

Luxury brand sales by make - Q4

	Q4 2025	Q4 2024	12 mos. 2025	12 mos. 2024	Q4 % change	12 mos. % change	12 mos. 2025 share
BMW	113,512	117,506	388,897	371,346	-3.4%	4.7%	18.5%
Lexus	99,685	97,469	370,260	345,669	2.3%	7.1%	17.6%
Mercedes-Benz†	79,400	89,900	303,200	301,700	-11.7%	0.5%	14.4%
Cadillac	40,886	49,084	173,515	160,204	-16.7%	8.3%	8.3%
Audi	36,233	56,911	164,942	196,576	-36.3%	-16.1%	7.8%
Acura	34,150	35,243	133,433	132,367	-3.1%	0.8%	6.3%
Lincoln	28,045	30,293	106,868	104,823	-7.4%	2.0%	5.1%
Land Rover*	19,508	25,886	106,708	96,786	-24.6%	10.3%	5.1%
Genesis	23,501	23,065	82,331	75,003	1.9%	9.8%	3.9%
Porsche	19,120	22,084	76,219	76,167	-13.4%	0.1%	3.6%
Infiniti	14,203	15,503	52,846	58,070	-8.4%	-9.0%	2.5%
Jaguar*	1,159	2,452	7,719	11,717	-52.7%	-34.1%	0.4%
Polestar*	2,400	1,800	7,325	6,900	33.3%	6.2%	0.3%
Alfa Romeo	874	2,039	5,652	8,865	-57.1%	-36.2%	0.3%
Volvo	30,906	35,696	121,607	125,243	-13.4%	-2.9%	5.8%
Total luxury**	543,582	604,931	2,101,522	2,071,436	-10.1%	1.5%	100.0%

*Estimate

†Excludes Sprinter and Metris sales

Source: Automotive News Research & Data Center

Luxury Brands - Annual U.S. Sales

updated on 01-15-2026

	Acura	Alfa	Audi	BMW	Cadillac	Genesis	Infiniti	Jaguar†	LR†	Lexus	Lincoln	M-B*	Polestar†	Porsche†	Volvo	Total Luxury	Industry sales	% Luxury
2025	133,433	5,652	164,942	388,897	173,515	82,331	52,846	7,719	106,708	370,260	106,868	303,200	7,325	76,219	121,607	2,101,522	16,348,337	12.9%
2024	132,367	8,865	196,576	371,346	160,204	75,003	58,070	11,717	96,786	345,669	104,823	301,700	6,900	76,167	125,243	2,071,436	15,994,123	13.0%
2023	145,655	10,898	228,550	362,244	147,214	69,175	64,699	9,920	82,700	320,249	81,818	298,013	9,772	75,415	128,701	2,035,023	15,648,793	13.0%
2022	102,306	12,845	186,875	332,388	134,726	56,410	46,619	9,128	56,474	258,704	83,486	286,768	2,100	70,065	102,038	1,740,932	13,865,803	12.6%
2021	157,408	18,250	196,038	336,644	118,310	49,621	58,553	12,913	74,787	304,475	86,929	276,102	2,900	70,025	122,173	1,885,128	15,059,846	12.5%
2020	136,983	18,586	186,620	278,732	129,495	16,384	79,502	22,186	81,234	275,410	105,410	274,916	-	57,294	110,129	1,772,512	14,575,255	12.2%
2019	157,385	18,292	224,111	338,003	156,246	21,233	117,708	31,051	94,736	298,114	112,204	316,094	-	61,568	108,234	2,054,979	17,104,792	12.0%
2018	158,934	23,800	223,323	311,014	154,702	10,311	149,280	30,483	92,143	298,310	103,587	315,959	-	57,202	98,263	2,027,311	17,318,961	11.7%
2017	154,602	12,031	226,511	305,685	156,440	20,594	153,415	39,594	74,739	305,132	111,159	337,246	-	55,420	81,507	2,034,075	17,245,872	11.8%
2016	161,360	516	210,213	313,174	170,006	6,948	138,293	31,243	73,861	331,228	111,724	340,237	-	54,280	82,724	2,025,807	17,553,429	11.5%
2015	177,165	659	202,202	346,023	175,267	-	133,498	14,466	70,582	344,601	101,227	343,088	-	51,756	70,047	2,030,581	17,482,841	11.6%
2014	167,843	91	182,011	339,738	170,750	-	117,330	15,773	51,465	311,389	94,474	330,391	-	47,007	56,366	1,884,628	16,522,662	11.4%
2013	165,436	-	158,061	309,280	182,543	-	116,455	16,952	50,010	273,847	81,694	312,528	-	42,323	61,233	1,770,362	15,601,148	11.3%
2012	156,216	-	139,310	281,460	149,782	-	119,877	12,011	43,664	244,166	82,150	274,084	-	35,043	68,117	1,605,880	14,493,094	11.1%
2011	123,299	-	117,561	247,907	152,389	-	98,461	12,276	38,099	198,552	85,643	245,192	-	29,023	67,240	1,415,642	12,779,576	11.1%
2010	133,606	-	101,629	220,113	146,925	-	103,411	13,340	31,864	229,329	85,828	216,385	-	25,320	53,948	1,361,698	11,589,844	11.7%
2009	105,723	-	82,716	196,502	109,092	-	81,089	11,955	26,306	215,975	82,847	190,538	-	19,696	61,435	1,183,874	10,430,969	11.3%
2008	144,504	-	87,760	249,113	161,159	-	112,989	14,824	29,718	260,087	107,295	225,009	-	26,035	73,102	1,491,595	13,245,687	11.3%
2007	180,104	-	93,506	293,795	214,726	-	127,037	15,683	49,550	329,177	131,487	253,277	-	34,693	106,213	1,829,248	16,154,010	11.3%
2006	201,223	-	90,116	274,432	227,014	-	121,146	20,683	47,774	322,434	120,476	247,934	-	34,227	115,807	1,823,266	16,561,482	11.0%
2005	209,610	-	83,066	266,200	235,002	-	136,401	30,424	46,175	302,895	123,207	224,269	-	31,933	123,587	1,812,769	16,997,182	10.7%
2004	198,919	-	77,917	260,079	234,217	-	100,680	45,875	35,506	287,927	139,016	221,366	-	31,473	139,067	1,772,042	16,914,139	10.5%
2003	170,918	-	86,421	240,859	216,090	-	118,655	54,655	39,035	259,755	158,839	218,551	-	28,417	134,586	1,726,781	16,675,733	10.4%
2002	165,552	-	85,726	232,032	199,748	-	87,911	61,204	40,987	234,109	150,057	213,225	-	21,318	110,670	1,602,539	16,848,074	9.5%
2001	170,469	-	83,283	213,127	172,083	-	71,365	44,532	27,204	223,983	158,934	206,638	-	23,041	125,710	1,520,369	17,177,789	8.9%
2000	142,681	-	80,372	189,423	189,154	-	78,351	43,728	27,147	206,037	193,009	205,614	-	22,405	123,178	1,501,099	17,402,486	8.6%
1999	118,006	-	65,959	154,970	178,507	-	72,637	35,039	29,380	185,890	176,493	189,437	-	20,875	116,692	1,343,885	16,959,237	7.9%
1998	110,392	-	47,517	131,559	182,570	-	63,896	22,503	21,422	156,260	187,121	170,245	-	17,243	101,172	1,211,900	15,596,546	7.8%
1997	108,143	-	34,160	122,467	182,624	-	65,552	19,503	23,826	97,593	166,371	122,265	-	12,739	90,894	1,046,137	15,160,313	6.9%
1996	108,008	-	27,379	105,761	170,379	-	55,967	17,878	23,182	81,529	141,476	90,844	-	7,151	88,581	918,135	15,140,223	6.1%
1995	97,351	414	18,124	93,309	180,504	-	58,616	18,085	20,026	79,334	150,814	76,752	-	5,770	88,505	887,604	14,765,968	6.0%
1994	112,137	565	12,575	84,501	210,686	-	51,450	15,195	12,045	87,419	179,166	72,968	-	5,819	81,788	926,314	15,089,356	6.1%
1993	108,291	1,325	12,528	78,010	204,159	-	50,547	12,734	4,907	94,677	173,644	61,899	-	3,729	72,955	879,405	13,917,245	6.3%
1992	120,100	2,828	14,756	65,691	214,176	-	44,387	8,681	4,234	92,890	161,648	63,312	-	4,115	67,916	864,734	12,885,216	6.7%
1991	143,708	3,478	12,283	53,343	213,288	-	34,890	9,376	3,309	71,206	178,701	58,868	-	4,386	67,698	854,534	12,335,003	6.9%
1990	138,384	3,482	21,106	63,646	258,168	-	23,960	18,728	4,582	63,534	231,660	78,375	-	9,139	89,894	1,004,658	13,886,818	7.2%
1989	142,061	2,920	21,283	64,881	266,899	-	1,723	18,967	4,822	16,302	200,315	75,714	-	9,479	102,620	927,986	14,549,232	6.4%
1988	128,238	4,476	22,943	73,359	266,548	-	-	20,727	3,427	-	191,624	83,627	-	15,737	98,497	909,203	15,466,493	5.9%
1987	109,470	6,320	41,322	87,839	261,284	-	-	22,919	2,586	-	166,037	89,918	-	23,632	106,539	917,866	14,895,772	6.2%
1986	52,869	8,201	59,797	96,759	304,057	-	-	24,464	-	-	177,584	99,314	-	30,471	113,267	966,783	16,026,426	6.0%
1985	-	4,502	74,061	87,832	298,762	-	-	20,528	-	-	165,138	89,098	-	25,306	104,267	869,494	15,401,472	5.6%
1984	-	3,702	71,237	70,897	320,017	-	-	18,044	-	-	151,475	79,222	-	20,024	99,541	834,159	14,210,932	5.9%
1983	-	3,002	47,936	59,243	300,337	-	-	15,815	-	-	101,574	73,692	-	21,831	88,857	712,287	12,149,259	5.9%
1982	-	2,194	45,954	52,393	249,295	-	-	10,349	-	-	93,068	65,963	-	14,407	72,375	605,998	10,354,069	5.9%
1981	-	2,301	50,817	41,761	230,665	-	-	4,695	-	-	63,830	63,059	-	11,241	64,477	532,846	10,554,743	5.0%
1980	-	3,000	42,483	37,017	213,002	-	-	3,029	-	-	69,704	53,790	-	10,490	56,999	489,514	11,188,890	4.4%
1979	-	4,011	42,709	34,521	314,034	-	-	3,746	-	-	131,271	52,819	-	13,818	56,027	652,956	13,765,288	4.7%
1978	-	6,237	40,878	31,457	350,813	-	-	4,782	-	-	188,487	46,695	-	17,017	50,880	737,246	14,906,194	4.9%
1977	-	6,712	35,854	28,776	335,785	-	-	4,349	-	-	181,282	48,722	-	19,896	46,790	708,166	14,362,000	4.9%
1976	-	5,283	33,316	26,040	304,485	-	-	7,384	-	-	122,003	43,205	-	14,192	43,887	599,795	12,875,426	4.7%
1975	-	5,342	50,680	19,419	267,049	-	-	6,799	-	-	96,502	45,259	-	16,658	60,338	568,046	10,749,399	5.3%
1974	-	-	48,539	-	219,993	-	-	-	-	-	84,693	38,826	-	-	53,065	445,116	10,979,167	4.1%
1973	-	-	46,800	-	285,709	-	-	-	-	-	116,115	42,102	-	-	61,042	551,768	13,958,027	4.0%
1972	-	-	-	-	257,795	-	-	-	-	-	94,434	40,263	-	-	52,503	444,995	12,643,355	3.5%
1971	-	-	-	-	250,816	-	-	-	-	-	65,630	32,651	-	-	47,012	396,109	11,399,353	3.5%
1970	-	-	-	-	165,042	-	-	-	-	-	56,654	28,743	-	-	44,630	295,069	9,850,276	3.0%

†Estimate

*Excludes Sprinter and Metris sales

U.S. car and light-truck sales by make, Q4 2025

Make	Car 2025	Car 2024	2025 Car Share	2024 Car Share	Car percent change	Truck 2025	Truck 2024	2025 Truck Share	2024 Truck Share	Truck percent change	Total 2025	Total 2024	2025 Total Share	2024 Total Share	Point change	Total Percent change
Toyota	166,025	158,622	25.8%	21.3%	4.7%	386,485	347,013	11.3%	10.0%	11.4%	552,510	505,635	13.6%	11.9%	1.6%	9.3%
Ford	12,515	7,518	1.9%	1.0%	66.5%	501,800	489,574	14.6%	14.0%	2.5%	514,315	497,092	12.6%	11.7%	0.9%	3.5%
Chevrolet	7,145	31,559	1.1%	4.2%	-77.4%	439,181	445,968	12.8%	12.8%	-1.5%	446,326	477,527	11.0%	11.3%	-0.3%	-6.5%
Honda	94,159	91,617	14.7%	12.3%	2.8%	204,269	240,502	6.0%	6.9%	-15.1%	298,428	332,119	7.3%	7.8%	-0.5%	-10.1%
Hyundai	47,514	59,160	7.4%	7.9%	-19.7%	175,823	167,148	5.1%	4.8%	5.2%	223,337	226,308	5.5%	5.3%	0.1%	-1.3%
Kia	62,766	65,912	9.8%	8.8%	-4.8%	153,241	146,406	4.5%	4.2%	4.7%	216,007	212,318	5.3%	5.0%	0.3%	1.7%
Nissan	54,824	74,171	8.5%	10.0%	-26.1%	145,223	132,810	4.2%	3.8%	9.3%	200,047	206,981	4.9%	4.9%	0.0%	-3.4%
GMC	-	-	-	-	-	171,635	178,289	5.0%	5.1%	-3.7%	171,635	178,289	4.2%	4.2%	0.0%	-3.7%
Subaru	14,392	19,306	2.2%	2.6%	-25.5%	146,162	154,807	4.3%	4.4%	-5.6%	160,554	174,113	3.9%	4.1%	-0.2%	-7.8%
Jeep	-	-	-	-	-	143,428	138,576	4.2%	4.0%	3.5%	143,428	138,576	3.5%	3.3%	0.2%	3.5%
Tesla*	44,100	46,400	6.9%	6.2%	-5.0%	95,900	122,000	2.8%	3.5%	-21.4%	140,000	168,400	3.4%	4.0%	-0.5%	-16.9%
Ram	-	-	-	-	-	123,969	129,321	3.6%	3.7%	-4.1%	123,969	129,321	3.0%	3.1%	0.0%	-4.1%
BMW	35,537	39,716	5.5%	5.3%	-10.5%	77,975	77,790	2.3%	2.2%	0.2%	113,512	117,506	2.8%	2.8%	0.0%	-3.4%
Lexus	15,923	18,538	2.5%	2.5%	-14.1%	83,762	78,931	2.4%	2.3%	6.1%	99,685	97,469	2.4%	2.3%	0.1%	2.3%
Mercedes-Benz†	18,674	26,689	2.9%	3.6%	-30.0%	73,126	75,511	2.1%	2.2%	-3.2%	91,800	102,200	2.3%	2.4%	-0.2%	-10.2%
Mazda	7,857	13,132	1.2%	1.8%	-40.2%	82,825	97,798	2.4%	2.8%	-15.3%	90,682	110,930	2.2%	2.6%	-0.4%	-18.3%
Volkswagen	12,855	22,742	2.0%	3.1%	-43.5%	69,943	80,452	2.0%	2.3%	-13.1%	82,798	103,194	2.0%	2.4%	-0.4%	-19.8%
Buick	-	-	-	-	-	41,320	46,186	1.2%	1.3%	-10.5%	41,320	46,186	1.0%	1.1%	-0.1%	-10.5%
Cadillac	5,943	5,178	0.9%	0.7%	14.8%	34,943	43,906	1.0%	1.3%	-20.4%	40,886	49,084	1.0%	1.2%	-0.2%	-16.7%
Audi	9,825	12,516	1.5%	1.7%	-21.5%	26,408	44,395	0.8%	1.3%	-40.5%	36,233	56,911	0.9%	1.3%	-0.5%	-36.3%
Chrysler	15	626	0.0%	0.1%	-97.6%	35,625	27,003	1.0%	0.8%	31.9%	35,640	27,629	0.9%	0.7%	0.2%	29.0%
Acura	7,440	6,789	1.2%	0.9%	9.6%	26,710	28,454	0.8%	0.8%	-6.1%	34,150	35,243	0.8%	0.8%	0.0%	-3.1%
Volvo	697	1,929	0.1%	0.3%	-63.9%	30,209	33,767	0.9%	1.0%	-10.5%	30,906	35,696	0.8%	0.8%	-0.1%	-13.4%
Dodge	696	4,956	0.1%	0.7%	-86.0%	27,630	17,480	0.8%	0.5%	58.1%	28,326	22,436	0.7%	0.5%	0.2%	26.3%
Lincoln	-	-	-	-	-	28,045	30,293	0.8%	0.9%	-7.4%	28,045	30,293	0.7%	0.7%	0.0%	-7.4%
Genesis	4,780	5,258	0.7%	0.7%	-9.1%	18,721	17,807	0.5%	0.5%	5.1%	23,501	23,065	0.6%	0.5%	0.0%	1.9%
Mitsubishi	1,094	9,742	0.2%	1.3%	-88.8%	20,260	17,383	0.6%	0.5%	16.6%	21,354	27,125	0.5%	0.6%	-0.1%	-21.3%
Land Rover*	-	-	-	-	-	19,508	25,886	0.6%	0.7%	-24.6%	19,508	25,886	0.5%	0.6%	-0.1%	-24.6%
Porsche	7,450	7,972	1.2%	1.1%	-6.5%	11,670	14,112	0.3%	0.4%	-17.3%	19,120	22,084	0.5%	0.5%	-0.1%	-13.4%
Infiniti	1	1,291	0.0%	0.2%	-99.9%	14,202	14,212	0.4%	0.4%	-0.1%	14,203	15,503	0.3%	0.4%	0.0%	-8.4%
Rivian*	-	-	-	-	-	12,140	11,405	0.4%	0.3%	6.4%	12,140	11,405	0.3%	0.3%	0.0%	6.4%
Mini	3,627	3,977	0.6%	0.5%	-8.8%	3,260	4,771	0.1%	0.1%	-31.7%	6,887	8,748	0.2%	0.2%	0.0%	-21.3%
Lucid*	3,500	2,900	0.5%	0.4%	20.7%	900	-	-	-	-	4,400	2,900	0.1%	0.1%	0.0%	51.7%
Polestar*	100	1,800	0.0%	0.2%	-94.4%	2,300	-	-	-	-	2,400	1,800	0.1%	0.0%	0.0%	33.3%
Jaguar*	176	422	0.0%	0.1%	-58.3%	983	2,030	0.0%	0.1%	-51.6%	1,159	2,452	0.0%	0.1%	0.0%	-52.7%
Maserati*	260	370	0.0%	0.0%	-29.7%	640	1,230	0.0%	0.0%	-48.0%	900	1,600	0.0%	0.0%	0.0%	-43.8%
Alfa Romeo	198	596	0.0%	0.1%	-66.8%	676	1,443	0.0%	0.0%	-53.2%	874	2,039	0.0%	0.0%	0.0%	-57.1%
Ferrari*	700	740	0.1%	0.1%	-5.4%	110	75	0.0%	0.0%	46.7%	810	815	0.0%	0.0%	0.0%	-0.6%
Bentley*	570	480	0.1%	0.1%	18.8%	230	240	0.0%	0.0%	-4.2%	800	720	0.0%	0.0%	0.0%	11.1%
Lamborghini*	120	250	0.0%	0.0%	-52.0%	500	520	0.0%	0.0%	-3.8%	620	770	0.0%	0.0%	0.0%	-19.5%
VinFast*	-	-	-	-	-	532	900	0.0%	0.0%	-40.9%	532	900	0.0%	0.0%	0.0%	-40.9%
Aston Martin*	290	280	0.0%	0.0%	3.6%	150	200	0.0%	0.0%	-25.0%	440	480	0.0%	0.0%	0.0%	-8.3%
Rolls-Royce*	180	160	0.0%	0.0%	12.5%	240	280	0.0%	0.0%	-14.3%	420	440	0.0%	0.0%	0.0%	-4.5%
Lotus*	270	800	0.0%	0.1%	-66.3%	30	-	0.0%	-	-	300	800	0.0%	0.0%	0.0%	-62.5%
McLaren*	265	270	0.0%	0.0%	-1.9%	-	-	-	-	-	265	270	0.0%	0.0%	0.0%	-1.9%
Fiat	66	531	0.0%	0.1%	-87.6%	18	211	0.0%	0.0%	-91.5%	84	742	0.0%	0.0%	0.0%	-88.7%
TOTAL	642,549	744,915	100.0%	100.0%	-13.7%	3,432,707	3,487,085	100.0%	100.0%	-1.6%	4,075,256	4,232,000	100.0%	100.0%	0.0%	-3.7%
Made in North America	472,424	529,685	73.5%	71.1%	-10.8%	2,785,112	2,814,849	81.1%	80.7%	-1.1%	3,257,536	3,344,534	79.9%	79.0%	0.9%	-2.6%
Made in Japan	64,221	70,776	10.0%	9.5%	-9.3%	252,143	239,972	7.3%	6.9%	5.1%	316,364	310,748	7.8%	7.3%	0.4%	1.8%
Made in Europe	74,679	91,271	11.6%	12.3%	-18.2%	202,091	252,736	5.9%	7.2%	-20.0%	276,770	344,007	6.8%	8.1%	-1.3%	-19.5%
Made in Korea	30,031	41,641	4.7%	5.6%	-27.9%	187,775	165,713	5.5%	4.8%	13.3%	217,806	207,354	5.3%	4.9%	0.4%	5.0%
Made in Thailand	1,094	9,742	0.2%	1.3%	-88.8%	-	-	-	-	-	1,094	9,742	0.0%	0.2%	-0.2%	-88.8%
Made in China	100	1,800	0.0%	0.2%	-94.4%	5,054	12,915	0.1%	0.4%	-60.9%	5,154	14,715	0.1%	0.3%	-0.2%	-65.0%
Made in Vietnam	-	-	-	-	-	532	900	0.0%	0.0%	-40.9%	532	900	0.0%	0.0%	0.0%	-40.9%

U.S. car and light-truck sales by make, Q4 2025

Make	Car 2025	Car 2024	2025 Car Share	2024 Car Share	Car percent change	Truck 2025	Truck 2024	2025 Truck Share	2024 Truck Share	Truck percent change	Total 2025	Total 2024	2025 Total Share	2024 Total Share	Point change	Total Percent change
Total N.A. (1)	73,914	99,137	11.5%	13.3%	-25.4%	1,658,816	1,680,001	48.3%	48.2%	-1.3%	1,732,730	1,779,138	42.5%	42.0%	0.5%	-2.6%
Total Detroit 3 (2)	26,314	49,837	4.1%	6.7%	-47.2%	1,547,576	1,546,596	45.1%	44.4%	0.1%	1,573,890	1,596,433	38.6%	37.7%	0.9%	-1.4%
GM	13,088	36,737	2.0%	4.9%	-64.4%	687,079	714,349	20.0%	20.5%	-3.8%	700,167	751,086	17.2%	17.7%	-0.6%	-6.8%
Ford Motor Co.	12,515	7,518	1.9%	1.0%	66.5%	529,845	519,867	15.4%	14.9%	1.9%	542,360	527,385	13.3%	12.5%	0.8%	2.8%
Stellantis (domestic brands)	711	5,582	0.1%	0.7%	-87.3%	330,652	312,380	9.6%	9.0%	5.8%	331,363	317,962	8.1%	7.5%	0.6%	4.2%
Total Japan (3)	361,715	393,208	56.3%	52.8%	-8.0%	1,109,898	1,111,910	32.3%	31.9%	-0.2%	1,471,613	1,505,118	36.1%	35.6%	0.5%	-2.2%
Total Europe (4)	91,860	122,240	14.3%	16.4%	-24.9%	315,676	362,913	9.2%	10.4%	-13.0%	407,536	485,153	10.0%	11.5%	-1.5%	-16.0%
Total Korea (5)	115,060	130,330	17.9%	17.5%	-11.7%	347,785	331,361	10.1%	9.5%	5.0%	462,845	461,691	11.4%	10.9%	0.4%	0.3%
Total Vietnam (6)	-	-	-	-	-	532	900	0.0%	0.0%	-40.9%	532	900	0.0%	0.0%	0.0%	-40.9%
General Motors	13,088	36,737	2.0%	4.9%	-64.4%	687,079	714,349	20.0%	20.5%	-3.8%	700,167	751,086	17.2%	17.7%	-0.6%	-6.8%
Toyota Motor N.A.	181,948	177,160	28.3%	23.8%	2.7%	470,247	425,944	13.7%	12.2%	10.4%	652,195	603,104	16.0%	14.3%	1.8%	8.1%
Ford Motor Co.	12,515	7,518	1.9%	1.0%	66.5%	529,845	519,867	15.4%	14.9%	1.9%	542,360	527,385	13.3%	12.5%	0.8%	2.8%
Hyundai-Kia Automotive	115,060	130,330	17.9%	17.5%	-11.7%	347,785	331,361	10.1%	9.5%	5.0%	462,845	461,691	11.4%	10.9%	0.4%	0.3%
Stellantis	1,235	7,079	0.2%	1.0%	-82.6%	331,986	315,264	9.7%	9.0%	5.3%	333,221	322,343	8.2%	7.6%	0.6%	3.4%
American Honda	101,599	98,406	15.8%	13.2%	3.2%	230,979	268,956	6.7%	7.7%	-14.1%	332,578	367,362	8.2%	8.7%	-0.5%	-9.5%
Nissan Group	54,825	75,462	8.5%	10.1%	-27.3%	159,425	147,022	4.6%	4.2%	8.4%	214,250	222,484	5.3%	5.3%	0.0%	-3.7%
VW Group	30,820	43,960	4.8%	5.9%	-29.9%	108,751	139,719	3.2%	4.0%	-22.2%	139,571	183,679	3.4%	4.3%	-0.9%	-24.0%
BMW of N.A.	39,344	43,853	6.1%	5.9%	-10.3%	81,475	82,841	2.4%	2.4%	-1.6%	120,819	126,694	3.0%	3.0%	0.0%	-4.6%
JLR N.A.*	176	422	0.0%	0.1%	-58.3%	20,491	27,916	0.6%	0.8%	-26.6%	20,667	28,338	0.5%	0.7%	-0.2%	-27.1%

*Estimate
†Quarterly sales figures reported by Mercedes-Benz are retail.
1 Reflects Detroit 3 domestic brands, Karma, Lucid, Rivian & Tesla
2 Reflects Detroit 3 domestic brands
3 Reflects Japanese brands sold in the United States
4 Reflects European brands sold in the United States
5 Reflects Korean brands sold in the United States
6 Reflects Vietnamese brands sold in the United States

Source: Automotive News Research & Data Center

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U.S. car and light-truck sales by make, 12 months 2025

Make	Car 2025	Car 2024	2025 Car Share	2024 Car Share	Car percent change	Truck 2025	Truck 2024	2025 Truck Share	2024 Truck Share	Truck percent change	Total 2025	Total 2024	2025 Total Share	2024 Total Share	Point change	Total Percent change
Toyota	646,178	621,696	23.5%	20.7%	3.9%	1,501,633	1,365,258	11.0%	10.5%	10.0%	2,147,811	1,986,954	13.1%	12.4%	0.7%	8.1%
Ford	45,333	44,003	1.6%	1.5%	3.0%	2,040,782	1,916,335	15.0%	14.8%	6.5%	2,086,115	1,960,338	12.8%	12.3%	0.5%	6.4%
Chevrolet	34,861	165,135	1.3%	5.5%	-78.9%	1,782,118	1,566,475	13.1%	12.1%	13.8%	1,816,979	1,731,610	11.1%	10.8%	0.3%	4.9%
Honda	389,061	404,728	14.1%	13.5%	-3.9%	908,083	886,762	6.7%	6.8%	2.4%	1,297,144	1,291,490	7.9%	8.1%	-0.1%	0.4%
Hyundai	218,772	218,305	8.0%	7.3%	0.2%	682,914	618,497	5.0%	4.8%	10.4%	901,686	836,802	5.5%	5.2%	0.3%	7.8%
Nissan	307,845	324,745	11.2%	10.8%	-5.2%	565,462	541,193	4.2%	4.2%	4.5%	873,307	865,938	5.3%	5.4%	-0.1%	0.9%
Kia	263,398	240,403	9.6%	8.0%	9.6%	588,757	556,085	4.3%	4.3%	5.9%	852,155	796,488	5.2%	5.0%	0.2%	7.0%
GMC	-	-	-	-	-	652,394	614,117	4.8%	4.7%	6.2%	652,394	614,117	4.0%	3.8%	0.2%	6.2%
Subaru	63,966	72,889	2.3%	2.4%	-12.2%	579,625	594,836	4.3%	4.6%	-2.6%	643,591	667,725	3.9%	4.2%	-0.2%	-3.6%
Jeep	-	-	-	-	-	593,399	587,725	4.4%	4.5%	1.0%	593,399	587,725	3.6%	3.7%	0.0%	1.0%
Tesla*	182,000	160,100	6.6%	5.3%	13.7%	362,500	466,300	2.7%	3.6%	-22.3%	544,500	626,400	3.3%	3.9%	-0.6%	-13.1%
Ram	-	-	-	-	-	431,670	439,039	3.2%	3.4%	-1.7%	431,670	439,039	2.6%	2.7%	-0.1%	-1.7%
Mazda	37,993	46,980	1.4%	1.6%	-19.1%	372,353	377,402	2.7%	2.9%	-1.3%	410,346	424,382	2.5%	2.7%	-0.1%	-3.3%
BMW	138,030	132,827	5.0%	4.4%	3.9%	250,867	238,519	1.8%	1.8%	5.2%	388,897	371,346	2.4%	2.3%	0.1%	4.7%
Lexus	63,357	67,587	2.3%	2.3%	-6.3%	306,903	278,082	2.3%	2.1%	10.4%	370,260	345,669	2.3%	2.2%	0.1%	7.1%
Mercedes-Benz†	83,146	92,941	3.0%	3.1%	-10.5%	260,054	255,059	1.9%	2.0%	2.0%	343,200	348,000	2.1%	2.2%	-0.1%	-1.4%
Volkswagen	64,873	88,354	2.4%	2.9%	-26.6%	264,940	290,824	1.9%	2.2%	-8.9%	329,813	379,178	2.0%	2.4%	-0.4%	-13.0%
Buick	-	-	-	-	-	198,155	183,421	1.5%	1.4%	8.0%	198,155	183,421	1.2%	1.1%	0.1%	8.0%
Cadillac	22,177	21,069	0.8%	0.7%	5.3%	151,338	139,135	1.1%	1.1%	8.8%	173,515	160,204	1.1%	1.0%	0.1%	8.3%
Audi	40,796	56,183	1.5%	1.9%	-27.4%	124,146	140,393	0.9%	1.1%	-11.6%	164,942	196,576	1.0%	1.2%	-0.2%	-16.1%
Acura	28,208	31,876	1.0%	1.1%	-11.5%	105,225	100,491	0.8%	0.8%	4.7%	133,433	132,367	0.8%	0.8%	0.0%	0.8%
Chrysler	574	5,295	0.0%	0.2%	-89.2%	125,798	119,389	0.9%	0.9%	5.4%	126,372	124,684	0.8%	0.8%	0.0%	1.4%
Volvo	6,571	17,784	0.2%	0.6%	-63.1%	115,036	107,459	0.8%	0.8%	7.1%	121,607	125,243	0.7%	0.8%	0.0%	-2.9%
Lincoln	-	-	-	-	-	106,868	104,823	0.8%	0.8%	2.0%	106,868	104,823	0.7%	0.7%	0.0%	2.0%
Land Rover*	-	-	-	-	-	106,708	96,786	0.8%	0.7%	10.3%	106,708	96,786	0.7%	0.6%	0.0%	10.3%
Dodge	11,368	61,812	0.4%	2.1%	-81.6%	90,559	79,918	0.7%	0.6%	13.3%	101,927	141,730	0.6%	0.9%	-0.3%	-28.1%
Mitsubishi	14,577	29,766	0.5%	1.0%	-51.0%	80,177	80,077	0.6%	0.6%	0.1%	94,754	109,843	0.6%	0.7%	-0.1%	-13.7%
Genesis	16,990	17,916	0.6%	0.6%	-5.2%	65,341	57,087	0.5%	0.4%	14.5%	82,331	75,003	0.5%	0.5%	0.0%	9.8%
Porsche	28,766	28,555	1.0%	1.0%	0.7%	47,453	47,612	0.3%	0.4%	-0.3%	76,219	76,167	0.5%	0.5%	0.0%	0.1%
Infiniti	529	5,480	0.0%	0.2%	-90.3%	52,317	52,590	0.4%	0.4%	-0.5%	52,846	58,070	0.3%	0.4%	0.0%	-9.0%
Rivian*	-	-	-	-	-	42,490	48,836	0.3%	0.4%	-13.0%	42,490	48,836	0.3%	0.3%	0.0%	-13.0%
Mini	15,818	14,652	0.6%	0.5%	8.0%	12,931	11,647	0.1%	0.1%	11.0%	28,749	26,299	0.2%	0.2%	0.0%	9.3%
Lucid*	9,000	6,700	0.3%	0.2%	34.3%	1,100	-	-	-	-	10,100	6,700	0.1%	0.0%	0.0%	50.7%
Jaguar*	966	2,187	0.0%	0.1%	-55.8%	6,753	9,530	0.0%	0.1%	-29.1%	7,719	11,717	0.0%	0.1%	0.0%	-34.1%
Polestar*	525	6,900	0.0%	0.2%	-92.4%	6,800	-	-	-	-	7,325	6,900	0.0%	0.0%	0.0%	6.2%
Alfa Romeo	1,366	2,320	0.0%	0.1%	-41.1%	4,286	6,545	0.0%	0.1%	-34.5%	5,652	8,865	0.0%	0.1%	0.0%	-36.2%
Maserati*	1,440	1,650	0.1%	0.1%	-12.7%	3,210	5,030	0.0%	0.0%	-36.2%	4,650	6,680	0.0%	0.0%	0.0%	-30.4%
Ferrari*	2,780	3,040	0.1%	0.1%	-8.6%	375	175	0.0%	0.0%	114.3%	3,155	3,215	0.0%	0.0%	0.0%	-1.9%
Bentley*	2,140	1,920	0.1%	0.1%	11.5%	875	1,135	0.0%	0.0%	-22.9%	3,015	3,055	0.0%	0.0%	0.0%	-1.3%
Lamborghini*	1,020	1,070	0.0%	0.0%	-4.7%	1,895	1,880	0.0%	0.0%	0.8%	2,915	2,950	0.0%	0.0%	0.0%	-1.2%
VinFast*	-	-	-	-	-	2,287	2,675	0.0%	0.0%	-14.5%	2,287	2,675	0.0%	0.0%	0.0%	-14.5%
Aston Martin*	1,140	1,321	0.0%	0.0%	-13.7%	670	774	0.0%	0.0%	-13.4%	1,810	2,095	0.0%	0.0%	0.0%	-13.6%
Rolls-Royce*	720	720	0.0%	0.0%	-	870	875	0.0%	0.0%	-0.6%	1,590	1,595	0.0%	0.0%	0.0%	-0.3%
Lotus*	1,440	1,810	0.1%	0.1%	-20.4%	50	-	0.0%	-	-	1,490	1,810	0.0%	0.0%	0.0%	-17.7%
Fiat	1,143	970	0.0%	0.0%	17.8%	178	558	0.0%	0.0%	-68.1%	1,321	1,528	0.0%	0.0%	0.0%	-13.5%
McLaren*	1,125	1,085	0.0%	0.0%	3.7%	-	-	-	-	-	1,125	1,085	0.0%	0.0%	0.0%	3.7%
TOTAL	2,749,992	3,002,774	100.0%	100.0%	-8.4%	13,598,345	12,991,349	100.0%	100.0%	4.7%	16,348,337	15,994,123	100.0%	100.0%	0.0%	2.2%
Made in North America	2,011,810	2,178,036	73.2%	72.5%	-7.6%	10,794,042	10,269,298	79.4%	79.0%	5.1%	12,805,852	12,447,334	78.3%	77.8%	0.5%	2.9%
Made in Japan	281,783	295,644	10.2%	9.8%	-4.7%	1,126,859	1,080,898	8.3%	8.3%	4.3%	1,408,642	1,376,542	8.6%	8.6%	0.0%	2.3%
Made in Europe	303,602	338,591	11.0%	11.3%	-10.3%	595,202	608,865	4.4%	4.7%	-2.2%	898,804	947,456	5.5%	5.9%	-0.4%	-5.1%
Made in Korea	137,695	153,837	5.0%	5.1%	-10.5%	1,038,031	982,273	7.6%	7.6%	5.7%	1,175,726	1,136,110	7.2%	7.1%	0.1%	3.5%
Made in Thailand	14,577	29,766	0.5%	1.0%	-51.0%	-	-	-	-	-	14,577	29,766	0.1%	0.2%	-0.1%	-51.0%
Made in China	525	6,900	0.0%	0.2%	-92.4%	41,924	47,340	0.3%	0.4%	-11.4%	42,449	54,240	0.3%	0.3%	-0.1%	-21.7%

U.S. car and light-truck sales by make, 12 months 2025

Make	Car 2025	Car 2024	2025 Car Share	2024 Car Share	Car percent change	Truck 2025	Truck 2024	2025 Truck Share	2024 Truck Share	Truck percent change	Total 2025	Total 2024	2025 Total Share	2024 Total Share	Point change	Total Percent change
Made in Vietnam	-	-	-	-	-	2,287	2,675	0.0%	0.0%	-14.5%	2,287	2,675	0.0%	0.0%	0.0%	-14.5%
Total N.A. (1)	305,313	464,114	11.1%	15.5%	-34.2%	6,585,971	6,265,513	48.4%	48.2%	5.1%	6,891,284	6,729,627	42.2%	42.1%	0.1%	2.4%
Total Detroit 3 (2)	114,313	297,314	4.2%	9.9%	-61.6%	6,173,081	5,750,377	45.4%	44.3%	7.4%	6,287,394	6,047,691	38.5%	37.8%	0.6%	4.0%
GM	57,038	186,204	2.1%	6.2%	-69.4%	2,784,005	2,503,148	20.5%	19.3%	11.2%	2,841,043	2,689,352	17.4%	16.8%	0.6%	5.6%
Ford Motor Co.	45,333	44,003	1.6%	1.5%	3.0%	2,147,650	2,021,158	15.8%	15.6%	6.3%	2,192,983	2,065,161	13.4%	12.9%	0.5%	6.2%
Stellantis (domestic brands)	11,942	67,107	0.4%	2.2%	-82.2%	1,241,426	1,226,071	9.1%	9.4%	1.3%	1,253,368	1,293,178	7.7%	8.1%	-0.4%	-3.1%
Total Japan (3)	1,551,714	1,605,747	56.4%	53.5%	-3.4%	4,471,778	4,276,691	32.9%	32.9%	4.6%	6,023,492	5,882,438	36.8%	36.8%	0.1%	2.4%
Total Europe (4)	393,805	456,289	14.3%	15.2%	-13.7%	1,201,297	1,214,801	8.8%	9.4%	-1.1%	1,595,102	1,671,090	9.8%	10.4%	-0.7%	-4.5%
Total Korea (5)	499,160	476,624	18.2%	15.9%	4.7%	1,337,012	1,231,669	9.8%	9.5%	8.6%	1,836,172	1,708,293	11.2%	10.7%	0.6%	7.5%
Total Vietnam (6)	-	-	-	-	-	2,287	2,675	0.0%	0.0%	-14.5%	2,287	2,675	0.0%	0.0%	0.0%	-14.5%
General Motors	57,038	186,204	2.1%	6.2%	-69.4%	2,784,005	2,503,148	20.5%	19.3%	11.2%	2,841,043	2,689,352	17.4%	16.8%	0.6%	5.6%
Toyota Motor N.A.	709,535	689,283	25.8%	23.0%	2.9%	1,808,536	1,643,340	13.3%	12.6%	10.1%	2,518,071	2,332,623	15.4%	14.6%	0.8%	8.0%
Ford Motor Co.	45,333	44,003	1.6%	1.5%	3.0%	2,147,650	2,021,158	15.8%	15.6%	6.3%	2,192,983	2,065,161	13.4%	12.9%	0.5%	6.2%
Hyundai-Kia Automotive	499,160	476,624	18.2%	15.9%	4.7%	1,337,012	1,231,669	9.8%	9.5%	8.6%	1,836,172	1,708,293	11.2%	10.7%	0.6%	7.5%
American Honda	417,269	436,604	15.2%	14.5%	-4.4%	1,013,308	987,253	7.5%	7.6%	2.6%	1,430,577	1,423,857	8.8%	8.9%	-0.2%	0.5%
Stellantis	15,891	72,047	0.6%	2.4%	-77.9%	1,249,100	1,238,204	9.2%	9.5%	0.9%	1,264,991	1,310,251	7.7%	8.2%	-0.5%	-3.5%
Nissan Group	308,374	330,225	11.2%	11.0%	-6.6%	617,779	593,783	4.5%	4.6%	4.0%	926,153	924,008	5.7%	5.8%	-0.1%	0.2%
VW Group	137,595	176,082	5.0%	5.9%	-21.9%	439,309	481,844	3.2%	3.7%	-8.8%	576,904	657,926	3.5%	4.1%	-0.6%	-12.3%
BMW of N.A.	154,568	148,199	5.6%	4.9%	4.3%	264,668	251,041	1.9%	1.9%	5.4%	419,236	399,240	2.6%	2.5%	0.1%	5.0%
JLR N.A.*	966	2,187	0.0%	0.1%	-55.8%	113,461	106,316	0.8%	0.8%	6.7%	114,427	108,503	0.7%	0.7%	0.0%	5.5%

*Estimate
†Quarterly sales figures reported by Mercedes-Benz are retail.
1 Reflects Detroit 3 domestic brands, Karma, Lucid, Rivian & Tesla
2 Reflects Detroit 3 domestic brands
3 Reflects Japanese brands sold in the United States
4 Reflects European brands sold in the United States
5 Reflects Korean brands sold in the United States
6 Reflects Vietnamese brands sold in the United States

Source: Automotive News Research & Data Center

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Winners/Losers - Q4 2025

Make	Q4 Percent change	Winners	Q4 Percent change
Lucid*	51.7%	1 Chrysler	29.0%
Polestar*	33.3%	2 Dodge	26.3%
Chrysler	29.0%	3 Toyota	9.3%
Dodge	26.3%	4 Jeep	3.5%
Bentley*	11.1%	4 Ford	3.5%
Toyota	9.3%		
Rivian*	6.4%		
Jeep	3.5%		
Ford	3.5%		
Lexus	2.3%		
Genesis	1.9%		
Kia	1.7%		
Fiat	-88.7%	Losers	Q4 change
Lotus*	-62.5%	1 Fiat	-88.7%
Alfa Romeo	-57.1%	2 Jaguar*	-52.7%
Jaguar*	-52.7%	3 Audi	-36.3%
Maserati*	-43.8%	4 Land Rover*	-24.6%
VinFast*	-40.9%	5 Mitsubishi	-21.3%
Audi	-36.3%	5 Mini	-21.3%
Land Rover*	-24.6%		
Mitsubishi	-21.3%		
Mini	-21.3%		
Volkswagen	-19.8%		
Lamborghini*	-19.5%		
Mazda	-18.3%		
Tesla*	-16.9%		
Cadillac	-16.7%		
Porsche	-13.4%		
Volvo	-13.4%		
Buick	-10.5%		
Mercedes-Benz†	-10.2%		
Honda	-10.1%		
Infiniti	-8.4%		
Aston Martin*	-8.3%		
Subaru	-7.8%		
Lincoln	-7.4%		
Chevrolet	-6.5%		
Rolls-Royce*	-4.5%		
Ram	-4.1%		
GMC	-3.7%		
BMW	-3.4%		
Nissan	-3.4%		
Acura	-3.1%		
McLaren*	-1.9%		
Hyundai	-1.3%		
Ferrari*	-0.6%		
BrightDrop	-		
Fisker*	-		
Ineos*	-		
Karma*	-		

Winners/Losers - 12 months 2025

	12 mos. Percent change		12 mos. Percent change
Make		Winners	
Lucid*	50.7%	1 Land Rover*	10.3%
Land Rover*	10.3%	2 Genesis	9.8%
Genesis	9.8%	3 Mini	9.3%
Mini	9.3%	4 Cadillac	8.3%
Cadillac	8.3%	4 Toyota	8.1%
Toyota	8.1%		
Buick	8.0%		
Hyundai	7.8%		
Lexus	7.1%	Losers	
Kia	7.0%	1 Jaguar*	-34.1%
Ford	6.4%	2 Dodge	-28.1%
GMC	6.2%	3 Audi	-16.1%
Polestar*	6.2%	4 Mitsubishi	-13.7%
Chevrolet	4.9%	5 Fiat	-13.5%
BMW	4.7%		
McLaren*	3.7%		
Lincoln	2.0%		
Chrysler	1.4%		
Jeep	1.0%		
Nissan	0.9%		
Acura	0.8%		
Honda	0.4%		
Porsche	0.1%		
Alfa Romeo	-36.2%		
Jaguar*	-34.1%		
Maserati*	-30.4%		
Dodge	-28.1%		
Lotus*	-17.7%		
Audi	-16.1%		
VinFast*	-14.5%		
Mitsubishi	-13.7%		
Aston Martin*	-13.6%		
Fiat	-13.5%		
Tesla*	-13.1%		
Volkswagen	-13.0%		
Rivian*	-13.0%		
Infiniti	-9.0%		
Subaru	-3.6%		
Mazda	-3.3%		
Volvo	-2.9%		
Ferrari*	-1.9%		
Ram	-1.7%		
Mercedes-Benz†	-1.4%		
Bentley*	-1.3%		
Lamborghini*	-1.2%		
Rolls-Royce*	-0.3%		
BrightDrop	-		
Fisker*	-		
Ineos*	-		
Karma*	-		

U.S. light-vehicle sales by nameplate, Q4 & 12 months

	Q4 2025	Q4 2024	Q4 percent change	12 mos. 2025	12 mos. 2024	12 mos. percent change
Aston Martin car (I)	290	280	3.6%	1,140	1,321	-13.7%
Aston Martin truck (I)	150	200	-25.0%	670	774	-13.4%
ASTON MARTIN (I)*	440	480	-8.3%	1,810	2,095	-13.6%
2 Series (I)	6,213	5,011	24.0%	20,975	15,384	36.3%
3 Series (I)	11,185	9,552	17.1%	33,031	31,330	5.4%
4 Series (I)	7,502	11,254	-33.3%	39,379	42,608	-7.6%
5 Series (I)	6,097	8,147	-25.2%	27,107	25,315	7.1%
6 Series (I)	1	1	0.0%	2	1	100.0%
7 Series (I)	2,862	3,806	-24.8%	11,393	10,714	6.3%
8 Series (I)	1,167	1,287	-9.3%	4,029	5,345	-24.6%
i3 (I)	0	0	0.0%	1	1	0.0%
Z4 (I)	510	658	-22.5%	2,113	2,129	-0.8%
BMW car (D)	0	0	0.0%	0	0	0.0%
BMW car (I)	35,537	39,716	-10.5%	138,030	132,827	3.9%
Total BMW car	35,537	39,716	-10.5%	138,030	132,827	3.9%
iX (I)	2,709	4,214	-35.7%	12,587	15,383	-18.2%
X1 (I)	6,906	10,092	-31.6%	27,386	27,306	0.3%
X2 (I)	1,847	1,455	26.9%	6,739	3,619	86.2%
X3	26,537	18,890	40.5%	76,546	68,798	11.3%
X4	998	2,487	-59.9%	5,910	9,978	-40.8%
X5	24,376	26,323	-7.4%	76,246	72,348	5.4%
X6	4,139	3,787	9.3%	12,000	9,481	26.6%
X7	9,806	9,953	-1.5%	31,575	29,632	6.6%
XM	657	589	11.5%	1,878	1,974	-4.9%
BMW truck (D)	66,513	62,029	7.2%	204,155	192,211	6.2%
BMW truck (I)	11,462	15,761	-27.3%	46,712	46,308	0.9%
Total BMW truck	77,975	77,790	0.2%	250,867	238,519	5.2%
BMW (D)	66,513	62,029	7.2%	204,155	192,211	6.2%
BMW (I)	46,999	55,477	-15.3%	184,742	179,135	3.1%
Total BMW	113,512	117,506	-3.4%	388,897	371,346	4.7%
Cooper S (I)	3,627	3,977	-8.8%	15,818	14,652	8.0%
Total Mini car (I)	3,627	3,977	-8.8%	15,818	14,652	8.0%
Countryman (I)	3,260	4,771	-31.7%	12,931	11,647	11.0%
Total Mini truck (I)	3,260	4,771	-31.7%	12,931	11,647	11.0%
Total Mini	6,887	8,748	-21.3%	28,749	26,299	9.3%
Rolls-Royce car (I)	180	160	12.5%	720	720	0.0%
Rolls-Royce truck (I)	240	280	-14.3%	870	875	-0.6%
Total Rolls-Royce (I)*	420	440	-4.5%	1,590	1,595	-0.3%
BMW of N.A. car	39,344	43,853	-10.3%	154,568	148,199	4.3%
BMW of N.A. truck	81,475	82,841	-1.6%	264,668	251,041	5.4%
BMW of N.A. (D)	66,513	62,029	7.2%	204,155	192,211	6.2%
BMW of N.A. (I)	54,306	64,665	-16.0%	215,081	207,029	3.9%
BMW OF N.A.	120,819	126,694	-4.6%	419,236	399,240	5.0%
Ferrari car (I)	700	740	-5.4%	2,780	3,040	-8.6%
Ferrari truck (I)	110	75	46.7%	375	175	114.3%
FERRARI N.A. (I)*	810	815	-0.6%	3,155	3,215	-1.9%
FISKER truck (I)*	0	0	0.0%	0	0	0.0%
Mustang	12,515	7,518	66.5%	45,333	44,003	3.0%
Total Ford car	12,515	7,518	66.5%	45,333	44,003	3.0%
Bronco	36,086	32,224	12.0%	146,007	109,172	33.7%
Bronco Sport	31,232	30,344	2.9%	134,493	124,701	7.9%
E-Series van	10,773	11,331	-4.9%	40,968	40,778	0.5%
Edge	0	5,024	0.0%	3,040	66,436	-95.4%
Escape	24,659	36,383	-32.2%	139,387	146,859	-5.1%
Expedition	19,297	19,911	-3.1%	85,921	78,035	10.1%
Explorer	61,777	47,295	30.6%	222,706	194,094	14.7%
F-Series	208,252	214,814	-3.1%	828,832	765,649	8.3%
Maverick	34,147	22,146	54.2%	155,051	131,142	18.2%

U.S. light-vehicle sales by nameplate, Q4 & 12 months

	Q4 2025	Q4 2024	Q4 percent change	12 mos. 2025	12 mos. 2024	12 mos. percent change
Mustang Mach-E	9,658	16,119	-40.1%	51,620	51,745	-0.2%
Ranger	22,682	15,526	46.1%	70,960	46,205	53.6%
Transit	43,237	38,457	12.4%	161,797	152,738	5.9%
Transit Connect (I)	0	0	0.0%	0	8,781	0.0%
Ford truck (D)	501,800	489,574	2.5%	2,040,782	1,907,554	7.0%
Ford truck (I)	0	0	0.0%	0	8,781	0.0%
Total Ford truck	501,800	489,574	2.5%	2,040,782	1,916,335	6.5%
Ford (D)	514,315	497,092	3.5%	2,086,115	1,951,557	6.9%
Ford (I)	0	0	0.0%	0	8,781	0.0%
Total Ford	514,315	497,092	3.5%	2,086,115	1,960,338	6.4%
Continental	0	0	0.0%	0	0	0.0%
MKZ	0	0	0.0%	0	0	0.0%
Total Lincoln car	0	0	0.0%	0	0	0.0%
Aviator	7,963	7,778	2.4%	24,373	25,235	-3.4%
Corsair	6,760	7,777	-13.1%	26,566	27,513	-3.4%
Nautilus	7,507	10,241	-26.7%	33,744	36,544	-7.7%
Navigator	5,815	4,497	29.3%	22,185	15,531	42.8%
Total Lincoln truck	28,045	30,293	-7.4%	106,868	104,823	2.0%
Total Lincoln	28,045	30,293	-7.4%	106,868	104,823	2.0%
Ford Motor Co. car	12,515	7,518	66.5%	45,333	44,003	3.0%
Ford Motor Co. truck	529,845	519,867	1.9%	2,147,650	2,021,158	6.3%
Ford Motor Co. (D)	542,360	527,385	2.8%	2,192,983	2,056,380	6.6%
Ford Motor Co. (I)	0	0	0.0%	0	8,781	0.0%
FORD MOTOR CO.	542,360	527,385	2.8%	2,192,983	2,065,161	6.2%
Zevo	0	0	0.0%	0	0	0.0%
Total BrightDrop truck	0	0	0.0%	0	0	0.0%
Cascada (I)	0	0	0.0%	0	0	0.0%
LaCrosse	0	0	0.0%	0	0	0.0%
Regal	0	0	0.0%	0	0	0.0%
Buick car (D)	0	0	0.0%	0	0	0.0%
Buick car (I)	0	0	0.0%	0	0	0.0%
Total Buick car	0	0	0.0%	0	0	0.0%
Enclave	11,130	7,252	53.5%	39,754	26,400	50.6%
Encore (I)	0	0	0.0%	0	126	0.0%
Encore GX (I)	12,428	13,593	-8.6%	57,528	58,239	-1.2%
Envision (I)	5,054	12,915	-60.9%	41,924	47,340	-11.4%
Envista (I)	12,708	12,426	2.3%	58,949	51,316	14.9%
Buick truck (D)	11,130	7,252	53.5%	39,754	26,400	50.6%
Buick truck (I)	30,190	38,934	-22.5%	158,401	157,021	0.9%
Total Buick truck	41,320	46,186	-10.5%	198,155	183,421	8.0%
Buick (D)	11,130	7,252	53.5%	39,754	26,400	50.6%
Buick (I)	30,190	38,934	-22.5%	158,401	157,021	0.9%
Total Buick	41,320	46,186	-10.5%	198,155	183,421	8.0%
Celestiq	0	0	0.0%	0	0	0.0%
CT4	1,550	1,308	18.5%	5,616	6,208	-9.5%
CT5	4,393	3,870	13.5%	16,561	14,861	11.4%
Total Cadillac car	5,943	5,178	14.8%	22,177	21,069	5.3%
Escalade/Escalade ESV	15,744	13,679	15.1%	57,481	41,671	37.9%
Lyriq	4,345	8,084	-46.3%	20,971	28,402	-26.2%
Optiq	2,361	0	0.0%	12,187	0	0.0%
Vistiq	2,210	0	0.0%	7,879	0	0.0%
XT4	484	6,717	-92.8%	11,058	22,405	-50.6%
XT5	6,204	8,588	-27.8%	24,702	26,432	-6.5%
XT6	3,595	6,838	-47.4%	17,060	20,225	-15.6%
Total Cadillac truck	34,943	43,906	-20.4%	151,338	139,135	8.8%
Total Cadillac	40,886	49,084	-16.7%	173,515	160,204	8.3%
Bolt	6	45	-86.7%	129	8,627	-98.5%
Camaro	0	109	0.0%	173	5,859	-97.0%

U.S. light-vehicle sales by nameplate, Q4 & 12 months

	Q4 2025	Q4 2024	Q4 percent change	12 mos. 2025	12 mos. 2024	12 mos. percent change
Corvette	6,815	7,619	-10.6%	24,533	33,330	-26.4%
Malibu	324	23,786	-98.6%	10,026	117,319	-91.5%
Chevrolet car (D)	7,145	31,559	-77.4%	34,861	165,135	-78.9%
Chevrolet car (I)	0	0	0.0%	0	0	0.0%
Total Chevrolet car	7,145	31,559	-77.4%	34,861	165,135	-78.9%
Blazer	9,668	19,914	-51.5%	69,168	75,691	-8.6%
BrightDrop 400/600	995	543	83.2%	4,971	1,535	223.8%
Colorado	30,477	27,302	11.6%	107,867	98,012	10.1%
Equinox	75,884	82,296	-7.8%	332,301	236,604	40.4%
Express van	14,941	13,971	6.9%	58,578	44,221	32.5%
Silverado	154,699	145,089	6.6%	580,368	549,945	5.5%
Suburban	16,140	13,886	16.2%	58,683	44,398	32.2%
Tahoe	28,520	33,367	-14.5%	114,202	105,147	8.6%
Trailblazer (I)	26,278	22,690	15.8%	101,363	104,398	-2.9%
Traverse	44,646	35,983	24.1%	148,278	105,835	40.1%
Trax (I)	36,933	50,927	-27.5%	206,339	200,689	2.8%
Chevrolet truck (D)	375,970	372,351	1.0%	1,474,416	1,261,388	16.9%
Chevrolet truck (I)	63,211	73,617	-14.1%	307,702	305,087	0.9%
Total Chevrolet truck	439,181	445,968	-1.5%	1,782,118	1,566,475	13.8%
Chevrolet (D)	383,115	403,910	-5.1%	1,509,277	1,426,523	5.8%
Chevrolet (I)	63,211	73,617	-14.1%	307,702	305,087	0.9%
Total Chevrolet	446,326	477,527	-6.5%	1,816,979	1,731,610	4.9%
Acadia	13,365	17,041	-21.6%	55,221	49,178	12.3%
Canyon	8,599	11,259	-23.6%	36,477	38,215	-4.5%
Hummer pickup/SUV	2,555	5,091	-49.8%	15,788	13,993	12.8%
Savana van	3,410	4,230	-19.4%	20,679	18,585	11.3%
Sierra	98,226	95,336	3.0%	356,218	324,734	9.7%
Terrain	20,625	16,813	22.7%	74,975	82,100	-8.7%
Yukon/Yukon XL	24,855	28,519	-12.8%	93,036	87,312	6.6%
Total GMC truck	171,635	178,289	-3.7%	652,394	614,117	6.2%
General Motors car	13,088	36,737	-64.4%	57,038	186,204	-69.4%
General Motors truck	687,079	714,349	-3.8%	2,784,005	2,503,148	11.2%
General Motors (D)	606,766	638,535	-5.0%	2,374,940	2,227,244	6.6%
General Motors (I)	93,401	112,551	-17.0%	466,103	462,108	0.9%
GENERAL MOTORS	700,167	751,086	-6.8%	2,841,043	2,689,352	5.6%
Integra	5,539	5,262	5.3%	20,178	24,398	-17.3%
TLX	1,901	1,527	24.5%	8,030	7,478	7.4%
Acura car (D)	7,440	6,789	9.6%	28,208	31,876	-11.5%
Acura car (I)	0	0	0.0%	0	0	0.0%
Total Acura car	7,440	6,789	9.6%	28,208	31,876	-11.5%
ADX	8,378	0	0.0%	20,133	0	0.0%
MDX	10,647	13,267	-19.7%	41,460	50,112	-17.3%
RDX	7,595	10,810	-29.7%	31,627	42,988	-26.4%
RSX	0	0	0.0%	0	0	0.0%
ZDX	90	4,377	-97.9%	12,005	7,391	62.4%
Total Acura truck	26,710	28,454	-6.1%	105,225	100,491	4.7%
Acura (D)	34,150	35,243	-3.1%	133,433	132,367	0.8%
Acura (I)	0	0	0.0%	0	0	0.0%
Total Acura	34,150	35,243	-3.1%	133,433	132,367	0.8%
Accord (D)	40,519	38,034	6.5%	150,196	162,723	-7.7%
Accord (I)	0	0	0.0%	0	0	0.0%
Total Accord	40,519	38,034	6.5%	150,196	162,723	-7.7%
Civic (D)	50,065	52,246	-4.2%	221,566	230,988	-4.1%
Civic (I)	3,371	1,337	152.1%	17,095	11,017	55.2%
Total Civic	53,436	53,583	-0.3%	238,661	242,005	-1.4%
Prelude (I)	204	0	0.0%	204	0	0.0%
Honda car (D)	90,584	90,280	0.3%	371,762	393,711	-5.6%
Honda car (I)	3,575	1,337	167.4%	17,299	11,017	57.0%

U.S. light-vehicle sales by nameplate, Q4 & 12 months

	Q4 2025	Q4 2024	Q4 percent change	12 mos. 2025	12 mos. 2024	12 mos. percent change
Total Honda car	94,159	91,617	2.8%	389,061	404,728	-3.9%
CR-V (D)	96,267	104,627	-8.0%	403,768	402,791	0.2%
CR-V (I)	0	0	0.0%	0	0	0.0%
Total CR-V	96,267	104,627	-8.0%	403,768	402,791	0.2%
HR-V	33,413	36,663	-8.9%	148,771	151,468	-1.8%
Odyssey	17,502	21,045	-16.8%	88,462	80,293	10.2%
Passport	13,781	8,812	56.4%	55,231	32,527	69.8%
Pilot	29,602	38,130	-22.4%	124,209	141,245	-12.1%
Prologue	2,641	18,838	-86.0%	39,194	33,017	18.7%
Ridgeline	11,063	12,387	-10.7%	48,448	45,421	6.7%
Honda truck (D)	204,269	240,502	-15.1%	908,083	886,762	2.4%
Honda truck (I)	0	0	0.0%	0	0	0.0%
Total Honda truck	204,269	240,502	-15.1%	908,083	886,762	2.4%
Honda (D)	294,853	330,782	-10.9%	1,279,845	1,280,473	0.0%
Honda (I)	3,575	1,337	167.4%	17,299	11,017	57.0%
Total Honda	298,428	332,119	-10.1%	1,297,144	1,291,490	0.4%
American Honda car	101,599	98,406	3.2%	417,269	436,604	-4.4%
American Honda truck	230,979	268,956	-14.1%	1,013,308	987,253	2.6%
American Honda (D)	329,003	366,025	-10.1%	1,413,278	1,412,840	0.0%
American Honda (I)	3,575	1,337	167.4%	17,299	11,017	57.0%
AMERICAN HONDA	332,578	367,362	-9.5%	1,430,577	1,423,857	0.5%
G70 (I)	3,229	3,720	-13.2%	11,511	12,258	-6.1%
G80 (I)	1,106	1,052	5.1%	3,874	4,155	-6.8%
G90 (I)	445	486	-8.4%	1,605	1,503	6.8%
Total Genesis car (I)	4,780	5,258	-9.1%	16,990	17,916	-5.2%
GV60 (I)	145	868	-83.3%	1,873	2,866	-34.6%
GV70 (D)	10,039	9,440	6.3%	35,795	29,920	19.6%
GV70 (I)	0	0	0.0%	0	0	0.0%
Total GV70	10,039	9,440	6.3%	35,795	29,920	19.6%
GV80 (I)	8,537	7,499	13.8%	27,673	24,301	13.9%
Genesis truck (D)	10,039	9,440	6.3%	35,795	29,920	19.6%
Genesis truck (I)	8,682	8,367	3.8%	29,546	27,167	8.8%
Total Genesis truck	18,721	17,807	5.1%	65,341	57,087	14.5%
Genesis (D)	10,039	9,440	6.3%	35,795	29,920	19.6%
Genesis (I)	13,462	13,625	-1.2%	46,536	45,083	3.2%
Total Genesis	23,501	23,065	1.9%	82,331	75,003	9.8%
Accent (I)	0	0	0.0%	0	0	0.0%
Elantra	31,988	35,080	-8.8%	148,200	136,698	8.4%
Ioniq (I)	0	0	0.0%	0	0	0.0%
Ioniq 6 (I)	1,346	3,167	-57.5%	10,478	12,264	-14.6%
Sonata (D)	0	0	0.0%	0	0	0.0%
Sonata (I)	14,180	20,913	-32.2%	60,094	69,343	-13.3%
Total Sonata	14,180	20,913	-32.2%	60,094	69,343	-13.3%
Veloster (I)	0	0	0.0%	0	0	0.0%
Hyundai car (D)	31,988	35,080	-8.8%	148,200	136,698	8.4%
Hyundai car (I)	15,526	24,080	-35.5%	70,572	81,607	-13.5%
Total Hyundai car	47,514	59,160	-19.7%	218,772	218,305	0.2%
Ioniq 5 (D)	5,948	14,082	-57.8%	47,039	44,400	5.9%
Ioniq 5 (I)	0	0	0.0%	0	0	0.0%
Total Ioniq 5	5,948	14,082	-57.8%	47,039	44,400	5.9%
Ioniq 9	1,012	0	0.0%	5,189	0	0.0%
Kona (I)	17,536	17,664	-0.7%	74,814	82,172	-9.0%
Nexo (I)	2	5	-60.0%	5	94	-94.7%
Palisade (I)	31,147	28,263	10.2%	123,929	110,055	12.6%
Santa Cruz	4,866	6,862	-29.1%	25,499	32,033	-20.4%
Santa Fe	40,244	35,329	13.9%	142,404	119,010	19.7%
Tucson (D)	68,991	60,179	14.6%	234,230	206,126	13.6%
Tucson (I)	0	0	0.0%	0	0	0.0%

U.S. light-vehicle sales by nameplate, Q4 & 12 months

	Q4 2025	Q4 2024	Q4 percent change	12 mos. 2025	12 mos. 2024	12 mos. percent change
Total Tucson	68,991	60,179	14.6%	234,230	206,126	13.6%
Venue (I)	6,077	4,764	27.6%	29,805	24,607	21.1%
Hyundai truck (D)	121,061	116,452	4.0%	454,361	401,569	13.1%
Hyundai truck (I)	54,762	50,696	8.0%	228,553	216,928	5.4%
Total Hyundai truck	175,823	167,148	5.2%	682,914	618,497	10.4%
Hyundai (D)	153,049	151,532	1.0%	602,561	538,267	11.9%
Hyundai (I)	70,288	74,776	-6.0%	299,125	298,535	0.2%
Total Hyundai	223,337	226,308	-1.3%	901,686	836,802	7.8%
<i>Hyundai Motor America car</i>	<i>52,294</i>	<i>64,418</i>	<i>-18.8%</i>	<i>235,762</i>	<i>236,221</i>	<i>-0.2%</i>
<i>Hyundai Motor America truck</i>	<i>194,544</i>	<i>184,955</i>	<i>5.2%</i>	<i>748,255</i>	<i>675,584</i>	<i>10.8%</i>
<i>Hyundai Motor America (D)</i>	<i>163,088</i>	<i>160,972</i>	<i>1.3%</i>	<i>638,356</i>	<i>568,187</i>	<i>12.4%</i>
<i>Hyundai Motor America (I)</i>	<i>83,750</i>	<i>88,401</i>	<i>-5.3%</i>	<i>345,661</i>	<i>343,618</i>	<i>0.6%</i>
<i>Hyundai Motor America</i>	<i>246,838</i>	<i>249,373</i>	<i>-1.0%</i>	<i>984,017</i>	<i>911,805</i>	<i>7.9%</i>
K4/Forte	32,871	35,774	-8.1%	140,514	139,778	0.5%
K5	20,170	17,835	13.1%	72,751	46,311	57.1%
Rio (I)	0	0	0.0%	0	1,917	0.0%
Soul (I)	9,725	12,303	-21.0%	50,133	52,397	-4.3%
Stinger (I)	0	0	0.0%	0	0	0.0%
Kia car (D)	53,041	53,609	-1.1%	213,265	186,089	14.6%
Kia car (I)	9,725	12,303	-21.0%	50,133	54,314	-7.7%
Total Kia car	62,766	65,912	-4.8%	263,398	240,403	9.6%
Carnival/Sedona (I)	20,712	14,999	38.1%	71,917	49,726	44.6%
EV6 (I)	1,856	5,730	-67.6%	12,933	21,715	-40.4%
EV9	2,603	6,047	-57.0%	15,051	22,017	-31.6%
Niro (I)	11,073	4,962	123.2%	31,182	30,094	3.6%
Seltos (I)	16,733	11,781	42.0%	56,798	59,958	-5.3%
Sorento	20,760	25,978	-20.1%	94,772	95,154	-0.4%
<i>Sportage (D)</i>	<i>0</i>	<i>0</i>	<i>0.0%</i>	<i>0</i>	<i>0</i>	<i>0.0%</i>
<i>Sportage (I)</i>	<i>48,721</i>	<i>43,159</i>	<i>12.9%</i>	<i>182,823</i>	<i>161,917</i>	<i>12.9%</i>
Total Sportage	48,721	43,159	12.9%	182,823	161,917	12.9%
Telluride	30,783	33,750	-8.8%	123,281	115,504	6.7%
Kia truck (D)	54,146	65,775	-17.7%	233,104	232,675	0.2%
Kia truck (I)	99,095	80,631	22.9%	355,653	323,410	10.0%
Total Kia truck	153,241	146,406	4.7%	588,757	556,085	5.9%
<i>Kia America (D)</i>	<i>107,187</i>	<i>119,384</i>	<i>-10.2%</i>	<i>446,369</i>	<i>418,764</i>	<i>6.6%</i>
<i>Kia America (I)</i>	<i>108,820</i>	<i>92,934</i>	<i>17.1%</i>	<i>405,786</i>	<i>377,724</i>	<i>7.4%</i>
<i>Kia America</i>	<i>216,007</i>	<i>212,318</i>	<i>1.7%</i>	<i>852,155</i>	<i>796,488</i>	<i>7.0%</i>
Hyundai-Kia car	115,060	130,330	-11.7%	499,160	476,624	4.7%
Hyundai-Kia truck	347,785	331,361	5.0%	1,337,012	1,231,669	8.6%
Hyundai-Kia (D)	270,275	280,356	-3.6%	1,084,725	986,951	9.9%
Hyundai-Kia (I)	192,570	181,335	6.2%	751,447	721,342	4.2%
HYUNDAI-KIA	462,845	461,691	0.3%	1,836,172	1,708,293	7.5%
Grenadier (I)	0	0	0.0%	0	0	0.0%
INEOS truck*	0	0	0.0%	0	0	0.0%
F-Type (I)	79	189	-58.2%	409	1,139	-64.1%
XF (I)	97	233	-58.4%	557	1,048	-46.9%
Total Jaguar car (I)	176	422	-58.3%	966	2,187	-55.8%
E-Pace (I)	64	89	-28.1%	434	289	50.2%
F-Pace (I)	848	1,091	-22.3%	4,248	6,691	-36.5%
I-Pace (I)	71	850	-91.6%	2,071	2,550	-18.8%
Total Jaguar truck (I)	983	2,030	-51.6%	6,753	9,530	-29.1%
Total Jaguar*	1,159	2,452	-52.7%	7,719	11,717	-34.1%
Defender (I)	5,437	7,750	-29.8%	30,237	29,650	2.0%
Discovery/LR4 (I)	637	787	-19.1%	3,637	3,437	5.8%
Discovery Sport (I)	638	736	-13.3%	3,738	2,486	50.4%
Range Rover (I)	5,403	7,772	-30.5%	29,403	25,472	15.4%
Range Rover Evoque (I)	673	1,199	-43.9%	4,573	5,199	-12.0%
Range Rover Sport (I)	5,385	6,051	-11.0%	26,685	22,351	19.4%

U.S. light-vehicle sales by nameplate, Q4 & 12 months

	Q4 2025	Q4 2024	Q4 percent change	12 mos. 2025	12 mos. 2024	12 mos. percent change
Range Rover Velar (I)	1,335	1,591	-16.1%	8,435	8,191	3.0%
Total Land Rover truck (I)*	19,508	25,886	-24.6%	106,708	96,786	10.3%
JLR car	176	422	-58.3%	966	2,187	-55.8%
JLR truck	20,491	27,916	-26.6%	113,461	106,316	6.7%
JLR N.A.*	20,667	28,338	-27.1%	114,427	108,503	5.5%
GS-6	0	0	0.0%	0	0	0.0%
Revero	0	0	0.0%	0	0	0.0%
KARMA AUTOMOTIVE car*	0	0	0.0%	0	0	0.0%
Lotus car (I)	270	800	-66.3%	1,440	1,810	-20.4%
Lotus truck (I)	30	0	0.0%	50	0	0.0%
LOTUS (I)*	300	800	-62.5%	1,490	1,810	-17.7%
Air	3,500	2,900	20.7%	9,000	6,700	34.3%
Total Lucid car	3,500	2,900	20.7%	9,000	6,700	34.3%
Gravity	900	0	0.0%	1,100	0	0.0%
Total Lucid truck	900	0	0.0%	1,100	0	0.0%
LUCID MOTORS*	4,400	2,900	51.7%	10,100	6,700	50.7%
<i>Mazda3 (D)</i>	<i>0</i>	<i>0</i>	<i>0.0%</i>	<i>0</i>	<i>0</i>	<i>0.0%</i>
<i>Mazda3 (I)</i>	<i>6,429</i>	<i>10,809</i>	<i>-40.5%</i>	<i>29,266</i>	<i>38,877</i>	<i>-24.7%</i>
Total Mazda3	6,429	10,809	-40.5%	29,266	38,877	-24.7%
Mazda6 (I)	0	0	0.0%	0	0	0.0%
MX-5 Miata (I)	1,428	2,323	-38.5%	8,727	8,103	7.7%
Mazda car (D)	0	0	0.0%	0	0	0.0%
Mazda car (I)	7,857	13,132	-40.2%	37,993	46,980	-19.1%
Total Mazda car	7,857	13,132	-40.2%	37,993	46,980	-19.1%
CX-30	9,537	22,935	-58.4%	56,684	96,515	-41.3%
CX-5 (I)	30,547	30,033	1.7%	136,335	134,088	1.7%
CX-50	30,717	22,926	34.0%	110,345	81,441	35.5%
CX-70	1,577	5,790	-72.8%	13,833	10,678	29.5%
CX-9 (I)	0	0	0.0%	0	0	0.0%
CX-90 (I)	10,447	16,114	-35.2%	55,156	54,680	0.9%
MX-30 (I)	0	0	0.0%	0	0	0.0%
Mazda truck (D)	41,831	51,651	-19.0%	180,862	188,634	-4.1%
Mazda truck (I)	40,994	46,147	-11.2%	191,491	188,768	1.4%
Total Mazda truck	82,825	97,798	-15.3%	372,353	377,402	-1.3%
Mazda N.A. (D)	41,831	51,651	-19.0%	180,862	188,634	-4.1%
Mazda N.A. (I)	48,851	59,279	-17.6%	229,484	235,748	-2.7%
MAZDA N.A.	90,682	110,930	-18.3%	410,346	424,382	-3.3%
MCLAREN AUTOMOTIVE car (I)*	265	270	-1.9%	1,125	1,085	3.7%
A-Class (I)	0	0	0.0%	0	0	0.0%
C-Class (D)	6,087	8,328	-26.9%	30,165	31,870	-5.4%
C-Class (I)	254	439	-42.1%	405	1,760	-77.0%
Total C-Class	6,341	8,767	-27.7%	30,570	33,630	-9.1%
CLA (I)	1,535	1,761	-12.8%	7,722	7,865	-1.8%
CLE (I)	3,849	4,189	-8.1%	15,413	10,063	53.2%
E-Class/CLS (I)	3,136	5,189	-39.6%	13,575	18,733	-27.5%
EQE	247	1,392	-82.3%	2,437	4,116	-40.8%
EQS (I)	118	1,143	-89.7%	1,785	3,908	-54.3%
GT (I)	870	776	12.1%	2,855	2,749	3.9%
S-Class (I)	2,114	3,120	-32.2%	7,408	10,049	-26.3%
SL/SLS (I)	464	352	31.8%	1,381	1,828	-24.5%
Mercedes-Benz car (D)	6,334	9,720	-34.8%	32,602	35,986	-9.4%
Mercedes-Benz car (I)	12,340	16,969	-27.3%	50,544	56,955	-11.3%
Total Mercedes-Benz car	18,674	26,689	-30.0%	83,146	92,941	-10.5%
EQB SUV (I)	150	2,904	-94.8%	8,217	10,213	-19.5%
EQE SUV	282	2,325	-87.9%	7,831	10,084	-22.3%
EQS SUV	328	1,073	-69.4%	2,157	5,969	-63.9%
G-Class (I)	3,003	4,006	-25.0%	12,003	9,529	26.0%
GLA (I)	3,660	3,321	10.2%	13,084	10,808	21.1%

U.S. light-vehicle sales by nameplate, Q4 & 12 months

	Q4 2025	Q4 2024	Q4 percent change	12 mos. 2025	12 mos. 2024	12 mos. percent change
GLB (I)	3,217	3,915	-17.8%	11,691	14,064	-16.9%
GLC/GLK (I)	22,816	19,232	18.6%	71,941	59,909	20.1%
GLE	21,200	18,884	12.3%	71,326	62,532	14.1%
GLS	6,070	7,551	-19.6%	21,804	25,651	-15.0%
Metris (I)	1,120	1,322	-15.3%	1,540	4,221	-63.5%
Sprinter (I)	11,280	10,978	2.8%	38,460	42,079	-8.6%
Mercedes-Benz truck (D)	27,880	29,833	-6.5%	103,118	104,236	-1.1%
Mercedes-Benz truck (I)	45,246	45,678	-0.9%	156,936	150,823	4.1%
Total Mercedes-Benz truck	73,126	75,511	-3.2%	260,054	255,059	2.0%
Mercedes-Benz USA (D)	34,214	39,553	-13.5%	135,720	140,222	-3.2%
Mercedes-Benz USA (I)	57,586	62,647	-8.1%	207,480	207,778	-0.1%
MERCEDES-BENZ USA†	91,800	102,200	-10.2%	343,200	348,000	-1.4%
Mirage (I)	1,094	9,742	-88.8%	14,577	29,766	-51.0%
Total Mitsubishi car (I)	1,094	9,742	-88.8%	14,577	29,766	-51.0%
Eclipse Cross (I)	5,166	2,540	103.4%	17,508	12,724	37.6%
Outlander (I)	9,572	11,424	-16.2%	42,189	52,228	-19.2%
Outlander Sport (I)	5,522	3,419	61.5%	20,480	15,125	35.4%
Total Mitsubishi truck (I)	20,260	17,383	16.6%	80,177	80,077	0.1%
MITSUBISHI MOTORS N.A.	21,354	27,125	-21.3%	94,754	109,843	-13.7%
Q50 (I)	1	1,290	-99.9%	529	5,428	-90.3%
Q60 (I)	0	1	0.0%	0	52	0.0%
Total Infiniti car (I)	1	1,291	-99.9%	529	5,480	-90.3%
QX30 (D)	0	0	0.0%	0	0	0.0%
QX30 (I)	0	0	0.0%	0	0	0.0%
Total QX30	0	0	0.0%	0	0	0.0%
QX50	907	2,845	-68.1%	5,901	10,722	-45.0%
QX55	357	985	-63.8%	2,288	3,721	-38.5%
QX60	9,297	7,453	24.7%	30,538	27,808	9.8%
QX80 (I)	3,641	2,929	24.3%	13,590	10,339	31.4%
Infiniti truck (D)	10,561	11,283	-6.4%	38,727	42,251	-8.3%
Infiniti truck (I)	3,641	2,929	24.3%	13,590	10,339	31.4%
Total Infiniti truck	14,202	14,212	-0.1%	52,317	52,590	-0.5%
Infiniti (D)	10,561	11,283	-6.4%	38,727	42,251	-8.3%
Infiniti (I)	3,642	4,220	-13.7%	14,119	15,819	-10.7%
Total Infiniti	14,203	15,503	-8.4%	52,846	58,070	-9.0%
Altima	16,974	27,219	-37.6%	93,268	113,898	-18.1%
GT-R (I)	0	82	0.0%	39	267	-85.4%
Leaf (D)	500	3,645	-86.3%	5,149	11,226	-54.1%
Leaf (I)	0	0	0.0%	0	0	0.0%
Total Leaf	500	3,645	-86.3%	5,149	11,226	-54.1%
Maxima	1	22	-95.5%	14	942	-98.5%
Sentra	26,837	28,927	-7.2%	152,578	152,659	-0.1%
Versa	9,847	13,287	-25.9%	51,310	42,589	20.5%
Z (I)	665	989	-32.8%	5,487	3,164	73.4%
Nissan car (D)	54,159	73,100	-25.9%	302,319	321,314	-5.9%
Nissan car (I)	665	1,071	-37.9%	5,526	3,431	61.1%
Total Nissan car	54,824	74,171	-26.1%	307,845	324,745	-5.2%
Ariya (I)	77	4,901	-98.4%	14,906	19,798	-24.7%
Armada	4,856	2,856	70.0%	17,465	15,267	14.4%
Frontier	17,602	13,898	26.7%	65,232	68,155	-4.3%
Kicks	26,937	25,212	6.8%	103,575	77,356	33.9%
Murano (D)*	10,347	4,879	112.1%	42,747	19,316	121.3%
Murano (I)	0	0	0.0%	0	0	0.0%
Total Murano	10,347	4,879	112.1%	42,747	19,316	121.3%
NV	0	0	0.0%	0	0	0.0%
NV200	0	0	0.0%	0	0	0.0%
Pathfinder	29,313	22,019	33.1%	101,598	80,915	25.6%
Rogue (D)	35,922	31,048	15.7%	97,568	101,009	-3.4%

U.S. light-vehicle sales by nameplate, Q4 & 12 months

	Q4 2025	Q4 2024	Q4 percent change	12 mos. 2025	12 mos. 2024	12 mos. percent change
<i>Rogue (I)</i>	20,150	25,520	-21.0%	120,328	144,715	-16.9%
Total Rogue	56,072	56,568	-0.9%	217,896	245,724	-11.3%
Titan	19	2,477	-99.2%	2,043	14,662	-86.1%
Nissan truck (D)	124,996	102,389	22.1%	430,228	376,680	14.2%
Nissan truck (I)	20,227	30,421	-33.5%	135,234	164,513	-17.8%
Total Nissan truck	145,223	132,810	9.3%	565,462	541,193	4.5%
Nissan (D)	179,155	175,489	2.1%	732,547	697,994	5.0%
Nissan (I)	20,892	31,492	-33.7%	140,760	167,944	-16.2%
Total Nissan	200,047	206,981	-3.4%	873,307	865,938	0.9%
Nissan Group car	54,825	75,462	-27.3%	308,374	330,225	-6.6%
Nissan Group truck	159,425	147,022	8.4%	617,779	593,783	4.0%
Nissan Group (D)	189,716	186,772	1.6%	771,274	740,245	4.2%
Nissan Group (I)	24,534	35,712	-31.3%	154,879	183,763	-15.7%
NISSAN GROUP	214,250	222,484	-3.7%	926,153	924,008	0.2%
NISSAN GROUP/MITSUBISHI	235,604	249,609	-5.6%	1,020,907	1,033,851	-1.3%
Polestar 1 (I)	0	0	0.0%	0	0	0.0%
Polestar 2 (I)	100	1,800	-94.4%	525	6,900	-92.4%
Total Polestar car (I)	100	1,800	-94.4%	525	6,900	-92.4%
Polestar 3	2,200	0	0.0%	6,700	0	0.0%
Polestar 4 (I)	100	0	0.0%	100	0	0.0%
Total Polestar truck (D)	2,200	0	0.0%	6,700	0	0.0%
Total Polestar truck (I)	100	0	0.0%	100	0	0.0%
Total Polestar truck	2,300	0	0.0%	6,800	0	0.0%
Polestar Automotive USA (D)	2,200	0	0.0%	6,700	0	0.0%
Polestar Automotive USA (I)	200	1,800	-88.9%	625	6,900	-90.9%
POLESTAR AUTOMOTIVE USA	2,400	1,800	33.3%	7,325	6,900	6.2%
EDV	3,600	2,700	33.3%	10,600	8,397	26.2%
R1S	6,100	6,400	-4.7%	24,200	30,743	-21.3%
R1T	2,400	2,300	4.3%	7,500	9,612	-22.0%
RCV	40	5	700.0%	190	84	126.2%
RIVIAN AUTOMOTIVE truck*	12,140	11,405	6.4%	42,490	48,836	-13.0%
4C (I)	0	0	0.0%	0	0	0.0%
Giulia (I)	198	596	-66.8%	1,366	2,320	-41.1%
Total Alfa Romeo car (I)	198	596	-66.8%	1,366	2,320	-41.1%
Stelvio (I)	371	797	-53.5%	1,872	3,162	-40.8%
Tonale (I)	305	646	-52.8%	2,414	3,383	-28.6%
Total Alfa Romeo truck (I)	676	1,443	-53.2%	4,286	6,545	-34.5%
Total Alfa Romeo (I)	874	2,039	-57.1%	5,652	8,865	-36.2%
200	0	0	0.0%	0	0	0.0%
300	15	626	-97.6%	574	5,295	-89.2%
Total Chrysler car	15	626	-97.6%	574	5,295	-89.2%
Pacifica	31,642	27,003	17.2%	110,006	119,389	-7.9%
Town & Country	0	0	0.0%	0	0	0.0%
Voyager	3,983	0	0.0%	15,792	0	0.0%
Total Chrysler truck	35,625	27,003	31.9%	125,798	119,389	5.4%
Total Chrysler	35,640	27,629	29.0%	126,372	124,684	1.4%
Challenger	77	2,182	-96.5%	1,800	27,056	-93.3%
Charger	619	2,774	-77.7%	9,562	34,754	-72.5%
Dart	0	0	0.0%	6	1	500.0%
Viper	0	0	0.0%	0	1	0.0%
Total Dodge car	696	4,956	-86.0%	11,368	61,812	-81.6%
Grand Caravan	0	0	0.0%	9	2	350.0%
Durango	26,751	12,487	114.2%	81,168	59,357	36.7%
Hornet (I)	879	4,993	-82.4%	9,365	20,559	-54.4%
Journey	0	0	0.0%	17	0	0.0%
Dodge truck (D)	26,751	12,487	114.2%	81,194	59,359	36.8%
Dodge truck (I)	879	4,993	-82.4%	9,365	20,559	-54.4%
Total Dodge Truck	27,630	17,480	58.1%	90,559	79,918	13.3%

U.S. light-vehicle sales by nameplate, Q4 & 12 months

	Q4 2025	Q4 2024	Q4 percent change	12 mos. 2025	12 mos. 2024	12 mos. percent change
Dodge (D)	27,447	17,443	57.4%	92,562	121,171	-23.6%
Dodge (I)	879	4,993	-82.4%	9,365	20,559	-54.4%
Total Dodge	28,326	22,436	26.3%	101,927	141,730	-28.1%
500	66	531	-87.6%	1,142	970	17.7%
Spider (I)	0	0	0.0%	1	0	0.0%
Fiat car (D)	66	531	-87.6%	1,142	970	17.7%
Fiat car (I)	0	0	0.0%	1	0	0.0%
Total Fiat car	66	531	-87.6%	1,143	970	17.8%
500L (I)	0	0	0.0%	2	0	0.0%
500X (I)	18	211	-91.5%	176	558	-68.5%
Total Fiat truck (I)	18	211	-91.5%	178	558	-68.1%
Fiat (D)	66	531	-87.6%	1,142	970	17.7%
Fiat (I)	18	211	-91.5%	179	558	-67.9%
Total Fiat	84	742	-88.7%	1,321	1,528	-13.5%
Cherokee	90	239	-62.3%	527	2,839	-81.4%
Compass	19,077	27,223	-29.9%	101,997	111,697	-8.7%
Gladiator	18,277	9,453	93.3%	56,790	42,123	34.8%
Grand Cherokee	55,861	55,209	1.2%	210,082	216,148	-2.8%
Grand Wagoneer	674	1,774	-62.0%	5,133	11,959	-57.1%
Patriot	0	0	0.0%	0	0	0.0%
Recon	22	0	0.0%	56	0	0.0%
Renegade (I)	27	664	-95.9%	721	8,440	-91.5%
Wagoneer	10,132	5,929	70.9%	50,771	43,356	17.1%
Wrangler	39,268	38,085	3.1%	167,322	151,163	10.7%
Jeep truck (D)	143,401	137,912	4.0%	592,678	579,285	2.3%
Jeep truck (I)	27	664	-95.9%	721	8,440	-91.5%
Total Jeep truck	143,428	138,576	3.5%	593,399	587,725	1.0%
Maserati car (I)	260	370	-29.7%	1,440	1,650	-12.7%
Maserati truck (I)	640	1,230	-48.0%	3,210	5,030	-36.2%
Total Maserati*	900	1,600	-43.8%	4,650	6,680	-30.4%
ProMaster	12,295	24,866	-50.6%	57,591	65,869	-12.6%
ProMaster City (I)	1	1	0.0%	20	50	-60.0%
Ram pickup	111,673	104,454	6.9%	374,059	373,120	0.3%
Ram truck (D)	123,968	129,320	-4.1%	431,650	438,989	-1.7%
Ram truck (I)	1	1	0.0%	20	50	-60.0%
Total Ram truck	123,969	129,321	-4.1%	431,670	439,039	-1.7%
Stellantis car	1,235	7,079	-82.6%	15,891	72,047	-77.9%
Stellantis truck	331,986	315,264	5.3%	1,249,100	1,238,204	0.9%
Stellantis (D)	330,522	312,835	5.7%	1,244,404	1,265,099	-1.6%
Stellantis (I)	2,699	9,508	-71.6%	20,587	45,152	-54.4%
STELLANTIS	333,221	322,343	3.4%	1,264,991	1,310,251	-3.5%
BRZ (I)	598	1,022	-41.5%	2,882	3,345	-13.8%
Impreza (D)	0	2	0.0%	11	60	-81.7%
Impreza (I)	5,838	8,291	-29.6%	27,931	31,306	-10.8%
Total Impreza	5,838	8,293	-29.6%	27,942	31,366	-10.9%
Legacy	5,165	4,949	4.4%	22,212	19,591	13.4%
WRX (I)	2,791	5,042	-44.6%	10,930	18,587	-41.2%
Subaru car (D)	5,165	4,951	4.3%	22,223	19,651	13.1%
Subaru car (I)	9,227	14,355	-35.7%	41,743	53,238	-21.6%
Total Subaru car	14,392	19,306	-25.5%	63,966	72,889	-12.2%
Ascent	13,084	13,672	-4.3%	44,400	56,286	-21.1%
Crosstrek (D)	24,535	24,413	0.5%	89,252	94,953	-6.0%
Crosstrek (I)	24,464	25,551	-4.3%	102,472	86,858	18.0%
Total Crosstrek	48,999	49,964	-1.9%	191,724	181,811	5.5%
Forester (D)	11,786	17,149	-31.3%	11,786	17,149	-31.3%
Forester (I)	30,247	28,274	7.0%	163,284	158,372	3.1%
Total Forester	42,033	45,423	-7.5%	175,070	175,521	-0.3%
Outback (D)	35,009	42,438	-17.5%	151,422	168,771	-10.3%

U.S. light-vehicle sales by nameplate, Q4 & 12 months

	Q4 2025	Q4 2024	Q4 percent change	12 mos. 2025	12 mos. 2024	12 mos. percent change
<i>Outback (I)</i>	6,294	0	0.0%	6,294	0	0.0%
Total Outback	41,303	42,438	-2.7%	157,716	168,771	-6.6%
<i>Solterra (I)</i>	743	3,310	-77.6%	10,715	12,447	-13.9%
Subaru truck (D)	84,414	97,672	-13.6%	296,860	337,159	-12.0%
Subaru truck (I)	61,748	57,135	8.1%	282,765	257,677	9.7%
Total Subaru truck	146,162	154,807	-5.6%	579,625	594,836	-2.6%
Subaru of America (D)	89,579	102,623	-12.7%	319,083	356,810	-10.6%
Subaru of America (I)	70,975	71,490	-0.7%	324,508	310,915	4.4%
SUBARU OF AMERICA	160,554	174,113	-7.8%	643,591	667,725	-3.6%
Model 3	42,100	43,000	-2.1%	172,800	146,300	18.1%
Model S	2,000	3,400	-41.2%	9,200	13,800	-33.3%
Total Tesla car	44,100	46,400	-5.0%	182,000	160,100	13.7%
Cybertruck	6,900	11,000	-37.3%	29,000	30,000	-3.3%
Model X	3,200	6,800	-52.9%	15,700	30,100	-47.8%
Model Y	85,800	104,200	-17.7%	317,800	406,200	-21.8%
Total Tesla truck	95,900	122,000	-21.4%	362,500	466,300	-22.3%
TESLA*	140,000	168,400	-16.9%	544,500	626,400	-13.1%
<i>ES (D)</i>	<i>10,112</i>	<i>12,832</i>	<i>-21.2%</i>	<i>39,795</i>	<i>43,005</i>	<i>-7.5%</i>
<i>ES (I)</i>	<i>26</i>	<i>40</i>	<i>-35.0%</i>	<i>131</i>	<i>151</i>	<i>-13.2%</i>
Total ES	10,138	12,872	-21.2%	39,926	43,156	-7.5%
GS (I)	0	0	0.0%	0	4	0.0%
IS (I)	5,046	4,555	10.8%	19,714	18,946	4.1%
LC (I)	282	170	65.9%	1,286	1,464	-12.2%
LS (I)	188	457	-58.9%	1,082	2,163	-50.0%
RC (I)	269	484	-44.4%	1,349	1,854	-27.2%
Lexus car (D)	10,112	12,832	-21.2%	39,795	43,005	-7.5%
Lexus car (I)	5,811	5,706	1.8%	23,562	24,582	-4.1%
Total Lexus car	15,923	18,538	-14.1%	63,357	67,587	-6.3%
GX (I)	8,936	10,008	-10.7%	37,180	30,914	20.3%
LX (I)	2,034	2,018	0.8%	7,464	6,830	9.3%
<i>NX (D)</i>	<i>15,794</i>	<i>14,972</i>	<i>5.5%</i>	<i>52,167</i>	<i>45,709</i>	<i>14.1%</i>
<i>NX (I)</i>	<i>3,786</i>	<i>6,001</i>	<i>-36.9%</i>	<i>24,669</i>	<i>28,779</i>	<i>-14.3%</i>
Total NX	19,580	20,973	-6.6%	76,836	74,488	3.2%
<i>RX (D)</i>	<i>26,410</i>	<i>31,759</i>	<i>-16.8%</i>	<i>93,010</i>	<i>108,082</i>	<i>-13.9%</i>
<i>RX (I)</i>	<i>6,419</i>	<i>3,536</i>	<i>81.5%</i>	<i>20,246</i>	<i>10,554</i>	<i>91.8%</i>
Total RX	32,829	35,295	-7.0%	113,256	118,636	-4.5%
RZ (I)	1,061	1,316	-19.4%	6,400	9,697	-34.0%
TX	17,800	7,325	143.0%	57,346	28,640	100.2%
UX (I)	1,522	1,996	-23.7%	8,421	8,877	-5.1%
Lexus truck (D)	60,004	54,056	11.0%	202,523	182,431	11.0%
Lexus truck (I)	23,758	24,875	-4.5%	104,380	95,651	9.1%
Total Lexus truck	83,762	78,931	6.1%	306,903	278,082	10.4%
Lexus (D)	70,116	66,888	4.8%	242,318	225,436	7.5%
Lexus (I)	29,569	30,581	-3.3%	127,942	120,233	6.4%
Total Lexus	99,685	97,469	2.3%	370,260	345,669	7.1%
GR86 (Incl. FR-S) (I)	1,833	1,783	2.8%	9,940	11,426	-13.0%
Avalon	0	1	0.0%	5	13	-61.5%
<i>Camry (D)</i>	<i>81,759</i>	<i>82,300</i>	<i>-0.7%</i>	<i>316,185</i>	<i>309,875</i>	<i>2.0%</i>
<i>Camry (I)</i>	<i>0</i>	<i>0</i>	<i>0.0%</i>	<i>0</i>	<i>1</i>	<i>0.0%</i>
Total Camry	81,759	82,300	-0.7%	316,185	309,876	2.0%
<i>Corolla (D)</i>	<i>47,181</i>	<i>42,437</i>	<i>11.2%</i>	<i>174,857</i>	<i>160,892</i>	<i>8.7%</i>
<i>Corolla/IM (I)</i>	<i>20,924</i>	<i>13,379</i>	<i>56.4%</i>	<i>73,231</i>	<i>72,016</i>	<i>1.7%</i>
Total Corolla	68,105	55,816	22.0%	248,088	232,908	6.5%
Crown (I)	3,620	2,214	63.5%	12,309	19,648	-37.4%
Mirai (I)	53	153	-65.4%	210	499	-57.9%
Prius (I)	9,711	16,069	-39.6%	56,488	44,711	26.3%
Supra (I)	944	286	230.1%	2,953	2,615	12.9%
Toyota car (D)	128,940	124,738	3.4%	491,047	470,780	4.3%

U.S. light-vehicle sales by nameplate, Q4 & 12 months

	Q4 2025	Q4 2024	Q4 percent change	12 mos. 2025	12 mos. 2024	12 mos. percent change
Toyota car (I)	37,085	33,884	9.4%	155,131	150,916	2.8%
Total Toyota car	166,025	158,622	4.7%	646,178	621,696	3.9%
4Runner (I)	31,804	2,965	972.6%	98,805	92,156	7.2%
BZ4X (I)	3,345	4,993	-33.0%	15,609	18,570	-15.9%
C-HR (I)	0	1	0.0%	1	2	-50.0%
Corolla Cross	26,457	25,347	4.4%	99,798	93,021	7.3%
Crown Signia (I)	4,273	7,982	-46.5%	20,550	10,263	100.2%
Grand Highlander	36,968	16,311	126.6%	136,801	71,721	90.7%
Highlander (D)	13,531	12,371	9.4%	56,208	89,658	-37.3%
Highlander (I)	0	0	0.0%	0	0	0.0%
Total Highlander	13,531	12,371	9.4%	56,208	89,658	-37.3%
Land Cruiser (I)	8,800	10,817	-18.6%	43,946	29,113	51.0%
RAV4 (D)	87,865	92,834	-5.4%	339,684	373,510	-9.1%
RAV4 (I)	33,289	32,028	3.9%	139,604	101,683	37.3%
Total RAV4	121,154	124,862	-3.0%	479,288	475,193	0.9%
Sequoia	7,700	6,807	13.1%	26,186	26,097	0.3%
Sienna	25,610	24,248	5.6%	101,486	75,037	35.2%
Tacoma	70,174	66,008	6.3%	274,638	192,813	42.4%
Tundra	36,665	42,005	-12.7%	147,610	159,528	-7.5%
Venza (D)	0	0	0.0%	0	0	0.0%
Venza (I)	4	2,296	-99.8%	707	32,086	-97.8%
Total Venza	4	2,296	-99.8%	707	32,086	-97.8%
Toyota truck (D)	304,970	285,931	6.7%	1,182,411	1,081,385	9.3%
Toyota truck (I)	81,515	61,082	33.5%	319,222	283,873	12.5%
Total Toyota truck	386,485	347,013	11.4%	1,501,633	1,365,258	10.0%
Toyota (D)	433,910	410,669	5.7%	1,673,458	1,552,165	7.8%
Toyota (I)	118,600	94,966	24.9%	474,353	434,789	9.1%
Total Toyota	552,510	505,635	9.3%	2,147,811	1,986,954	8.1%
Toyota Motor N.A. car	181,948	177,160	2.7%	709,535	689,283	2.9%
Toyota Motor N.A. truck	470,247	425,944	10.4%	1,808,536	1,643,340	10.1%
Toyota Motor N.A. (D)	504,026	477,557	5.5%	1,915,776	1,777,601	7.8%
Toyota Motor N.A. (I)	148,169	125,547	18.0%	602,295	555,022	8.5%
TOYOTA MOTOR N.A.	652,195	603,104	8.1%	2,518,071	2,332,623	8.0%
VF8 (I)	432	900	-52.0%	1,882	2,674	-29.6%
VF9 (I)	100	0	0.0%	405	1	40400.0%
VINFAST truck (I)*	532	900	-40.9%	2,287	2,675	-14.5%
A3 (I)	1,813	1,113	62.9%	8,315	9,528	-12.7%
A4/S4 (I)	2	1,044	-99.8%	507	7,036	-92.8%
A5/S5 (I)	5,134	6,508	-21.1%	16,886	24,636	-31.5%
A6/S6 (I)	2,242	2,066	8.5%	10,828	8,519	27.1%
A7/S7 (I)	263	534	-50.7%	1,654	1,574	5.1%
A8/S8 (I)	301	396	-24.0%	1,406	1,628	-13.6%
e-tron GT (I)	70	828	-91.5%	1,195	2,894	-58.7%
R8 (I)	0	27	0.0%	5	330	-98.5%
TT (I)	0	0	0.0%	0	38	0.0%
Total Audi car (I)	9,825	12,516	-21.5%	40,796	56,183	-27.4%
e-tron (I)	0	0	0.0%	0	0	0.0%
Q3 (I)	5,372	10,347	-48.1%	23,581	32,090	-26.5%
Q4 e-tron (I)	71	3,273	-97.8%	6,738	11,356	-40.7%
Q5	13,582	17,551	-22.6%	46,215	56,799	-18.6%
Q6 e-tron (I)	220	922	-76.1%	17,481	966	1709.6%
Q7 (I)	4,125	7,344	-43.8%	18,381	20,894	-12.0%
Q8 (I)	3,035	3,387	-10.4%	10,881	10,352	5.1%
Q8 e-tron (I)	3	1,571	-99.8%	869	7,936	-89.1%
Audi truck (D)	13,582	17,551	-22.6%	46,215	56,799	-18.6%
Audi truck (I)	12,826	26,844	-52.2%	77,931	83,594	-6.8%
Total Audi truck	26,408	44,395	-40.5%	124,146	140,393	-11.6%
Audi (D)	13,582	17,551	-22.6%	46,215	56,799	-18.6%

U.S. light-vehicle sales by nameplate, Q4 & 12 months

	Q4 2025	Q4 2024	Q4 percent change	12 mos. 2025	12 mos. 2024	12 mos. percent change
Audi (I)	22,651	39,360	-42.5%	118,727	139,777	-15.1%
Total Audi	36,233	56,911	-36.3%	164,942	196,576	-16.1%
Bentley car (I)	570	480	18.8%	2,140	1,920	11.5%
Bentley truck (I)	230	240	-4.2%	875	1,135	-22.9%
Total Bentley (I)*	800	720	11.1%	3,015	3,055	-1.3%
Lamborghini car (I)	120	250	-52.0%	1,020	1,070	-4.7%
Lamborghini truck (I)	500	520	-3.8%	1,895	1,880	0.8%
Total Lamborghini (I)*	620	770	-19.5%	2,915	2,950	-1.2%
718 (I)	1,001	1,877	-46.7%	6,399	5,698	12.3%
911 (I)	4,702	3,287	43.0%	13,574	14,128	-3.9%
Panamera (I)	1,241	1,455	-14.7%	4,651	3,982	16.8%
Taycan (I)	506	1,353	-62.6%	4,142	4,747	-12.7%
Total Porsche car (I)	7,450	7,972	-6.5%	28,766	28,555	0.7%
Cayenne (I)	5,693	6,925	-17.8%	20,314	22,432	-9.4%
Macan (I)	5,977	7,187	-16.8%	27,139	25,180	7.8%
Total Porsche truck (I)	11,670	14,112	-17.3%	47,453	47,612	-0.3%
Total Porsche (I)	19,120	22,084	-13.4%	76,219	76,167	0.1%
Arteon (I)	4	69	-94.2%	28	1,256	-97.8%
Golf (D)	0	0	0.0%	1,643	2,012	-18.3%
Golf/Golf R/GTI (I)	2,170	3,755	-42.2%	8,911	13,256	-32.8%
Total Golf/Golf R/GTI	2,170	3,755	-42.2%	10,554	15,268	-30.9%
Jetta	10,681	18,918	-43.5%	54,291	71,829	-24.4%
Passat	0	0	0.0%	0	1	0.0%
VW car (D)	10,681	18,918	-43.5%	55,934	73,842	-24.3%
VW car (I)	2,174	3,824	-43.1%	8,939	14,512	-38.4%
Total VW car	12,855	22,742	-43.5%	64,873	88,354	-26.6%
Atlas	16,863	21,245	-20.6%	71,044	75,516	-5.9%
Atlas Cross Sport	7,282	10,713	-32.0%	31,564	38,871	-18.8%
ID4 (D)	248	646	-61.6%	22,373	17,021	31.4%
ID4 (I)	0	0	0.0%	0	0	0.0%
Total ID4	248	646	-61.6%	22,373	17,021	31.4%
ID Buzz (I)	1,206	1,162	3.8%	6,140	1,162	428.4%
Taos	14,674	16,209	-9.5%	55,198	63,882	-13.6%
Tiguan (D)	29,670	30,477	-2.6%	78,621	94,372	-16.7%
Tiguan (I)	0	0	0.0%	0	0	0.0%
Total Tiguan	29,670	30,477	-2.6%	78,621	94,372	-16.7%
Touareg (I)	0	0	0.0%	0	0	0.0%
VW truck (D)	68,737	79,290	-13.3%	258,800	289,662	-10.7%
VW truck (I)	1,206	1,162	3.8%	6,140	1,162	428.4%
Total VW truck	69,943	80,452	-13.1%	264,940	290,824	-8.9%
VW (D)	79,418	98,208	-19.1%	314,734	363,504	-13.4%
VW (I)	3,380	4,986	-32.2%	15,079	15,674	-3.8%
Total VW	82,798	103,194	-19.8%	329,813	379,178	-13.0%
VW Group car	30,820	43,960	-29.9%	137,595	176,082	-21.9%
VW Group truck	108,751	139,719	-22.2%	439,309	481,844	-8.8%
VW Group (D)	93,000	115,759	-19.7%	360,949	420,303	-14.1%
VW Group (I)	46,571	67,920	-31.4%	215,955	237,623	-9.1%
VW GROUP	139,571	183,679	-24.0%	576,904	657,926	-12.3%
60 series (I)	563	1,426	-60.5%	4,826	15,888	-69.6%
90 series (I)	134	503	-73.4%	1,745	1,896	-8.0%
Total Volvo car (I)	697	1,929	-63.9%	6,571	17,784	-63.1%
C40 (I)	0	275	0.0%	412	1,420	-71.0%
EX30 (I)	942	229	311.4%	5,409	240	2153.8%
EX40 (I)	0	0	0.0%	0	0	0.0%
EX90	991	749	32.3%	3,913	858	356.1%
XC40 (I)	5,592	6,735	-17.0%	23,980	26,557	-9.7%
XC60 (I)	10,583	13,114	-19.3%	41,105	38,892	5.7%
XC90 (I)	12,101	12,665	-4.5%	40,217	39,492	1.8%

U.S. light-vehicle sales by nameplate, Q4 & 12 months

	Q4 2025	Q4 2024	Q4 percent change	12 mos. 2025	12 mos. 2024	12 mos. percent change
Total Volvo truck (D)	991	749	32.3%	3,913	858	356.1%
Total Volvo truck (I)	29,218	33,018	-11.5%	111,123	106,601	4.2%
Total Volvo truck	30,209	33,767	-10.5%	115,036	107,459	7.1%
Volvo Car USA (D)	991	749	32.3%	3,913	858	356.1%
Volvo Car USA (I)	29,915	34,947	-14.4%	117,694	124,385	-5.4%
VOLVO CAR USA	30,906	35,696	-13.4%	121,607	125,243	-2.9%
Domestic car	472,424	529,685	-10.8%	2,011,810	2,178,036	-7.6%
Import car	170,125	215,230	-21.0%	738,182	824,738	-10.5%
Total U.S. car	642,549	744,915	-13.7%	2,749,992	3,002,774	-8.4%
Domestic light truck	2,785,112	2,814,849	-1.1%	10,794,042	10,269,298	5.1%
Import light truck	647,595	672,236	-3.7%	2,804,303	2,722,051	3.0%
Total U.S. light truck	3,432,707	3,487,085	-1.6%	13,598,345	12,991,349	4.7%
Total domestic light vehicle	3,257,536	3,344,534	-2.6%	12,805,852	12,447,334	2.9%
Total import light vehicle	817,720	887,466	-7.9%	3,542,485	3,546,789	-0.1%
TOTAL U.S. LIGHT VEHICLE	4,075,256	4,232,000	-3.7%	16,348,337	15,994,123	2.2%

*Estimate

†Quarterly sales figures reported by Mercedes-Benz are retail.

Mercedes-Benz no longer provides U.S. sales by model. The grand total is actual but rounded; the figures by model are estimated.

Note: Vehicles are domestic unless noted; (D) = produced in North America; (I) = imported to U.S.

Source: Automotive News Research & Data Center

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U.S. Car Sales by Market-Class

	Q4 2025	Q4 segment share	Car market share	Q4 2024	Q4 segment share	Car market share	Q4 % change	12 mos. 2025	12 mos. segment share	Car market share	12 mos. 2024	12 mos. segment share	Car market share	12 mos. % change
Fiat 500	66	100.0%	0.0%	531	100.0%	0.1%	-87.6%	1,142	100.0%	0.0%	970	100.0%	0.0%	17.7%
TOTAL MINI	66	100.0%	0.0%	531	100.0%	0.1%	-87.6%	1,142	100.0%	0.0%	970	100.0%	0.0%	17.7%
Nissan Versa	9,847	40.5%	1.5%	13,287	33.8%	1.8%	-25.9%	51,310	38.9%	1.9%	42,589	30.1%	1.4%	20.5%
Kia Soul	9,725	40.0%	1.5%	12,303	31.3%	1.7%	-21.0%	50,133	38.0%	1.8%	52,397	37.1%	1.7%	-4.3%
Mini Cooper S	3,627	14.9%	0.6%	3,977	10.1%	0.5%	-8.8%	15,818	12.0%	0.6%	14,652	10.4%	0.5%	8.0%
Mitsubishi Mirage	1,094	4.5%	0.2%	9,742	24.8%	1.3%	-88.8%	14,577	11.1%	0.5%	29,766	21.1%	1.0%	-51.0%
Kia Rio	0	0.0%	0.0%	0	0.0%	0.0%	-	0	0.0%	0.0%	1,917	1.4%	0.1%	-100.0%
TOTAL SUBCOMPACT	24,293	100.0%	3.8%	39,309	100.0%	5.3%	-38.2%	131,838	100.0%	4.8%	141,321	100.0%	4.7%	-6.7%
Toyota Corolla	68,105	28.6%	10.6%	55,816	22.2%	7.5%	22.0%	248,088	23.6%	9.0%	232,908	21.9%	7.8%	6.5%
Honda Civic	53,436	22.4%	8.3%	53,583	21.4%	7.2%	-0.3%	238,661	22.7%	8.7%	242,005	22.8%	8.1%	-1.4%
Nissan Sentra	26,837	11.3%	4.2%	28,927	11.5%	3.9%	-7.2%	152,578	14.5%	5.5%	152,659	14.4%	5.1%	-0.1%
Hyundai Elantra	31,988	13.4%	5.0%	35,080	14.0%	4.7%	-8.8%	148,200	14.1%	5.4%	136,698	12.9%	4.6%	8.4%
Kia K4/Forte	32,871	13.8%	5.1%	35,774	14.3%	4.8%	-8.1%	140,514	13.4%	5.1%	139,778	13.2%	4.7%	0.5%
Volkswagen Jetta	10,681	4.5%	1.7%	18,918	7.5%	2.5%	-43.5%	54,291	5.2%	2.0%	71,829	6.8%	2.4%	-24.4%
Mazda Mazda3	6,429	2.7%	1.0%	10,809	4.3%	1.5%	-40.5%	29,266	2.8%	1.1%	38,877	3.7%	1.3%	-24.7%
Subaru Impreza	5,838	2.4%	0.9%	8,293	3.3%	1.1%	-29.6%	27,942	2.7%	1.0%	31,366	3.0%	1.0%	-10.9%
Volkswagen Golf/GTI	2,170	0.9%	0.3%	3,755	1.5%	0.5%	-42.2%	10,554	1.0%	0.4%	15,268	1.4%	0.5%	-30.9%
Dodge Dart	0	0.0%	0.0%	0	0.0%	0.0%	-	6	0.0%	0.0%	1	0.0%	0.0%	500.0%
TOTAL COMPACT	238,355	100.0%	37.1%	250,955	100.0%	33.7%	-5.0%	1,050,100	100.0%	38.2%	1,061,389	100.0%	35.3%	-1.1%
Toyota Camry	81,759	45.7%	12.7%	82,300	38.3%	11.0%	-0.7%	316,185	43.6%	11.5%	309,876	36.9%	10.3%	2.0%
Honda Accord	40,519	22.6%	6.3%	38,034	17.7%	5.1%	6.5%	150,196	20.7%	5.5%	162,723	19.4%	5.4%	-7.7%
Nissan Altima	16,974	9.5%	2.6%	27,219	12.7%	3.7%	-37.6%	93,268	12.9%	3.4%	113,898	13.6%	3.8%	-18.1%
Kia K5	20,170	11.3%	3.1%	17,835	8.3%	2.4%	13.1%	72,751	10.0%	2.6%	46,311	5.5%	1.5%	57.1%
Hyundai Sonata	14,180	7.9%	2.2%	20,913	9.7%	2.8%	-32.2%	60,094	8.3%	2.2%	69,343	8.3%	2.3%	-13.3%
Subaru Legacy	5,165	2.9%	0.8%	4,949	2.3%	0.7%	4.4%	22,212	3.1%	0.8%	19,591	2.3%	0.7%	13.4%
Chevrolet Malibu	324	0.2%	0.1%	23,786	11.1%	3.2%	-98.6%	10,026	1.4%	0.4%	117,319	14.0%	3.9%	-91.5%
Volkswagen Arteon	4	0.0%	0.0%	69	0.0%	0.0%	-94.2%	28	0.0%	0.0%	1,256	0.1%	0.0%	-97.8%
Volkswagen Passat	0	0.0%	0.0%	0	0.0%	0.0%	-	0	0.0%	0.0%	1	0.0%	0.0%	-100.0%
TOTAL MIDSIZE	179,095	100.0%	27.9%	215,105	100.0%	28.9%	-16.7%	724,760	100.0%	26.4%	840,318	100.0%	28.0%	-13.8%
Dodge Charger	619	97.5%	0.1%	2,774	81.0%	0.4%	-77.7%	9,562	94.2%	0.3%	34,754	84.8%	1.2%	-72.5%
Chrysler 300	15	2.4%	0.0%	626	18.3%	0.1%	-97.6%	574	5.7%	0.0%	5,295	12.9%	0.2%	-89.2%
Nissan Maxima	1	0.2%	0.0%	22	0.6%	0.0%	-95.5%	14	0.1%	0.0%	942	2.3%	0.0%	-98.5%
Toyota Avalon	0	0.0%	0.0%	1	0.0%	0.0%	-100.0%	5	0.0%	0.0%	13	0.0%	0.0%	-61.5%
TOTAL LARGE	635	100.0%	0.1%	3,423	100.0%	0.5%	-81.4%	10,155	100.0%	0.4%	41,004	100.0%	1.4%	-75%
BMW 4 Series	7,502	7.9%	1.2%	11,254	10.0%	1.5%	-33.3%	39,379	10.2%	1.4%	42,608	10.1%	1.4%	-7.6%
BMW 3 Series	11,185	11.7%	1.7%	9,552	8.5%	1.3%	17.1%	33,031	8.6%	1.2%	31,330	7.4%	1.0%	5.4%
Mercedes-Benz C-Class*	6,341	6.6%	1.0%	8,767	7.8%	1.2%	-27.7%	30,570	7.9%	1.1%	33,630	8.0%	1.1%	-9.1%
BMW 2 Series	6,213	6.5%	1.0%	5,011	4.5%	0.7%	24.0%	20,975	5.5%	0.8%	15,384	3.6%	0.5%	36.3%
Acura Integra	5,539	5.8%	0.9%	5,262	4.7%	0.7%	5.3%	20,178	5.2%	0.7%	24,398	5.8%	0.8%	-17.3%
Lexus IS	5,046	5.3%	0.8%	4,555	4.1%	0.6%	10.8%	19,714	5.1%	0.7%	18,946	4.5%	0.6%	4.1%
Audi A5/S5	5,134	13.8%	0.8%	6,508	17.0%	0.9%	-21.1%	16,886	11.5%	0.6%	24,636	12.7%	0.8%	-31.5%
Genesis G70	3,229	3.4%	0.5%	3,720	3.3%	0.5%	-13.2%	11,511	3.0%	0.4%	12,258	2.9%	0.4%	-6.1%
Audi A3	1,813	1.9%	0.3%	1,113	1.0%	0.1%	62.9%	8,315	2.2%	0.3%	9,528	2.3%	0.3%	-12.7%
Mercedes-Benz CLA*	1,535	1.6%	0.2%	1,761	1.6%	0.2%	-12.8%	7,722	2.0%	0.3%	7,865	1.9%	0.3%	-1.8%
Cadillac CT4	1,550	1.6%	0.2%	1,308	1.2%	0.2%	18.5%	5,616	1.5%	0.2%	6,208	1.5%	0.2%	-9.5%

U.S. Car Sales by Market-Class

	Q4 2025	Q4 segment share	Car market share	Q4 2024	Q4 segment share	Car market share	Q4 % change	12 mos. 2025	12 mos. segment share	Car market share	12 mos. 2024	12 mos. segment share	Car market share	12 mos. % change
Volvo 60 series	563	0.6%	0.1%	1,426	1.3%	0.2%	-60.5%	4,826	1.3%	0.2%	15,888	3.8%	0.5%	-69.6%
Lexus RC	269	0.3%	0.0%	484	0.4%	0.1%	-44.4%	1,349	0.4%	0.0%	1,854	0.4%	0.1%	-27.2%
Infiniti Q50	1	0.0%	0.0%	1,290	1.2%	0.2%	-99.9%	529	0.1%	0.0%	5,428	1.3%	0.2%	-90.3%
Audi A4/S4	2	0.0%	0.0%	1,044	0.9%	0.1%	-99.8%	507	0.1%	0.0%	7,036	1.7%	0.2%	-92.8%
Infiniti Q40/Q60	0	0.0%	0.0%	1	0.0%	0.0%	-100.0%	0	0.0%	0.0%	52	0.0%	0.0%	-100.0%
Total compact luxury	55,922	58.6%	8.7%	63,056	56.2%	8.5%	-11.3%	221,108	57.5%	8.0%	257,049	60.9%	8.6%	-14.0%
Lexus ES	10,138	10.6%	1.6%	12,872	11.5%	1.7%	-21.2%	39,926	10.4%	1.5%	43,156	10.2%	1.4%	-7.5%
BMW 5 Series	6,097	6.4%	0.9%	8,147	7.3%	1.1%	-25.2%	27,107	7.0%	1.0%	25,315	6.0%	0.8%	7.1%
Cadillac CT5	4,393	4.6%	0.7%	3,870	3.5%	0.5%	13.5%	16,561	4.3%	0.6%	14,861	3.5%	0.5%	11.4%
Mercedes-Benz CLE*	3,849	4.0%	0.6%	4,189	3.7%	0.6%	-8.1%	15,413	4.0%	0.6%	10,063	2.4%	0.3%	53.2%
Mercedes-Benz E-Class/CLS*	3,136	3.3%	0.5%	5,189	4.6%	0.7%	-39.6%	13,575	3.5%	0.5%	18,733	4.4%	0.6%	-27.5%
Audi A6/S6	2,242	2.4%	0.3%	2,066	1.8%	0.3%	8.5%	10,828	2.8%	0.4%	8,519	2.0%	0.3%	27.1%
Acura TLX	1,901	2.0%	0.3%	1,527	1.4%	0.2%	24.5%	8,030	2.1%	0.3%	7,478	1.8%	0.2%	7.4%
Genesis G80	1,106	1.2%	0.2%	1,052	0.9%	0.1%	5.1%	3,874	1.0%	0.1%	4,155	1.0%	0.1%	-6.8%
Alfa Romeo Giulia	198	0.2%	0.0%	596	0.5%	0.1%	-66.8%	1,366	0.4%	0.0%	2,320	0.5%	0.1%	-41.1%
Jaguar XF*	97	0.1%	0.0%	233	0.2%	0.0%	-58.4%	557	0.1%	0.0%	1,048	0.2%	0.0%	-46.9%
Lexus GS	0	0.0%	0.0%	0	0.0%	0.0%	-	0	0.0%	0.0%	4	0.0%	0.0%	-100.0%
Total midsize luxury	33,157	34.8%	5.2%	39,741	35.5%	5.3%	-16.6%	137,237	35.7%	5.0%	135,652	32.1%	4.5%	1.2%
BMW 7 Series	2,862	3.0%	0.4%	3,806	3.4%	0.5%	-24.8%	11,393	3.0%	0.4%	10,714	2.5%	0.4%	6.3%
Mercedes-Benz S-Class*	2,114	2.2%	0.3%	3,120	2.8%	0.4%	-32.2%	7,408	1.9%	0.3%	10,049	2.4%	0.3%	-26.3%
Volvo 90 series	134	0.1%	0.0%	503	0.4%	0.1%	-73.4%	1,745	0.5%	0.1%	1,896	0.4%	0.1%	-8.0%
Audi A7/S7	263	0.3%	0.0%	534	0.5%	0.1%	-50.7%	1,654	0.4%	0.1%	1,574	0.4%	0.1%	5.1%
Genesis G90	445	0.5%	0.1%	486	0.4%	0.1%	-8.4%	1,605	0.4%	0.1%	1,503	0.4%	0.1%	6.8%
Audi A8/S8	301	0.3%	0.0%	396	0.4%	0.1%	-24.0%	1,406	0.4%	0.1%	1,628	0.4%	0.1%	-13.6%
Lexus LS	188	0.2%	0.0%	457	0.4%	0.1%	-58.9%	1,082	0.3%	0.0%	2,163	0.5%	0.1%	-50.0%
BMW 6 Series	1	0.0%	0.0%	1	0.0%	0.0%	0.0%	2	0.0%	0.0%	1	0.0%	0.0%	100.0%
Total large luxury	6,308	6.6%	1.0%	9,303	8.3%	1.2%	-32.2%	26,295	6.8%	1.0%	29,528	7.0%	1.0%	-10.9%
TOTAL LUXURY	95,387	100.0%	14.8%	112,100	100.0%	15.0%	-14.9%	384,640	100.0%	14.0%	422,229	100.0%	14.1%	-8.9%
Subaru WRX	2,791	7.5%	0.4%	5,042	13.2%	0.7%	-44.6%	10,930	7.4%	0.4%	18,587	9.6%	0.6%	-41.2%
Toyota GR86 (Incl. FR-S) (I)	1,833	4.9%	0.3%	1,783	4.7%	0.2%	2.8%	9,940	6.8%	0.4%	11,426	5.9%	0.4%	-13.0%
Mazda MX-5 Miata	1,428	3.8%	0.2%	2,323	6.1%	0.3%	-38.5%	8,727	5.9%	0.3%	8,103	4.2%	0.3%	7.7%
Porsche 718	1,001	2.7%	0.2%	1,877	4.9%	0.3%	-46.7%	6,399	4.4%	0.2%	5,698	2.9%	0.2%	12.3%
Nissan Z	665	1.8%	0.1%	989	2.6%	0.1%	-32.8%	5,487	3.7%	0.2%	3,164	1.6%	0.1%	73.4%
Toyota Supra	944	2.5%	0.1%	286	0.7%	0.0%	230.1%	2,953	2.0%	0.1%	2,615	1.3%	0.1%	12.9%
Subaru BRZ	598	1.6%	0.1%	1,022	2.7%	0.1%	-41.5%	2,882	2.0%	0.1%	3,345	1.7%	0.1%	-13.8%
BMW Z4	510	1.4%	0.1%	658	1.7%	0.1%	-22.5%	2,113	1.4%	0.1%	2,129	1.1%	0.1%	-0.8%
Honda Prelude	204	0.5%	0.0%	0	0.0%	0.0%	-	204	0.1%	0.0%	0	0.0%	0.0%	-
Fiat Spider	0	0.0%	0.0%	0	0.0%	0.0%	-	1	0.0%	0.0%	0	0.0%	0.0%	-
Audi TT	0	0.0%	0.0%	0	0.0%	0.0%	-	0	0.0%	0.0%	38	0.0%	0.0%	-100.0%
Total compact sporty	9,974	26.7%	1.6%	13,980	36.5%	1.9%	-28.7%	49,636	33.8%	1.8%	55,105	28.4%	1.8%	-9.9%
Ford Mustang	12,515	33.5%	1.9%	7,518	19.7%	1.0%	66.5%	45,333	30.9%	1.6%	44,003	22.7%	1.5%	3.0%
Dodge Challenger	77	0.2%	0.0%	2,182	5.7%	0.3%	-96.5%	1,800	1.2%	0.1%	27,056	14.0%	0.9%	-93.3%
Chevrolet Camaro	0	0.0%	0.0%	109	0.3%	0.0%	-100.0%	173	0.1%	0.0%	5,859	3.0%	0.2%	-97.0%
Total midsize sporty	12,592	33.7%	2.0%	9,809	25.6%	1.3%	28.4%	47,306	32.2%	1.7%	76,918	39.7%	2.6%	-38.5%
Chevrolet Corvette	6,815	18.3%	1.1%	7,619	19.9%	1.0%	-10.6%	24,533	16.7%	0.9%	33,330	17.2%	1.1%	-26.4%
Porsche 911	4,702	12.6%	0.7%	3,287	8.6%	0.4%	43.0%	13,574	9.2%	0.5%	14,128	7.3%	0.5%	-3.9%
Porsche Panamera	1,241	3.3%	0.2%	1,455	3.8%	0.2%	-14.7%	4,651	3.2%	0.2%	3,982	2.1%	0.1%	16.8%
BMW 8 Series	1,167	3.1%	0.2%	1,287	3.4%	0.2%	-9.3%	4,029	2.7%	0.1%	5,345	2.8%	0.2%	-24.6%

U.S. Car Sales by Market-Class

	Q4 2025	Q4 segment share	Car market share	Q4 2024	Q4 segment share	Car market share	Q4 % change	12 mos. 2025	12 mos. segment share	Car market share	12 mos. 2024	12 mos. segment share	Car market share	12 mos. % change
Mercedes-Benz SL/SLS*	464	1.2%	0.1%	352	0.9%	0.0%	31.8%	1,381	0.9%	0.1%	1,828	0.9%	0.1%	-24.5%
Lexus LC	282	0.8%	0.0%	170	0.4%	0.0%	65.9%	1,286	0.9%	0.0%	1,464	0.8%	0.0%	-12.2%
Jaguar F-Type*	79	0.2%	0.0%	189	0.5%	0.0%	-58.2%	409	0.3%	0.0%	1,139	0.6%	0.0%	-64.1%
Nissan GT-R	0	0.0%	0.0%	82	0.2%	0.0%	-100.0%	39	0.0%	0.0%	267	0.1%	0.0%	-85.4%
Audi R8	0	0.0%	0.0%	27	0.1%	0.0%	-100.0%	5	0.0%	0.0%	330	0.2%	0.0%	-98.5%
Total large premium sporty	14,750	39.5%	2.3%	14,468	37.8%	1.9%	1.9%	49,907	34.0%	1.8%	61,813	31.9%	2.1%	-19.3%
TOTAL SPORTY	37,316	100.0%	5.8%	38,257	100.0%	5.1%	-2.5%	146,849	100.0%	5.3%	193,836	100.0%	6.5%	-24.2%
Mercedes-Benz GT*	870	24.7%	0.1%	776	18.8%	0.1%	12.1%	2,855	19.5%	0.1%	2,749	17.9%	0.1%	3.9%
Ferrari (all models)*	700	19.9%	0.1%	740	17.9%	0.1%	-5.4%	2,780	19.0%	0.1%	3,040	19.8%	0.1%	-8.6%
Bentley (all models)	570	16.2%	0.1%	480	11.6%	0.1%	18.8%	2,140	14.6%	0.1%	1,920	12.5%	0.1%	11.5%
Lotus (all models)*	270	7.7%	0.0%	800	19.4%	0.1%	-66.3%	1,440	9.8%	0.1%	1,810	11.8%	0.1%	-20.4%
Maserati (all car models)*	260	7.4%	0.0%	370	9.0%	0.0%	-29.7%	1,440	9.8%	0.1%	1,650	10.7%	0.1%	-12.7%
Aston Martin (all models)*	290	8.2%	0.0%	280	6.8%	0.0%	3.6%	1,140	7.8%	0.0%	1,321	8.6%	0.0%	-13.7%
McLaren (all car models)*	265	7.5%	0.0%	270	6.5%	0.0%	-1.9%	1,125	7.7%	0.0%	1,085	7.1%	0.0%	3.7%
Lamborghini (all models)*	120	3.4%	0.0%	250	6.1%	0.0%	-52.0%	1,020	7.0%	0.0%	1,070	7.0%	0.0%	-4.7%
Rolls-Royce (all models)	180	5.1%	0.0%	160	3.9%	0.0%	12.5%	720	4.9%	0.0%	720	4.7%	0.0%	0.0%
Dodge Viper	0	0.0%	0.0%	0	0.0%	0.0%	-	0	0.0%	0.0%	1	0.0%	0.0%	-100.0%
TOTAL EXOTIC	3,525	100.0%	0.5%	4,126	100.0%	0.6%	-14.6%	14,660	100.0%	0.5%	15,366	100.0%	0.5%	-4.6%
Chevrolet Bolt	6	0.0%	0.0%	45	0.1%	0.0%	-86.7%	129	0.1%	0.0%	8,627	3.9%	0.3%	-98.5%
Total subcompact car BEV	6	0.0%	0.0%	45	0.1%	0.0%	-86.7%	129	0.1%	0.0%	8,627	3.9%	0.3%	-98.5%
Tesla Model 3	42,100	83.4%	6.6%	43,000	68.6%	5.8%	-2.1%	172,800	79.7%	6.3%	146,300	66.1%	4.9%	18.1%
Nissan Leaf	500	1.0%	0.1%	3,645	5.8%	0.5%	-86.3%	5,149	2.4%	0.2%	11,226	5.1%	0.4%	-54.1%
Total compact car BEV	42,600	84.4%	6.6%	46,645	74.4%	6.3%	-8.7%	177,949	82.1%	6.5%	157,526	71.1%	5.2%	13.0%
Hyundai Ioniq 6	1,346	2.7%	0.2%	3,167	5.1%	0.4%	-57.5%	10,478	4.8%	0.4%	12,264	5.5%	0.4%	-14.6%
Total midsize car BEV	1,346	2.7%	0.2%	3,167	5.1%	0.4%	-57.5%	10,478	4.8%	0.4%	12,264	5.5%	0.4%	-14.6%
Polestar Polestar 2	100	0.2%	0.0%	1,800	2.9%	0.2%	-94.4%	525	0.2%	0.0%	6,900	3.1%	0.2%	-92.4%
Total compact premium car BEV	100	0.2%	0.0%	1,800	2.9%	0.2%	-94.4%	525	0.2%	0.0%	6,900	3.1%	0.2%	-92.4%
Tesla Model S	2,000	4.0%	0.3%	3,400	5.4%	0.5%	-41.2%	9,200	4.2%	0.3%	13,800	6.2%	0.5%	-33.3%
Lucid Air	3,500	6.9%	0.5%	2,900	4.6%	0.4%	20.7%	9,000	4.2%	0.3%	6,700	3.0%	0.2%	34.3%
Porsche Taycan	506	1.0%	0.1%	1,353	2.2%	0.2%	-62.6%	4,142	1.9%	0.2%	4,747	2.1%	0.2%	-12.7%
Mercedes-Benz EQE*	247	0.5%	0.0%	1,392	2.2%	0.2%	-82.3%	2,437	1.1%	0.1%	4,116	1.9%	0.1%	-40.8%
Audi e-tron GT	70	0.1%	0.0%	828	1.3%	0.1%	-91.5%	1,195	0.6%	0.0%	2,894	1.3%	0.1%	-58.7%
Total midsize premium car BEV	6,323	12.5%	1.0%	9,873	15.8%	1.3%	-36.0%	25,974	12.0%	0.9%	32,257	14.6%	1.1%	-19.5%
Mercedes-Benz EQS*	118	0.2%	0.0%	1,143	1.8%	0.2%	-89.7%	1,785	0.8%	0.1%	3,908	1.8%	0.1%	-54.3%
Total large premium car BEV	118	0.2%	0.0%	1,143	1.8%	0.2%	-89.7%	1,785	0.8%	0.1%	3,908	1.8%	0.1%	-54.3%
TOTAL BEV	50,493	100.0%	7.9%	62,673	100.0%	8.4%	-19.4%	216,840	100.0%	7.9%	221,482	100.0%	7.4%	-2.1%
Toyota Mirai	53	0.1%	0.0%	153	0.2%	0.0%	-65.4%	210	0.1%	0.0%	499	0.2%	0.0%	-57.9%
TOTAL FUEL CELL	53	0.1%	0.0%	153	0.2%	0.0%	-65.4%	210	0.1%	0.0%	499	0.2%	0.0%	-57.9%
Toyota Prius	9,711	15.2%	1.5%	16,069	19.8%	2.2%	-39.6%	56,488	19.8%	2.1%	44,711	15.6%	1.5%	26.3%
Toyota Crown	3,620	5.7%	0.6%	2,214	2.7%	0.3%	63.5%	12,309	4.3%	0.4%	19,648	6.9%	0.7%	-37.4%
BMW i3	0	0.0%	0.0%	0	0.0%	0.0%	-	1	0.0%	0.0%	1	0.0%	0.0%	0.0%
TOTAL HYBRID	13,331	20.9%	2.1%	18,283	22.5%	2.5%	-27.1%	68,798	24.1%	2.5%	64,360	22.5%	2.1%	6.9%

U.S. Car Sales by Market-Class

	Q4 2025	Q4 segment share	Car market share	Q4 2024	Q4 segment share	Car market share	Q4 % change	12 mos. 2025	12 mos. segment share	Car market share	12 mos. 2024	12 mos. segment share	Car market share	12 mos. % change
TOTAL ALTERNATIVE POWER†	63,877	100.0%	9.9%	81,109	100.0%	10.9%	-21.2%	285,848	100.0%	10.4%	286,341	100.0%	9.5%	-0.2%
SEGMENT SUMMARY														
Compact	238,355		37.1%	250,955		33.7%	-5.0%	1,050,100		38.2%	1,061,389		35.3%	-1.1%
Midsize	179,095		27.9%	215,105		28.9%	-16.7%	724,760		26.4%	840,318		28.0%	-13.8%
Luxury	95,387		14.8%	112,100		15.0%	-14.9%	384,640		14.0%	422,229		14.1%	-8.9%
BEV	50,493		7.9%	62,673		8.4%	-19.4%	216,840		7.9%	221,482		7.4%	-2.1%
Fuel Cell	53		0.0%	153		0.0%	-65.4%	210		0.0%	499		0.0%	-57.9%
Hybrid	13,331		2.1%	18,283		2.5%	-27.1%	68,798		2.5%	64,360		2.1%	6.9%
Alternative power†	63,877		9.9%	81,109		10.9%	-21.2%	285,848		10.4%	286,341		9.5%	-0.2%
Sporty	37,316		5.8%	38,257		5.1%	-2.5%	146,849		5.3%	193,836		6.5%	-24.2%
Subcompact	24,293		3.8%	39,309		5.3%	-38.2%	131,838		4.8%	141,321		4.7%	-6.7%
Exotic	3,525		0.5%	4,126		0.6%	-14.6%	14,660		0.5%	15,366		0.5%	-4.6%
Large	635		0.1%	3,423		0.5%	-81.4%	10,155		0.4%	41,004		1.4%	-75.2%
Mini	66		0.0%	531		0.1%	-87.6%	1,142		0.0%	970		0.0%	17.7%
TOTAL CAR	642,549		100.0%	744,915		100.0%	-13.7%	2,749,992		100.0%	3,002,774		100.0%	-8.4%

*Estimate

†Segment includes vehicles that are sold exclusively with electrified powertrains

U.S. Light-Truck Sales by Market-Class

	Q4	Truck		Q4	Truck			12 mos.	12 mos.		12 mos.	12 mos.		
	Q4	segment	market	Q4	segment	market	Q4	12 mos.	segment	Truck	12 mos.	segment	Truck	12 mos.
	2025	share	share	2024	share	share	% change	2025	share	share	2024	share	share	% change
Ford Maverick	34,147	4.1%	1.0%	22,146	2.8%	0.6%	54.2%	155,051	5.0%	1.1%	131,142	4.6%	1.0%	18.2%
Hyundai Santa Cruz	4,866	0.6%	0.1%	6,862	0.9%	0.2%	-29.1%	25,499	0.8%	0.2%	32,033	1.1%	0.2%	-20.4%
Total compact pickup	39,013	4.7%	1.1%	29,008	3.7%	0.8%	34.5%	180,550	5.8%	1.3%	163,175	5.7%	1.3%	10.6%
Toyota Tacoma	70,174	8.5%	2.0%	66,008	8.4%	1.9%	6.3%	274,638	8.8%	2.0%	192,813	6.7%	1.5%	42.4%
Chevrolet Colorado	30,477	3.7%	0.9%	27,302	3.5%	0.8%	11.6%	107,867	3.4%	0.8%	98,012	3.4%	0.8%	10.1%
Ford Ranger	22,682	2.7%	0.7%	15,526	2.0%	0.4%	46.1%	70,960	2.3%	0.5%	46,205	1.6%	0.4%	53.6%
Nissan Frontier	17,602	2.1%	0.5%	13,898	1.8%	0.4%	26.7%	65,232	2.1%	0.5%	68,155	2.4%	0.5%	-4.3%
Jeep Gladiator	18,277	2.2%	0.5%	9,453	1.2%	0.3%	93.3%	56,790	1.8%	0.4%	42,123	1.5%	0.3%	34.8%
Honda Ridgeline	11,063	1.3%	0.3%	12,387	1.6%	0.4%	-10.7%	48,448	1.5%	0.4%	45,421	1.6%	0.3%	6.7%
GMC Canyon	8,599	1.0%	0.3%	11,259	1.4%	0.3%	-23.6%	36,477	1.2%	0.3%	38,215	1.3%	0.3%	-4.5%
Total midsize pickup	178,874	21.6%	5.2%	155,833	19.8%	4.5%	14.8%	660,412	21.1%	4.9%	530,944	18.4%	4.1%	24.4%
Ford F-Series	208,252	25.2%	6.1%	214,814	27.2%	6.2%	-3.1%	828,832	26.5%	6.1%	765,649	26.6%	5.9%	8.3%
Chevrolet Silverado	154,699	18.7%	4.5%	145,089	18.4%	4.2%	6.6%	580,368	18.5%	4.3%	549,945	19.1%	4.2%	5.5%
Ram pickup	111,673	13.5%	3.3%	104,454	13.2%	3.0%	6.9%	374,059	12.0%	2.8%	373,120	12.9%	2.9%	0.3%
GMC Sierra	98,226	11.9%	2.9%	95,336	12.1%	2.7%	3.0%	356,218	11.4%	2.6%	324,734	11.3%	2.5%	9.7%
Toyota Tundra	36,665	4.4%	1.1%	42,005	5.3%	1.2%	-12.7%	147,610	4.7%	1.1%	159,528	5.5%	1.2%	-7.5%
Nissan Titan	19	0.0%	0.0%	2,477	0.3%	0.1%	-99.2%	2,043	0.1%	0.0%	14,662	0.5%	0.1%	-86.1%
Total full-size pickup	609,534	73.7%	17.8%	604,175	76.6%	17.3%	0.9%	2,289,130	73.1%	16.8%	2,187,638	75.9%	16.8%	4.6%
TOTAL PICKUP	827,421	100.0%	24.1%	789,016	100.0%	22.6%	4.9%	3,130,092	100.0%	23.0%	2,881,757	100.0%	22.2%	8.6%
Chrysler Pacifica	31,642	16.0%	0.9%	27,003	13.9%	0.8%	17.2%	110,006	14.2%	0.8%	119,389	17.0%	0.9%	-7.9%
Toyota Sienna	25,610	13.0%	0.7%	24,248	12.5%	0.7%	5.6%	101,486	13.1%	0.7%	75,037	10.7%	0.6%	35.2%
Honda Odyssey	17,502	8.9%	0.5%	21,045	10.9%	0.6%	-16.8%	88,462	11.4%	0.7%	80,293	11.4%	0.6%	10.2%
Kia Sedona	20,712	10.5%	0.6%	14,999	7.7%	0.4%	38.1%	71,917	9.3%	0.5%	49,726	7.1%	0.4%	44.6%
Chrysler Voyager	3,983	2.0%	0.1%	0	0.0%	0.0%	-	15,792	2.0%	0.1%	0	0.0%	0.0%	-
Volkswagen ID Buzz	1,206	0.6%	0.0%	1,162	0.6%	0.0%	3.8%	6,140	0.8%	0.0%	1,162	0.2%	0.0%	428.4%
Mercedes-Benz Metris*	1,120	0.6%	0.0%	1,322	0.7%	0.0%	-15.3%	1,540	0.2%	0.0%	4,221	0.6%	0.0%	-63.5%
Dodge Grand Caravan	0	0.0%	0.0%	0	0.0%	0.0%	-	9	0.0%	0.0%	2	0.0%	0.0%	350.0%
Total minivan	101,775	51.5%	3.0%	89,779	46.4%	2.6%	13.4%	395,352	51.1%	2.9%	329,830	46.9%	2.5%	19.9%
Ram ProMaster City	1	0.0%	0.0%	1	0.0%	0.0%	0.0%	20	0.0%	0.0%	50	0.0%	0.0%	-60.0%
Ford Transit Connect	0	0.0%	0.0%	0	0.0%	0.0%	-	0	0.0%	0.0%	8,781	1.2%	0.1%	-100.0%
Total small van	1	0.0%	0.0%	1	0.0%	0.0%	0.0%	20	0.0%	0.0%	8,831	1.3%	0.1%	-99.8%
Ford Transit	43,237	21.9%	1.3%	38,457	19.9%	1.1%	12.4%	161,797	20.9%	1.2%	152,738	21.7%	1.2%	5.9%
Chevrolet Express van	14,941	7.6%	0.4%	13,971	7.2%	0.4%	6.9%	58,578	7.6%	0.4%	44,221	6.3%	0.3%	32.5%
Ram ProMaster	12,295	6.2%	0.4%	24,866	12.8%	0.7%	-50.6%	57,591	7.4%	0.4%	65,869	9.4%	0.5%	-12.6%
Ford E-Series van	10,773	5.4%	0.3%	11,331	5.9%	0.3%	-4.9%	40,968	5.3%	0.3%	40,778	5.8%	0.3%	0.5%
Mercedes-Benz Sprinter*	11,280	5.7%	0.3%	10,978	5.7%	0.3%	2.8%	38,460	5.0%	0.3%	42,079	6.0%	0.3%	-8.6%
GMC Savana van	3,410	1.7%	0.1%	4,230	2.2%	0.1%	-19.4%	20,679	2.7%	0.2%	18,585	2.6%	0.1%	11.3%
Total large van	95,936	48.5%	2.8%	103,833	53.6%	3.0%	-7.6%	378,073	48.9%	2.8%	364,270	51.8%	2.8%	3.8%
TOTAL VAN	197,712	100.0%	5.8%	193,613	100.0%	5.6%	2.1%	773,445	100.0%	5.7%	702,931	100.0%	5.4%	10.0%
	319,091			302,274			5.6%							
Chevrolet Trax	36,933	2.4%	1.1%	50,927	3.3%	1.5%	-27.5%	206,339	3.4%	1.5%	200,689	3.4%	1.5%	2.8%
Subaru Crosstrek	48,999	3.2%	1.4%	49,964	3.2%	1.4%	-1.9%	191,724	3.1%	1.4%	181,811	3.0%	1.4%	5.5%
Honda HR-V	33,413	2.2%	1.0%	36,663	2.4%	1.1%	-8.9%	148,771	2.4%	1.1%	151,468	2.5%	1.2%	-1.8%
Nissan Kicks	26,937	1.8%	0.8%	25,212	1.6%	0.7%	6.8%	103,575	1.7%	0.8%	77,356	1.3%	0.6%	33.9%
Chevrolet Trailblazer	26,278	1.7%	0.8%	22,690	1.5%	0.7%	15.8%	101,363	1.6%	0.7%	104,398	1.8%	0.8%	-2.9%
Toyota Corolla Cross	26,457	1.7%	0.8%	25,347	1.6%	0.7%	4.4%	99,798	1.6%	0.7%	93,021	1.6%	0.7%	7.3%
Hyundai Kona	17,536	1.2%	0.5%	17,664	1.1%	0.5%	-0.7%	74,814	1.2%	0.6%	82,172	1.4%	0.6%	-9.0%
Buick Envista	12,708	0.8%	0.4%	12,426	0.8%	0.4%	2.3%	58,949	1.0%	0.4%	51,316	0.9%	0.4%	14.9%
Buick Encore GX	12,428	0.8%	0.4%	13,593	0.9%	0.4%	-8.6%	57,528	0.9%	0.4%	58,239	1.0%	0.4%	-1.2%
Kia Seltos	16,733	1.1%	0.5%	11,781	0.8%	0.3%	42.0%	56,798	0.9%	0.4%	59,958	1.0%	0.5%	-5.3%
Mazda CX-30	9,537	0.6%	0.3%	22,935	1.5%	0.7%	-58.4%	56,684	0.9%	0.4%	96,515	1.6%	0.7%	-41.3%
Volkswagen Taos	14,674	4.1%	0.4%	16,209	4.3%	0.5%	-9.5%	55,198	4.3%	0.4%	63,882	5.1%	0.5%	-13.6%

U.S. Light-Truck Sales by Market-Class

	Q4	Q4	Truck	Q4	Q4	Truck		12 mos.	12 mos.		12 mos.	12 mos.		
	Q4	segment	market	Q4	segment	market	Q4	12 mos.	segment	Truck	12 mos.	segment	Truck	
	2025	share	share	2024	share	share	% change	2025	share	share	2024	share	share	
													% change	
Kia Niro	11,073	0.7%	0.3%	4,962	0.3%	0.1%	123.2%	31,182	0.5%	0.2%	30,094	0.5%	0.2%	3.6%
Hyundai Venue	6,077	0.4%	0.2%	4,764	0.3%	0.1%	27.6%	29,805	0.5%	0.2%	24,607	0.4%	0.2%	21.1%
Mitsubishi Outlander Sport	5,522	0.4%	0.2%	3,419	0.2%	0.1%	61.5%	20,480	0.3%	0.2%	15,125	0.3%	0.1%	35.4%
Jeep Renegade	27	0.0%	0.0%	664	0.0%	0.0%	-95.9%	721	0.0%	0.0%	8,440	0.1%	0.1%	-91.5%
Fiat 500X	18	0.0%	0.0%	211	0.0%	0.0%	-91.5%	176	0.0%	0.0%	558	0.0%	0.0%	-68.5%
Fiat 500L	0	0.0%	0.0%	0	0.0%	0.0%	-	2	0.0%	0.0%	0	0.0%	0.0%	-
Toyota C-HR	0	0.0%	0.0%	1	0.0%	0.0%	-100.0%	1	0.0%	0.0%	2	0.0%	0.0%	-50.0%
Buick Encore	0	0.0%	0.0%	0	0.0%	0.0%	-	0	0.0%	0.0%	126	0.0%	0.0%	-100.0%
Total subcompact CUV	305,350	20.1%	8.9%	319,432	20.7%	9.2%	-4.4%	1,293,908	21.0%	9.5%	1,299,777	21.8%	10.0%	-0.5%
Toyota RAV4	121,154	8.0%	3.5%	124,862	8.1%	3.6%	-3.0%	479,288	7.8%	3.5%	475,193	8.0%	3.7%	0.9%
Honda CR-V	96,267	6.3%	2.8%	104,627	6.8%	3.0%	-8.0%	403,768	6.6%	3.0%	402,791	6.8%	3.1%	0.2%
Chevrolet Equinox	75,884	5.0%	2.2%	82,296	5.3%	2.4%	-7.8%	332,301	5.4%	2.4%	236,604	4.0%	1.8%	40.4%
Hyundai Tucson	68,991	4.5%	2.0%	60,179	3.9%	1.7%	14.6%	234,230	3.8%	1.7%	206,126	3.5%	1.6%	13.6%
Nissan Rogue	56,072	3.7%	1.6%	56,568	3.7%	1.6%	-0.9%	217,896	3.5%	1.6%	245,724	4.1%	1.9%	-11.3%
Kia Sportage	48,721	3.2%	1.4%	43,159	2.8%	1.2%	12.9%	182,823	3.0%	1.3%	161,917	2.7%	1.2%	12.9%
Subaru Forester	42,033	2.8%	1.2%	45,423	2.9%	1.3%	-7.5%	175,070	2.8%	1.3%	175,521	2.9%	1.4%	-0.3%
Ford Escape	24,659	1.6%	0.7%	36,383	2.4%	1.0%	-32.2%	139,387	2.3%	1.0%	146,859	2.5%	1.1%	-5.1%
Mazda CX-5	30,547	2.0%	0.9%	30,033	1.9%	0.9%	1.7%	136,335	2.2%	1.0%	134,088	2.2%	1.0%	1.7%
Ford Bronco Sport	31,232	8.4%	0.9%	30,344	9.1%	0.9%	2.9%	134,493	9.2%	1.0%	124,701	9.6%	1.0%	7.9%
Mazda CX-50	30,717	2.0%	0.9%	22,926	1.5%	0.7%	34.0%	110,345	1.8%	0.8%	81,441	1.4%	0.6%	35.5%
Jeep Compass	19,077	1.3%	0.6%	27,223	1.8%	0.8%	-29.9%	101,997	1.7%	0.8%	111,697	1.9%	0.9%	-8.7%
Volkswagen Tiguan	29,670	2.0%	0.9%	30,477	2.0%	0.9%	-2.6%	78,621	1.3%	0.6%	94,372	1.6%	0.7%	-16.7%
GMC Terrain	20,625	1.4%	0.6%	16,813	1.1%	0.5%	22.7%	74,975	1.2%	0.6%	82,100	1.4%	0.6%	-8.7%
Buick Envision	5,054	0.3%	0.1%	12,915	0.8%	0.4%	-60.9%	41,924	0.7%	0.3%	47,340	0.8%	0.4%	-11.4%
Mitsubishi Eclipse Cross	5,166	0.3%	0.2%	2,540	0.2%	0.1%	103.4%	17,508	0.3%	0.1%	12,724	0.2%	0.1%	37.6%
Mini Countryman	3,260	0.2%	0.1%	4,771	0.3%	0.1%	-31.7%	12,931	0.2%	0.1%	11,647	0.2%	0.1%	11.0%
Dodge Hornet	879	0.1%	0.0%	4,993	0.3%	0.1%	-82.4%	9,365	0.2%	0.1%	20,559	0.3%	0.2%	-54.4%
Dodge Journey	0	0.0%	0.0%	0	0.0%	0.0%	-	17	0.0%	0.0%	0	0.0%	0.0%	-
Total compact CUV	710,008	46.8%	20.7%	736,532	47.6%	21.1%	-3.6%	2,883,274	46.9%	21.2%	2,771,404	46.5%	21.3%	4.0%
Subaru Outback	41,303	2.7%	1.2%	42,438	2.7%	1.2%	-2.7%	157,716	2.6%	1.2%	168,771	2.8%	1.3%	-6.6%
Hyundai Santa Fe	40,244	2.7%	1.2%	35,329	2.3%	1.0%	13.9%	142,404	2.3%	1.0%	119,010	2.0%	0.9%	19.7%
Kia Sorento	20,760	1.4%	0.6%	25,978	1.7%	0.7%	-20.1%	94,772	1.5%	0.7%	95,154	1.6%	0.7%	-0.4%
Chevrolet Blazer	9,668	0.6%	0.3%	19,914	1.3%	0.6%	-51.5%	69,168	1.1%	0.5%	75,691	1.3%	0.6%	-8.6%
Honda Passport	13,781	0.9%	0.4%	8,812	0.6%	0.3%	56.4%	55,231	0.9%	0.4%	32,527	0.5%	0.3%	69.8%
Nissan Murano	10,347	0.7%	0.3%	4,879	0.3%	0.1%	112.1%	42,747	0.7%	0.3%	19,316	0.3%	0.1%	121.3%
Mitsubishi Outlander	9,572	0.6%	0.3%	11,424	0.7%	0.3%	-16.2%	42,189	0.7%	0.3%	52,228	0.9%	0.4%	-19.2%
Volkswagen Atlas Cross Sport	7,282	0.5%	0.2%	10,713	0.7%	0.3%	-32.0%	31,564	0.5%	0.2%	38,871	0.7%	0.3%	-18.8%
Toyota Crown Signia	4,273	0.3%	0.1%	7,982	0.5%	0.2%	-46.5%	20,550	0.3%	0.2%	10,263	0.2%	0.1%	100.2%
Mazda CX-70	1,577	1.0%	0.0%	5,790	2.3%	0.2%	-72.8%	13,833	1.8%	0.1%	10,678	1.4%	0.1%	29.5%
Ford Edge	0	0.0%	0.0%	5,024	0.3%	0.1%	-100.0%	3,040	0.0%	0.0%	66,436	1.1%	0.5%	-95.4%
Toyota Venza	4	0.0%	0.0%	2,296	0.1%	0.1%	-99.8%	707	0.0%	0.0%	32,086	0.5%	0.2%	-97.8%
Total midsize CUV	158,811	10.5%	4.6%	180,579	11.7%	5.2%	-12.1%	673,921	11.0%	5.0%	721,031	12.1%	5.6%	-6.5%
Ford Explorer	61,777	4.1%	1.8%	47,295	3.1%	1.4%	30.6%	222,706	3.6%	1.6%	194,094	3.3%	1.5%	14.7%
Chevrolet Traverse	44,646	2.9%	1.3%	35,983	2.3%	1.0%	24.1%	148,278	2.4%	1.1%	105,835	1.8%	0.8%	40.1%
Toyota Grand Highlander	36,968	9.9%	1.1%	16,311	4.9%	0.5%	126.6%	136,801	9.3%	1.0%	71,721	5.5%	0.6%	90.7%
Honda Pilot	29,602	2.0%	0.9%	38,130	2.5%	1.1%	-22.4%	124,209	2.0%	0.9%	141,245	2.4%	1.1%	-12.1%
Hyundai Palisade	31,147	2.1%	0.9%	28,263	1.8%	0.8%	10.2%	123,929	2.0%	0.9%	110,055	1.8%	0.8%	12.6%
Kia Telluride	30,783	2.0%	0.9%	33,750	2.2%	1.0%	-8.8%	123,281	2.0%	0.9%	115,504	1.9%	0.9%	6.7%
Nissan Pathfinder	29,313	1.9%	0.9%	22,019	1.4%	0.6%	33.1%	101,598	1.7%	0.7%	80,915	1.4%	0.6%	25.6%
Volkswagen Atlas	16,863	1.1%	0.5%	21,245	1.4%	0.6%	-20.6%	71,044	1.2%	0.5%	75,516	1.3%	0.6%	-5.9%
Toyota Highlander	13,531	0.9%	0.4%	12,371	0.8%	0.4%	9.4%	56,208	0.9%	0.4%	89,658	1.5%	0.7%	-37.3%
GMC Acadia	13,365	0.9%	0.4%	17,041	1.1%	0.5%	-21.6%	55,221	0.9%	0.4%	49,178	0.8%	0.4%	12.3%
Mazda CX-90	10,447	2.9%	0.3%	16,114	4.3%	0.5%	-35.2%	55,156	4.3%	0.4%	54,680	4.4%	0.4%	0.9%
Subaru Ascent	13,084	0.9%	0.4%	13,672	0.9%	0.4%	-4.3%	44,400	0.7%	0.3%	56,286	0.9%	0.4%	-21.1%
Buick Enclave	11,130	0.7%	0.3%	7,252	0.5%	0.2%	53.5%	39,754	0.6%	0.3%	26,400	0.4%	0.2%	50.6%
Total large CUV	342,656	22.6%	10.0%	309,446	20.0%	8.9%	10.7%	1,302,585	21.2%	9.6%	1,171,087	19.6%	9.0%	11.2%

U.S. Light-Truck Sales by Market-Class

	Q4	Q4	Truck	Q4	Q4	Truck	Q4	12 mos.	12 mos.	12 mos.	12 mos.	12 mos.	12 mos.
	2025	segment	market	2024	segment	market	% change	2025	segment	Truck	2024	segment	Truck
TOTAL CUV	1,516,825	100.0%	44.2%	1,545,989	100.0%	44.3%	-1.9%	6,153,688	100.0%	45.3%	5,963,299	100.0%	45.9%
BMW X1	6,906	1.9%	0.2%	10,092	2.7%	0.3%	-31.6%	27,386	2.1%	0.2%	27,306	2.2%	0.2%
Volvo XC40	5,592	1.6%	0.2%	6,735	1.8%	0.2%	-17.0%	23,980	1.9%	0.2%	26,557	2.1%	0.2%
Acura ADX	8,378	2.3%	0.2%	0	0.0%	0.0%	-	20,133	1.6%	0.1%	0	0.0%	0.0%
Mercedes-Benz GLA*	3,660	1.0%	0.1%	3,321	0.9%	0.1%	10.2%	13,084	1.0%	0.1%	10,808	0.9%	0.1%
Lexus UX	1,522	0.4%	0.0%	1,996	0.5%	0.1%	-23.7%	8,421	0.7%	0.1%	8,877	0.7%	0.1%
Total subcompact premium CUV	26,058	7.3%	0.8%	22,144	5.9%	0.6%	17.7%	93,004	7.2%	0.7%	73,548	5.9%	0.6%
Lexus NX	19,580	5.4%	0.6%	20,973	5.6%	0.6%	-6.6%	76,836	6.0%	0.6%	74,488	5.9%	0.6%
BMW X3	26,537	7.4%	0.8%	18,890	5.0%	0.5%	40.5%	76,546	5.9%	0.6%	68,798	5.5%	0.5%
Mercedes-Benz GLK/GLC*	22,816	6.3%	0.7%	19,232	5.1%	0.6%	18.6%	71,941	5.6%	0.5%	59,909	4.8%	0.5%
Genesis GV70	10,039	2.8%	0.3%	9,440	2.5%	0.3%	6.3%	35,795	2.8%	0.3%	29,920	2.4%	0.2%
Acura RDX	7,595	2.1%	0.2%	10,810	2.9%	0.3%	-29.7%	31,627	2.5%	0.2%	42,988	3.4%	0.3%
Porsche Macan	5,977	1.7%	0.2%	7,187	1.9%	0.2%	-16.8%	27,139	2.1%	0.2%	25,180	2.0%	0.2%
Lincoln Corsair	6,760	1.9%	0.2%	7,777	2.1%	0.2%	-13.1%	26,566	2.1%	0.2%	27,513	2.2%	0.2%
Audi Q3	5,372	1.5%	0.2%	10,347	2.7%	0.3%	-48.1%	23,581	1.8%	0.2%	32,090	2.6%	0.2%
Cadillac Optiq	2,361	0.7%	0.1%	0	0.0%	0.0%	-	12,187	0.9%	0.1%	0	0.0%	0.0%
Cadillac XT4	484	0.1%	0.0%	6,717	1.8%	0.2%	-92.8%	11,058	0.9%	0.1%	22,405	1.8%	0.2%
BMW X2	1,847	0.5%	0.1%	1,455	0.4%	0.0%	26.9%	6,739	0.5%	0.0%	3,619	0.3%	0.0%
BMW X4	998	0.3%	0.0%	2,487	0.7%	0.1%	-59.9%	5,910	0.5%	0.0%	9,978	0.8%	0.1%
Infiniti QX50	907	0.3%	0.0%	2,845	0.8%	0.1%	-68.1%	5,901	0.5%	0.0%	10,722	0.9%	0.1%
Land Rover Range Rover Evoque*	673	0.2%	0.0%	1,199	0.3%	0.0%	-43.9%	4,573	0.4%	0.0%	5,199	0.4%	0.0%
Infiniti QX55	357	0.1%	0.0%	985	0.3%	0.0%	-63.8%	2,288	0.2%	0.0%	3,721	0.3%	0.0%
Alfa Romeo Stelvio	371	0.1%	0.0%	797	0.2%	0.0%	-53.5%	1,872	0.1%	0.0%	3,162	0.3%	0.0%
Jaguar E-Pace*	64	0.0%	0.0%	89	0.0%	0.0%	-28.1%	434	0.0%	0.0%	289	0.0%	0.0%
Total compact premium CUV	112,738	31.4%	3.3%	121,230	32.2%	3.5%	-7.0%	420,993	32.7%	3.1%	419,981	33.5%	3.2%
Lexus RX	32,829	9.1%	1.0%	35,295	9.4%	1.0%	-7.0%	113,256	8.8%	0.8%	118,636	9.5%	0.9%
BMW X5	24,376	6.8%	0.7%	26,323	7.0%	0.8%	-7.4%	76,246	5.9%	0.6%	72,348	5.8%	0.6%
Mercedes-Benz GLE/M-Class*	21,200	5.9%	0.6%	18,884	5.0%	0.5%	12.3%	71,326	5.5%	0.5%	62,532	5.0%	0.5%
Audi Q5	13,582	3.8%	0.4%	17,551	4.7%	0.5%	-22.6%	46,215	3.6%	0.3%	56,799	4.5%	0.4%
Acura MDX	10,647	3.0%	0.3%	13,267	3.5%	0.4%	-19.7%	41,460	3.2%	0.3%	50,112	4.0%	0.4%
Volvo XC60	10,583	2.9%	0.3%	13,114	3.5%	0.4%	-19.3%	41,105	3.2%	0.3%	38,892	3.1%	0.3%
Lincoln Nautilus	7,507	2.1%	0.2%	10,241	2.7%	0.3%	-26.7%	33,744	2.6%	0.2%	36,544	2.9%	0.3%
Infiniti QX60	9,297	2.6%	0.3%	7,453	2.0%	0.2%	24.7%	30,538	2.4%	0.2%	27,808	2.2%	0.2%
Genesis GV80	8,537	2.4%	0.2%	7,499	2.0%	0.2%	13.8%	27,673	2.2%	0.2%	24,301	1.9%	0.2%
Cadillac XT5	6,204	1.7%	0.2%	8,588	2.3%	0.2%	-27.8%	24,702	1.9%	0.2%	26,432	2.1%	0.2%
Porsche Cayenne	5,693	1.6%	0.2%	6,925	1.8%	0.2%	-17.8%	20,314	1.6%	0.1%	22,432	1.8%	0.2%
BMW X6	4,139	1.2%	0.1%	3,787	1.0%	0.1%	9.3%	12,000	0.9%	0.1%	9,481	0.8%	0.1%
Mercedes-Benz GLB*	3,217	0.9%	0.1%	3,915	1.0%	0.1%	-17.8%	11,691	0.9%	0.1%	14,064	1.1%	0.1%
Audi Q8	3,035	0.8%	0.1%	3,387	0.9%	0.1%	-10.4%	10,881	0.8%	0.1%	10,352	0.8%	0.1%
Land Rover Velar*	1,335	0.4%	0.0%	1,591	0.4%	0.0%	-16.1%	8,435	0.7%	0.1%	8,191	0.7%	0.1%
Jaguar F-Pace*	848	0.2%	0.0%	1,091	0.3%	0.0%	-22.3%	4,248	0.3%	0.0%	6,691	0.5%	0.1%
Land Rover Discovery Sport*	638	0.2%	0.0%	736	0.2%	0.0%	-13.3%	3,738	0.3%	0.0%	2,486	0.2%	0.0%
Lotus Eletre	30	0.0%	0.0%	0	0.0%	0.0%	-	50	0.0%	0.0%	0	0.0%	0.0%
Total midsize premium CUV	163,697	45.5%	4.8%	179,647	47.6%	5.2%	-8.9%	577,622	44.9%	4.2%	588,101	46.9%	4.5%
Lexus TX	17,800	1.2%	0.5%	7,325	0.5%	0.2%	143.0%	57,346	0.9%	0.4%	28,640	0.5%	0.2%
Volvo XC90	12,101	3.4%	0.4%	12,665	3.4%	0.4%	-4.5%	40,217	3.1%	0.3%	39,492	3.2%	0.3%
BMW X7	9,806	2.7%	0.3%	9,953	2.6%	0.3%	-1.5%	31,575	2.5%	0.2%	29,632	2.4%	0.2%
Lincoln Aviator	7,963	2.2%	0.2%	7,778	2.1%	0.2%	2.4%	24,373	1.9%	0.2%	25,235	2.0%	0.2%
Audi Q7	4,125	1.1%	0.1%	7,344	1.9%	0.2%	-43.8%	18,381	1.4%	0.1%	20,894	1.7%	0.2%
Cadillac XT6	3,595	1.0%	0.1%	6,838	1.8%	0.2%	-47.4%	17,060	1.3%	0.1%	20,225	1.6%	0.2%
Maserati (all models)*	640	0.2%	0.0%	1,230	0.3%	0.0%	-48.0%	3,210	0.2%	0.0%	5,030	0.4%	0.0%
BMW XM	657	0.2%	0.0%	589	0.2%	0.0%	11.5%	1,878	0.1%	0.0%	1,974	0.2%	0.0%
Rolls-Royce Cullinan	240	0.1%	0.0%	280	0.1%	0.0%	-14.3%	870	0.1%	0.0%	875	0.1%	0.0%
Total large premium CUV	56,927	15.8%	1.7%	54,002	14.3%	1.5%	5.4%	194,910	15.2%	1.4%	171,997	13.7%	1.3%

U.S. Light-Truck Sales by Market-Class

	Q4 2025	Q4 segment share	Truck market share	Q4 2024	Q4 segment share	Truck market share	Q4 % change	12 mos. 2025	12 mos. segment share	12 mos. Truck share	12 mos. 2024	12 mos. segment share	12 mos. Truck share	12 mos. % change
TOTAL PREMIUM CUV	359,420	100.0%	10.5%	377,023	100.0%	10.8%	-4.7%	1,286,529	100.0%	9.5%	1,253,627	100.0%	9.6%	2.6%
Jeep Grand Cherokee	55,861	14.9%	1.6%	55,209	16.6%	1.6%	1.2%	210,082	14.3%	1.5%	216,148	16.7%	1.7%	-2.8%
Jeep Wrangler	39,268	10.5%	1.1%	38,085	11.4%	1.1%	3.1%	167,322	11.4%	1.2%	151,163	11.7%	1.2%	10.7%
Ford Bronco	36,086	9.7%	1.1%	32,224	9.7%	0.9%	12.0%	146,007	10.0%	1.1%	109,172	8.4%	0.8%	33.7%
Toyota 4Runner	31,804	8.5%	0.9%	2,965	0.9%	0.1%	972.6%	98,805	6.7%	0.7%	92,156	7.1%	0.7%	7.2%
Jeep Cherokee	90	0.0%	0.0%	239	0.1%	0.0%	-62.3%	527	0.0%	0.0%	2,839	0.2%	0.0%	-81.4%
Total midsize SUV	163,109	43.6%	4.8%	128,722	38.6%	3.7%	26.7%	622,743	42.5%	4.6%	571,478	44.1%	4.4%	9.0%
Chevrolet Tahoe	28,520	7.6%	0.8%	33,367	10.0%	1.0%	-14.5%	114,202	7.8%	0.8%	105,147	8.1%	0.8%	8.6%
GMC Yukon/Yukon XL	24,855	6.6%	0.7%	28,519	8.6%	0.8%	-12.8%	93,036	6.4%	0.7%	87,312	6.7%	0.7%	6.6%
Ford Expedition	19,297	5.2%	0.6%	19,911	6.0%	0.6%	-3.1%	85,921	5.9%	0.6%	78,035	6.0%	0.6%	10.1%
Dodge Durango	26,751	7.2%	0.8%	12,487	3.7%	0.4%	114.2%	81,168	5.5%	0.6%	59,357	4.6%	0.5%	36.7%
Chevrolet Suburban	16,140	4.3%	0.5%	13,886	4.2%	0.4%	16.2%	58,683	4.0%	0.4%	44,398	3.4%	0.3%	32.2%
Jeep Wagoneer	10,132	2.7%	0.3%	5,929	1.8%	0.2%	70.9%	50,771	3.5%	0.4%	43,356	3.3%	0.3%	17.1%
Toyota Sequoia	7,700	2.1%	0.2%	6,807	2.0%	0.2%	13.1%	26,186	1.8%	0.2%	26,097	2.0%	0.2%	0.3%
Nissan Armada	4,856	1.3%	0.1%	2,856	0.9%	0.1%	70.0%	17,465	1.2%	0.1%	15,267	1.2%	0.1%	14.4%
Total large SUV	138,251	37.0%	4.0%	123,762	37.1%	3.5%	11.7%	527,432	36.0%	3.9%	458,969	35.4%	3.5%	14.9%
Lexus GX	8,936	2.4%	0.3%	10,008	3.0%	0.3%	-10.7%	37,180	2.5%	0.3%	30,914	2.4%	0.2%	20.3%
Land Rover Discovery/LR4*	637	0.2%	0.0%	787	0.2%	0.0%	-19.1%	3,637	0.2%	0.0%	3,437	0.3%	0.0%	5.8%
Total midsize premium SUV	9,573	2.6%	0.3%	10,795	3.2%	0.3%	-11.3%	40,817	2.8%	0.3%	34,351	2.6%	0.3%	18.8%
Cadillac Escalade/Escalade ESV	15,744	4.2%	0.5%	13,679	4.1%	0.4%	15.1%	57,481	3.9%	0.4%	41,671	3.2%	0.3%	37.9%
Toyota Land Cruiser	8,800	2.4%	0.3%	10,817	3.2%	0.3%	-18.6%	43,946	3.0%	0.3%	29,113	2.2%	0.2%	51.0%
Land Rover Defender*	5,437	1.5%	0.2%	7,750	2.3%	0.2%	-29.8%	30,237	2.1%	0.2%	29,650	2.3%	0.2%	2.0%
Land Rover Range Rover*	5,403	1.4%	0.2%	7,772	2.3%	0.2%	-30.5%	29,403	2.0%	0.2%	25,472	2.0%	0.2%	15.4%
Land Rover Range Rover Sport*	5,385	1.4%	0.2%	6,051	1.8%	0.2%	-11.0%	26,685	1.8%	0.2%	22,351	1.7%	0.2%	19.4%
Lincoln Navigator	5,815	1.6%	0.2%	4,497	1.3%	0.1%	29.3%	22,185	1.5%	0.2%	15,531	1.2%	0.1%	42.8%
Mercedes-Benz GL/GLS*	6,070	1.6%	0.2%	7,551	2.3%	0.2%	-19.6%	21,804	1.5%	0.2%	25,651	2.0%	0.2%	-15.0%
Infiniti QX80	3,641	1.0%	0.1%	2,929	0.9%	0.1%	24.3%	13,590	0.9%	0.1%	10,339	0.8%	0.1%	31.4%
Mercedes-Benz G-Class*	3,003	0.8%	0.1%	4,006	1.2%	0.1%	-25.0%	12,003	0.8%	0.1%	9,529	0.7%	0.1%	26.0%
Lexus LX	2,034	0.5%	0.1%	2,018	0.6%	0.1%	0.8%	7,464	0.5%	0.1%	6,830	0.5%	0.1%	9.3%
Jeep Grand Wagoneer	674	0.2%	0.0%	1,774	0.5%	0.1%	-62.0%	5,133	0.4%	0.0%	11,959	0.9%	0.1%	-57.1%
Total Large premium SUV	62,006	16.6%	1.8%	68,844	20.7%	2.0%	-9.9%	269,931	18.4%	2.0%	228,096	17.6%	1.8%	18.3%
Total premium SUV	71,579	19.1%	2.1%	79,639	23.9%	2.3%	-10.1%	310,748	21.2%	2.3%	262,447	20.2%	2.0%	18.4%
Lamborghini Urus*	500	0.1%	0.0%	520	0.2%	0.0%	-3.8%	1,895	0.1%	0.0%	1,880	0.1%	0.0%	0.8%
Bentley Bentayga*	230	0.1%	0.0%	240	0.1%	0.0%	-4.2%	875	0.1%	0.0%	1,135	0.1%	0.0%	-22.9%
Aston Martin (all models)*	150	0.0%	0.0%	200	0.1%	0.0%	-25.0%	670	0.0%	0.0%	774	0.0%	0.0%	-13.4%
Ferrari Purosangue*	110	0.0%	0.0%	75	0.0%	0.0%	46.7%	375	0.0%	0.0%	175	0.0%	0.0%	114.3%
Total super premium SUV	990	0.3%	0.0%	1,035	0.3%	0.0%	-4.3%	3,815	0.3%	0.0%	3,964	0.3%	0.0%	-3.8%
TOTAL SUV	373,929	100.0%	10.9%	333,158	100.0%	9.6%	12.2%	1,464,738	100.0%	10.8%	1,296,858	100.0%	10.0%	12.9%
Tesla Cybertruck	6,900	4.4%	0.2%	11,000	4.4%	0.3%	-37.3%	29,000	3.7%	0.2%	30,000	3.8%	0.2%	-3.3%
Rivian R1T	2,400	1.5%	0.1%	2,300	0.9%	0.1%	4.3%	7,500	1.0%	0.1%	9,612	1.2%	0.1%	-22.0%
Total large pickup BEV	9,300	5.9%	0.3%	13,300	5.4%	0.4%	-30.1%	36,500	4.6%	0.3%	39,612	5.0%	0.3%	-7.9%
Rivian EDV 700	3,600	2.3%	0.1%	2,700	1.1%	0.1%	33.3%	10,600	1.3%	0.1%	8,397	1.1%	0.1%	26.2%
Chevrolet BrightDrop 400/600	995	0.6%	0.0%	543	0.2%	0.0%	83.2%	4,971	0.6%	0.0%	1,535	0.2%	0.0%	223.8%
Total all electric commercial vans	4,595	2.9%	0.1%	3,243	1.3%	0.1%	41.7%	15,571	2.0%	0.1%	9,932	1.3%	0.1%	56.8%
Ford Mustang Mach-E	9,658	6.1%	0.3%	16,119	6.5%	0.5%	-40.1%	51,620	6.6%	0.4%	51,745	6.6%	0.4%	-0.2%
Hyundai Ioniq 5	5,948	3.8%	0.2%	14,082	5.7%	0.4%	-57.8%	47,039	6.0%	0.3%	44,400	5.6%	0.3%	5.9%
Volkswagen ID4	248	0.2%	0.0%	646	0.3%	0.0%	-61.6%	22,373	2.8%	0.2%	17,021	2.2%	0.1%	31.4%
Toyota BZ4X (I)	3,345	2.1%	0.1%	4,993	2.0%	0.1%	-33.0%	15,609	2.0%	0.1%	18,570	2.4%	0.1%	-15.9%
Nissan Ariya	77	0.0%	0.0%	4,901	2.0%	0.1%	-98.4%	14,906	1.9%	0.1%	19,798	2.5%	0.2%	-24.7%

U.S. Light-Truck Sales by Market-Class

	Q4	Q4	Truck	Q4	Q4	Truck	Q4	12 mos.	12 mos.	12 mos.	12 mos.	12 mos.	12 mos.	12 mos.
	2025	segment	market	2024	segment	market	% change	2025	segment	Truck	2024	segment	Truck	% change
	2025	share	share	2024	share	share		2025	share	share	2024	share	share	
Kia EV6	1,856	1.2%	0.1%	5,730	2.3%	0.2%	-67.6%	12,933	1.6%	0.1%	21,715	2.8%	0.2%	-40.4%
Subaru Solterra	743	0.5%	0.0%	3,310	1.3%	0.1%	-77.6%	10,715	1.4%	0.1%	12,447	1.6%	0.1%	-13.9%
VinFast VF8	432	0.3%	0.0%	900	0.4%	0.0%	-52.0%	1,882	0.2%	0.0%	2,674	0.3%	0.0%	-29.6%
VinFast VF9	100	0.1%	0.0%	0	0.0%	0.0%	-	405	0.1%	0.0%	1	0.0%	0.0%	40400.0%
Rivian RCV	40	0.0%	0.0%	5	0.0%	0.0%	700.0%	190	0.0%	0.0%	84	0.0%	0.0%	126.2%
Total compact CUV BEV	22,447	14.3%	0.7%	50,686	20.5%	1.5%	-55.7%	177,672	22.6%	1.3%	188,455	23.9%	1.5%	-5.7%
Honda Prologue	2,641	1.7%	0.1%	18,838	7.6%	0.5%	-86.0%	39,194	5.0%	0.3%	33,017	4.2%	0.3%	18.7%
Tesla Model X*	3,200	2.0%	0.1%	6,800	2.7%	0.2%	-52.9%	15,700	2.0%	0.1%	30,100	3.8%	0.2%	-47.8%
Total midsize CUV BEV	5,841	3.7%	0.2%	25,638	10.4%	0.7%	-77.2%	54,894	7.0%	0.4%	63,117	8.0%	0.5%	-13.0%
Kia EV9	2,603	1.7%	0.1%	6,047	2.4%	0.2%	-57.0%	15,051	1.9%	0.1%	22,017	2.8%	0.2%	-31.6%
Hyundai Ioniq 9	1,012	0.6%	0.0%	0	0.0%	0.0%	-	5,189	0.7%	0.0%	0	0.0%	0.0%	-
Total large CUV BEV	3,615	2.3%	0.1%	6,047	2.4%	0.2%	-40.2%	20,240	2.6%	0.1%	22,017	2.8%	0.2%	-8.1%
Mercedes-Benz EQB SUV*	150	0.1%	0.0%	2,904	1.2%	0.1%	-94.8%	8,217	1.0%	0.1%	10,213	1.3%	0.1%	-19.5%
Volvo EX30	942	0.6%	0.0%	229	0.1%	0.0%	311.4%	5,409	0.7%	0.0%	240	0.0%	0.0%	2153.8%
Total sub-compact premium CUV BEV	1,092	0.7%	0.0%	3,133	1.3%	0.1%	-65.1%	13,626	1.7%	0.1%	10,453	1.3%	0.1%	30.4%
Tesla Model Y*	85,800	54.6%	2.5%	104,200	42.1%	3.0%	-17.7%	317,800	40.4%	2.3%	406,200	51.6%	3.1%	-21.8%
Audi Q6 e-tron	220	0.1%	0.0%	922	0.4%	0.0%	-76.1%	17,481	2.2%	0.1%	966	0.1%	0.0%	1709.6%
Audi Q4 e-tron	71	0.0%	0.0%	3,273	1.3%	0.1%	-97.8%	6,738	0.9%	0.0%	11,356	1.4%	0.1%	-40.7%
Lexus RZ	1,061	0.7%	0.0%	1,316	0.5%	0.0%	-19.4%	6,400	0.8%	0.0%	9,697	1.2%	0.1%	-34.0%
Jaguar I-Pace	71	0.0%	0.0%	850	0.3%	0.0%	-91.6%	2,071	0.3%	0.0%	2,550	0.3%	0.0%	-18.8%
Genesis GV60	145	0.1%	0.0%	868	0.4%	0.0%	-83.3%	1,873	0.2%	0.0%	2,866	0.4%	0.0%	-34.6%
Total compact premium CUV BEV	87,368	55.6%	2.5%	111,429	45.0%	3.2%	-21.6%	352,363	44.7%	2.6%	433,635	55.1%	3.3%	-18.7%
Volvo C40	0	0.0%	0.0%	275	0.1%	0.0%	-100.0%	412	0.1%	0.0%	1,420	0.2%	0.0%	-71.0%
Polestar Polestar 4	100	0.1%	0.0%	0	0.0%	0.0%	-	100	0.0%	0.0%	0	0.0%	0.0%	-
Total small premium CUV BEV	100	0.1%	0.0%	275	0.1%	0.0%	-63.6%	512	0.1%	0.0%	1,420	0.2%	0.0%	-63.9%
Rivian R1S	6,100	3.9%	0.2%	6,400	2.6%	0.2%	-4.7%	24,200	3.1%	0.2%	30,743	3.9%	0.2%	-21.3%
Cadillac Lyriq	4,345	2.8%	0.1%	8,084	3.3%	0.2%	-46.3%	20,971	2.7%	0.2%	28,402	3.6%	0.2%	-26.2%
BMW iX	2,709	1.7%	0.1%	4,214	1.7%	0.1%	-35.7%	12,587	1.6%	0.1%	15,383	2.0%	0.1%	-18.2%
Acura ZDX	90	0.1%	0.0%	4,377	1.8%	0.1%	-97.9%	12,005	1.5%	0.1%	7,391	0.9%	0.1%	62.4%
Mercedes-Benz EQE SUV BEV*	282	0.2%	0.0%	2,325	0.9%	0.1%	-87.9%	7,831	1.0%	0.1%	10,084	1.3%	0.1%	-22.3%
Polestar Polestar 3	2,200	1.4%	0.1%	0	0.0%	0.0%	-	6,700	0.9%	0.0%	0	0.0%	0.0%	-
Volvo EX90	991	0.6%	0.0%	749	0.3%	0.0%	32.3%	3,913	0.5%	0.0%	858	0.1%	0.0%	356.1%
Lucid Gravity	900	0.6%	0.0%	0	0.0%	0.0%	-	1,100	0.1%	0.0%	0	0.0%	0.0%	-
Audi Q8 e-tron	3	0.0%	0.0%	1,571	0.6%	0.0%	-99.8%	869	0.1%	0.0%	7,936	1.0%	0.1%	-89.1%
Total midsize premium CUV BEV	17,620	11.2%	0.5%	27,720	11.2%	0.8%	-36.4%	90,176	11.5%	0.7%	100,797	12.8%	0.8%	-10.5%
GMC Hummer pickup/SUV	2,555	1.6%	0.1%	5,091	2.1%	0.1%	-49.8%	15,788	2.0%	0.1%	13,993	1.8%	0.1%	12.8%
Cadillac Vistiq	2,210	1.4%	0.1%	0	0.0%	0.0%	-	7,879	1.0%	0.1%	0	0.0%	0.0%	-
Mercedes-Benz EQS SUV*	328	0.2%	0.0%	1,073	0.4%	0.0%	-69.4%	2,157	0.3%	0.0%	5,969	0.8%	0.0%	-63.9%
Total large premium CUV BEV	5,093	3.2%	0.1%	6,164	2.5%	0.2%	-17.4%	25,824	3.3%	0.2%	19,962	2.5%	0.2%	29.4%
Jeep Recon	22	0.0%	0.0%	0	0.0%	0.0%	-	56	0.0%	0.0%	0	0.0%	0.0%	-
Total midsize SUV BEV	22	0.0%	0.0%	0	0.0%	0.0%	-	56	0.0%	0.0%	0	0.0%	0.0%	-
TOTAL BATTERY ELECTRIC VEHICLE (	157,093	100.0%	4.6%	247,635	100.0%	7.1%	-36.6%	787,434	100.0%	5.8%	889,400	112.9%	6.8%	-11.5%
Hyundai Nexo	2	100.0%	0.0%	5	100.0%	0.0%	-60.0%	5	100.0%	0.0%	94	100.0%	0.0%	-94.7%
Total compact CUV	2	100.0%	0.0%	5	100.0%	0.0%	-60.0%	5	100.0%	0.0%	94	100.0%	0.0%	-94.7%
TOTAL FUEL CELL	2	100.0%	0.0%	5	100.0%	0.0%	-60.0%	5	100.0%	0.0%	94	100.0%	0.0%	-94.7%
Alfa Romeo Tonale	305	100.0%	0.0%	646	0.3%	0.0%	-52.8%	2,414	100.0%	0.0%	3,383	100.0%	0.0%	-28.6%

U.S. Light-Truck Sales by Market-Class

	Q4	Q4	Truck	Q4	Q4	Truck		12 mos.	12 mos.	12 mos.	12 mos.	12 mos.	12 mos.
	2025	segment	market	2024	segment	market	Q4	2025	segment	Truck	2024	segment	Truck
		share	share		share	share	% change			share			share
	2025			2024				2025			2024		
Total small premium CUV PHEV	305	100.0%	0.0%	646	0.3%	0.0%	-52.8%	2,414	100.0%	0.0%	3,383	100.0%	0.0%
TOTAL PHEV	305	100.0%	0.0%	646	0.3%	0.0%	-52.8%	2,414	100.0%	0.0%	3,383	100.0%	0.0%
TOTAL ALTERNATIVE POWER†	157,400	100.0%	4.6%	248,286	100.0%	7.1%	-36.6%	789,853	100.0%	5.8%	892,877	100.0%	6.9%
SEGMENT SUMMARY													
CUV	1,516,825		44.2%	1,545,989		44.3%	-1.9%	6,153,688		45.3%	5,963,299		45.9%
Premium CUV	359,420		10.5%	377,023		10.8%	-4.7%	1,286,529		9.5%	1,253,627		9.6%
Total CUV	1,876,245		54.7%	1,923,012		55.1%	-2.4%	7,440,217		54.7%	7,216,926		55.6%
Pickup	827,421		24.1%	789,016		22.6%	4.9%	3,130,092		23.0%	2,881,757		22.2%
SUV	373,929		10.9%	333,158		9.6%	12.2%	1,464,738		10.8%	1,296,858		10.0%
BEV	157,093		4.6%	247,635		7.1%	-36.6%	787,434		5.8%	889,400		6.8%
Fuel Cell	2		0.0%	5		0.0%	-60.0%	5		0.0%	94		0.0%
Hybrid	305		0.0%	646		0.0%	-52.8%	2,414		0.0%	3,383		0.0%
Total Alternative power†	157,400		4.6%	248,286		7.1%	-36.6%	789,853		5.8%	892,877		6.9%
Van	197,712		5.8%	193,613		5.6%	2.1%	773,445		5.7%	702,931		5.4%
TOTAL LIGHT TRUCK	3,432,707		100.0%	3,487,085		100.0%	-1.6%	13,598,345		100.0%	12,991,349		100.0%

*Estimate
†Segment includes vehicles that are sold exclusively with electrified powertrains

Top 10 Sellers – Q4 & YTD 2025

Total Vehicle		Q4	Car		Q4	Light-truck		Q4
		2025			2025			2025
1	Ford F-Series	208,252	1	Toyota Camry	81,759	1	Ford F-Series	208,252
2	Chevrolet Silverado	154,699	2	Toyota Corolla	68,105	2	Chevrolet Silverado	154,699
3	Toyota RAV4	121,154	3	Honda Civic	53,436	3	Toyota RAV4	121,154
4	Ram pickup	111,673	4	Tesla Model 3*	42,100	4	Ram pickup	111,673
5	GMC Sierra	98,226	5	Honda Accord	40,519	5	GMC Sierra	98,226
6	Honda CR-V	96,267	6	Kia K4/Forte	32,871	6	Honda CR-V	96,267
7	Tesla Model Y*	85,800	7	Hyundai Elantra	31,988	7	Tesla Model Y*	85,800
8	Toyota Camry	81,759	8	Nissan Sentra	26,837	8	Chevrolet Equinox	75,884
9	Chevrolet Equinox	75,884	9	Kia K5	20,170	9	Toyota Tacoma	70,174
10	Toyota Tacoma	70,174	10	Nissan Altima	16,974	10	Hyundai Tucson	68,991

Total Vehicle		12 mos.	Car		12 mos.	Light-truck		12 mos.
		2025			2025			2025
1	Ford F-Series	828,832	1	Toyota Camry	316,185	1	Ford F-Series	828,832
2	Chevrolet Silverado	580,368	2	Toyota Corolla	248,088	2	Chevrolet Silverado	580,368
3	Toyota RAV4	479,288	3	Honda Civic	238,661	3	Toyota RAV4	479,288
4	Honda CR-V	403,768	4	Tesla Model 3*	172,800	4	Honda CR-V	403,768
5	Ram pickup	374,059	5	Nissan Sentra	152,578	5	Ram pickup	374,059
6	GMC Sierra	356,218	6	Honda Accord	150,196	6	GMC Sierra	356,218
7	Chevrolet Equinox	332,301	7	Hyundai Elantra	148,200	7	Chevrolet Equinox	332,301
8	Tesla Model Y*	317,800	8	Kia K4/Forte	140,514	8	Tesla Model Y*	317,800
9	Toyota Camry	316,185	9	Nissan Altima	93,268	9	Toyota Tacoma	274,638
10	Toyota Tacoma	274,638	10	Kia K5	72,751	10	Hyundai Tucson	234,230

*Estimate