

Q2 2025 Summary: Auto Trends Reports

Highlights from our three Quarterly Trends Reports for Q2:2025

State of the Automotive Finance Market

Average **new vehicle loan amount** was **\$41,983** up **\$21** from Q2 2024.

Average **used vehicle loan amount** was **\$26,795** up **\$481** quarter-over-quarter.

Average **new vehicle monthly payment** increased **\$14** year-over-year, to **\$749**.

Average **used vehicle** monthly payment was **\$529**, up **\$2** year-over-year.

Over 15% of all new vehicle loan & lease monthly payments are over \$1k.

Automotive Market Trends

Total VIO in US and CAN (all vehicle class and type) **up 2.5M** from Q1 to **346M**.

As **EV growth slows**, the number of **hybrid vehicles** in the light-duty segment **increased to 11.2 million** in Q2, up **8.5%** from Q1.

35.5% of light-duty vehicles in Q2 across the US fall into the **aftermarket "Sweet Spot."**

About **17% of BEV owners replacing their vehicles** in the last 12 months **chose an ICE vehicle**, slightly higher than the same 12-month view in Q1.

BEV owners returning to market to **replace their vehicles with another BEV** **decreased 2PP** from Q1 R12M and down **3+PP** from Q4 R12M.

Automotive Consumer Trends

EVs represented 9.23% of new retail registrations in the last 12 months, **down from 10.47%** in Q2 '24.

Non-luxury EVs account for 34.59% of the market. The Chevrolet Equinox EV is the top model with **12.42%** market share.

Exotic and luxury EVs account for 65.41% of the market. The **Tesla Model Y is the top model with 39.85%** market share.

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

Millennials and Gen X buyers over-index for EVs, Millennials by a higher percentage. **Baby Boomers under-index for EVs.**

To get background details on these highlights and more insights, download the full free reports at www.experian.com/automotive/auto-quarterly-trends.