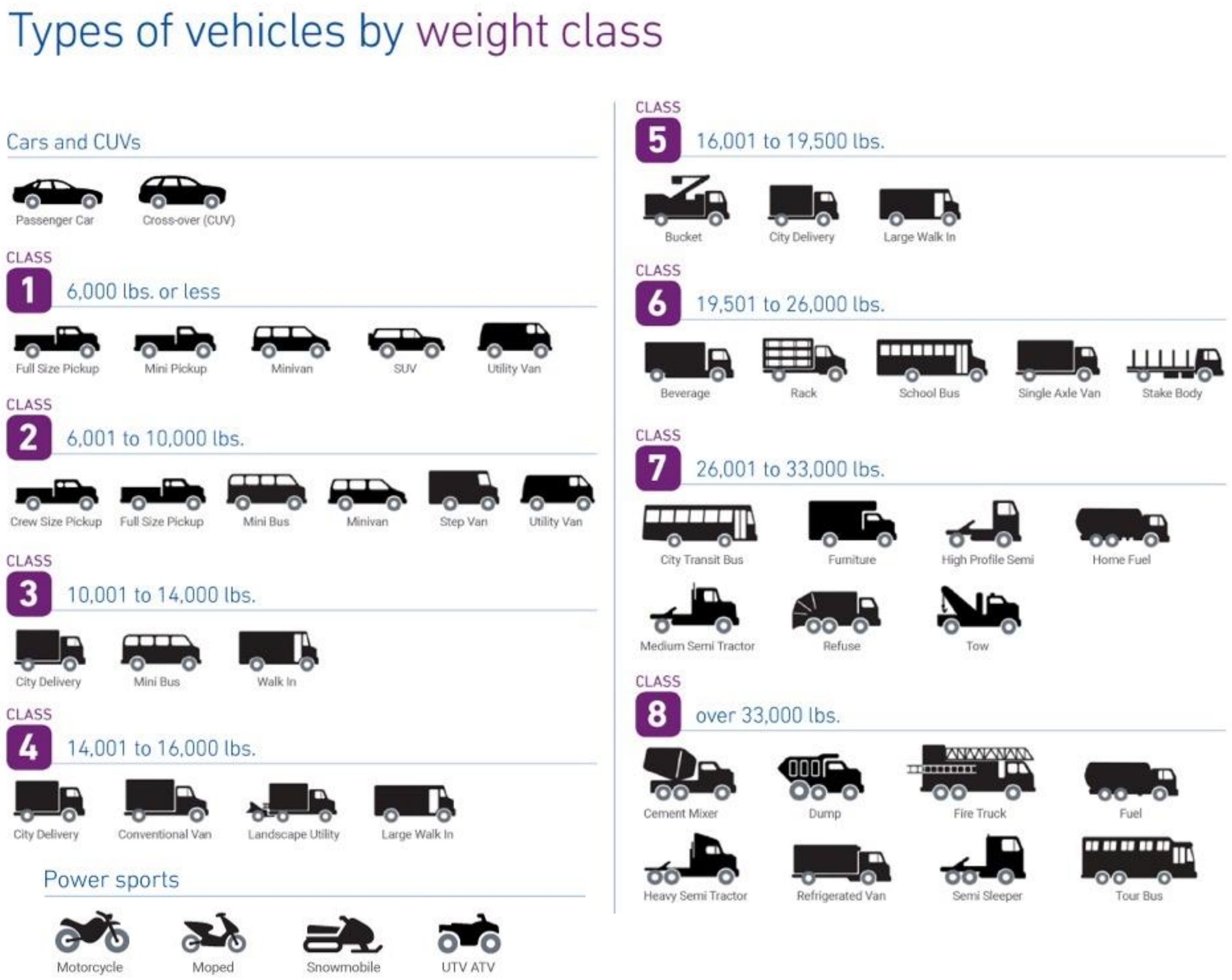
Large Vans, Delivery Trucks, Buses, RVs, Cement Trucks, Semi-Tractors

GVW Class 4 - 8

Power Sports

Motorcycles, All-Terrain,

Utility Task, Snowmobiles



*Source: Experian Automotive VIO as of June 30, 2026 (all **motorized**, road registered vehicles)*

Q2 2026

Velocity℠ Vehicles in Operation

What's on the road today?

LIGHT DUTY VEHICLES


Cars and CUVs

Passenger Car
Cross-over (CUV)

CLASS 1 6,000 lbs. or less

Full Size Pickup
Mini Pickup
Minivan
SUV
Utility Van

CLASS 2 6,001 to 10,000 lbs.

Crew Size Pickup
Full Size Pickup
Mini Bus
Minivan
Step Van
Utility Van

CLASS 3 10,001 to 14,000 lbs.

City Delivery
Mini Bus
Walk In

To find out more about Automotive Market and Registration Trends and access to the latest Experian Automotive Market Trends quarterly webinar, visit us at: www.experian.com/VIO, contact your local Experian sales representative or call 1 888 689 9961.

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Changes in **U.S.** vehicles in operation

Light duty vehicles* over the last 12 months

Q2 2025 Total*
295.3
MILLION
Vehicles on the road

Q2 2026 Total*
299.9
MILLION
Vehicles on the road

Q2 2026 VIO changes

15.9
MILLION
NEW Vehicles Registered

11.3
MILLION
Vehicles went out of operation

39.8
MILLION
USED vehicles changed owners

=

28.0%
Total VIO changes[1]

*U.S. Vehicles in Operation data as of June 30, 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)

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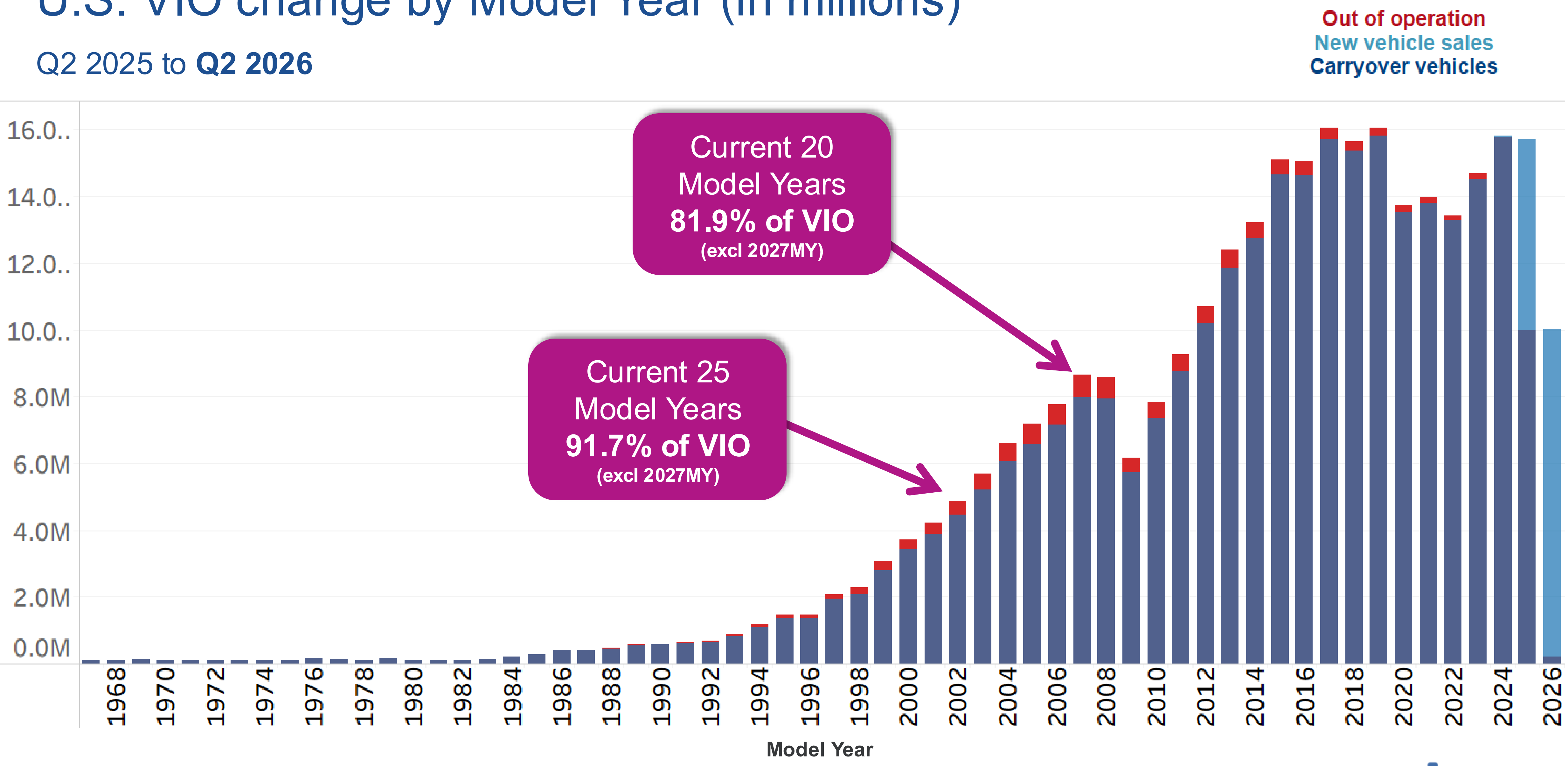
U.S. VIO change by Model Year (in millions)

Q2 2025 to **Q2 2026**

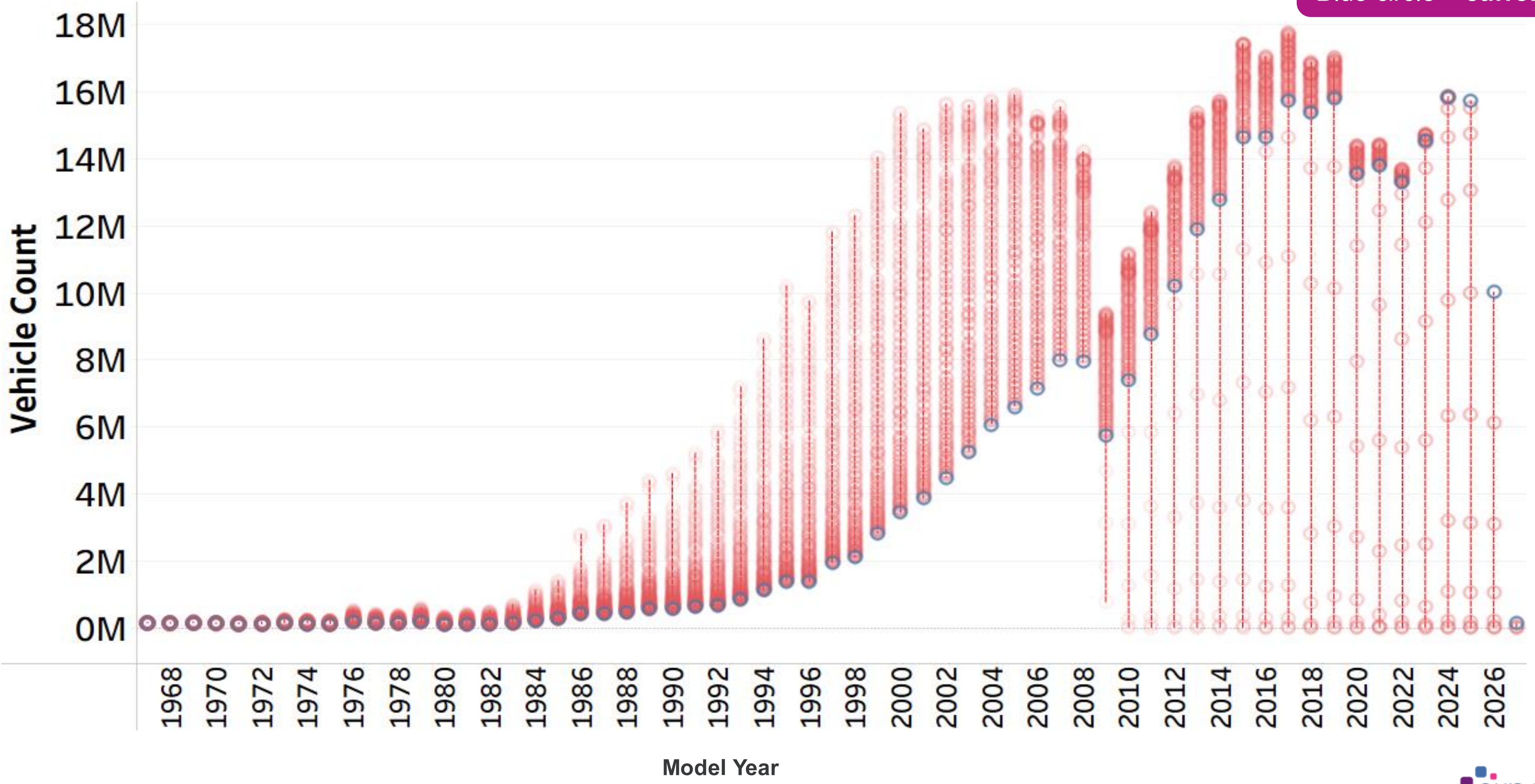


Source: Experian Automotive VIO as of June 30, 2026 (Light Duty, motorized road registered vehicles)

U.S. VIO Model Year Time Trend

Q2 2008 through Q2 2026

Red circle = **historical**
Blue circle = **current**

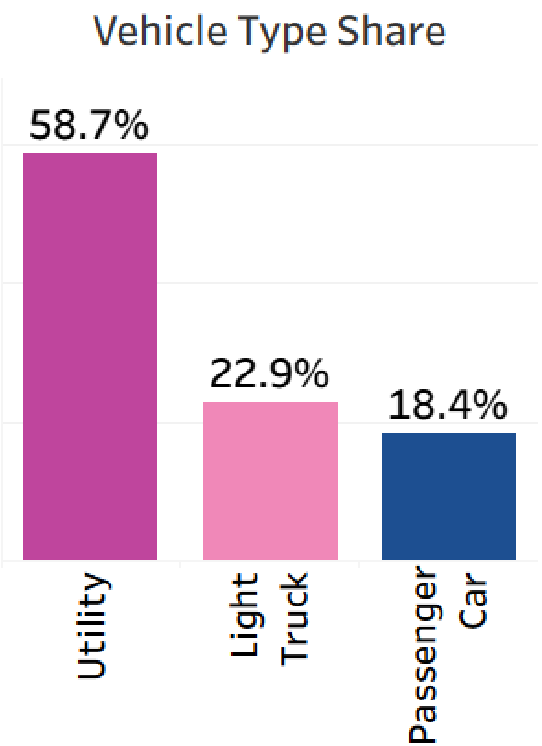


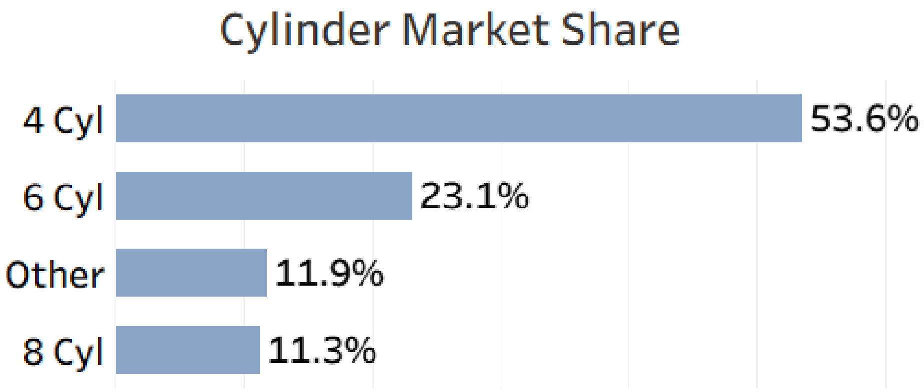
Source: Experian Automotive VIO as of June 30, 2026 (Light Duty, motorized road registered vehicles)

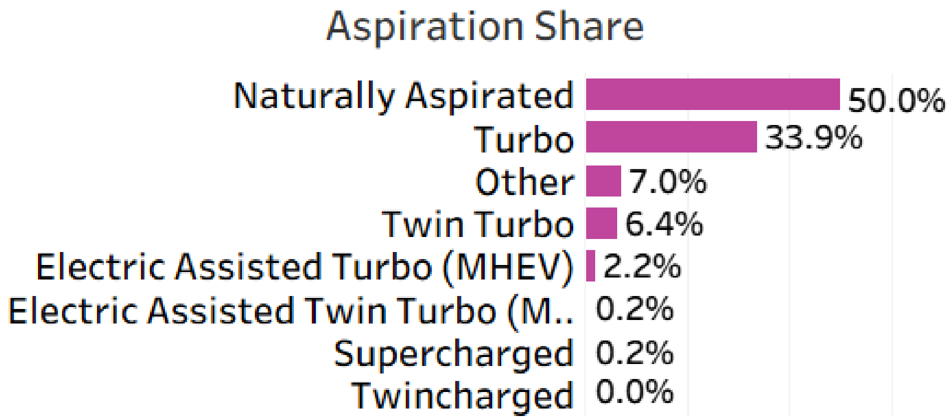
U.S. Summary Stats – for all light duty VIO

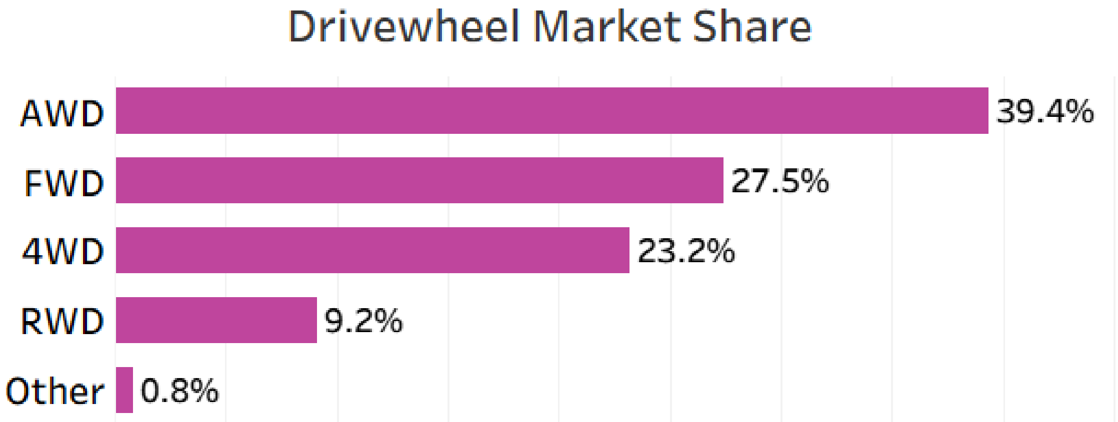
as of Q2 2026

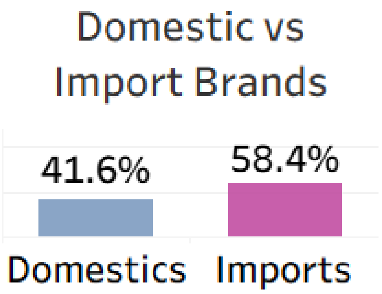
New Aspiration categories identifying 'Mild Hybrid' engine assist from standard aspirations







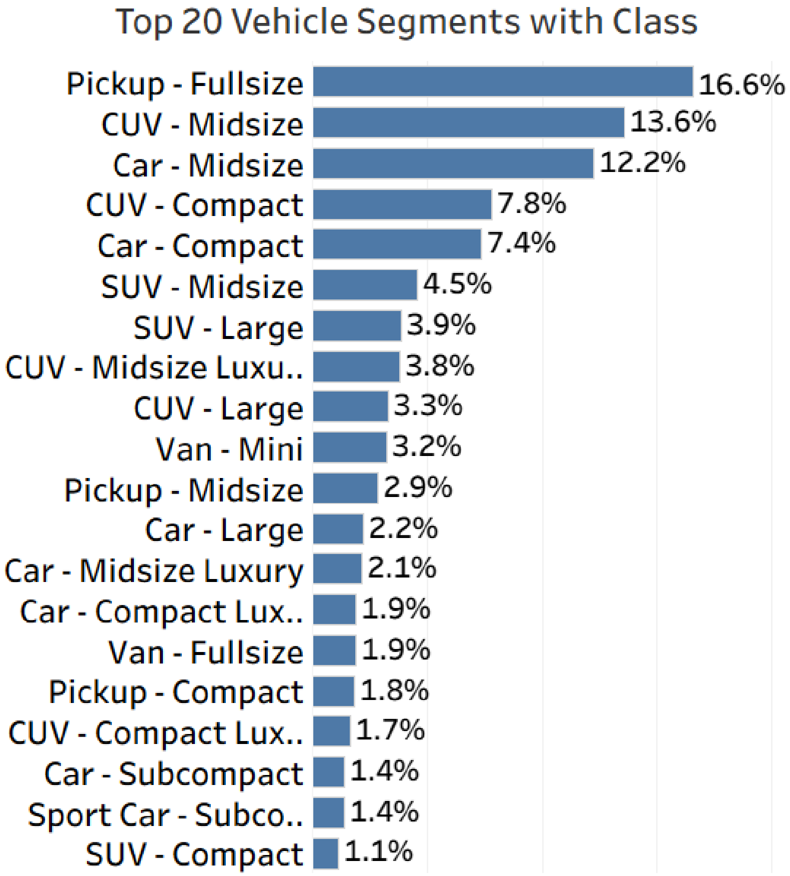


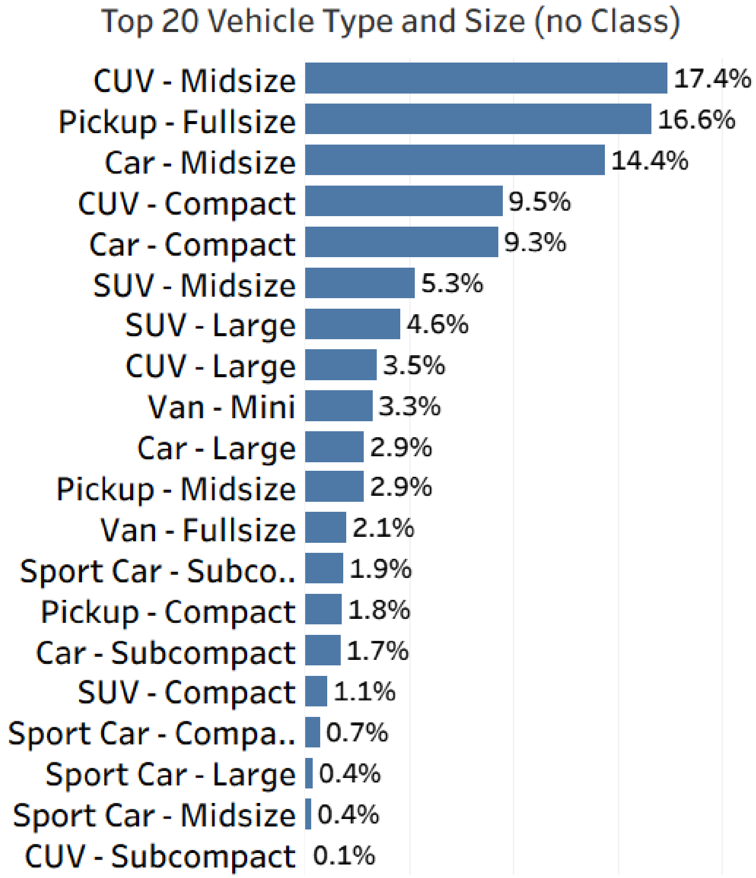


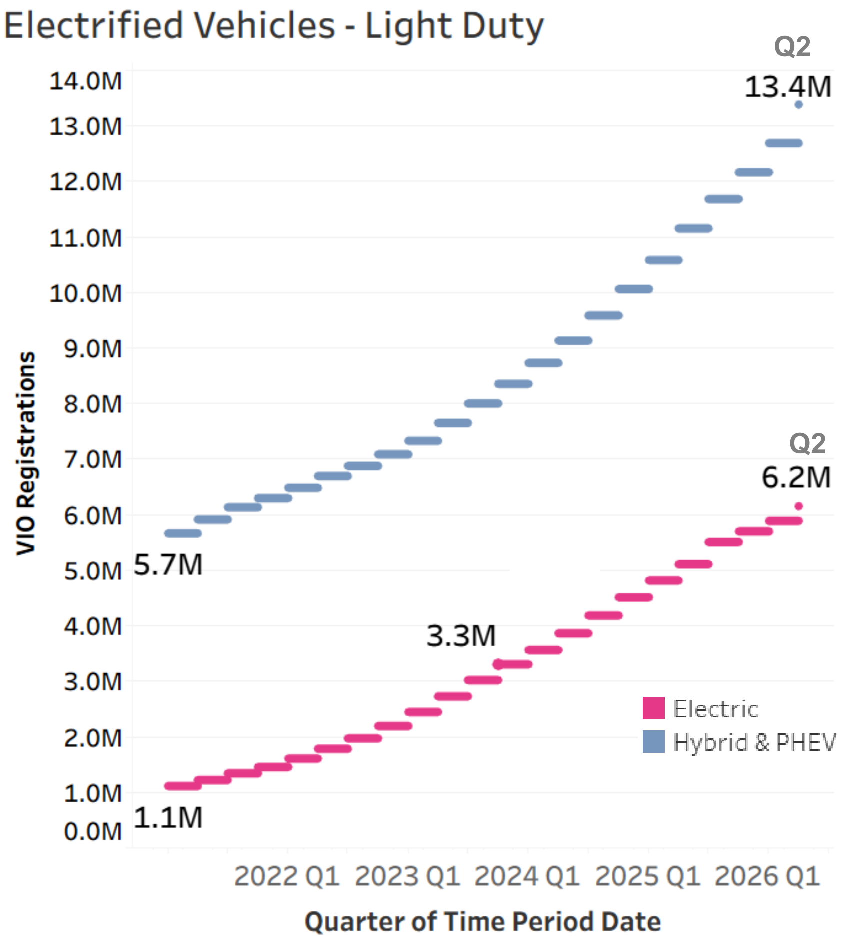
Source: Experian Automotive VIO as of June 30, 2026 (Light Duty, motorized road registered vehicles)

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

Plus Light Duty Electrified vehicles as of Q2 2026



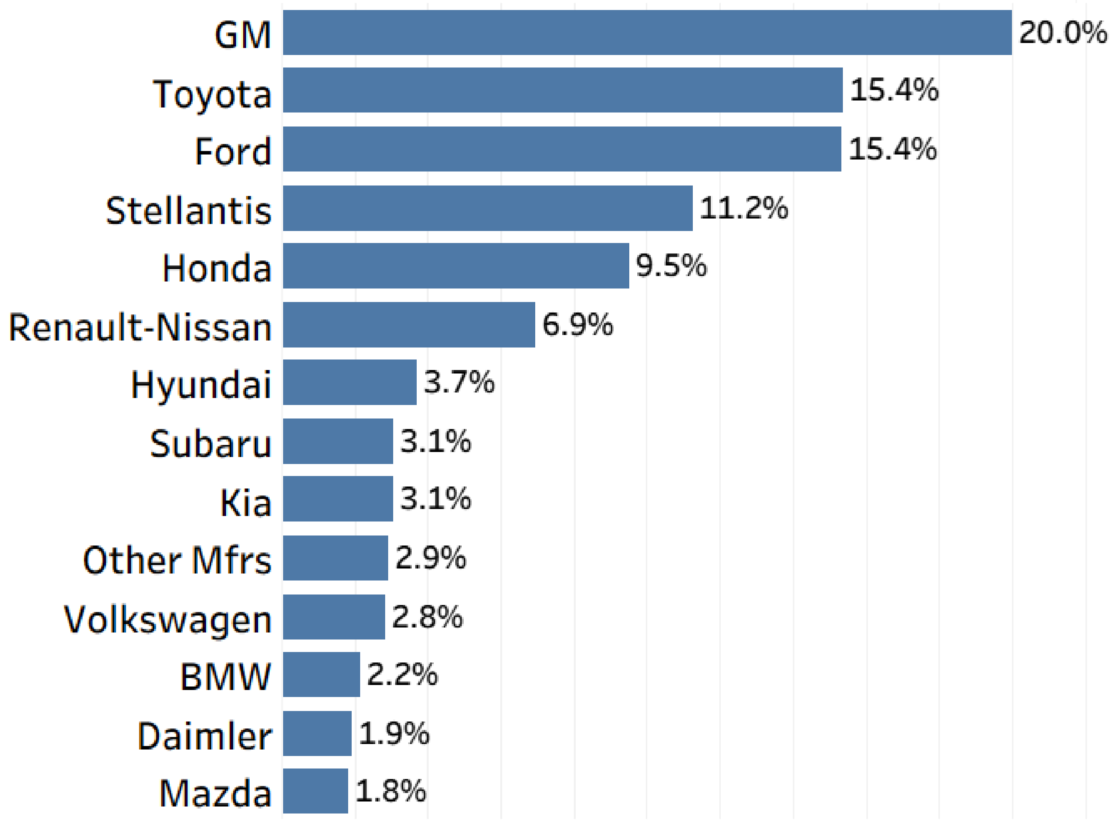


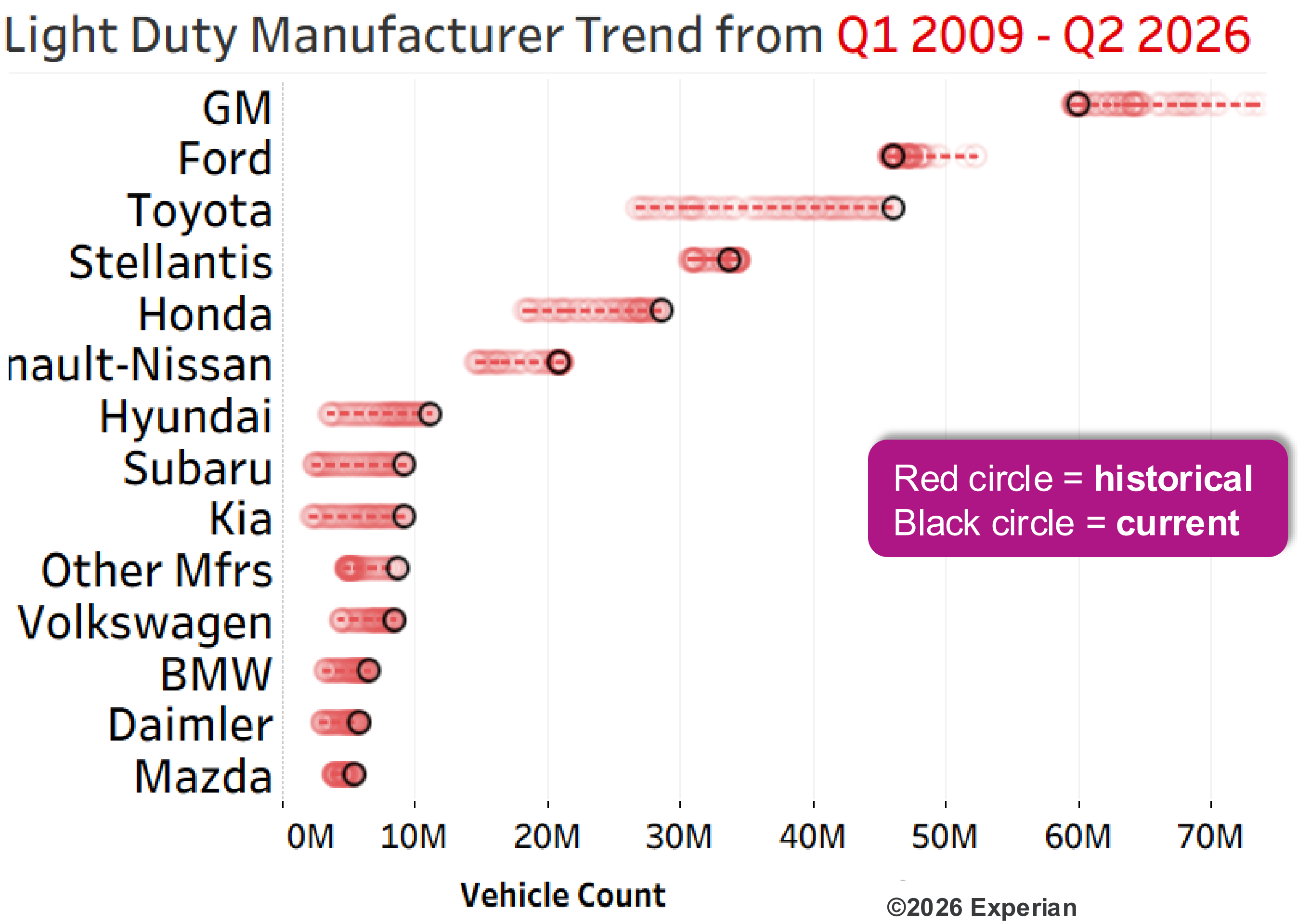


Source: Experian Automotive VIO as of June 30, 2026 (Light Duty, motorized road registered vehicles)

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

as of Q2 2026

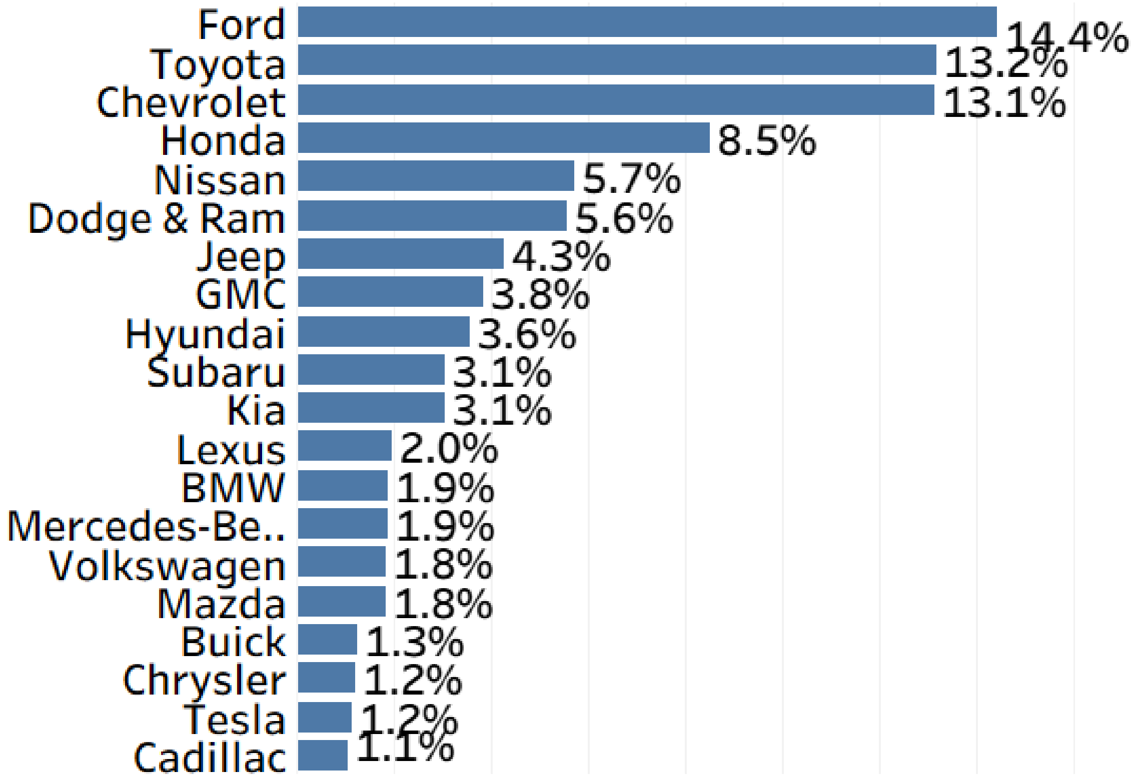


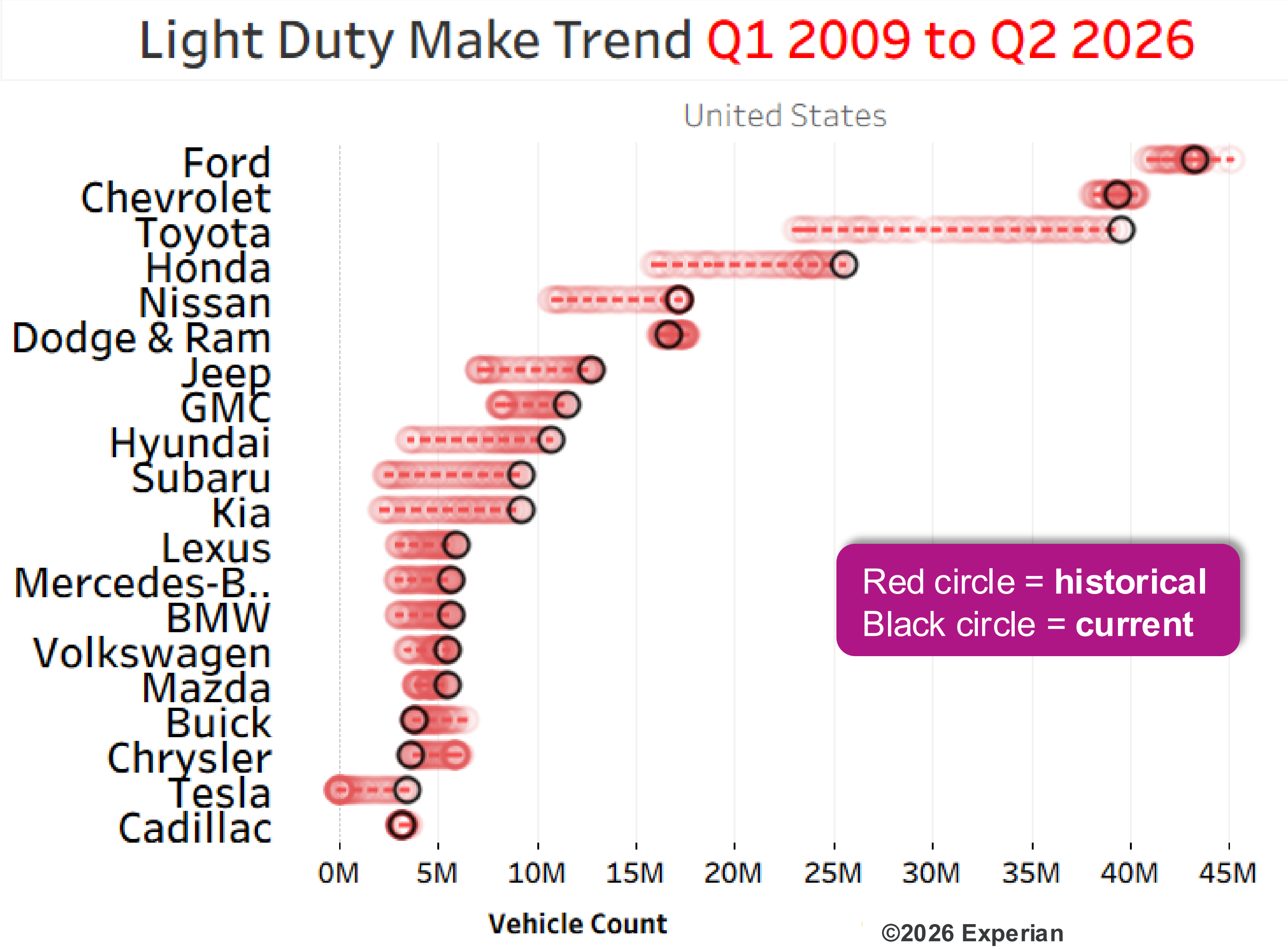


Source: Experian Automotive VIO as of June 30, 2026 (Light Duty, motorized road registered vehicles)

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

as of Q2 2026

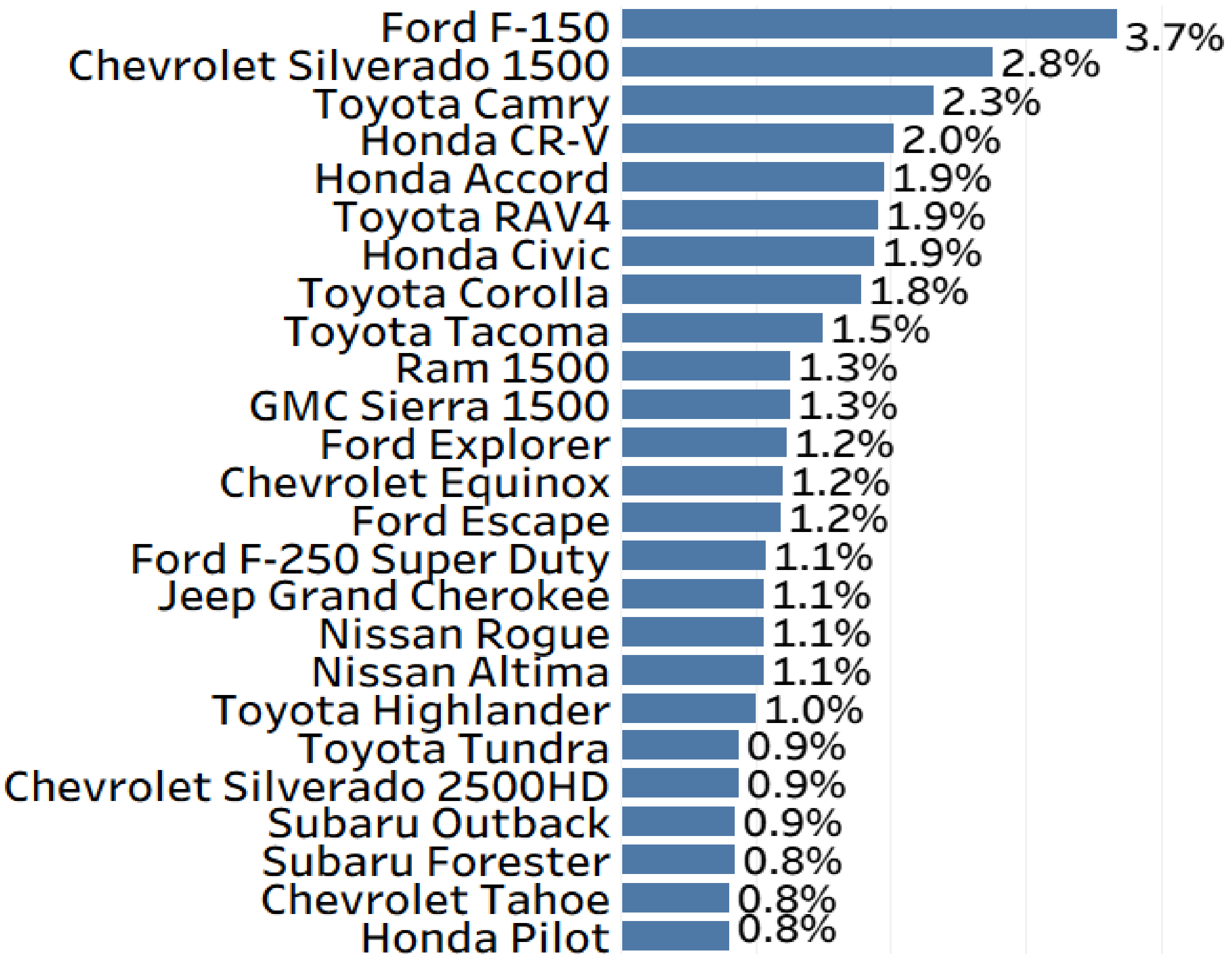




Source: Experian Automotive VIO as of June 30, 2026 (Light Duty, motorized road registered vehicles)

U.S. VIO top 25 models market share

Summary of all model years as of Q2 2026

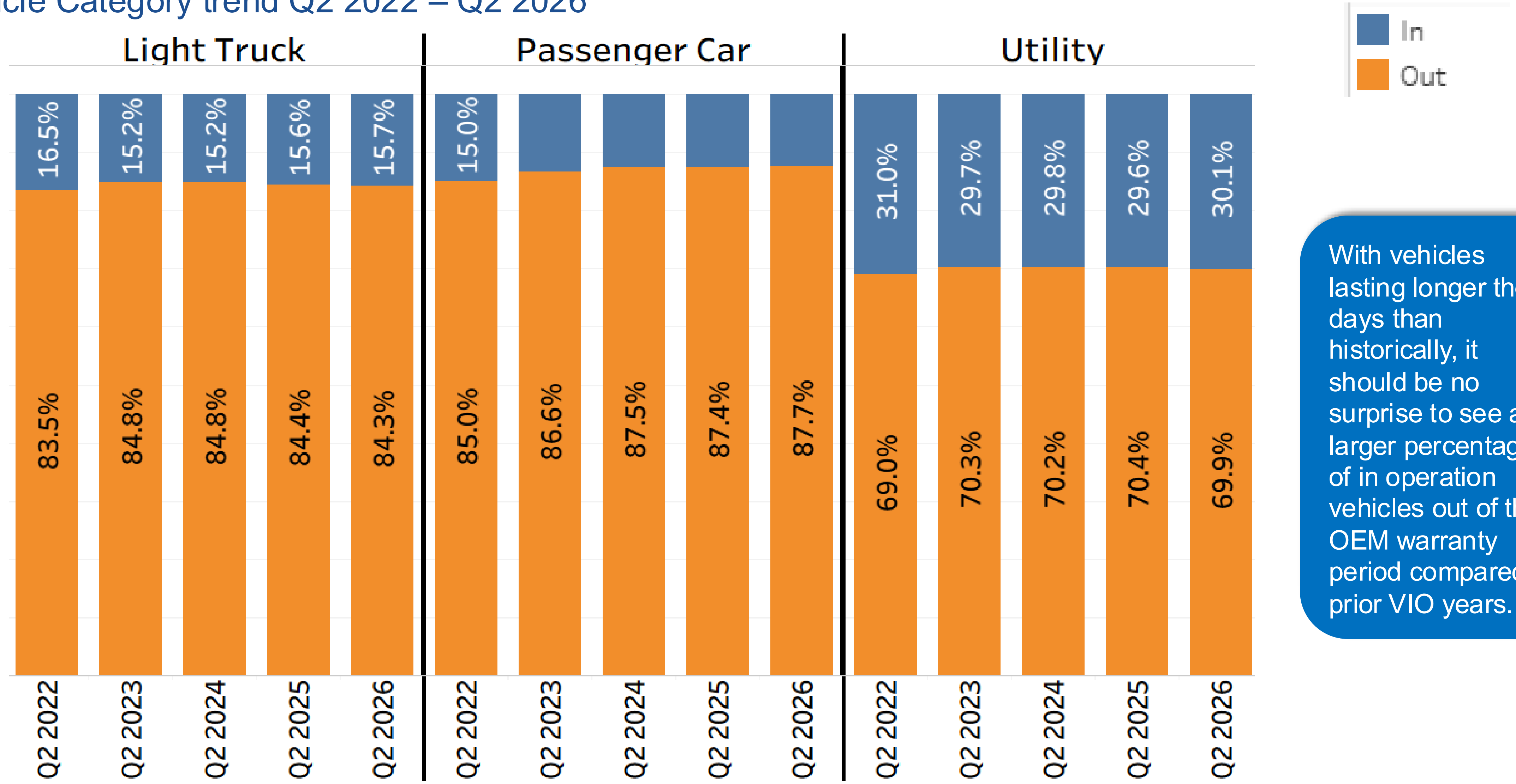


Almost no changes in VIO share by model from Q1

Source: Experian Automotive VIO as of June 30, 2026 (Light Duty, road registered vehicles)

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

By Vehicle Category trend Q2 2022 – Q2 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.

Source: Experian Automotive VIO as of June 30, 2026 (Light Duty, road registered vehicles)

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

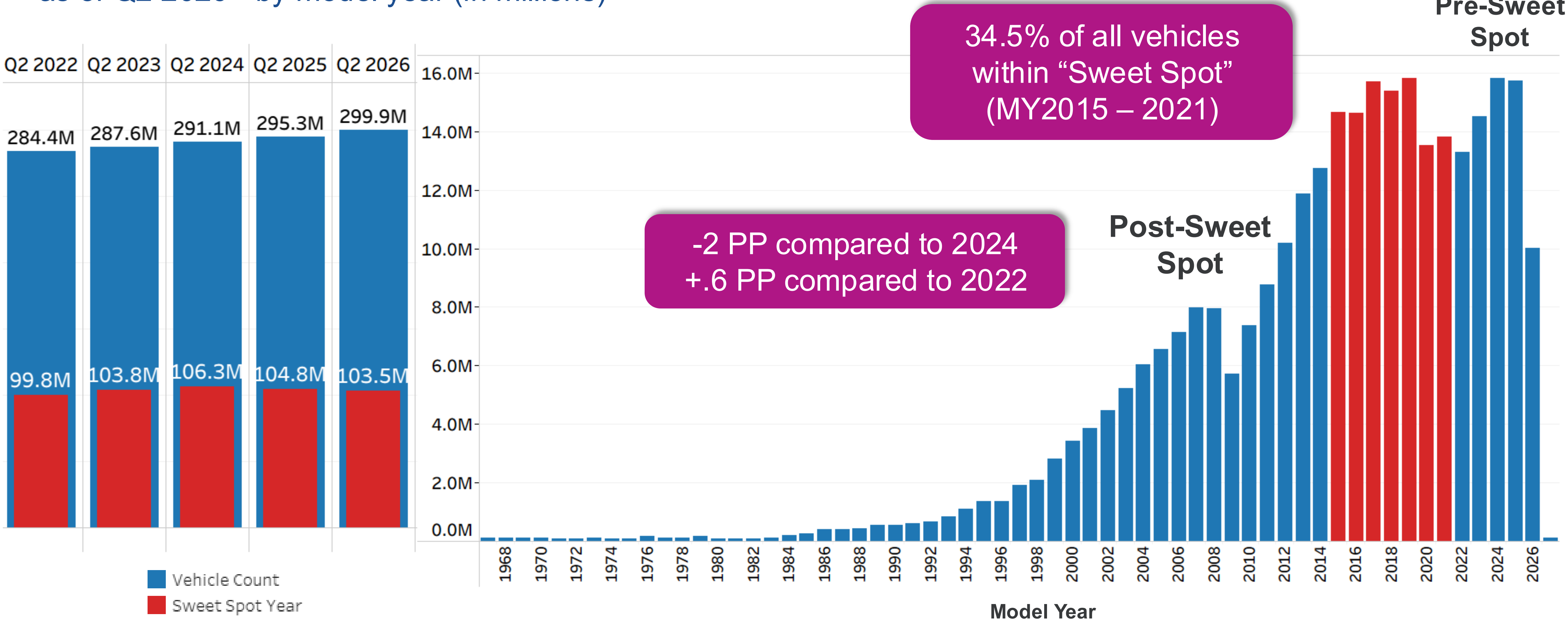
- 13 model years old & older
- Less costs may be spent to service them due to their age and lower vehicle value

“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 Q2 2026 - by model year (in millions)



Source: Experian Automotive VIO as of June 30, 2026 (Light Duty, road registered vehicles)

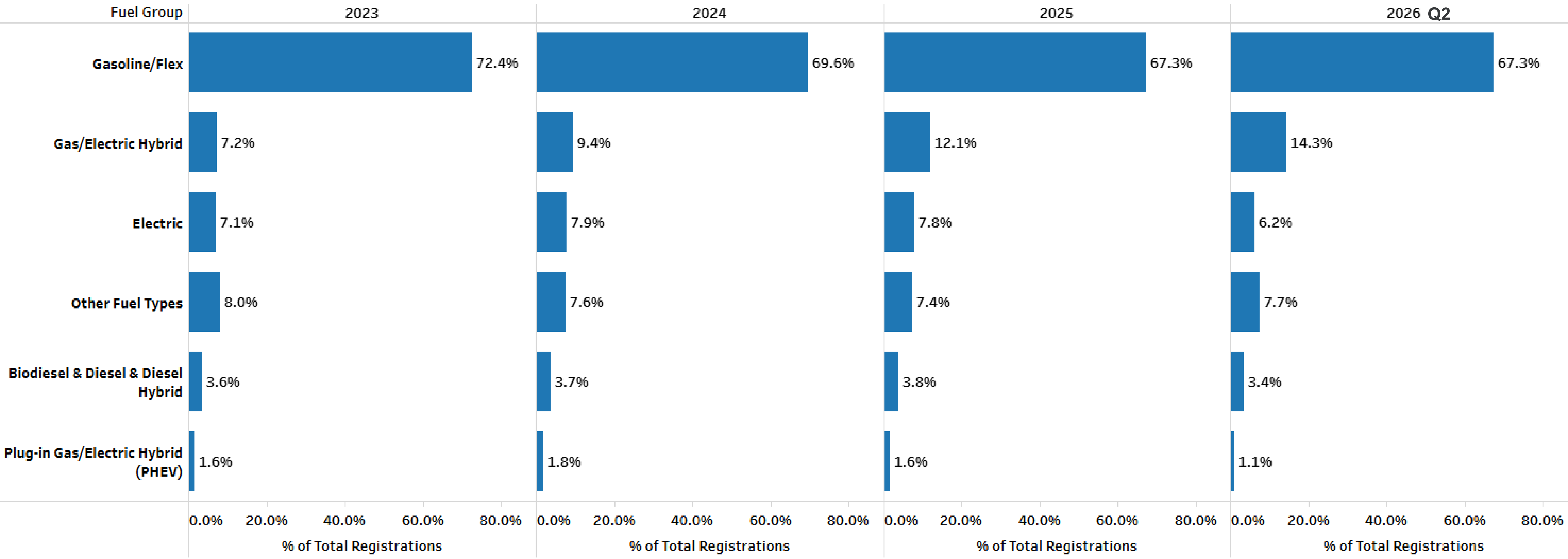
Q2 2026

Special Analysis: Electrified Market

- 72.2% 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 (56% and 57% respectively in the last 12 months).

New Retail Registrations Trend by Fuel Type

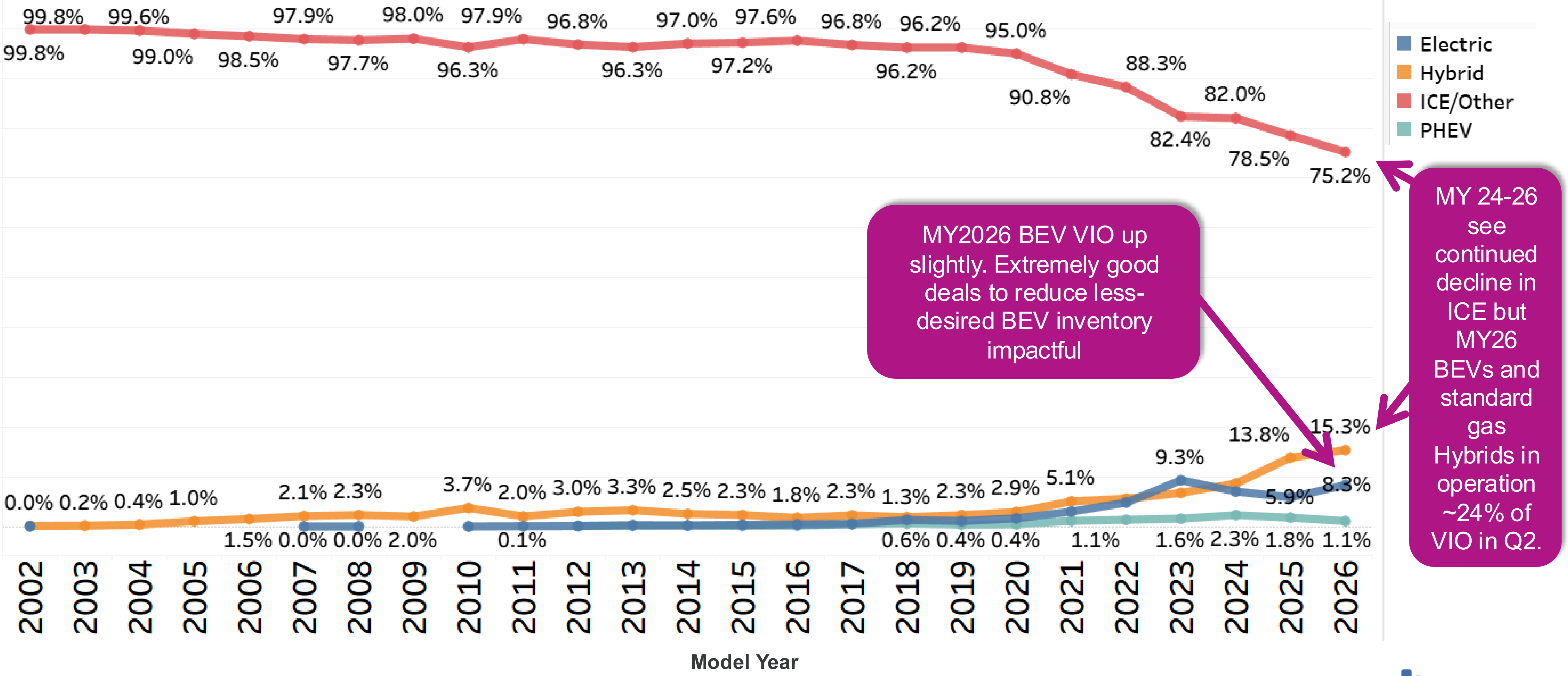
Retail share growth in EV continues to slow. Gas vehicle market share remains flat in Q2. Standard Gas Hybrids up 2.2PP from full year 2025, where PHEV share is declining.



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

U.S. VIO Fuel Type share by Model Year

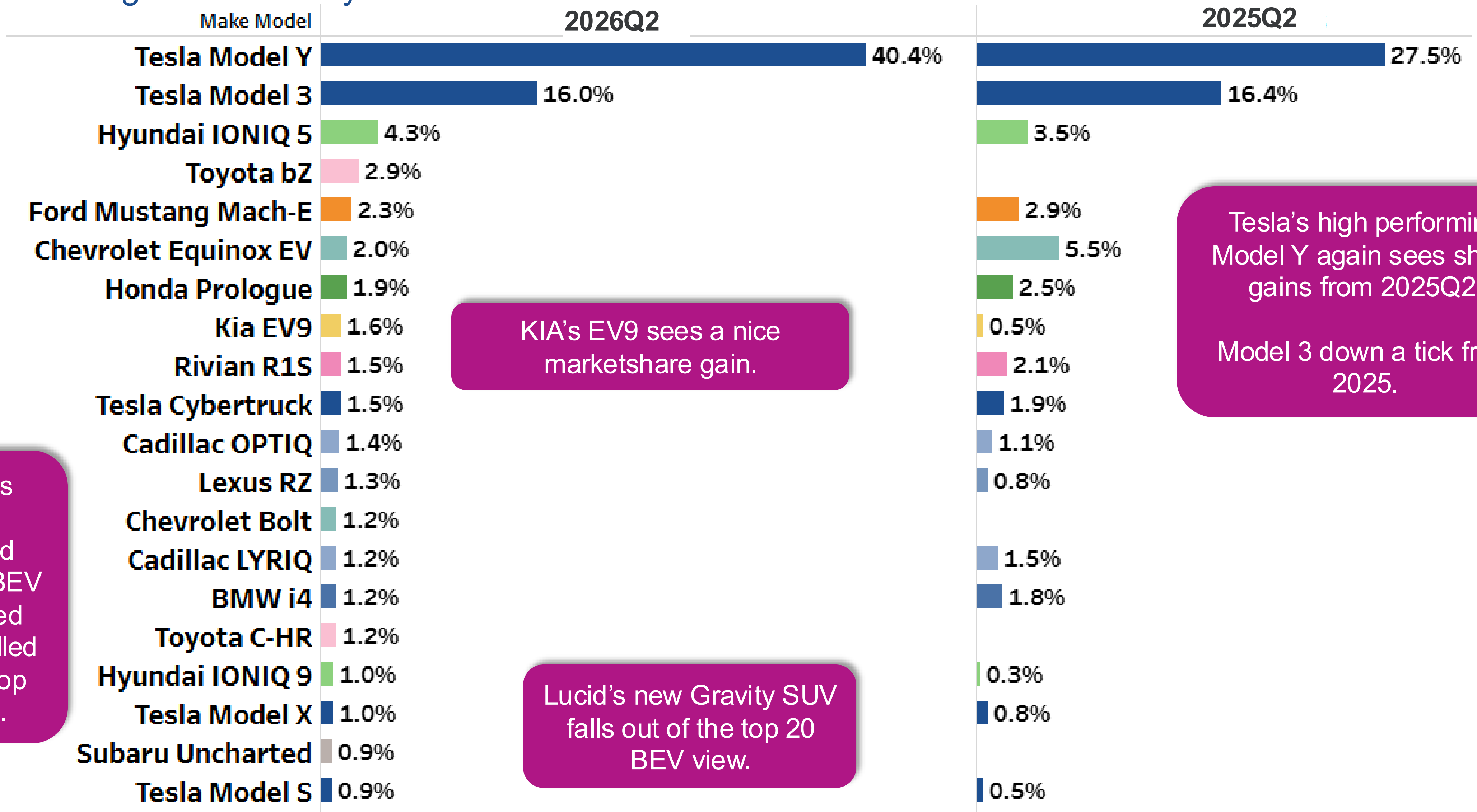
Model Years 2002-2026 as of Q2 2026



Source: Experian Automotive VIO as of June 30, 2026 (Light Duty, road registered vehicles)

EV (BEV) Model Shares – BEV Only

New Retail Registrations Only



KIA's EV9 sees a nice marketshare gain.

Tesla's high performing Model Y again sees share gains from 2025Q2.

Model 3 down a tick from 2025.

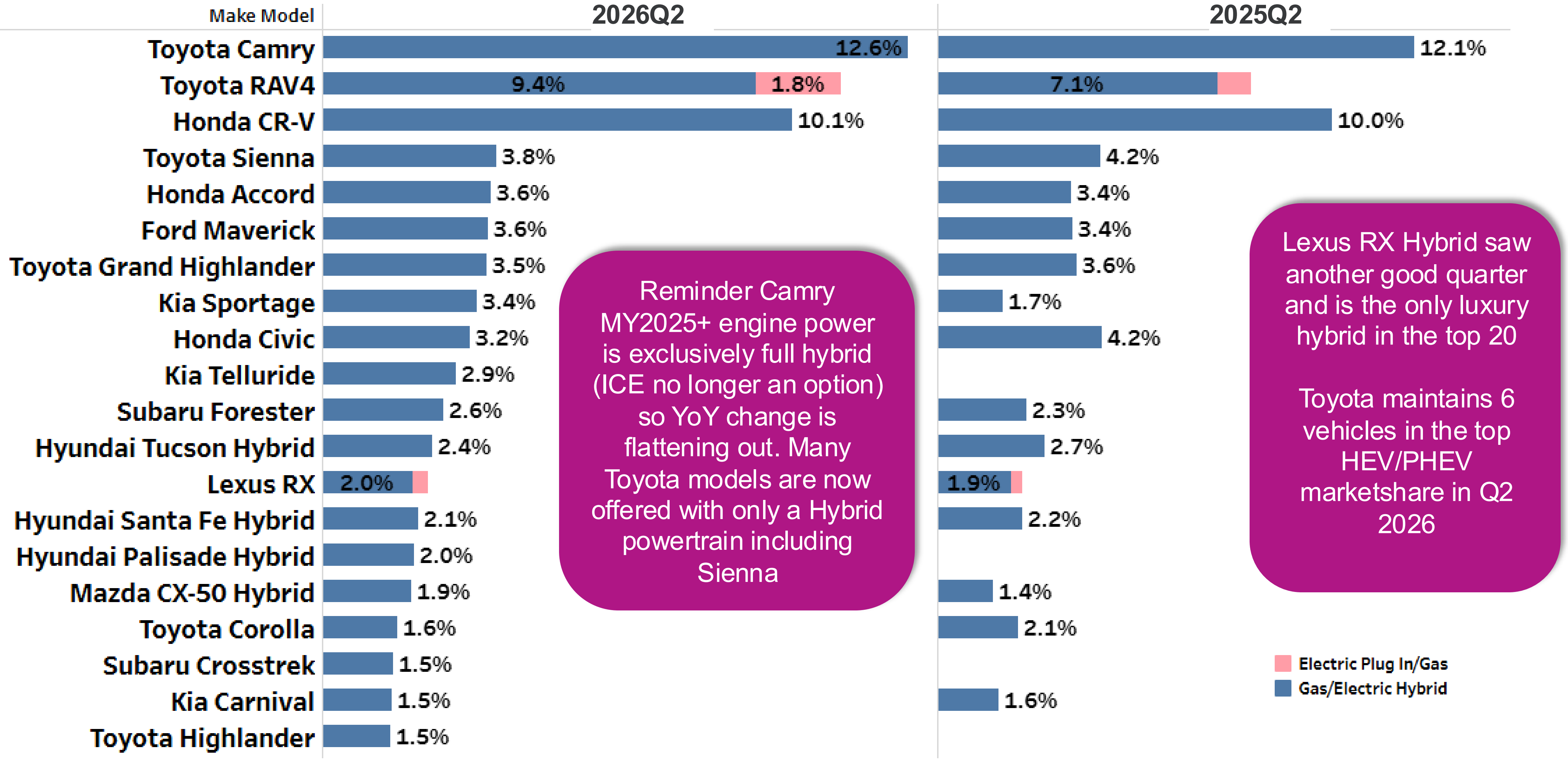
Subaru's newly launched compact BEV Uncharted quickly rolled into the top models.

Lucid's new Gravity SUV falls out of the top 20 BEV view.

Source: Experian Automotive Apr thru June 2025 & 2026. New Retails Only

Hybrid and PHEV (combined) Model Shares

New Retail Registrations Only



Source: Experian Automotive Apr thru June 2025 & 2026. New Retails Only

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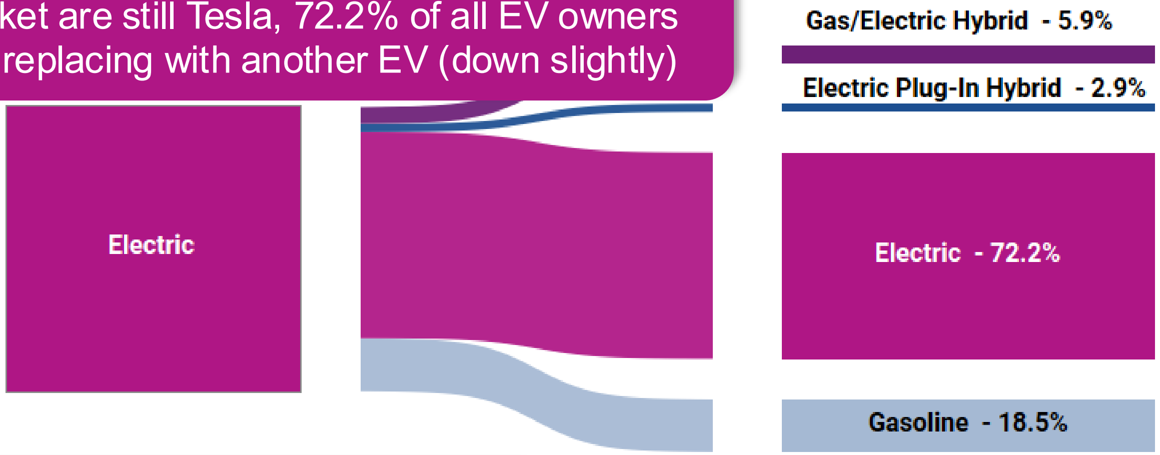
Electrified and Gas vehicles returning to market (vehicle replacement, New to New)

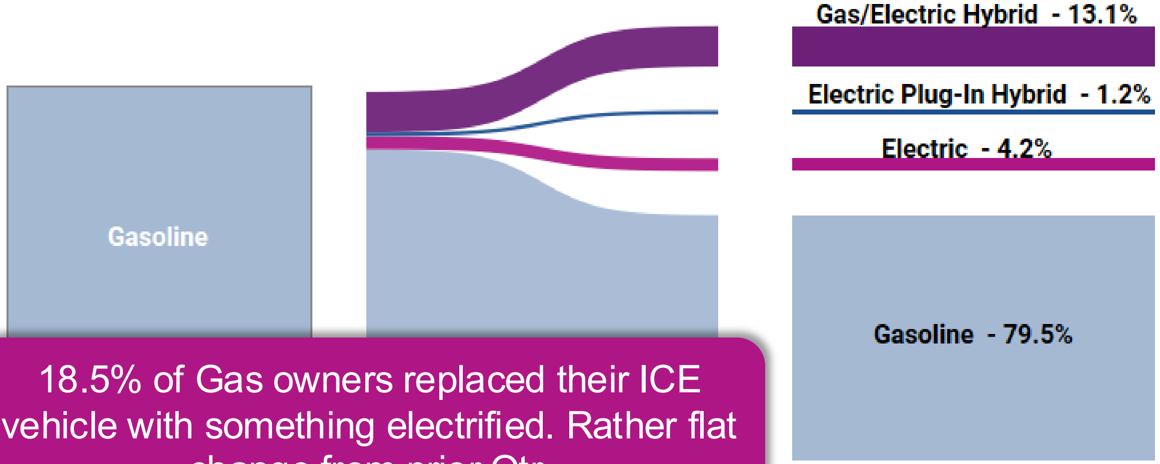
~56% of gas hybrid owners remained loyal to electrification

While the bulk volume of EVs returning to market are still Tesla, 72.2% of all EV owners are replacing with another EV (down slightly)



57% of PHEV owners remained loyal to electrification. PHEV replacement with full BEV down from Oct25 R12 numbers

18.5% of EV owners have replaced their EV with a **Gas** vehicle. Up again from last Qtr.



18.5% of Gas owners replaced their ICE vehicle with something electrified. Rather flat change from prior Qtr.

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

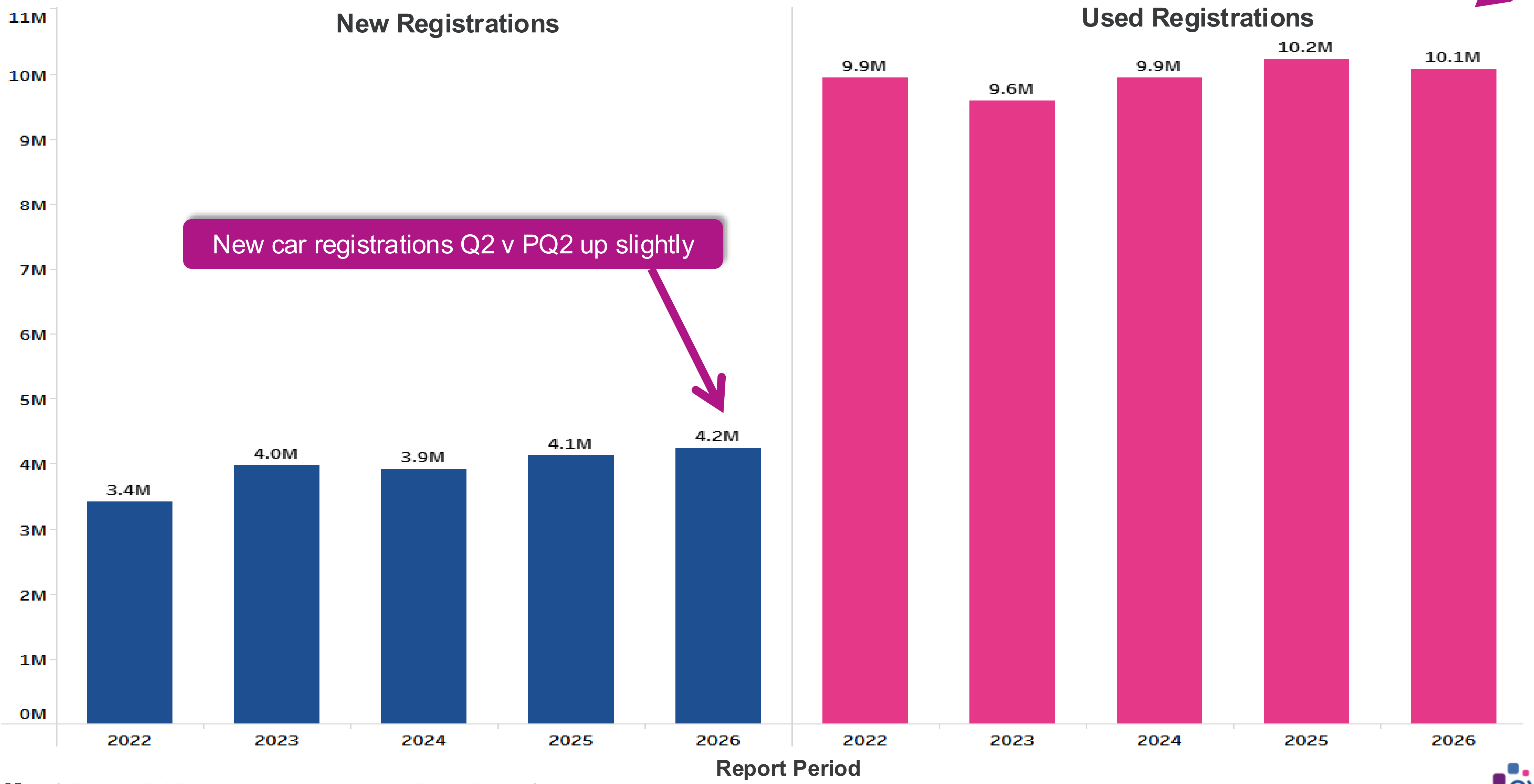
Q2 2026

New & Used Vehicles

- Volumes of New vs Used quarterly YoY and historical rolling 12M trends
- Market analysis for 2nd quarter
- New registrations down just slightly from Q2 last year
- Uptick in New registrations in June R12M compared to prior May R12M

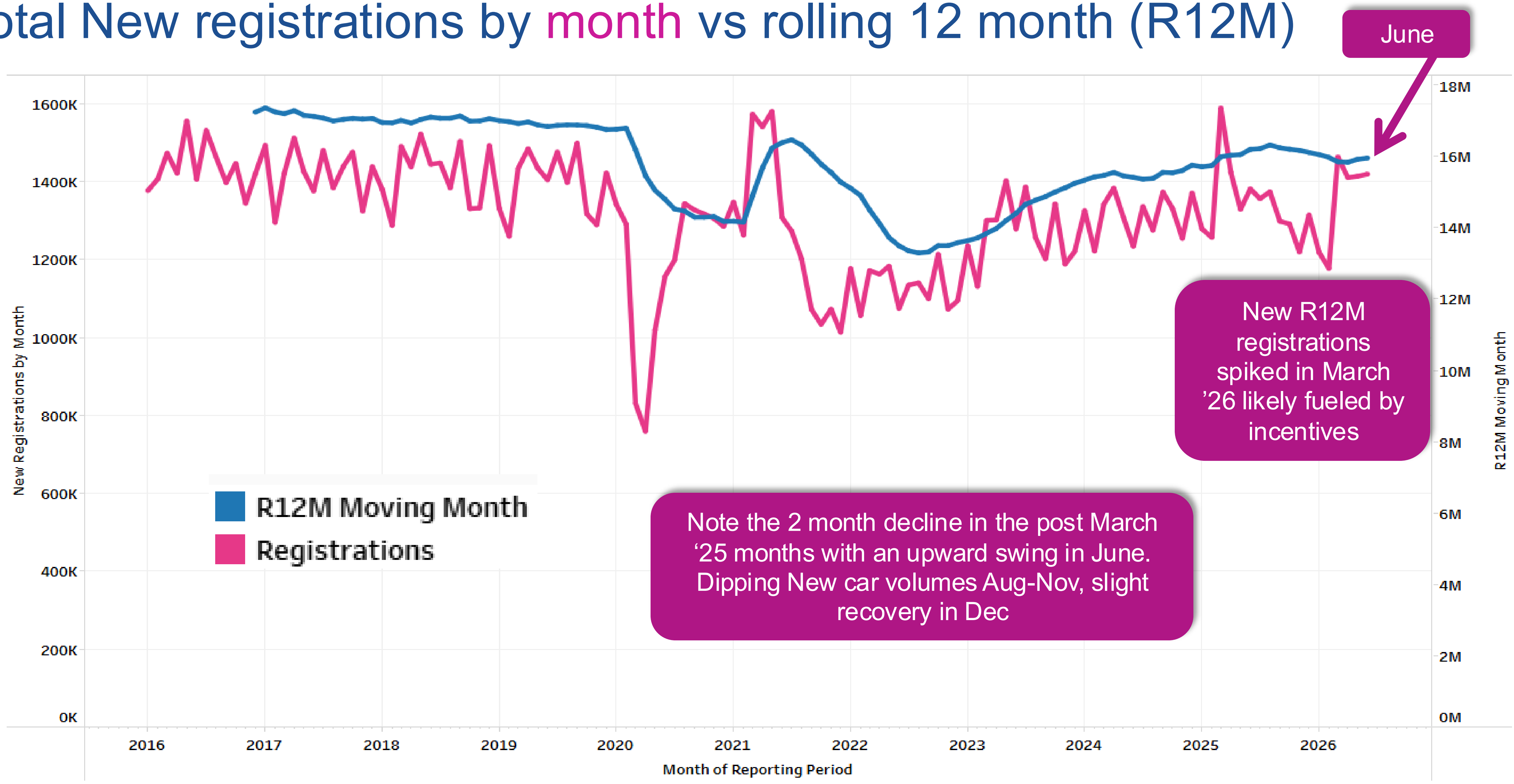
New and Used vehicle registrations 2026 Q2

Used car registrations down slightly from PQ2



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

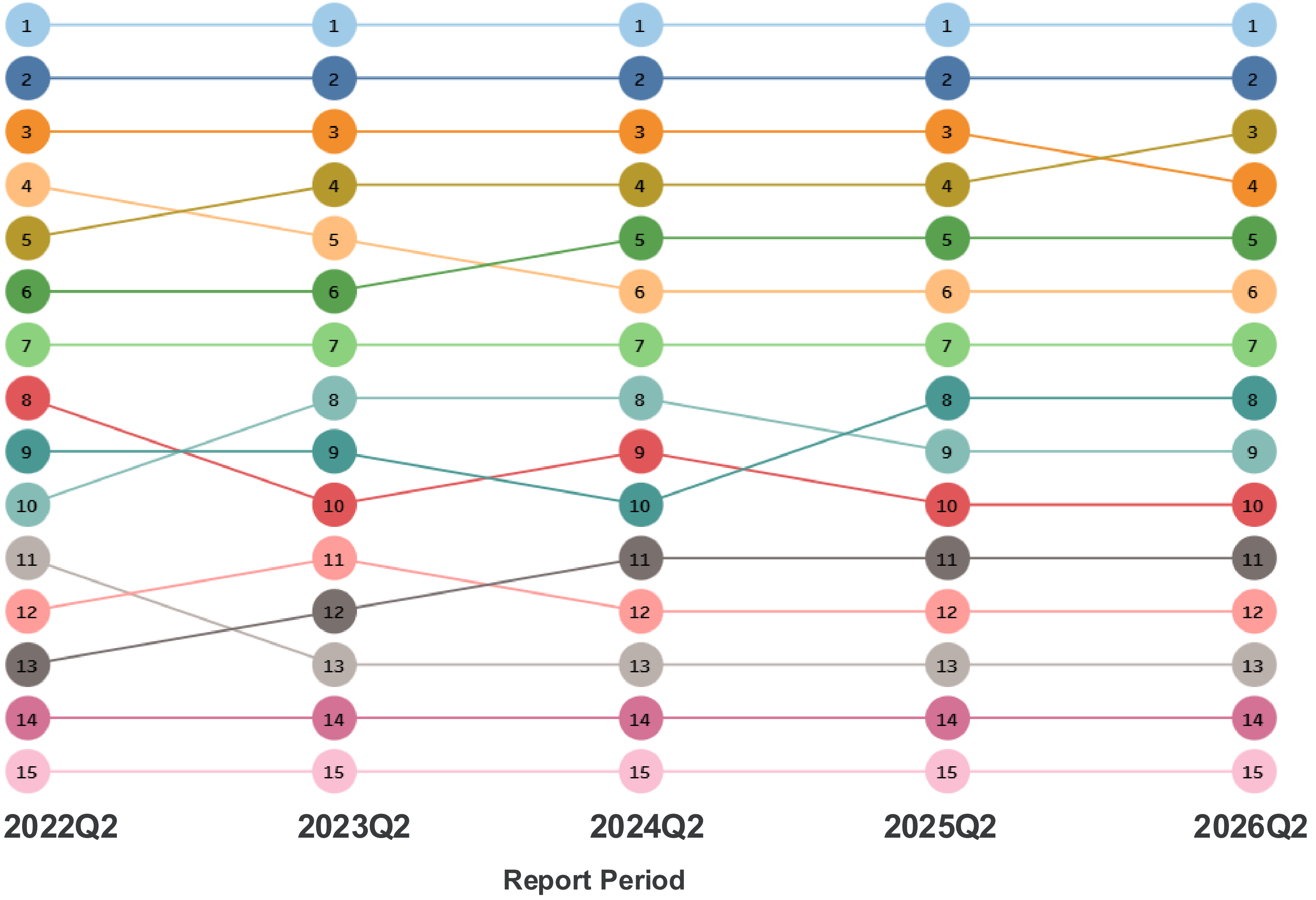
Total New registrations by month vs rolling 12 month (R12M)

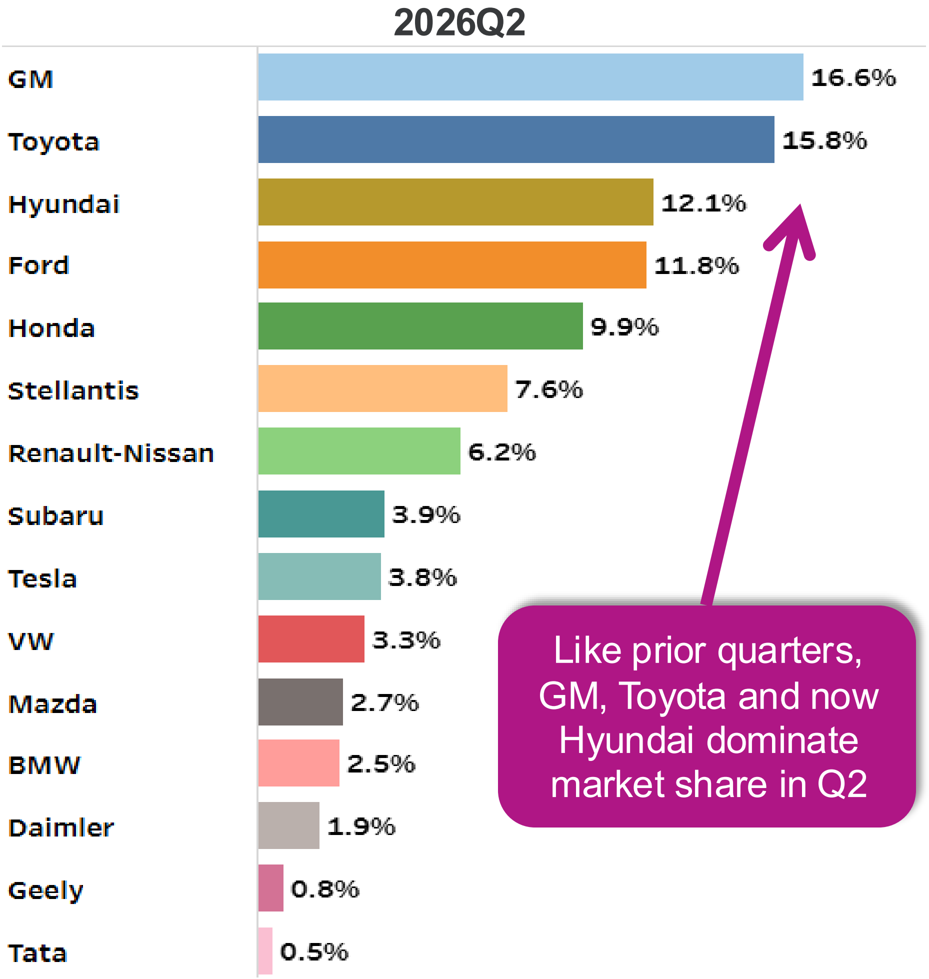


Source: Experian Automotive new registrations by month and R12M (U.S. light duty vehicles only, all sale category) thru Q2 2026

New vehicle Mfr rank and share 2nd Quarter

By manufacturer – Total new registrations



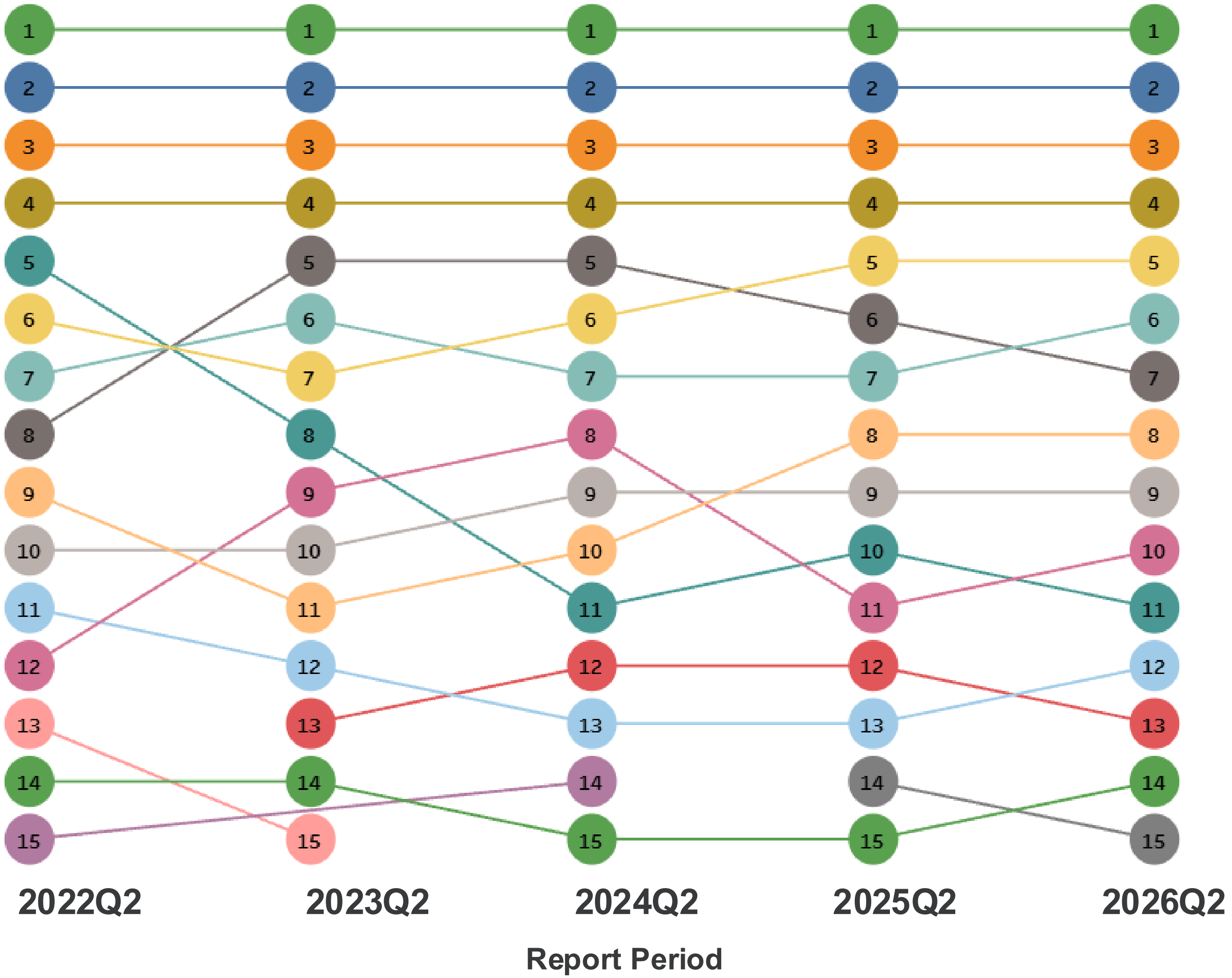


Like prior quarters, GM, Toyota and now Hyundai dominate market share in Q2

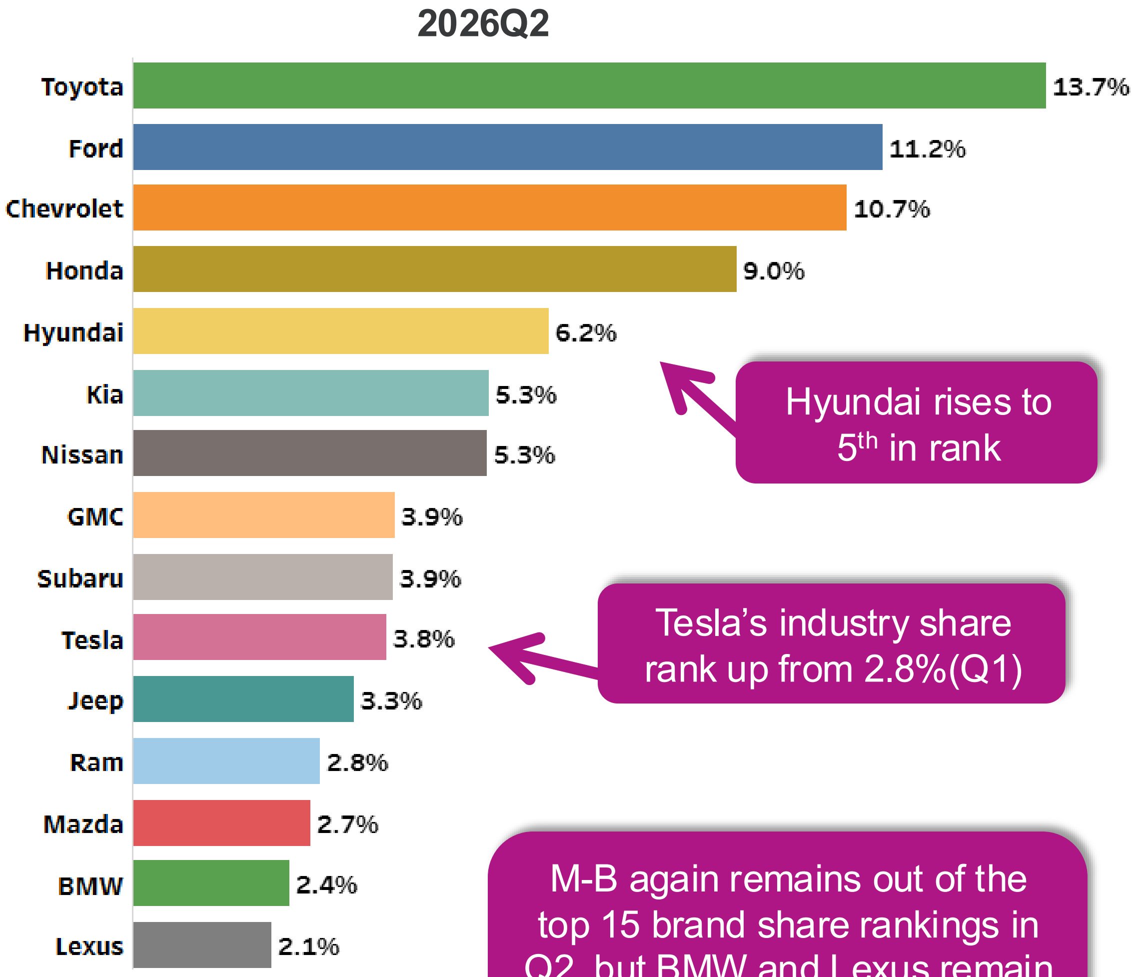
Source: Experian Automotive as of Apr thru June of each year (U.S. light duty vehicles only, all sale category)

New vehicle Make rank and share 2nd quarter

Top 15 brands – Total Share



Toyota maintains its top rank



Hyundai rises to 5th in rank

Tesla's industry share rank up from 2.8%(Q1)

M-B again remains out of the top 15 brand share rankings in Q2, but BMW and Lexus remain (M-B 17th including Vans; just below VW)

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

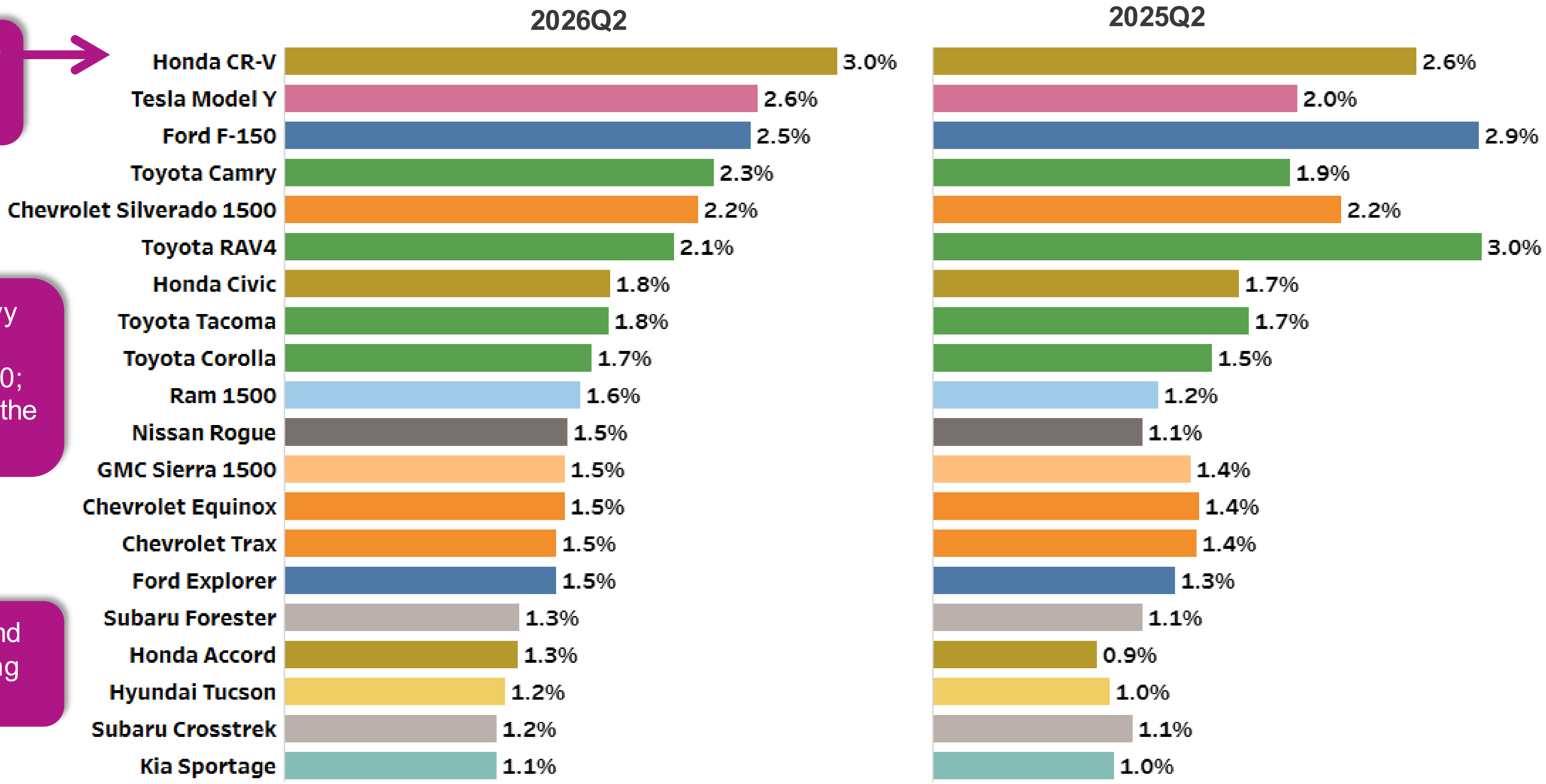
New vehicle share through the 2nd quarter

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

CR-V (all powertrains) is the top registered model again in Q2

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

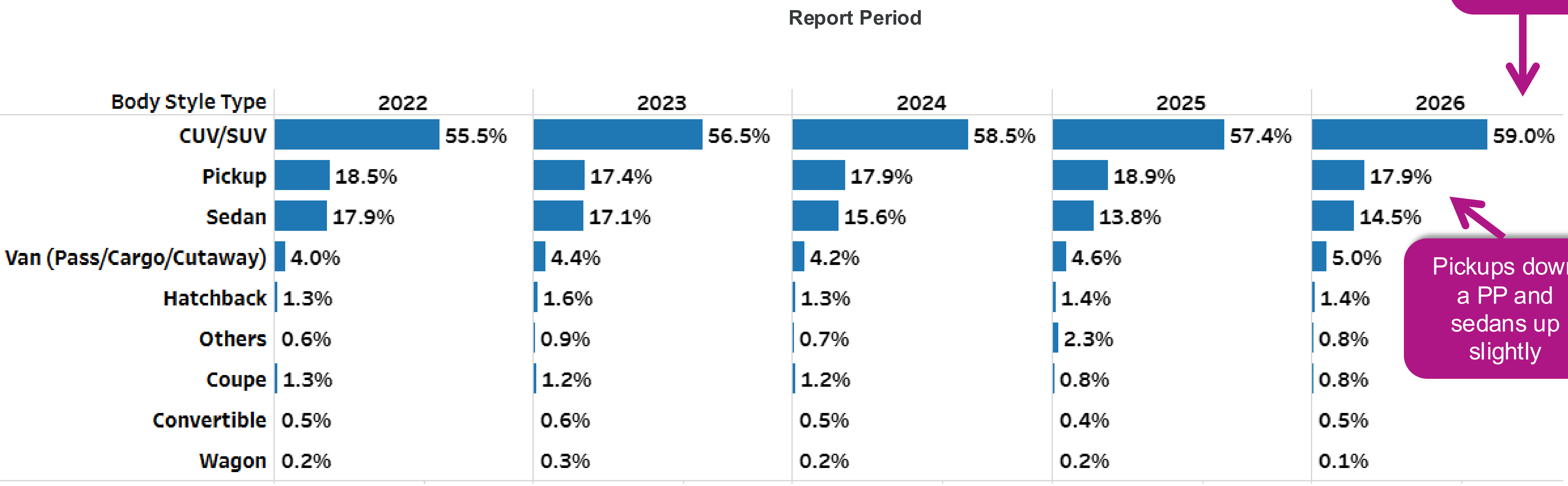
Subaru's Forester and Crosstrek maintaining rank in Q2



Source: Experian Automotive as of Apr thru June 2025 & 2026 (U.S. light duty vehicles only, all sale category)

New vehicle registrations Q2 each year

By body style type – Total Registrations



Utilities see slight growth Q2 2025 to 2026

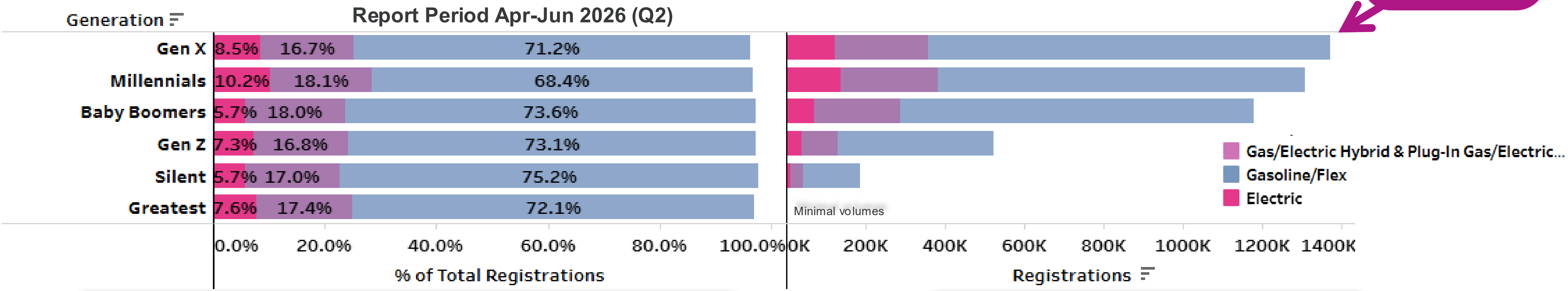
Pickups down a PP and sedans up slightly

*Source: Experian Automotive as of Apr thru June of **each year** (U.S. light duty vehicles only, all sale category)*

New vehicle registrations by Generation by Fuel Type

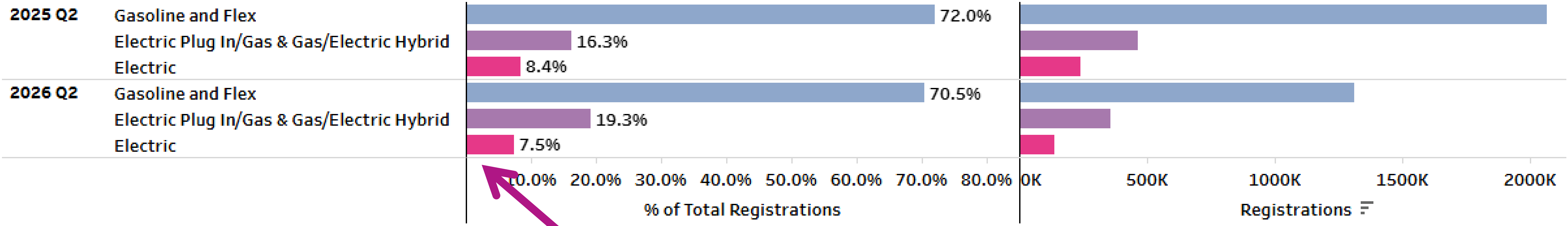
Share vs Volume – Retail Registrations only

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

Q2 shows Gen Z, Silent & Greatest still registering the least New vehicles



EV shares down for Q2, Hybrids continue to see an uptick

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

*Source: Experian Automotive as of Apr thru Jun of 2025 & 2026 (U.S. light duty vehicles only); **Other fuel types hidden***

Automotive Market Trends Report

Q2 Summary

Driving the automotive industry forward

- Total light duty VIO is currently at pushing 300 million in the U.S. for the light duty market, while there are a total of 351.8 million vehicles of all motorized vehicle types across the U.S. and Canada (up 2.4M from Q1).
- By manufacturer, GM continues to lead the light duty segment of New registrations through Q2 2026. Hyundai Motor Group (Hyundai-Kia) has stepped into the top 3 pushing Ford out. And by brand, Toyota consistently leads over Chevrolet and Ford.
- Sweet Spot Q2 is 34.5% of total light duty VIO.
- New registration volumes up slightly from 2025Q2. Honda's CR-V continues as the top ranking model in New vehicle market share for Q2.
- Used vehicle registrations are down slightly compared to Q2 2025 but up from 2024.
- EVs have moved up to a total 6.2M vehicles in operation (VIO), while Hybrids have increased to 13.4M, maintaining EVs at almost 2.1% share of what's on the road and hybrids (all types) grow slightly to 4.5% of what's on the road (just under 7% U.S. VIO electrified).
- EV (BEV) New retail market share (all vehicle types) in Q2 sees an increase ending at 6.2%.
- 72.2% of EV owners replaced their EV with another EV over the most recent 12 months of disposal loyalty data; just under 19% of Gas owners replaced their ICE vehicle with something electrified (excl MHEV engine assist models).

Save the date

SAVE THE DATE:

December 2026

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Q3 2026 Report

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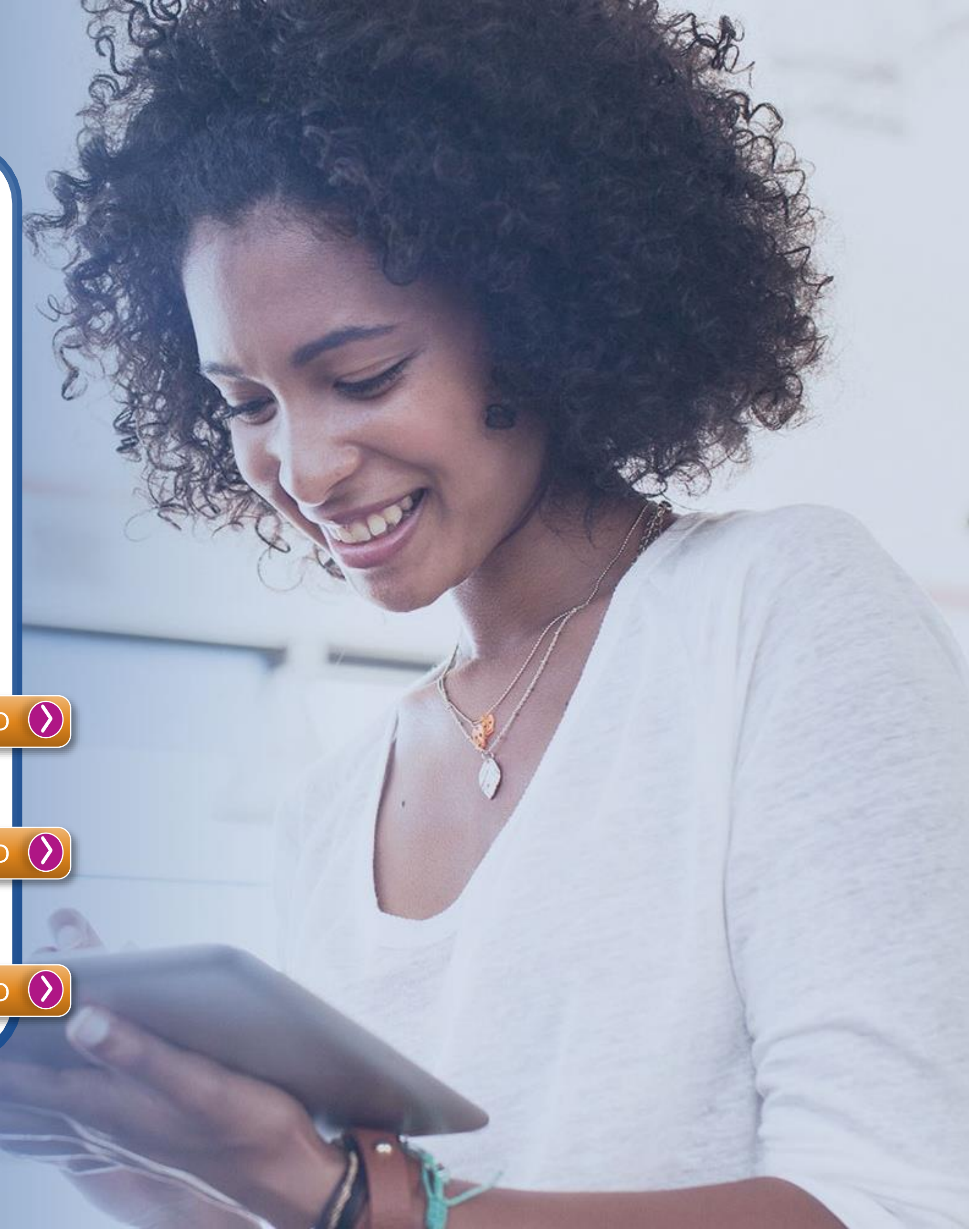

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Q2 2026

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