VINCENSUS

Q2 2026



We are pleased to present the Q2 2026 Vincensus Report, one of the industry's most comprehensive analyses of automotive inventory performance and market trends.

Built on extensive VIN-level market intelligence and shopper behavior data, this report goes beyond reporting what happened - it highlights the trends, risks, and opportunities that matter most to dealers.

Each section is designed to provide actionable insights you can use to make more informed inventory decisions, improve inventory health, identify emerging market shifts, and optimize performance in the quarters ahead.

Lotlinx

Executive Summary

Q2 2026 marked a turning point for auto retail. New vehicle sales rose 14% quarter over quarter, breaking a long stretch of used vehicle dominance and reversing a trend that had defined the market for several quarters. The surge was driven largely by high profile new product launches, including the revived Chevrolet Bolt, the Subaru Trailseeker, and Kia's first hybrid Telluride, each of which pulled buyer demand forward and gave dealers fresh volume to work with.

While stronger sales suggest renewed momentum, the quarter also highlighted a more nuanced reality: consumer demand has not returned evenly across the market. Instead, buyers are becoming increasingly selective, rewarding vehicles that deliver clear value, affordability, or fuel efficiency while forcing dealers to work harder to move inventory that misses those expectations.

Hybrids emerged as the clear powertrain winner of the quarter, growing 28% quarter over quarter to capture 28% of all new vehicle sales, as consumers continued to demonstrate a willingness to pay a premium for fuel efficiency. New EV sales also surged 26% quarter over quarter, compressing electric day supply by 32 days to a healthier 63 day supply and signaling stabilization following the expiration of federal EV tax credits. That EV recovery came at a cost, however, as aggressive discounting pulled new EV list prices down 12% year over year to $48,144.

The used market held largely steady, posting a modest 2% quarter over quarter sales increase alongside a 4% rise in average price to $27,988. Used EVs stood out within that steadier backdrop, posting a 23% quarter over quarter sales increase and a 10% price jump to $31,790, evidence that used EV values have found a firmer floor as the price gap to new EVs continues to close.

Taken together, these trends suggest the market is becoming increasingly segmented rather than moving in one direction. Hybrids continue to gain momentum, new EVs are finding buyers through pricing adjustments, and used EVs are beginning to establish stronger residual value. For dealers, success is becoming less about overall inventory levels and more about having the right inventory mix.

These results land in a broader industry environment defined by affordability pressure. Elevated vehicle prices, financing costs that remain in the mid six percent range, and a growing share of underwater trade ins are pushing many buyers toward lower cost alternatives rather than out of the market entirely.

A spike in gas prices earlier in the year further accelerated hybrid demand, reinforcing the segment's role as the near term answer for fuel conscious, budget constrained shoppers. At the same time, the EV segment is settling into what many analysts now describe as a post incentive era, with tariff and trade policy uncertainty continuing to weigh on vehicle costs, sourcing decisions, and pricing strategy for the remainder of the year.

The result is a marketplace where broad, one-size-fits-all inventory strategies are becoming less effective. Dealers can no longer rely on overall market demand or blanket incentives to compensate for aging inventory. Instead, profitability increasingly depends on identifying which individual vehicles require pricing intervention and which can continue to command stronger margins.

Against this backdrop, the dealers best positioned to protect margin and outperform their market in the second half of 2026 are the ones using granular, VIN-specific inventory data, rather than broad discounting, to guide acquisition, pricing, and marketing decisions. Lotlinx customer performance in Q2 supports this: customers carried noticeably less aged used inventory than the broader market, and outperformed the market across the majority of new and used vehicle brands.

As market conditions continue to shift by powertrain, brand, and even individual model, dealers that combine real-time inventory intelligence with disciplined pricing strategies will be better positioned to improve inventory turn, preserve gross profit, and capitalize on changing consumer demand through the remainder of 2026.

Key Data Highlights

New Vehicle Market

- New vehicle sales increased 14% quarter over quarter, with the Chevrolet Bolt's return, Toyota's bZ Woodland, the Subaru Trailseeker, and Kia's first hybrid Telluride pulling volume forward.
- Hybrids led powertrain growth, up 28% quarter over quarter to reach 28% share of new sales, while EVs rose 26% quarter over quarter as the segment continued adjusting to the expiration of federal tax credits.
- New vehicle prices held relatively stable quarter over quarter at $44,450, up 2% year over year. Hybrids saw the largest year over year increase at 10% to $45,075, ICEs rose 7% to $43,899, while EVs dropped 12% to $48,144.
- New day supply fell 4 days quarter over quarter to 62 days, up 6 days year over year.
- New vehicle carryover fell 4 points quarter over quarter to 50%, up 1 point year over year.
- The share of new units sold with a markdown rose 4 points quarter over quarter to 29%.
- New EV day supply fell 32 days quarter over quarter to 63 days, below the 68 days recorded for ICEs. Hybrid day supply tightened further by 6 days to 49 days, remaining the tightest segment.
- New EVs remain the segment with the highest aged inventory, at 54% of units over 30 days on lot.
- New aged ending inventory held flat quarter over quarter at 49%, up 2 points year over year.

Used Vehicle Market

- Used vehicle sales grew a modest 2% quarter over quarter, with day supply rising 2 days quarter over quarter to 40 days.
- Average used vehicle price rose 4% quarter over quarter to $27,988, outpacing the 1% increase in new vehicle pricing. Used EVs saw the largest increase, up 10% quarter over quarter and 9% year over year to $31,790.
- Used vehicle carryover fell 11 points quarter over quarter to 42%, down 1 point year over year.
- The share of used units sold with a markdown rose 4 points quarter over quarter to 41%.
- Used EV sales rose 23% quarter over quarter, the strongest gain of any used segment, while the share of used EVs sold with a markdown fell 9 points to 34%, the lowest of any powertrain segment and well below the 41% recorded for ICEs and 45% for hybrids.
- Used EVs also carried the lowest share of aged inventory at 35% of units over 30 days on lot, compared with 45% for both hybrids and ICEs.
- Used aged ending inventory rose 5 points quarter over quarter to 46%, down 1 point year over year, as inventory continued to build across most brands.

Lotlinx Customer Performance

- Lotlinx customers carried about the same level of aged new inventory as the broader market, at 49.6% versus 49.2%, but 1.6 points less aged used inventory, at 44.4% versus 46.0%.
- 54% of new vehicle brands and 65% of used vehicle brands outperformed the broader market among Lotlinx customers.

What This Means for Dealers

The quarter's data reveals that the competitiveness is shifting from inventory availability to inventory precision. Dealers that understand why these trends are occurring, and adjust inventory strategy accordingly, will be better positioned to protect margins while competitors rely on increasingly expensive markdowns. The following trends illustrate where the greatest risks and opportunities now exist.

- Hybrid demand looks structural, not seasonal. With gas price volatility and affordability pressure both pushing buyers toward fuel efficient options, dealers who under stock hybrids risk losing volume to competitors, particularly given that hybrid day supply is already the tightest in the market at 49 days.

- The EV market has stabilized, but on the back of steep discounting. New EV list prices are down 12% year over year, and new EV aged inventory remains the highest of any segment at 54%.
- Dealers carrying EV inventory should watch aging closely rather than assuming lower prices alone will move units.
- Used EVs are emerging as a genuine opportunity. Rising used EV prices, strong sales growth, and the lowest markdown and aging rates of any used segment suggest dealers with used EV inventory are in a stronger position than the broader EV narrative implies.
- Markdown reliance is increasing across the board. With markdown share up for both new and used vehicles, dealers who apply discounts broadly rather than selectively are more likely to erode margin without meaningfully accelerating turn.
- Aged used inventory is building. A 5 point quarter over quarter increase in aged used inventory signals that acquisition and pricing decisions made earlier in the year are starting to catch up with dealers who have not adjusted their used vehicle strategy.
- Data driven inventory management is showing measurable results. Lotlinx customers' outperformance on aged used inventory, and the fact that a majority of both new and used brands outperformed the market, reinforce that dealers using more granular data to guide decisions are better positioned in the current environment.

More broadly, these results are playing out inside an industry environment where affordability, not demand, is the primary constraint on sales. Elevated financing costs, high average transaction prices, and a rising share of buyers trading in vehicles with negative equity mean dealers cannot count on broad based demand growth to solve inventory problems. Tariff and trade policy uncertainty adds another layer of complexity to sourcing and pricing decisions heading into the back half of the year. In this environment, the dealers that manage inventory with precision, rather than relying on national trends or blanket promotions, are the ones most likely to protect margin and gain share.

Best Practices for Inventory Management

Given the current landscape, dealers can apply the following best practices to make better use of inventory and markdown data at the dealership level.

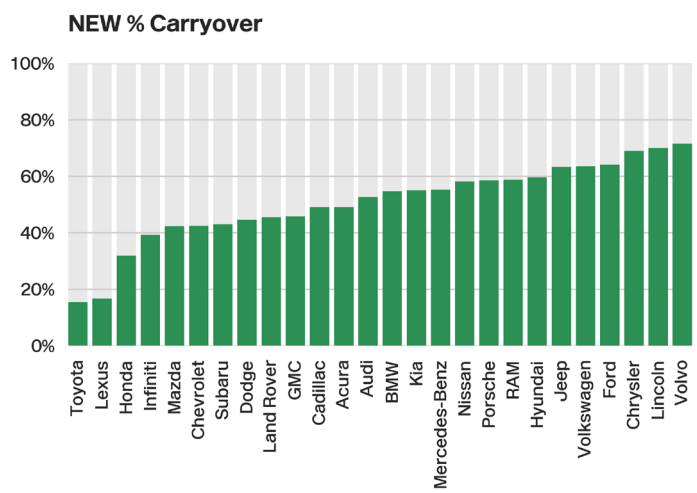
- Prioritize VIN-specific decisions over blanket discounts. Broad markdown campaigns tend to move some units while unnecessarily discounting others that would have sold anyway. Targeting markdowns to the specific units that need help protects margin on the rest of the lot.

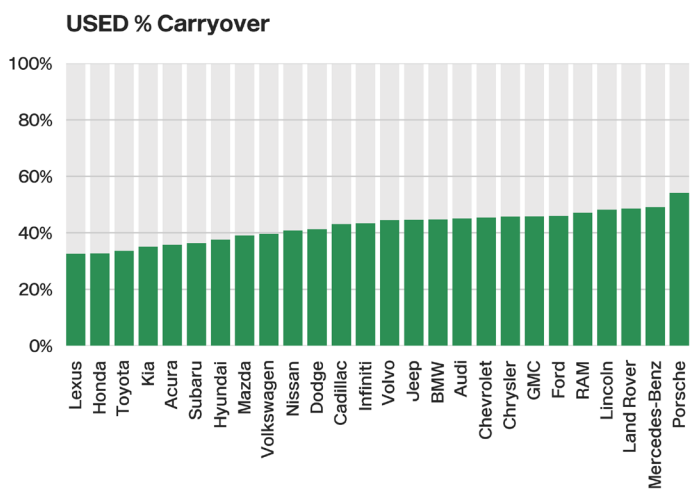
- Set aging thresholds and markdown triggers in advance. Rather than reacting once a vehicle is already aged, establish clear day supply and days on lot thresholds, for example at 30 and 45 days, that automatically trigger a pricing or marketing review.
- Align acquisition mix with powertrain demand signals. Use day supply and sales growth by powertrain, not just by model, to guide how much hybrid, EV, and ICE inventory to acquire and how quickly to turn it.
- Treat used EVs as a distinct strategy, not an extension of new EV strategy. Used EV pricing, markdown behavior, and aging patterns are currently diverging from new EVs, and inventory plans should reflect that difference.
- Monitor regional and local demand alongside national trends. National averages can mask meaningful differences between markets, so pricing and acquisition decisions should be informed by local sell through data where available.
- Benchmark performance against peers and segment averages, not just prior quarters. Comparing aged inventory and markdown rates against similar dealers or the broader market, as Lotlinx customer data illustrates, helps identify where a dealership is genuinely underperforming versus simply following broader market conditions.
- Revisit inventory plans on a regular cadence. Given how quickly conditions are shifting across EV, hybrid, and used vehicle segments, a quarterly or monthly review of acquisition and pricing strategy is more likely to catch emerging issues than an annual planning cycle.

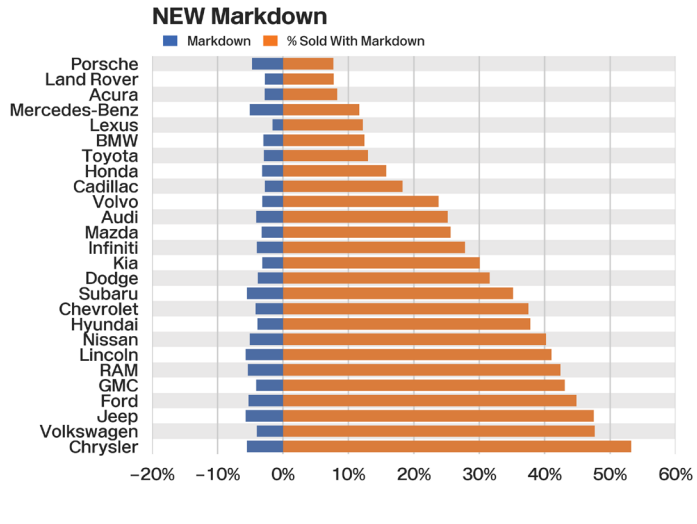
Conclusion

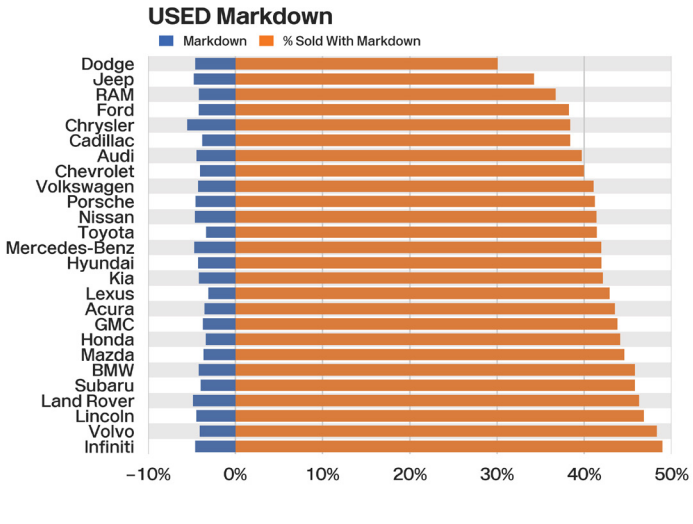
Q2 2026 may ultimately be remembered as the quarter when inventory management became less about reacting to market conditions and more about anticipating them. Consumer demand remains healthy, but it is increasingly selective, rewarding dealers that understand exactly where pricing power exists and where intervention is required. In this environment, precision, not volume, is becoming the defining competitive advantage.

- Carryover for new fell 4 points QoQ to 50%, up 1 point YoY.
- Carryover for used fell 11 points QoQ to 42%, down 1 point YoY.
- The share of units sold with a markdown rose 4 points QoQ for both new and used to 29% and 41% respectively.



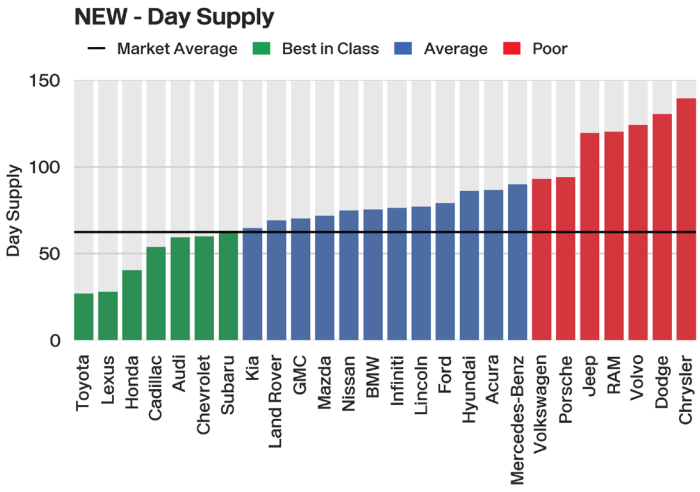


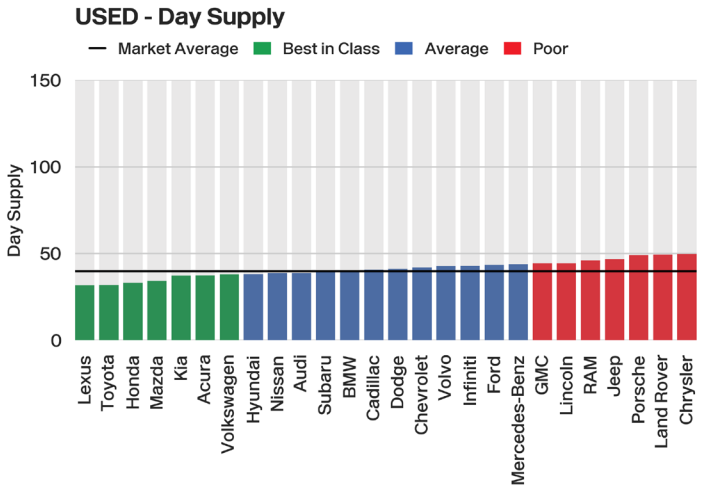


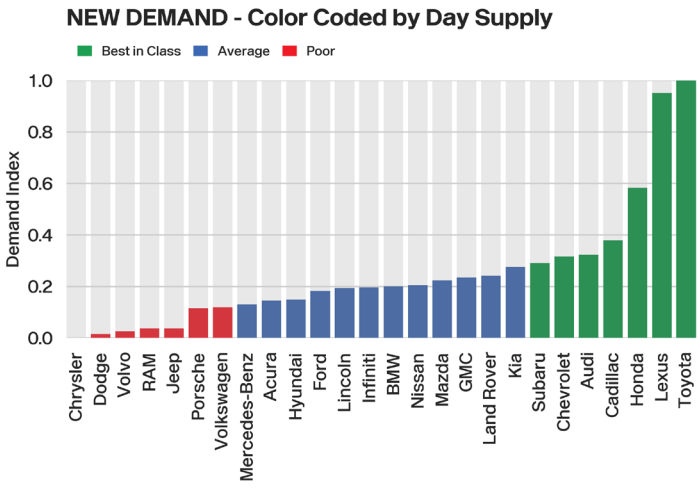


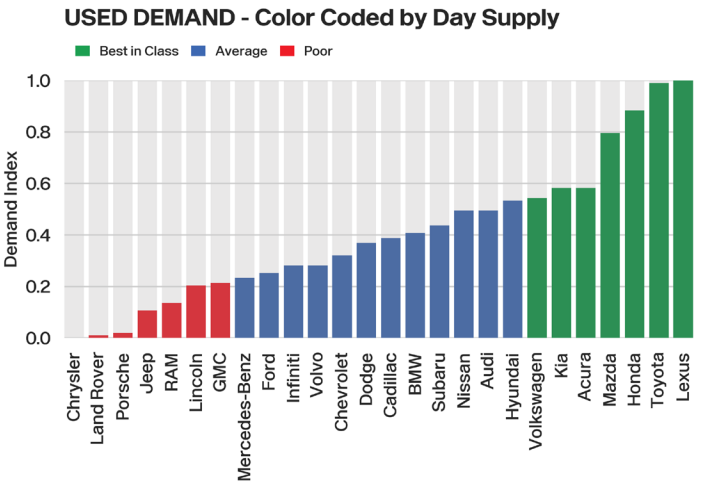
Lotlinx

- New day supply fell 4 days QoQ to 62 days, up 6 days YoY.
- Used day supply rose 2 days QoQ to 40 days, essentially fl t YoY.



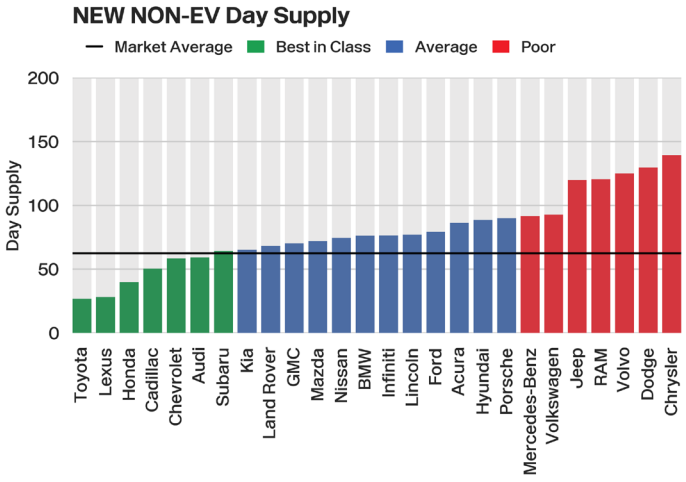


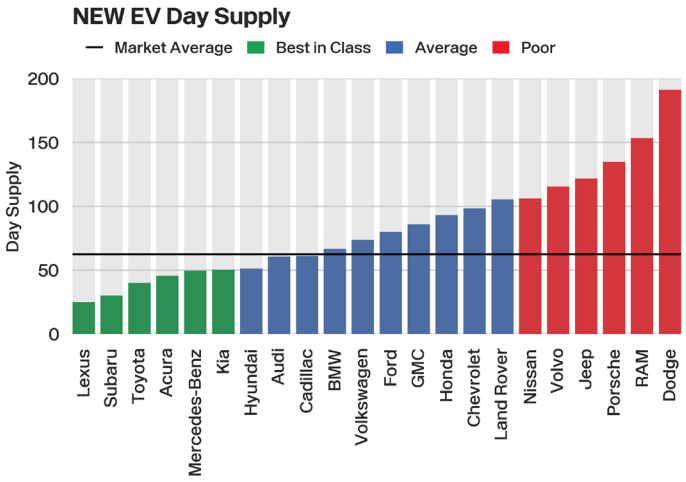


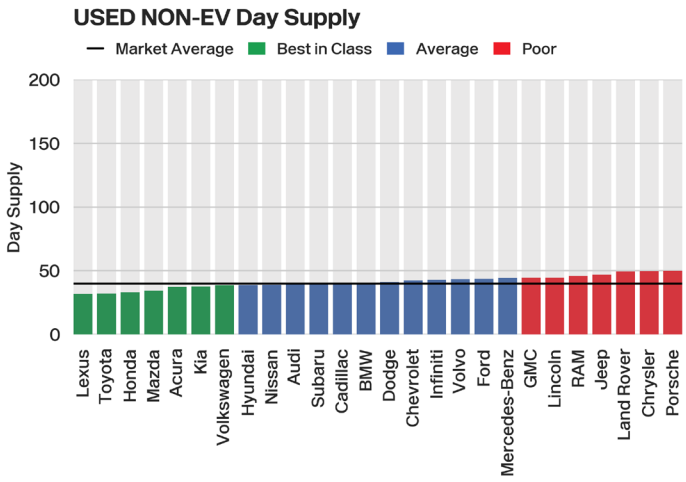


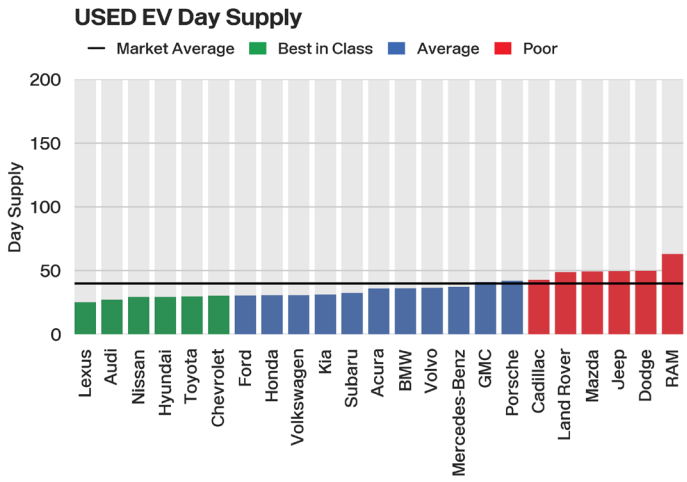
Lotlinx

- The average list price for new EVs fell 12% YoY to $48,144, while gas and hybrid prices remained mostly fl t, helping EV sales volumes.
- Gaining share from ICEs, new hybrid sales grew 28% QoQ to reach 28% of all new vehicle volume, up 4 points QoQ. New EV sales followed closely with a 26% QoQ increase in sales.
- New EV sales volume along with reduced inventories pushed day supply down 32 days QoQ to 63 days, below the 68 days for ICEs. Hybrid day supply contracted by an additional 6 days QoQ to 49 days, remaining the tightest segment in the market.
- The largest QoQ reduction in units sold with a markdown occurred in used EVs, which fell 9 points to 34%, lower than the 41% for ICEs and 45% for hybrids.
- While EVs remain the segment with the highest aged inventory for new vehicles at 54%, used EVs had the lowest percentage of units over 30 days on lot at 35% compared to 45% for hybrids and ICEs.

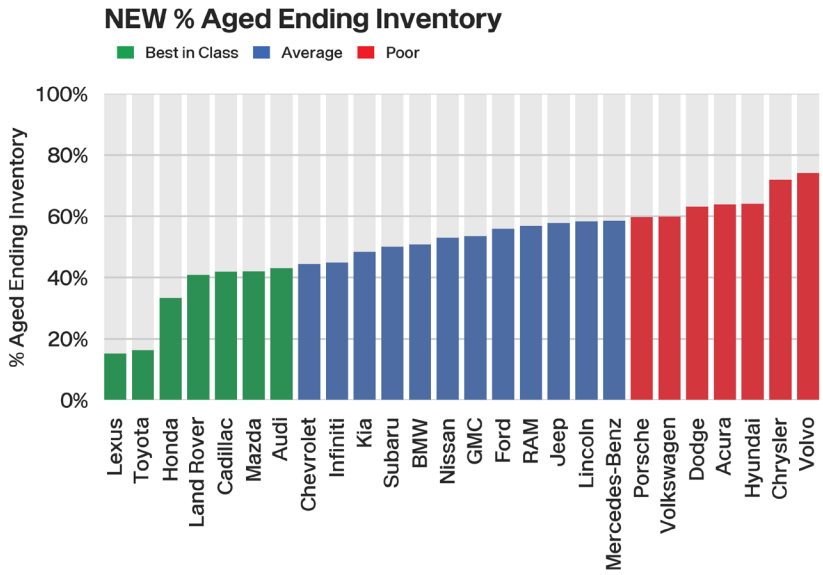


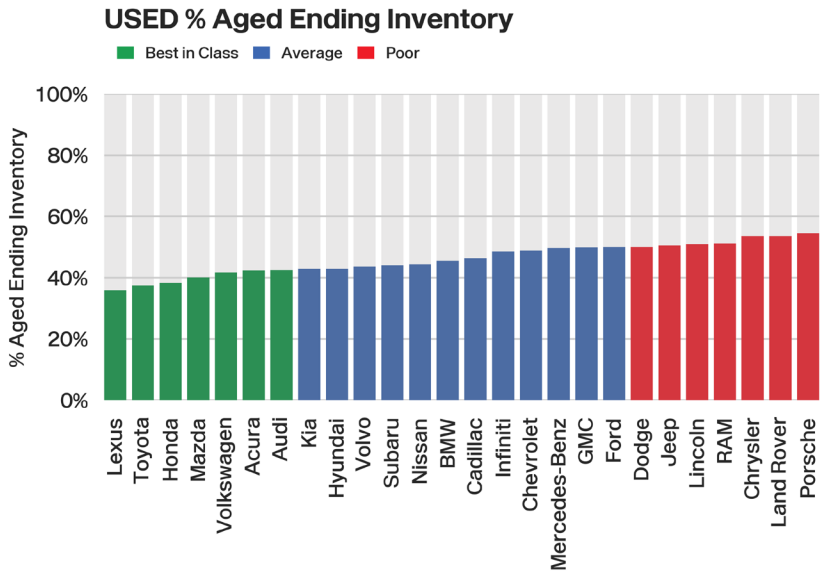






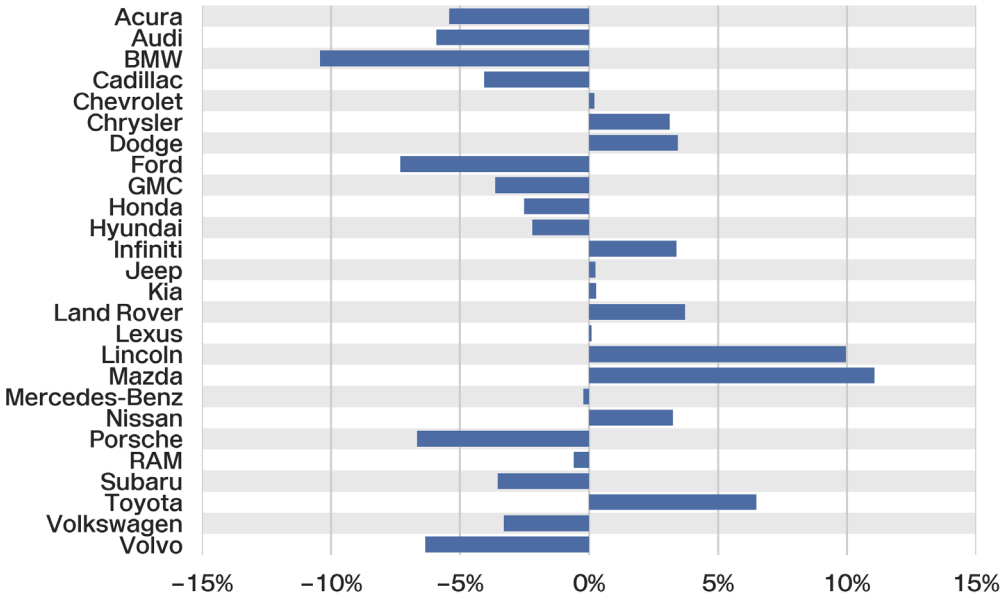
- New aged ending inventory held fl t QoQ at 49%, up 2 points YoY.
- Used aged ending inventory rose 5 points QoQ to 46%, down 1 point YoY.



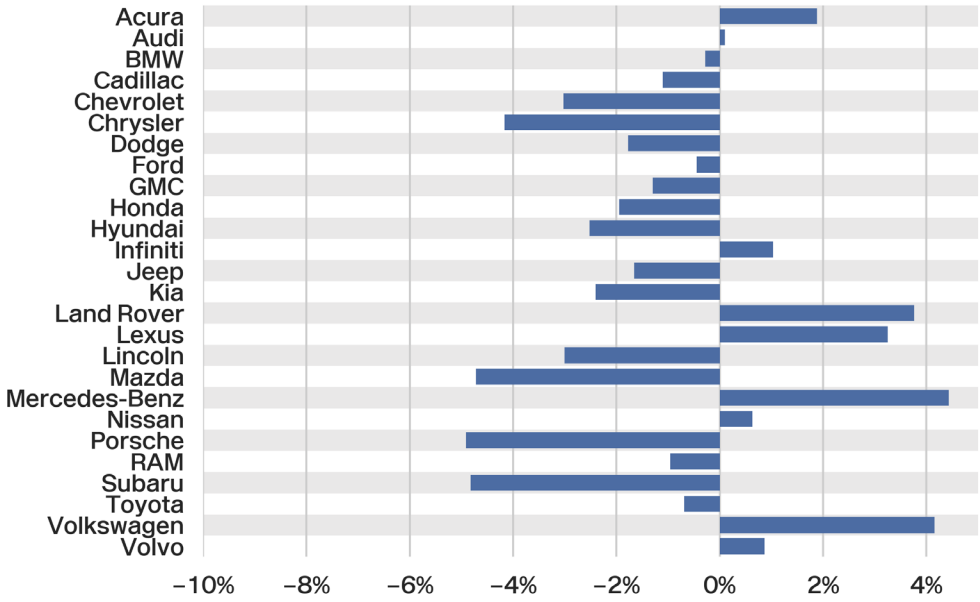


- Lotlinx customers carried about the same aged new inventory as the rest of the market (49.6% vs 49.2%), but 1.6 points less aged used inventory, 44.4% vs 46.0%.
- 54% of new vehicle brands and 65% of used vehicle brands outperformed the market as Lotlinx customers..

NEW Lotlinx vs Market Aged Inventory



USED Lotlinx vs Market Aged Inventory



* Negative values indicate Lotlinx out performing the market

ALL

- New-vehicle sales saw a strong 14% increase QoQ, as a wave of launches, the Chevy Bolt's return, Toyota's bZ Woodland, the Subaru Trailseeker, and Kia's fi st hybrid Telluride, pulled volume forward.
- Hybrids led powertrain growth at 28% QoQ to reach 28% of new sales, while EVs rose 26% QoQ as the segment continued adjusting to the market with expired federal tax credits.
- Prices held somewhat stable QoQ at $44,450, up 6% YoY. Hybrids saw the largest increase YoY of 10% to $45,075 while EVs dropped by 12% to $48,144. ICEs saw a 7% jump to $43,899.

NEW

+14% (QoQ)
Sales Volume
Change

-4 Days (QoQ)
+6 Days (YoY)
62 Day Supply

NC (QoQ)
+2% (YoY)
49% Aged Inventory
Over 45 Days Ending 06/30/26

-6% (QoQ)
NC (YoY)
40% Aged Sales
Over 45 Days as of 06/30/26

-4% (QoQ)
+1% (YoY)
50% Carryover
Over 45 Days as of 04/01/26

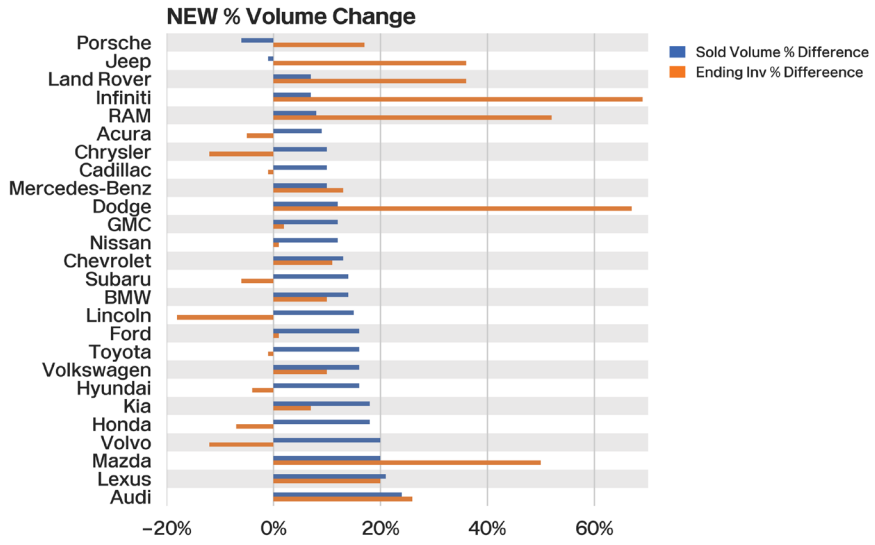
+1% (QoQ)
+2% (YoY)
$44,450 Price
Avg Last Listed

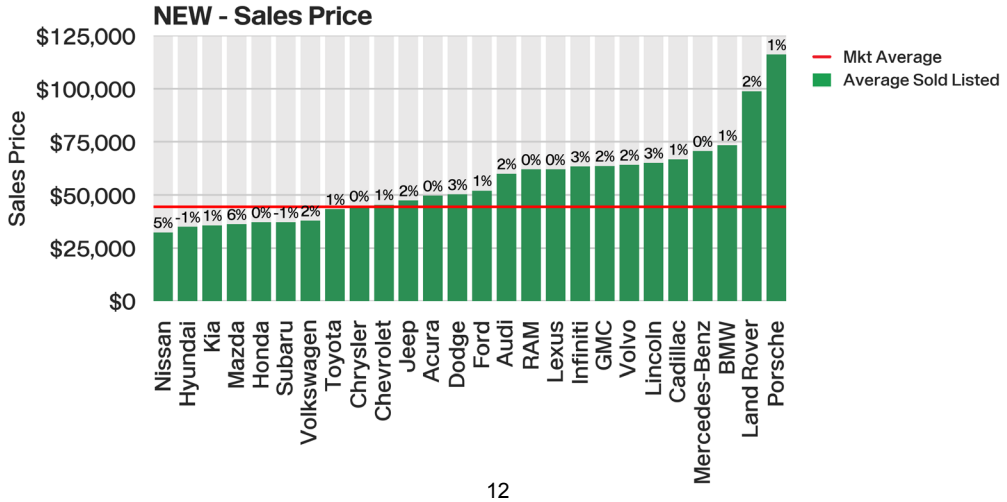
+1% (QoQ)
-4% Markdown
Price Reduction

-4% (QoQ)
29% Sold
With Markdown

-2% (QoQ)
+7% (YoY)
53% of Listings
Not Viewed

+7% (QoQ)
Demand
Change





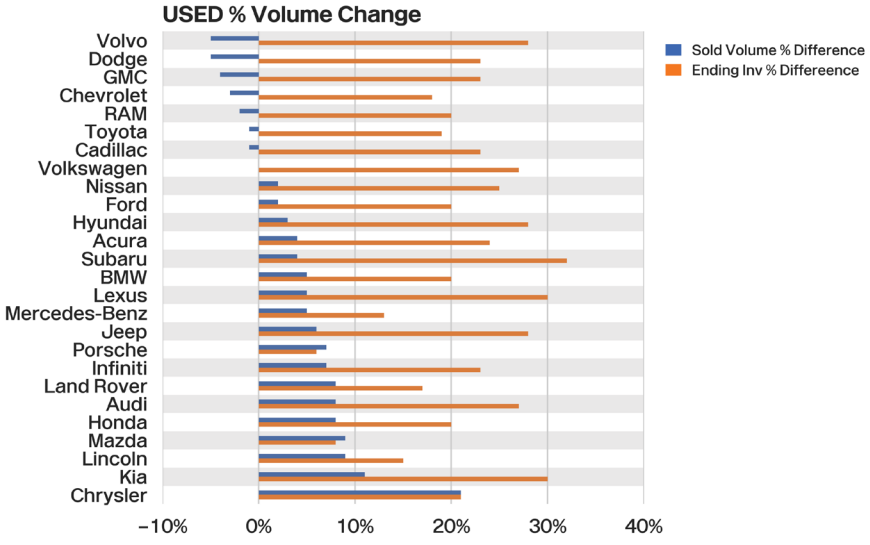
Lotlinx

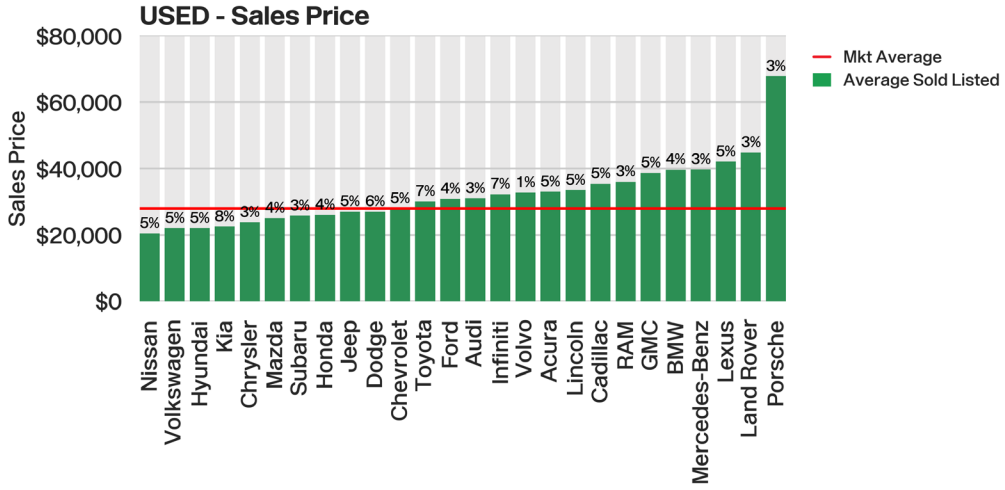
ALL

- Used sales grew a modest 2% QoQ, with day supply increasing slightly by 3 QoQ days to 40 days.
- Average used price rose 4% QoQ to $27,988, outpacing the 1% increase in new pricing. EVs saw the largest increase in price, up 10% QoQ,9% YoY to $31,790. ICEs recorded a 7% increase but stayed priced lower than hybrids, which saw a modest 3% YoY uptick.
- Aged ending inventory rose 5 points QoQ to 46% as inventory continued to build across most brands.

USED INVENTORY

+2% (QoQ) **Sales Volume** Change	**+2 Day** (QoQ) **NC Days** (YoY) **40 Day Supply**	**+5%** (QoQ) **-1%** (YoY) **46% Aged Inventory** Over 30 Days Ending 06/30/26	**-4%** (QoQ) **-2%** (YoY) **42% Aged Sales** Over 30 Days as of 06/30/26	**-11%** (QoQ) **-1%** (YoY) **42% Carryover** Over 30 Days as of 04/01/26
+4% (QoQ) **+2%** (YoY) **$27,988 Price** Avg Last Listed	**+1%** (QoQ) **-4% Markdown** Price Reduction	**-4%** (QoQ) **41% Sold** With Markdown	**-1%** (QoQ) **+5%** (YoY) **44% of Listings** Not Viewed	**-5%** (QoQ) **Demand** Change

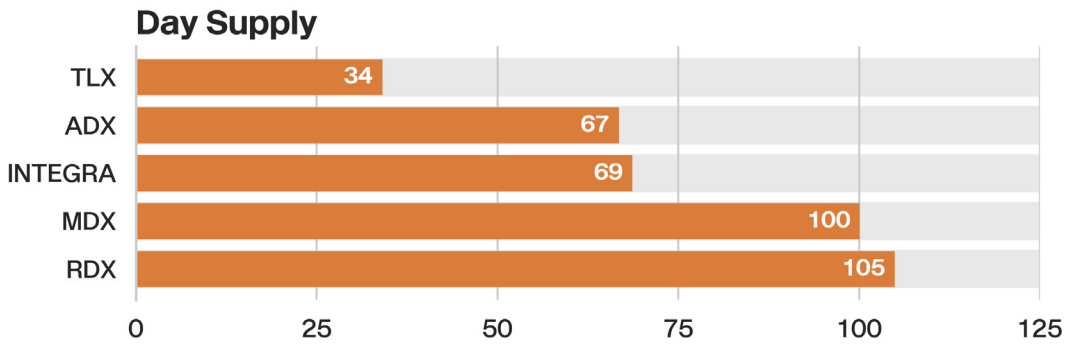




- Acura saw the largest decrease in list price YoY, down 9% to $49,750 with the discontinuation of the ZDX.
- Aged ending inventory jumped by 15 points QoQ to 64%, the highest level in the past year, even as sales grew 9% QoQ.

NEW

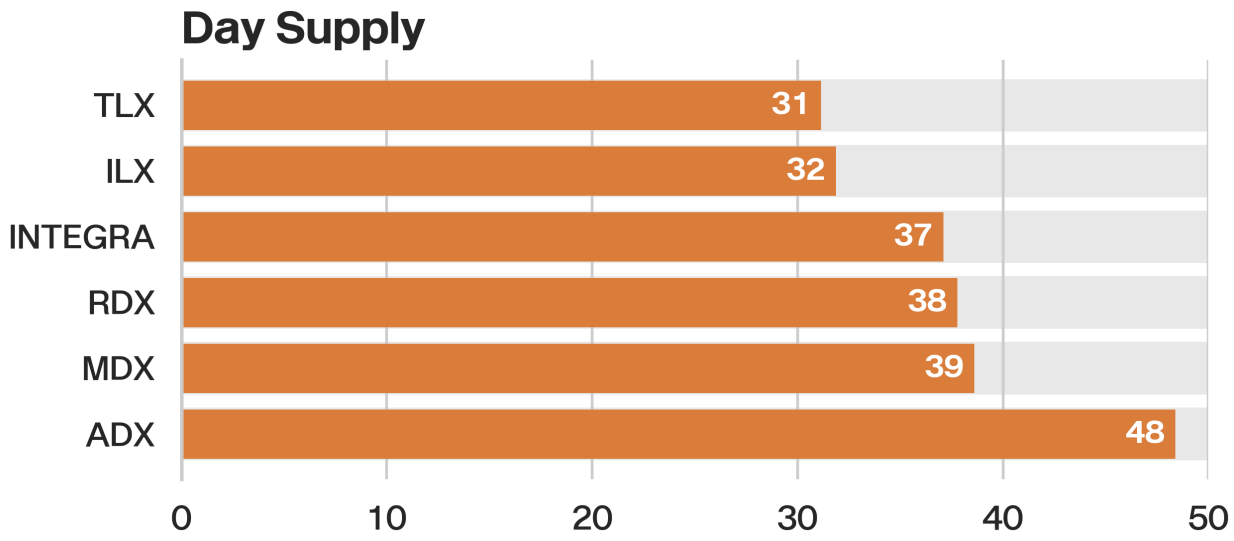
+9% (QoQ) **Sales Volume** Change	+4 Days (QoQ) +20 Days (YoY) **87 Day Supply**	+15% (QoQ) +14% (YoY) **64% Aged Inventory** Over 45 Days Ending 06/30/26	+1% (QoQ) +15% (YoY) **59% Aged Sales** Over 45 Days as of 06/30/26	-10% (QoQ) +12% (YoY) **49% Carryover** Over 45 Days as of 04/01/26
NC (QoQ) -9% (YoY) **$49,750 Price** Avg Last Listed	+1% (QoQ) **-3% Markdown** Price Reduction	-3% (QoQ) **8% Sold** With Markdown	-6% (QoQ) +4% (YoY) **47% of Listings** Not Viewed	-4% (QoQ) **Demand** Change



- Sales climbed 4% QoQ as average price rose 5% to $32,988, driven by a 7% increase in RDX list price.
- Carryover fell 13 points QoQ to 36%, below the market's 42%, but aged ending inventory ticked up 8 points to 42%.

USED

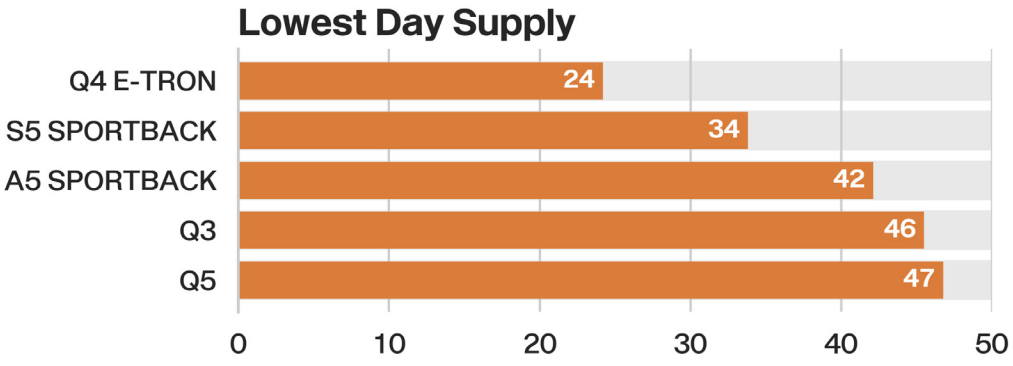
+4% (QoQ) **Sales Volume** Change	**+4 Days** (QoQ) **+1 Days** (YoY) **37 Day Supply**	**+8%** (QoQ) **-1%** (YoY) **42% Aged Inventory** Over 30 Days Ending 06/30/26	**-3%** (QoQ) **NC** (YoY) **41% Aged Sales** Over 30 Days as of 06/30/26	**-13%** (QoQ) **-4%** (YoY) **36% Carryover** Over 30 Days as of 04/01/26
+5% (QoQ) **+4%** (YoY) **$32,988 Price** Avg Last Listed	**+1%** (QoQ) **-4% Markdown** Price Reduction	**-4%** (QoQ) **43% Sold** With Markdown	**NC** (QoQ) **+3%** (YoY) **36% of Listings** Not Viewed	**-9%** (QoQ) **Demand** Change

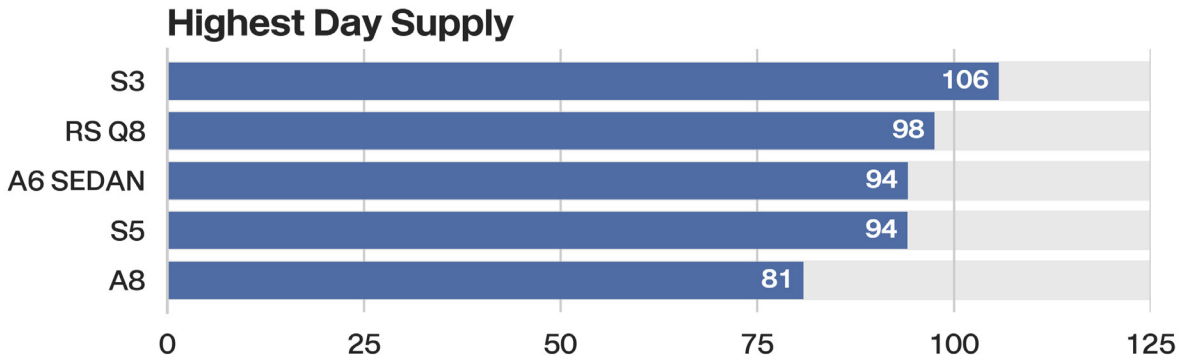


- Audi posted the strongest new sales growth of 24% QoQ, with day supply falling 10 days to 59, below the 62-day market average.
- Inventory grew 26% QoQ, and aged ending inventory improved 9 points to 43%.
- The Q5 slipped to 23% of new volume, down 4 points QoQ, while the Q3 picked up the slack, climbing 4 points QoQ to 18% of sales.

NEW

+24% (QoQ) **Sales Volume** Change	-10 Days (QoQ) -14 Days (YoY) **59 Day Supply**	-9% (QoQ) -9% (YoY) **43% Aged Inventory** Over 45 Days Ending 06/30/26	-17% (QoQ) -10% (YoY) **44% Aged Sales** Over 45 Days as of 06/30/26	-7% (QoQ) -5% (YoY) **53% Carryover** Over 45 Days as of 04/01/26
+2% (QoQ) -5% (YoY) **$60,013 Price** Avg Last Listed	NC (QoQ) **-4% Markdown** Price Reduction	-10% (QoQ) **25% Sold** With Markdown	-6% (QoQ) +11% (YoY) **43% of Listings** Not Viewed	+19% (QoQ) **Demand** Change

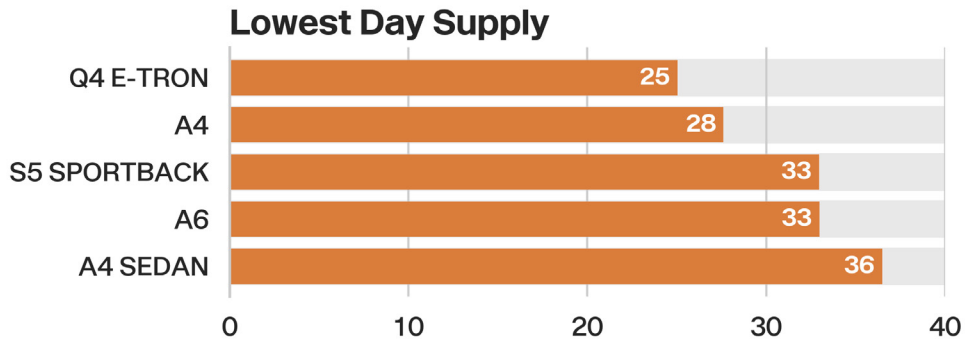


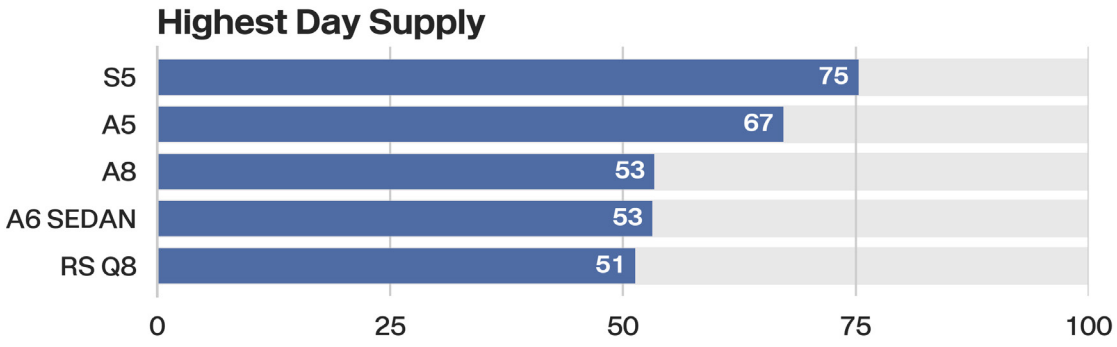


- Audi saw a market high increase in ending inventory, up 27% QoQ, propelled by a sharp 43% QoQ surge in A5's.
- A5 inventory pushed the day supply to a market high of 67 days.

USED

+8% (QoQ) **Sales Volume** Change	+1 Days (QoQ) +2 Days (YoY) **39 Day Supply**	-1% (QoQ) -1% (YoY) **42% Aged Inventory** Over 30 Days Ending 06/30/26	-5% (QoQ) -3% (YoY) **42% Aged Sales** Over 30 Days as of 06/30/26	-6% (QoQ) +1% (YoY) **45% Carryover** Over 30 Days as of 04/01/26
+3% (QoQ) NC (YoY) **$31,000 Price** Avg Last Listed	+1% (QoQ) **-4% Markdown** Price Reduction	-4% (QoQ) **40% Sold** With Markdown	+1% (QoQ) +8% (YoY) **43% of Listings** Not Viewed	NC (QoQ) **Demand** Change

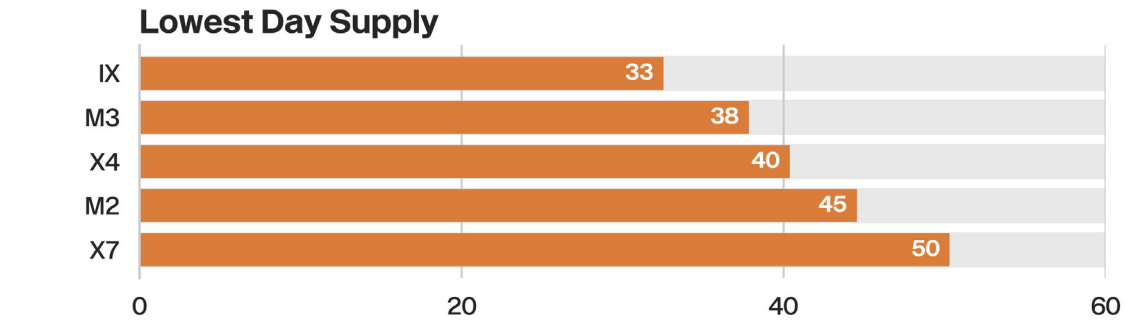


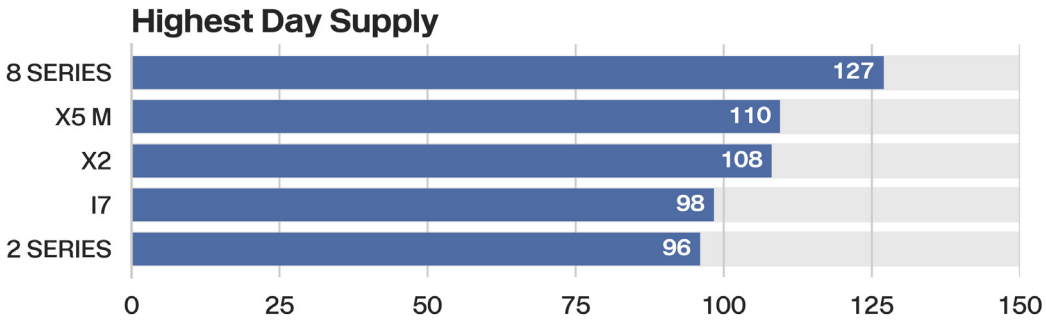


- EV sales rose by 37% QoQ, led by the I4 increasing by 61% and I7 by 46%.
- EV sales recovered slightly to 8.00% of BMW quarterly sales, up from the past two quarters but signifi antly behind the 13% recorded a year prior. Hybrid sales picked up the slack, dominating the mix at nearly 74%.
- The X5 anchored volume at 24% of quarterly sales, up 2 points QoQ.

NEW

+14% (QoQ) **Sales Volume** Change	-6 Days (QoQ) +19 Days (YoY) **75 Day Supply**	-3% (QoQ) +11% (YoY) **51% Aged Inventory** Over 45 Days Ending 06/30/26	-3% (QoQ) +10% (YoY) **53% Aged Sales** Over 45 Days as of 06/30/26	+2% (QoQ) +12% (YoY) **55% Carryover** Over 45 Days as of 04/01/26
+1% (QoQ) +5% (YoY) **$73,490 Price** Avg Last Listed	-1% (QoQ) **-3% Markdown** Price Reduction	+2% (QoQ) **12% Sold** With Markdown	-5% (QoQ) +5% (YoY) **47% of Listings** Not Viewed	+9% (QoQ) **Demand** Change

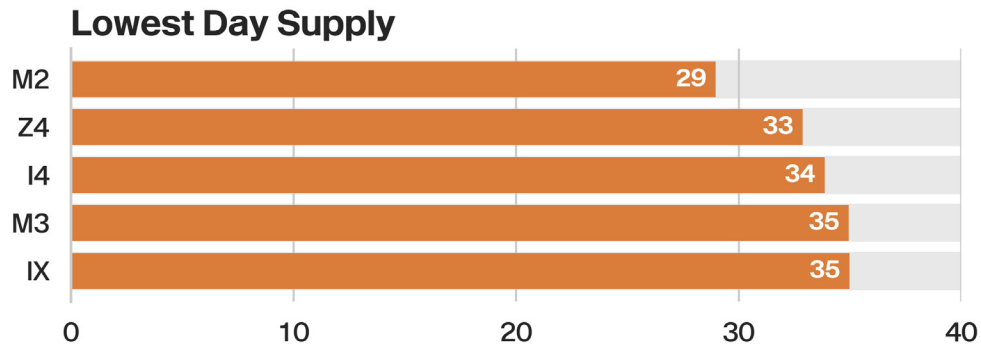


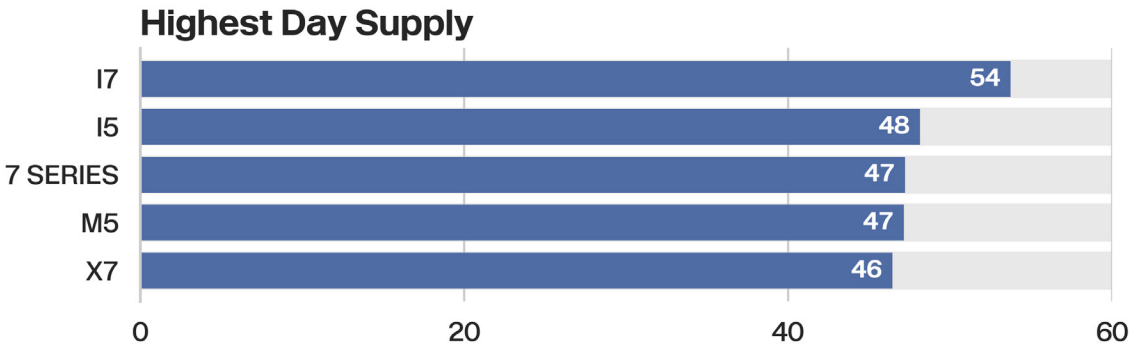


- IX sales climbed 60% QoQ with the discontinuation of the model.
- X2 last list price of sold units increased by over 20% QoQ to $33,290.

USED

+5% (QoQ) **Sales Volume** Change	+1 Days (QoQ) +1 Days (YoY) **40 Day Supply**	+2% (QoQ) -2% (YoY) **45% Aged Inventory** Over 30 Days Ending 06/30/26	-4% (QoQ) -1% (YoY) **42% Aged Sales** Over 30 Days as of 06/30/26	-6% (QoQ) -1% (YoY) **45% Carryover** Over 30 Days as of 04/01/26
+4% (QoQ) +4% (YoY) **$39,597 Price** Avg Last Listed	+1% (QoQ) **-4% Markdown** Price Reduction	-3% (QoQ) **46% Sold** With Markdown	-1% (QoQ) +3% (YoY) **37% of Listings** Not Viewed	-2% (QoQ) **Demand** Change

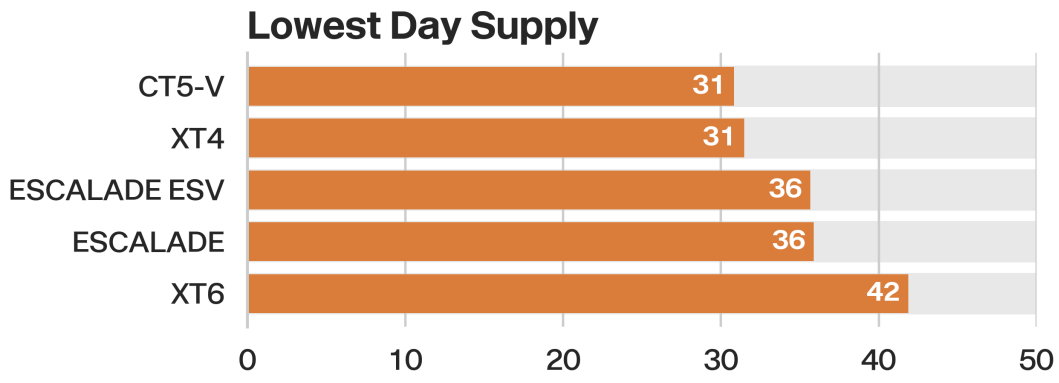


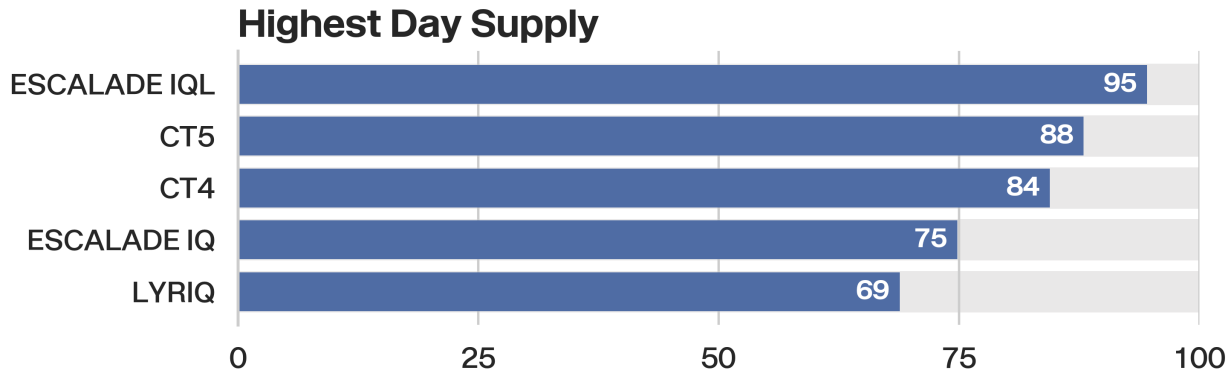


- Carryover fell 23 points QoQ to 49%, the largest quarterly drop of any brand, and day supply eased to 54 days, below the market average.
- Electric models made up 32% of new sales, the highest EV mix in the market, led by Escalade IQ volume even as GM has signaled it is slowing EV production.

NEW

+10% (QoQ) **Sales Volume** Change	**-8 Days** (QoQ) **-14 Days** (YoY) **54 Day Supply**	**-6%** (QoQ) **-11%** (YoY) **42% Aged Inventory** Over 45 Days Ending 06/30/26	**-10%** (QoQ) **-7%** (YoY) **40% Aged Sales** Over 45 Days as of 06/30/26	**-23%** (QoQ) **-10%** (YoY) **49% Carryover** Over 45 Days as of 04/01/26
+1% (QoQ) **+9%** (YoY) **$66,820 Price** Avg Last Listed	**NC** (QoQ) **-3% Markdown** Price Reduction	**-4%** (QoQ) **18% Sold** With Markdown	**-3%** (QoQ) **-10%** (YoY) **38% of Listings** Not Viewed	**+16%** (QoQ) **Demand**

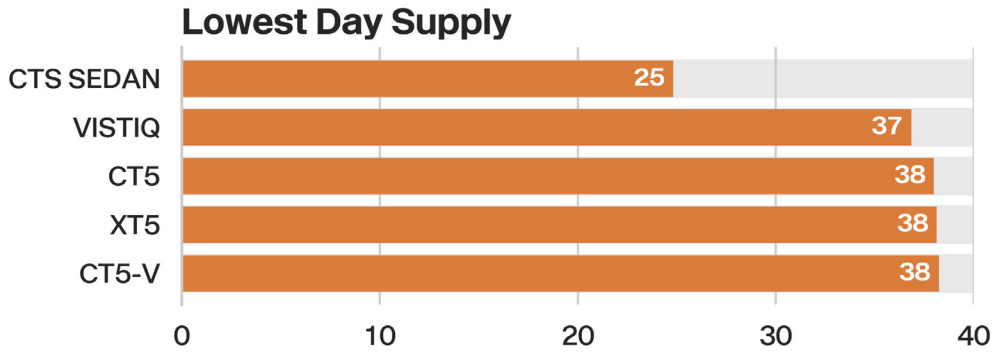


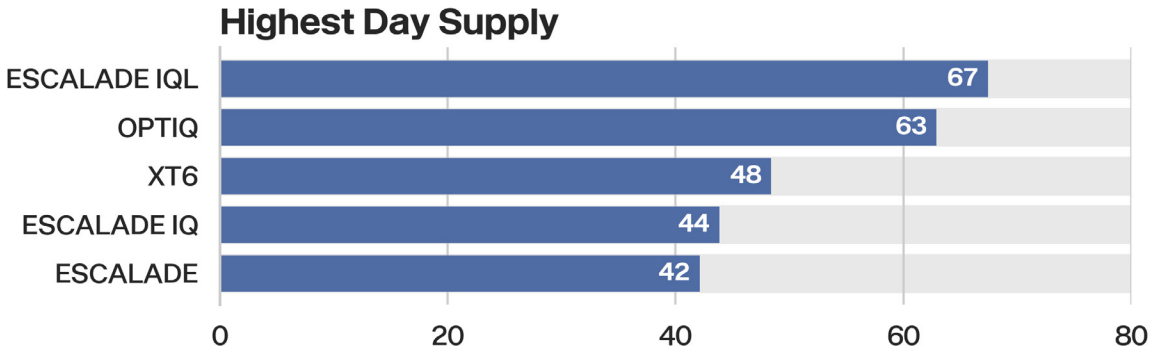


- Cadillac saw the largest increase in ending inventory list price QoQ, up 9% to $38,301.
- Average price rose 5% to $35,399 with EV sales climbing by 57% QoQ with a last list price average of $45,991, up 8% QoQ.
- Cadillac saw the largest increase in EV ending inventory QoQ, nearly doubling.

USED

-1% (QoQ) **Sales Volume** Change	**+3 Days** (QoQ) **+1 Days** (YoY) **41 Day Supply**	**+4%** (QoQ) **-2%** (YoY) **46% Aged Inventory** Over 30 Days Ending 06/30/26	**-4%** (QoQ) **-3%** (YoY) **43% Aged Sales** Over 30 Days as of 06/30/26	**-7%** (QoQ) **-2%** (YoY) **43% Carryover** Over 30 Days as of 04/01/26
+5% (QoQ) **+5%** (YoY) **$35,399 Price** Avg Last Listed	**+1%** (QoQ) **-4% Markdown** Price Reduction	**-3%** (QoQ) **38% Sold** With Markdown	**-1%** (QoQ) **-1%** (YoY) **40% of Listings** Not Viewed	**-6%** (QoQ) **Demand** Change

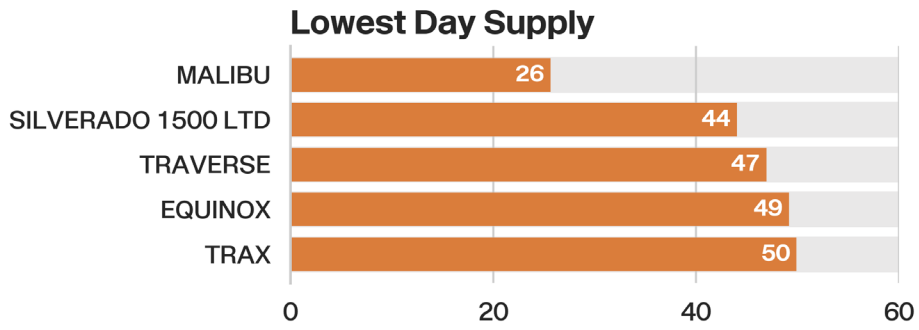


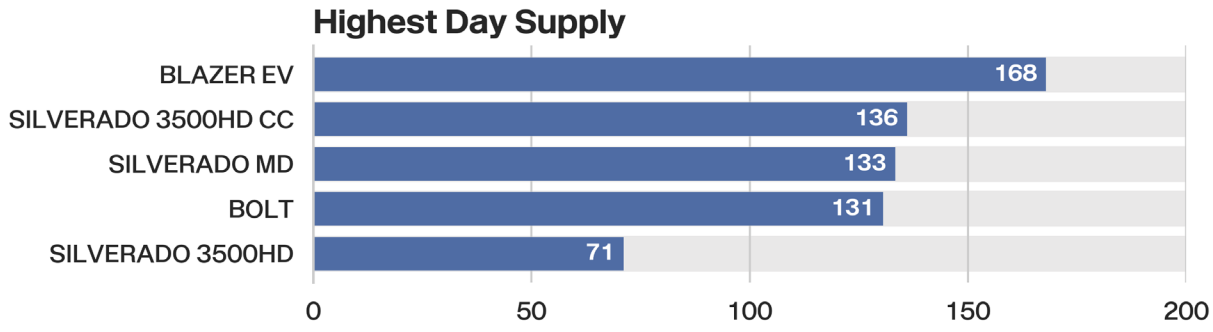


- The Bolt's relaunch drove a 2% increase in Chevrolet EV sales QoQ with the 2027 model starting at $28,995.
- With a 29% QoQ increase in sales, the Trax recorded another robust quarter, accounting for 13% of Chevrolet quarterly sales and challenging the Equinox for second highest-selling Chevy model.

NEW

+13% (QoQ) **Sales Volume** Change	**-1 Day** (QoQ) **+5 Days** (YoY) **60 Day Supply**	**+3%** (QoQ) **NC** (YoY) **44% Aged Inventory** Over 45 Days Ending 06/30/26	**-7%** (QoQ) **-3%** (YoY) **42% Aged Sales** Over 45 Days as of 06/30/26	**-13%** (QoQ) **-8%** (YoY) **42% Carryover** Over 45 Days as of 04/01/26
+1% (QoQ) **NC** (YoY) **$45,445 Price** Avg Last Listed	**+1%** (QoQ) **-4% Markdown** Price Reduction	**-8%** (QoQ) **38% Sold** With Markdown	**-1%** (QoQ) **+3%** (YoY) **52% of Listings** Not Viewed	**+3%** (QoQ) **Demand** Change

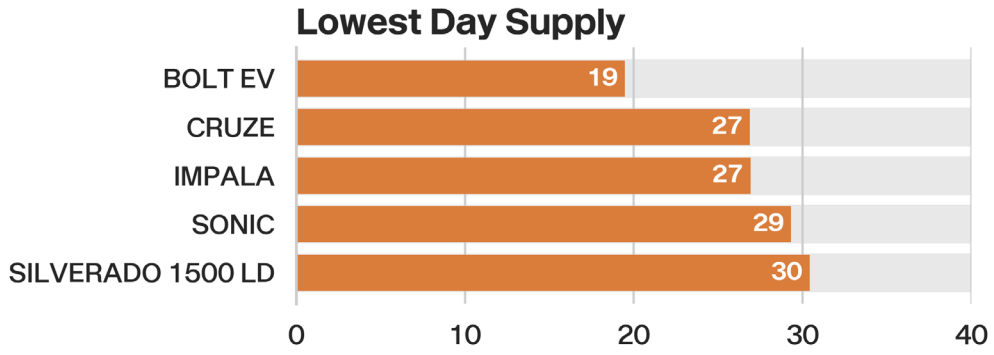


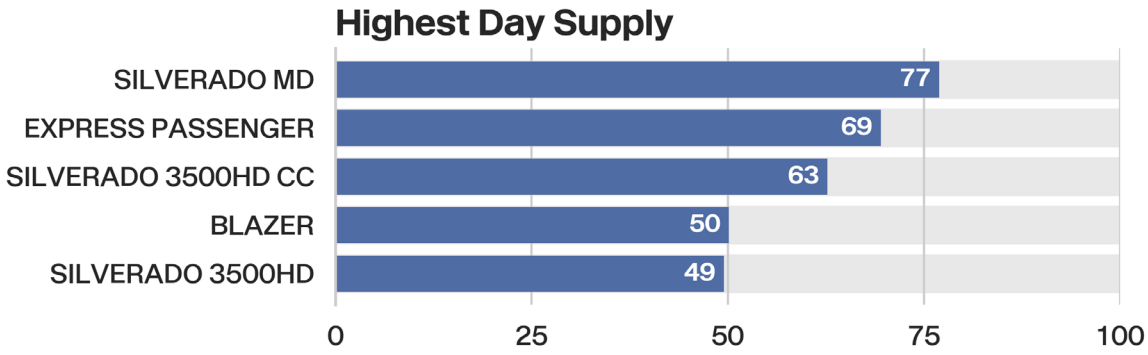


› All metrics move in line with the market.

USED

-3% (QoQ) **Sales Volume** Change	**+2 Day** (QoQ) **+1 Days** (YoY) **42 Day Supply**	**+4%** (QoQ) **-1%** (YoY) **49% Aged Inventory** Over 30 Days Ending 06/30/26	**-5%** (QoQ) **-1%** (YoY) **44% Aged Sales** Over 30 Days as of 06/30/26	**-10%** (QoQ) **NC** (YoY) **45% Carryover** Over 30 Days as of 04/01/26
+5% (QoQ) **+3%** (YoY) **$27,918 Price** Avg Last Listed	**+1%** (QoQ) **-4% Markdown** Price Reduction	**-5%** (QoQ) **40% Sold** With Markdown	**-1%** (QoQ) **+4%** (YoY) **46% of Listings** Not Viewed	**-4%** (QoQ) **Demand** Change

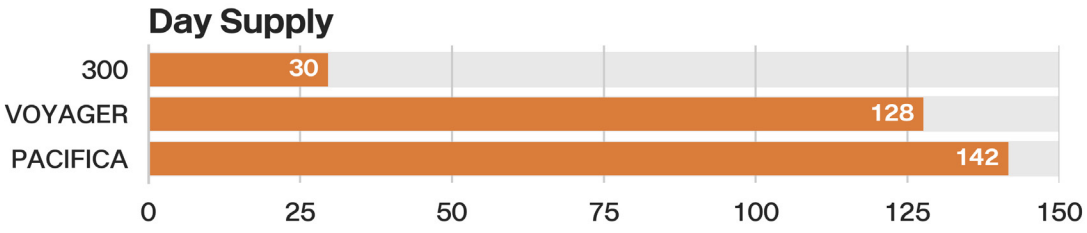




- Chrysler's new inventory carried a 139-day supply, the highest of any brand and more than double the 62-day market average. Though it fell 15 days QoQ, it grew by a market high of 89 days YoY.
- Chrysler had the largest increase in aged ending inventory YoY, up 28 points to 72%.
- Chrysler also saw the largest increase in units sold with a markdown QoQ, up 10 points to 53%.

NEW

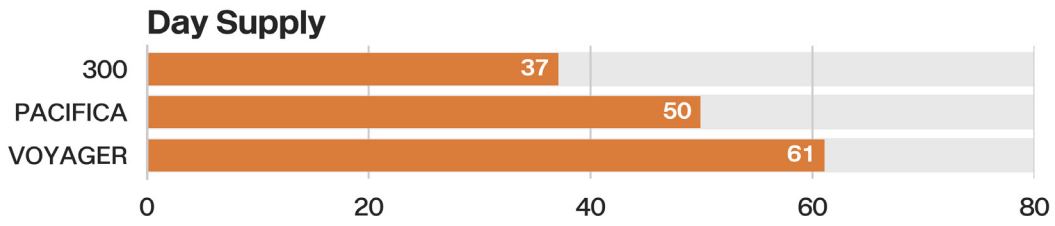
+10% (QoQ) **Sales Volume** Change	-15 Days (QoQ) +89 Days (YoY) **139 Day Supply**	+4% (QoQ) +28% (YoY) **72% Aged Inventory** Over 45 Days Ending 06/30/26	+12% (QoQ) +29% (YoY) **77% Aged Sales** Over 45 Days as of 06/30/26	+17% (QoQ) +17% (YoY) **69% Carryover** Over 45 Days as of 04/01/26
NC (QoQ NC (YoY) **$45,004 Price** Avg Last Listed	NC (QoQ) **-6% Markdown**	+10% (QoQ) **53% Sold** With Markdown	-5% (QoQ) +12% (YoY) **51% of Listings** Not Viewed	+12% (QoQ) **Demand** Change



- Chrysler's used sales jumped 21% QoQ, the strongest quarterly gain in the used market.
- Chrysler had the largest increase in units sold with a markdown QoQ, up 3 points to 39%.

USED

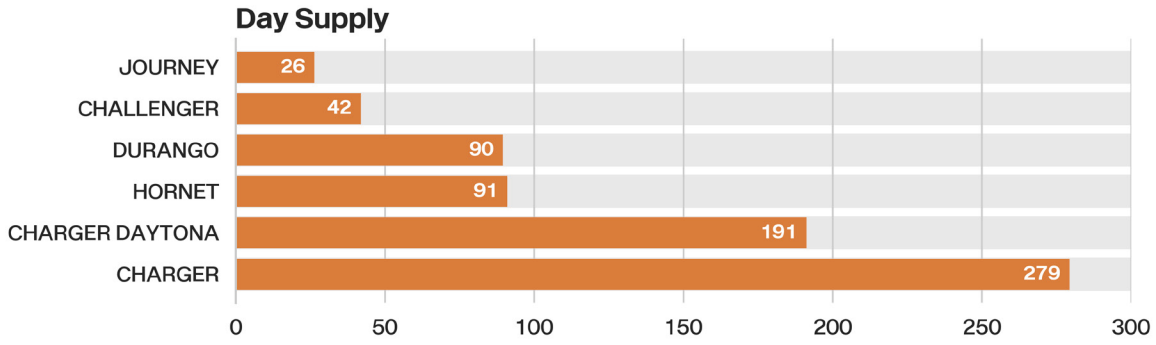
+21% (QoQ) **Sales Volume** Change	+4 Days (QoQ) +10 Day (YoY) **50 Day Supply**	+9% (QoQ) +2% (YoY) **54% Aged Inventory** Over 30 Days Ending 06/30/26	+1% (QoQ) -2% (YoY) **48% Aged Sales** Over 30 Days as of 06/30/26	NC (QoQ) +3% (YoY) **46% Carryover** Over 30 Days as of 04/01/26
+3% (QoQ) +4% (YoY) **$23,800 Price** Avg Last Listed	+1% (QoQ) **-5% Markdown** Price Reduction	+3% (QoQ) **38% Sold** With Markdown	-2% (QoQ) +8% (YoY) **52% of Listings** Not Viewed	-7% (QoQ) **Demand** Change



- Day supply surged by a market high of 53 days QoQ to 130 days, more than double the 62-day market average as Dodge ramps up production of the Charger to meet sales demand that saw a 53% increase QoQ.
- Dodge saw a market high in aged ending inventory, up 19 points to 63%.

NEW

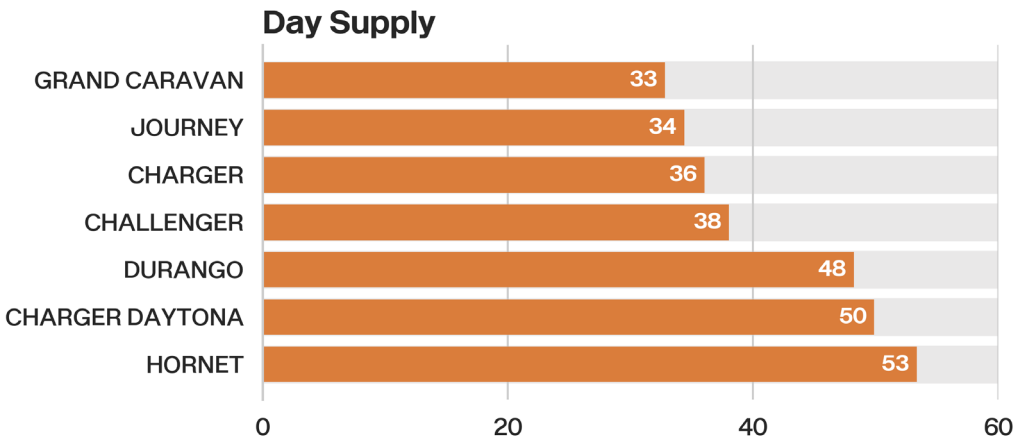
+12% (QoQ) **Sales Volume** Change	+53 Days (QoQ) +65 Days (YoY) **130 Day Supply**	+19% (QoQ) +4% (YoY) **63% Aged Inventory** Over 45 Days Ending 06/30/26	+1% (QoQ) -12% (YoY) **45% Aged Sales** Over 45 Days as of 06/30/26	-17% (QoQ) -9% (YoY) **45% Carryover** Over 45 Days as of 04/01/26
+3% (QoQ) +5% (YoY) **$50,279 Price** Avg Last Listed	+1% (QoQ) **-4% Markdown** Price Reduction	+2% (QoQ) **32% Sold** With Markdown	+6% (QoQ) +13% (YoY) **46% of Listings** Not Viewed	-40% (QoQ) **Demand** Change



› Dodge saw the largest increase in list price of ending inventory YoY, up 16% to $30,094.

USED

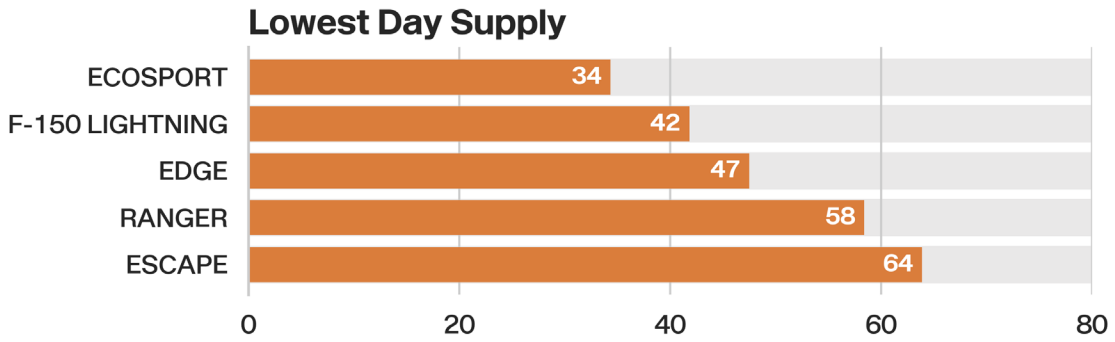
-5% (QoQ) **Sales Volume** Change	**+4 Days** (QoQ) **NC Days** (YoY) **41 Day Supply**	**+9%** (QoQ) **+1%** (YoY) **50% Aged Inventory** Over 30 Days Ending 06/30/26	**-7%** (QoQ) **-4%** (YoY) **41% Aged Sales** Over 30 Days as of 06/30/26	**-17%** (QoQ) **-2%** (YoY) **41% Carryover** Over 30 Days as of 04/01/26
+6% (QoQ) **+4%** (YoY) **$27,000 Price** Avg Last Listed	**+2%** (QoQ) **-5% Markdown** Price Reduction	**-5%** (QoQ) **30% Sold** With Markdown	**NC** (QoQ) **+4%** (YoY) **39% of Listings** Not Viewed	**-9%** (QoQ) **Demand** Change

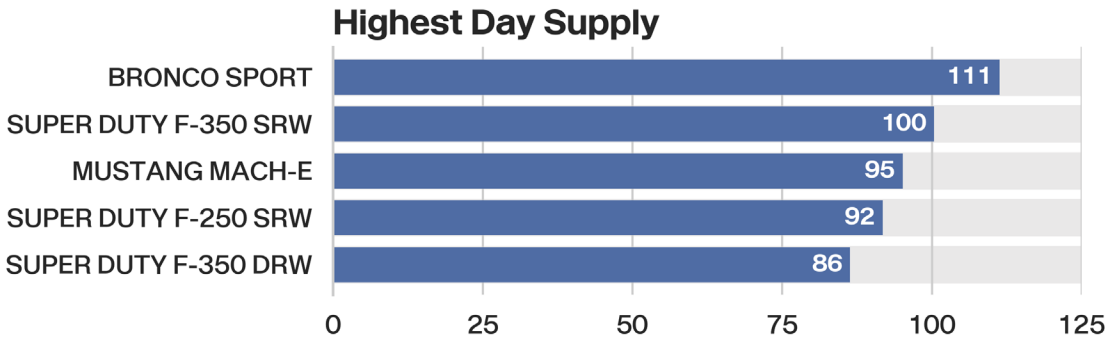


- The F-150 Lightning has the highest percent of inventory with a markdown at 70%.
- Ford saw the largest drop in list price of sold hybrids QoQ, down 9% to $35,649, helping to drive a 20 point correction in aged ending inventory QoQ, down to 41%.

NEW

+16% (QoQ) **Sales Volume** Change	**-15 Days** (QoQ) **+4 Days** (YoY) **79 Day Supply**	**-7%** (QoQ) **-1%** (YoY) **56% Aged Inventory** Over 45 Days Ending 06/30/26	**-6%** (QoQ) **-1%** (YoY) **57% Aged Sales** Over 45 Days as of 06/30/26	**+5%** (QoQ) **-1%** (YoY) **64% Carryover** Over 45 Days as of 04/01/26
+1% (QoQ) **+2%** (YoY) **$52,105 Price** Avg Last Listed	**NC** (QoQ) **-5% Markdown** Price Reduction	**-4%** (QoQ) **45% Sold** With Markdown	**-5%** (QoQ) **+5%** (YoY) **50% of Listings** Not Viewed	**+20%** (QoQ) **Demand** Change

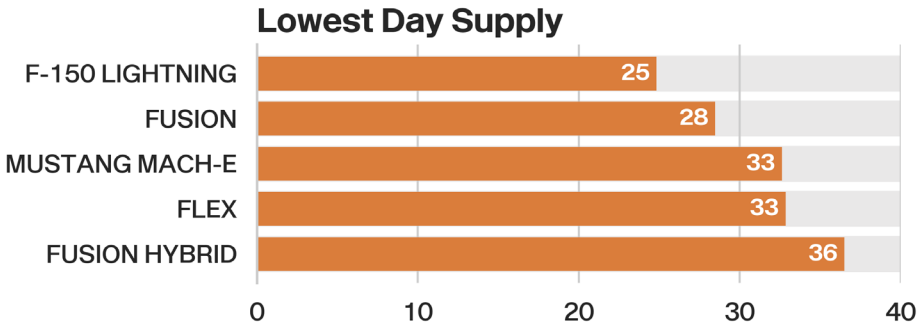


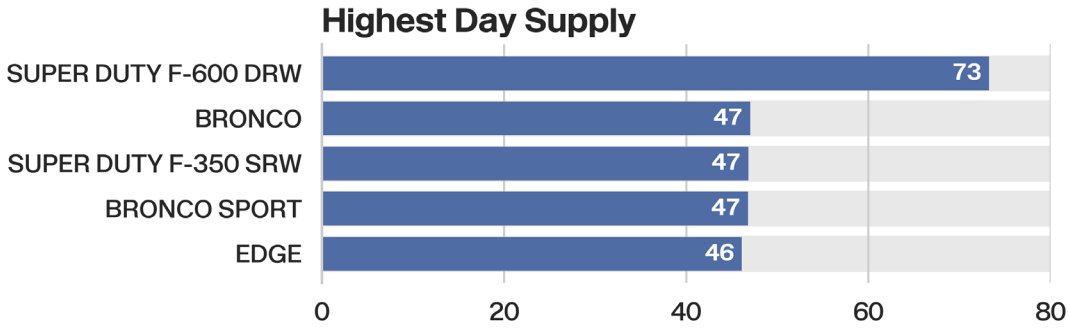


› The Mustang Mach-E saw the largest increase in last list price of sold units QoQ, up 15% to $20,598.

USED

+2% (QoQ) **Sales Volume** Change	**+3 Days** (QoQ) **+2 Days** (YoY) **43 Day Supply**	**+5%** (QoQ) **NC** (YoY) **50% Aged Inventory** Over 30 Days Ending 06/30/26	**-4%** (QoQ) **-1%** (YoY) **44% Aged Sales** Over 30 Days as of 06/30/26	**-9%** (QoQ) **NC** (YoY) **46% Carryover** Over 30 Days as of 04/01/26
+4% (QoQ) **+3%** (YoY) **$30,860 Price** Avg Last Listed	**+1%** (QoQ) **-4% Markdown** Price Reduction	**-4%** (QoQ) **38% Sold** With Markdown	**-1%** (QoQ) **+6%** (YoY) **47% of Listings** Not Viewed	**-5%** (QoQ) **Demand** Change

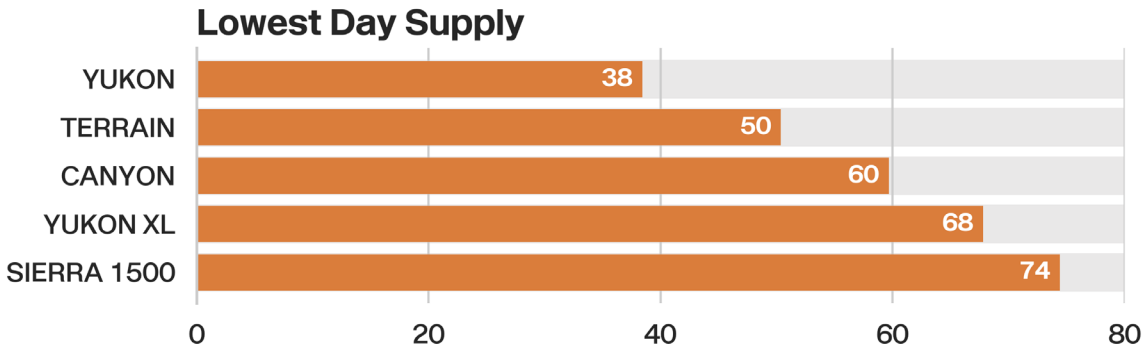


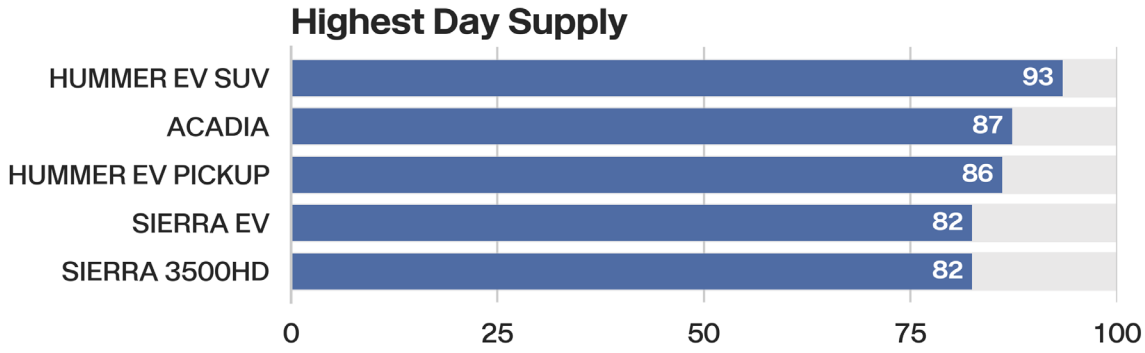


- The Sierra 1500 continues to dominate GMC's sales, experiencing a 21% in sales volume QoQ to make up over 40% of Q2 sales.
- The Sierra EV saw the largest decrease in inventory price YoY, down 23% to $68,185 with the addition of the Elevation trim.

NEW

+ 12% (QoQ) **Sales Volume** Change	+1 Days (QoQ) +7 Days (YoY) **70 Day Supply**	+8% (QoQ) +3% (YoY) **54% Aged Inventory** Over 45 Days Ending 06/30/26	-4% (QoQ) +3% (YoY) **48% Aged Sales** Over 45 Days as of 06/30/26	-10% (QoQ) NC (YoY) **46% Carryover** Over 45 Days as of 04/01/26
+2% (QoQ) +1% (YoY) **$63,629 Price** Avg Last Listed	+1% (QoQ) **-4% Markdown** Price Reduction	-4% (QoQ) **43% Sold** With Markdown	+3% (QoQ) +7% (YoY) **49% of Listings** Not Viewed	NC (QoQ) **Demand** Change

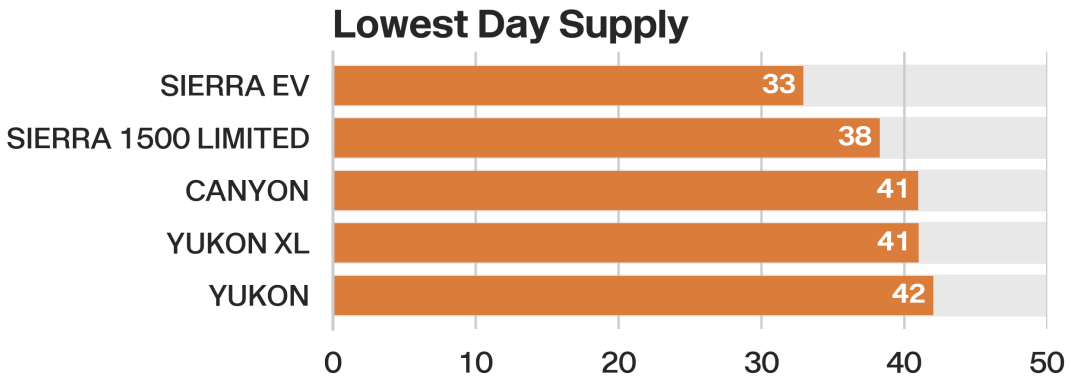


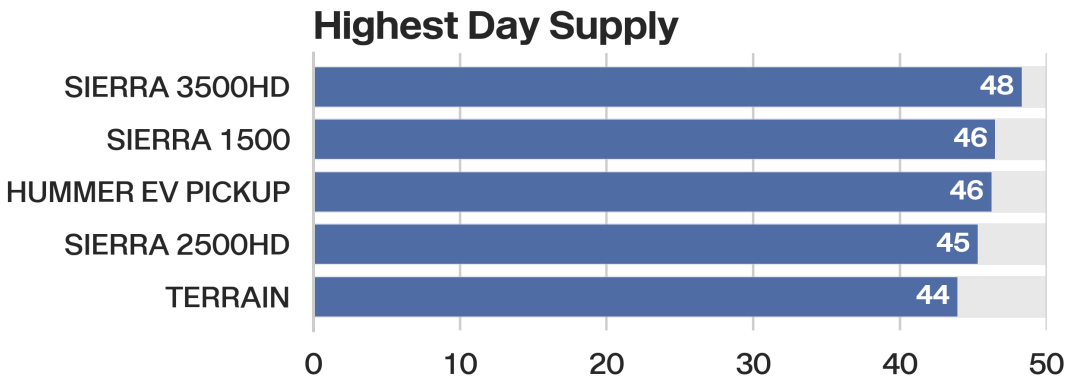


› All metrics move in line with the market.

USED

-4% (QoQ) **Sales Volume** Change	**+4 Day** (QoQ) **+1 Days** (YoY) **44 Day Supply**	**+5%** (QoQ) **-1%** (YoY) **50% Aged Inventory** Over 30 Days Ending 06/30/26	**-5%** (QoQ) **-1%** (YoY) **46% Aged Sales** Over 30 Days as of 06/30/26	**-8%** (QoQ) **+1%** (YoY) **46% Carryover** Over 30 Days as of 04/01/26
+5% (QoQ) **+5%** (YoY) **$38,665 Price** Avg Last Listed	**+1%** (QoQ) **-4% Markdown** Price Reduction	**-5%** (QoQ) **44% Sold** With Markdown	**+1%** (QoQ) **+6%** (YoY) **45% of Listings** Not Viewed	**-7%** (QoQ) **Demand** Change

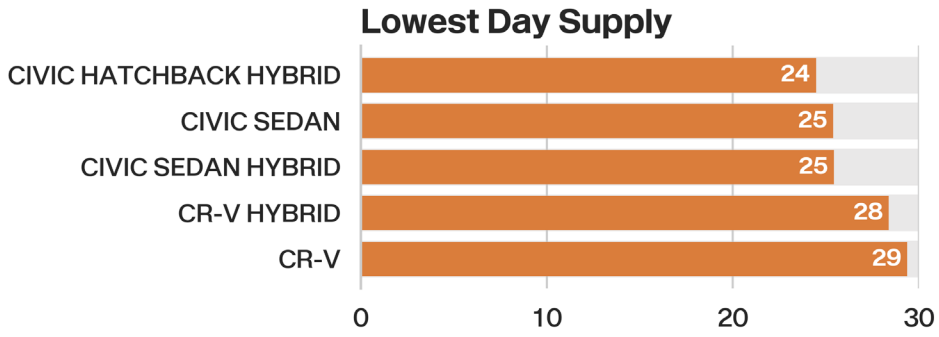


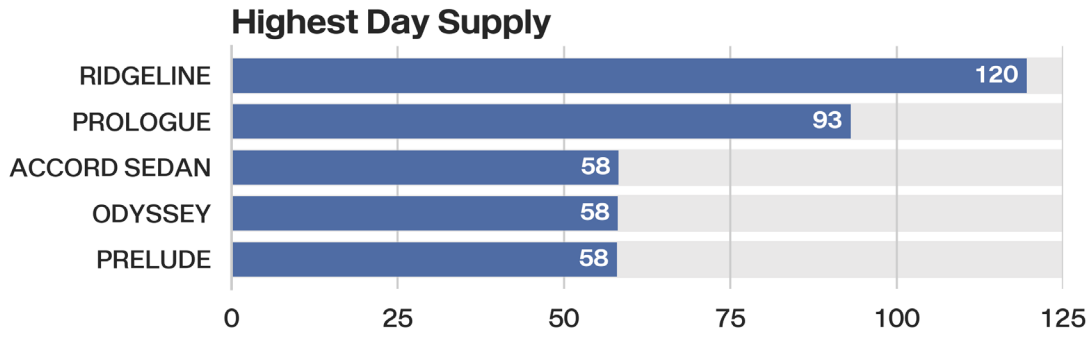


- The Prologue sales rose 61% QoQ as the list price fell by 9% to $48,950. It saw a market high markdown of increase of 6% QoQ to 13%.
- The CR-V hybrid continues to dominate, making up over 2% more of Honda's Q2 sales compared to a year ago as consumers shift away from the smaller Civic hybrid.

NEW

+18% (QoQ) **Sales Volume** Change	**-6 Days** (QoQ) **-5 Days** (YoY) **40 Day Supply**	**+3%** (QoQ) **-2%** (YoY) **33% Aged Inventory** Over 45 Days Ending 06/30/26	**-6%** (QoQ) **-2%** (YoY) **30% Aged Sales** Over 45 Days as of 06/30/26	**-16%** (QoQ) **-4%** (YoY) **32% Carryover** Over 45 Days as of 04/01/26
NC (QoQ) **+2%** (YoY) **$37,189 Price** Avg Last Listed	**+1%** (QoQ) **-3% Markdown** Price Reduction	**-1%** (QoQ) **16% Sold** With Markdown	**-6%** (QoQ) **NC** (YoY) **43% of Listings** Not Viewed	**+15%** (QoQ) **Demand** Change

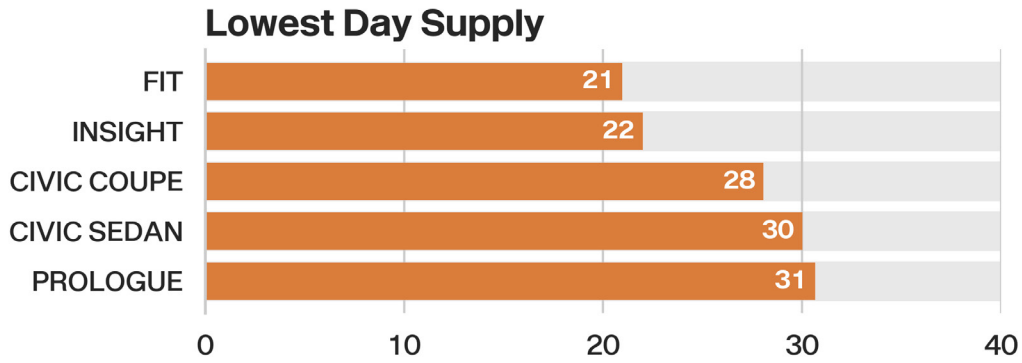


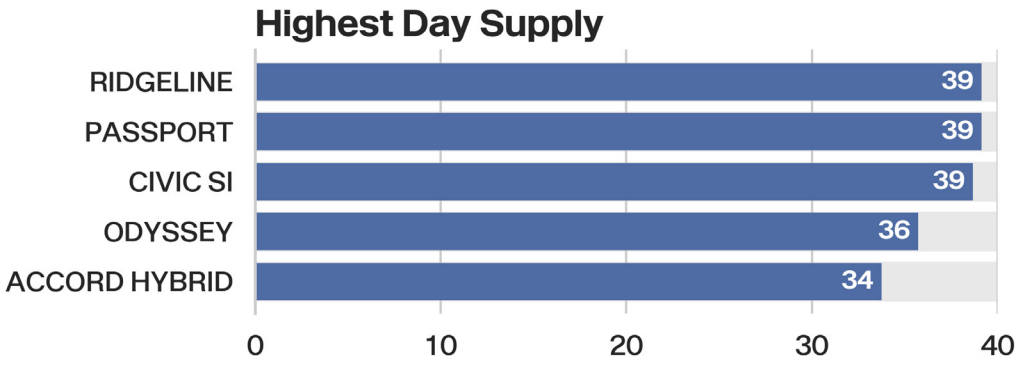


› All metrics move in line with the market.

USED

+8% (QoQ) **Sales Volume** Change	**+2 Days** (QoQ) **-1 Days** (YoY) **33 Day Supply**	**+6%** (QoQ) **-2%** (YoY) **38% Aged Inventory** Over 30 Days Ending 06/30/26	**-3%** (QoQ) **-1%** (YoY) **37% Aged Sales** Over 30 Days as of 06/30/26	**-13%** (QoQ) **-1%** (YoY) **33% Carryover** Over 30 Days as of 04/01/26
+4% (QoQ) **+2%** (YoY) **$25,998 Price** Avg Last Listed	**+1%** (QoQ) **-3% Markdown** Price Reduction	**-3%** (QoQ) **44% Sold** With Markdown	**NC** (QoQ) **+6%** (YoY) **43% of Listings** Not Viewed	**-5%** (QoQ) **Demand** Change

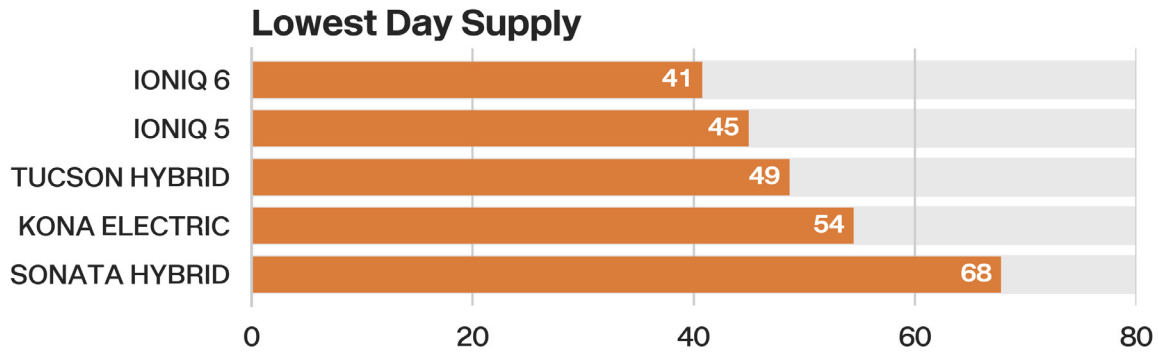


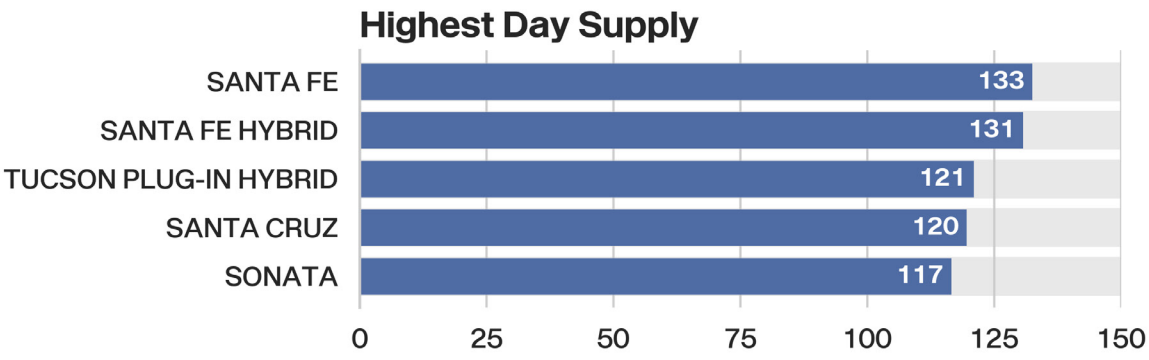


› Palisade Hybrid sales jumped 67% to make up over 7% of Hyundai's Q2 sales to overtake the Santa Fe Hybrid as the fi th highest sales volume for the brand.

NEW

+16% (QoQ) **Sales Volume** Change	-11 Days (QoQ) +4 Days (YoY) **86 Day Supply**	+5% (QoQ) +5% (YoY) **64% Aged Inventory** Over 45 Days Ending 06/30/26	-4% (QoQ) NC (YoY) **57% Aged Sales** Over 45 Days as of 06/30/26	-2% (QoQ) +5% (YoY) **60% Carryover** Over 45 Days as of 04/01/26
-1% (QoQ) -1% (YoY) **$34,975 Price** Avg Last Listed	NC (QoQ) **-4% Markdown** Price Reduction	-7% (QoQ) **38% Sold** With Markdown	-7% (QoQ) +11% (YoY) **58% of Listings** Not Viewed	+14% (QoQ) **Demand** Change

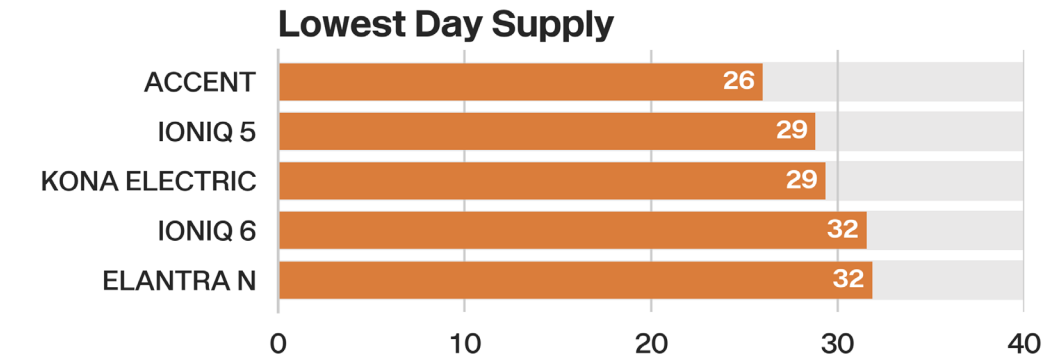


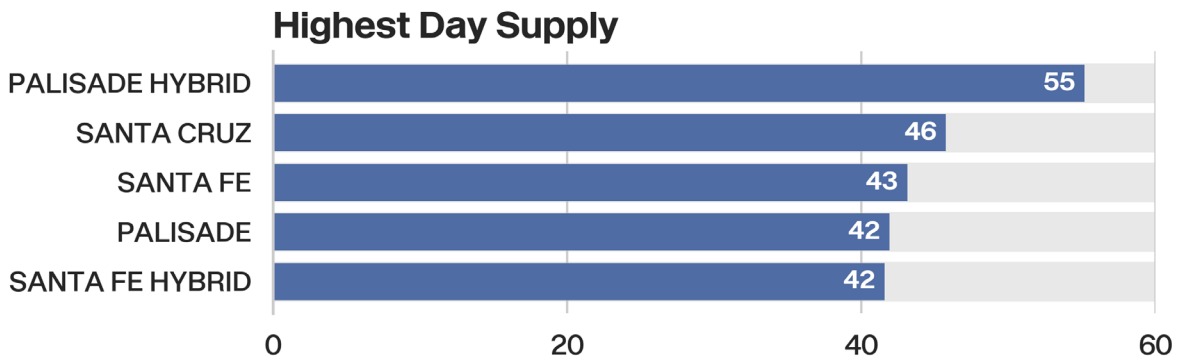


› The IONIQ 5 saw one of the largest decreases QoQ in units sold with a markdown, down 14 points to 37%.

USED

+3% (QoQ) **Sales Volume** Change	**+4 Day** (QoQ) **+1 Days** (YoY) **38 Day Supply**	**+6%** (QoQ) **-3%** (YoY) **43% Aged Inventory** Over 30 Days Ending 06/30/26	**-4%** (QoQ) **-2%** (YoY) **41% Aged Sales** Over 30 Days as of 06/30/26	**-13%** (QoQ) **-1%** (YoY) **38% Carryover** Over 30 Days as of 04/01/26
+5% (QoQ) **+2%** (YoY) **$21,998 Price** Avg Last Listed	**+1%** (QoQ) **-4% Markdown** Price Reduction	**-5%** (QoQ) **42% Sold** With Markdown	**-1%** (QoQ) **+7%** (YoY) **50% of Listings** Not Viewed	**-9%** (QoQ) **Demand** Change

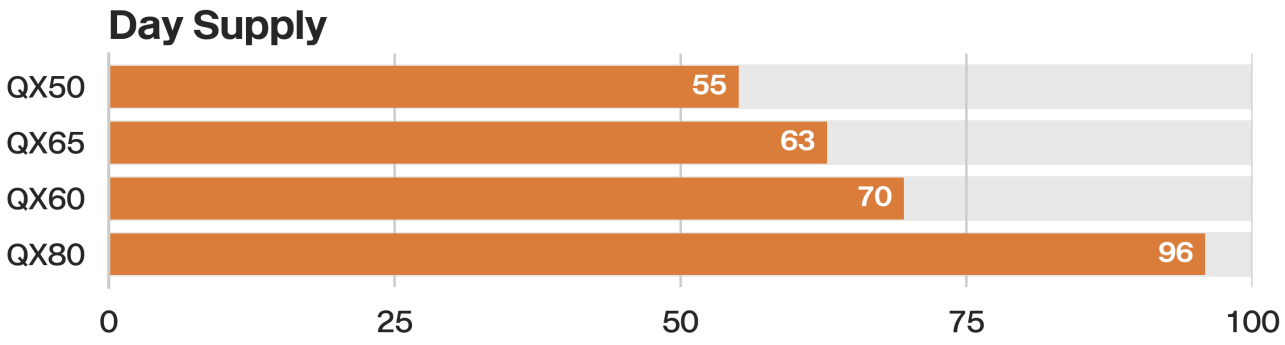




- The new QX65 performed well in its debut quarter, making up 9% of Infinit s Q2 sales.
- Infiniti ecorded the largest growth in ending inventory with a 69% QoQ surge from QX65, driving its day supply up by 20 days to 76. While well above the market average of 62 days, it is a 17 day reduction YoY.
- Infiniti had the largest decrease in markdown magnitude QoQ, down 4 points to 4%.

NEW

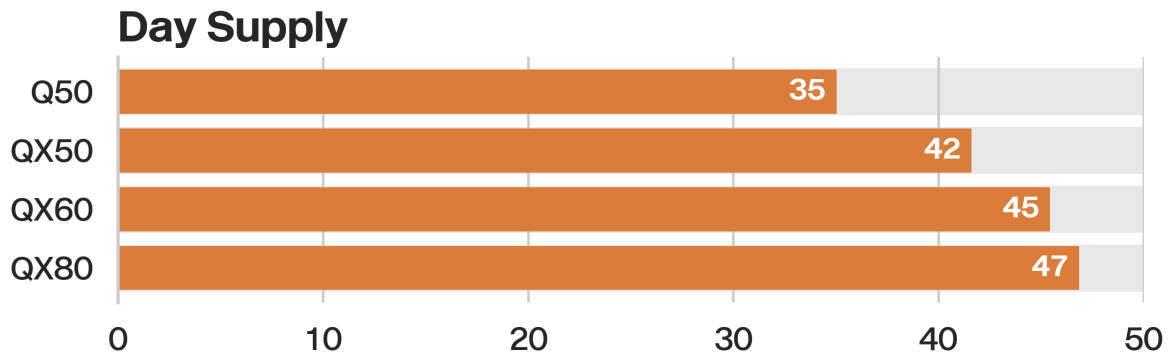
+7% (QoQ) **Sales Volume** Change	+20 Days (QoQ) -17 Days (YoY) **76 Day Supply**	+6% (QoQ) -35% (YoY) **45% Aged Inventory** Over 45 Days Ending 06/30/26	-3% (QoQ) -23% (YoY) **43% Aged Sales** Over 45 Days as of 06/30/26	-13% (QoQ) -16% (YoY) **39% Carryover** Over 45 Days as of 04/01/26
+3% (QoQ) +4% (YoY) **$63,409 Price** Avg Last Listed	+4% (QoQ) **-4% Markdown** Price Reduction	-1% (QoQ) **28% Sold** With Markdown	+11% (QoQ) -11% (YoY) **43% of Listings** Not Viewed	-25% (QoQ) **Demand** Change



› Average price jumped 11% YoY to $32,224, the largest price increase in the used market this quarter.

USED

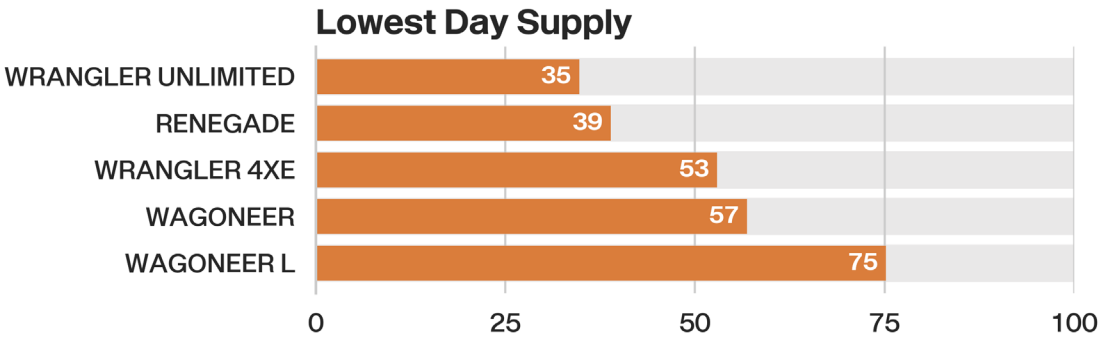
+7% (QoQ) **Sales Volume** Change	+4 Days (QoQ) +2 Days (YoY) **43 Day Supply**	+6% (QoQ) -3% (YoY) **49% Aged Inventory** Over 30 Days Ending 06/30/26	-2% (QoQ) -2% (YoY) **43% Aged Sales** Over 30 Days as of 06/30/26	-5% (QoQ) NC (YoY) **43% Carryover** Over 30 Days as of 04/01/26
+7% (QoQ) +11% (YoY) **$32,224 Price** Avg Last Listed	+1% (QoQ) **-5% Markdown** Price Reduction	-2% (QoQ) **49% Sold** With Markdown	+2% (QoQ) +1% (YoY) **34% of Listings** Not Viewed	-8% (QoQ) **Demand** Change

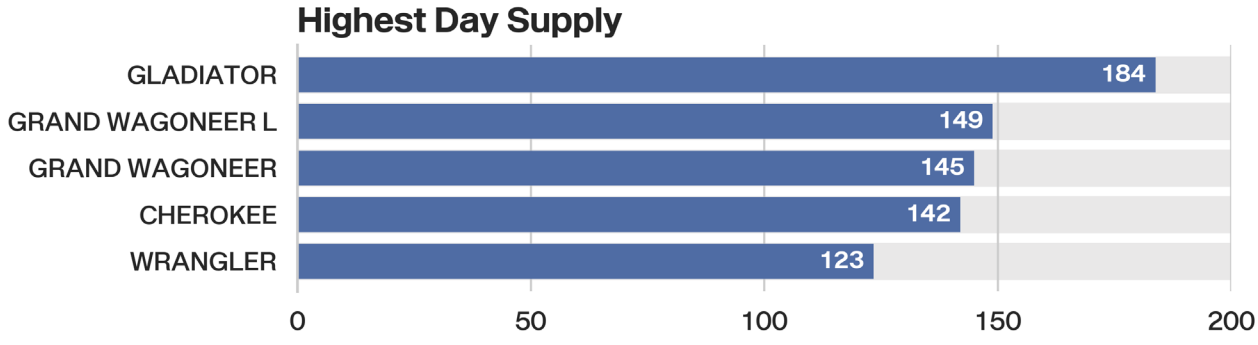


- The redesigned Cherokee was the standout mover as it continues to gain sales momentum, more than doubling sales QoQ to make up nearly 7% of Jeep's Q2 sales. The Grand Cherokee made up 5% less of sales as consumers shifted towards the new Cherokee.
- Jeep saw the largest increase in day supply QoQ in hybrids, up 24 days to a market high of 138 days.

NEW

-1% (QoQ) **Sales Volume** Change	**+16 Days** (QoQ) **+51 Days** (YoY) **120 Day Supply**	**-5%** (QoQ) **+5%** (YoY) **58% Aged Inventory** Over 45 Days Ending	**-7%** (QoQ) **+4%** (YoY) **61% Aged Sales** Over 45 Days as of 06/30/26	**+5%** (QoQ) **+12%** (YoY) **63% Carryover** Over 45 Days as of 04/01/26
+2% (QoQ) **+2%** (YoY) **$47,372 Price** Avg Last Listed	**+1%** (QoQ) **-6% Markdown** Price Reduction	**+3%** (QoQ) **47% Sold** With Markdown	**+1%** (QoQ) **+16%** (YoY) **54% of Listings** Not Viewed	**-13%** (QoQ) **Demand** Change

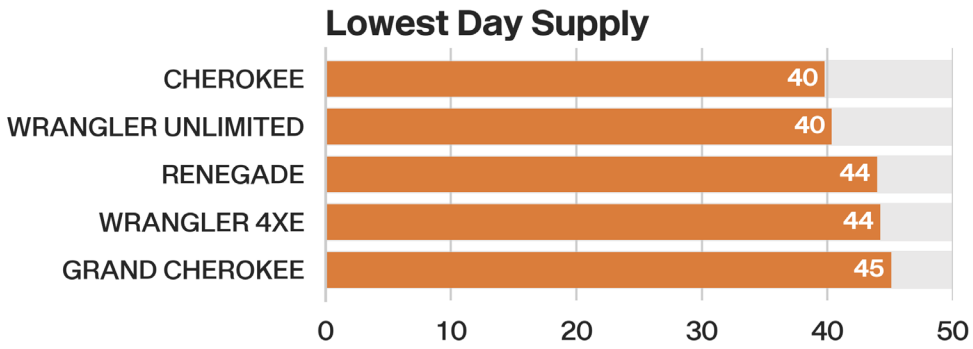


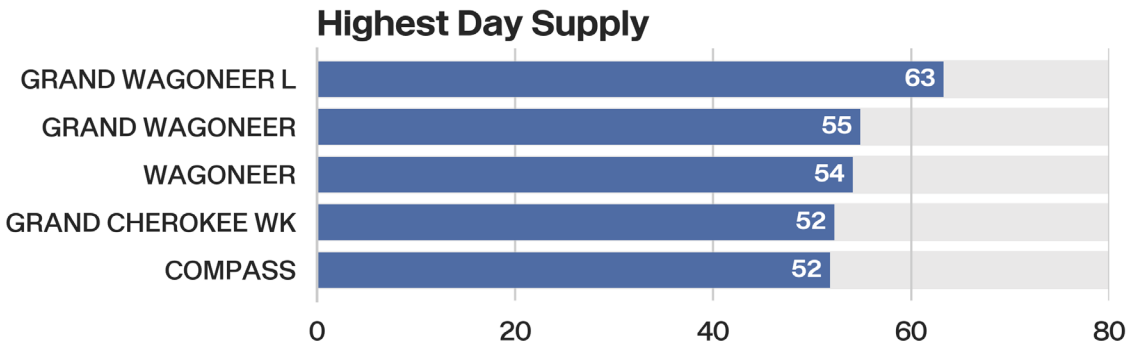


- The Wagoneer L was the largest decrease in list price of sold units QoQ, down 5% to $38,985.
- The Wrangler 4XE had the largest increase in units sold with a markdown QoQ, up 13 points to 24%.

USED

+6% (QoQ) **Sales Volume** Change	**+4 Days** (QoQ) **+3 Days** (YoY) **47 Day Supply**	**+7%** (QoQ) **+1%** (YoY) **51% Aged Inventory** Over 30 Days Ending 06/30/26	**-5%** (QoQ) **-2%** (YoY) **48% Aged Sales** Over 30 Days as of 06/30/26	**-14%** (QoQ) **-2%** (YoY) **45% Carryover** Over 30 Days as of 04/01/26
+5% (QoQ) **-3%** (YoY) **$26,995 Price** Avg Last Listed	**+2%** (QoQ) **-5% Markdown** Price Reduction	**-4%** (QoQ) **34% Sold** With Markdown	**NC** (QoQ) **+8%** (YoY) **45% of Listings** Not Viewed	**-7%** (QoQ) **Demand** Change

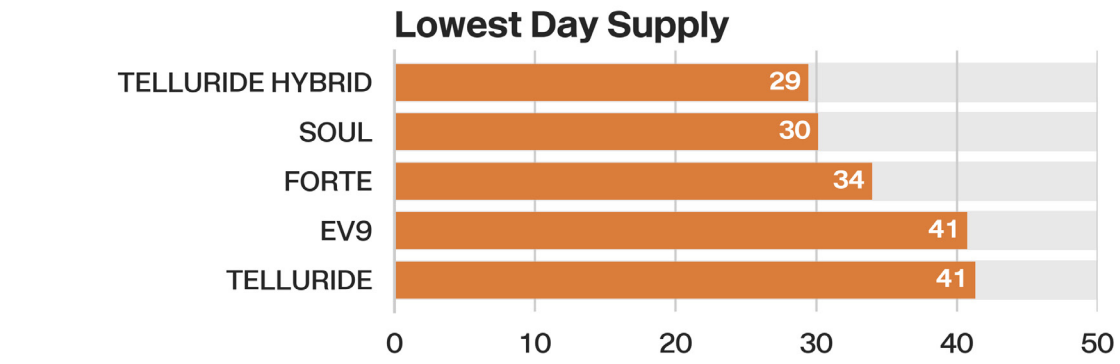


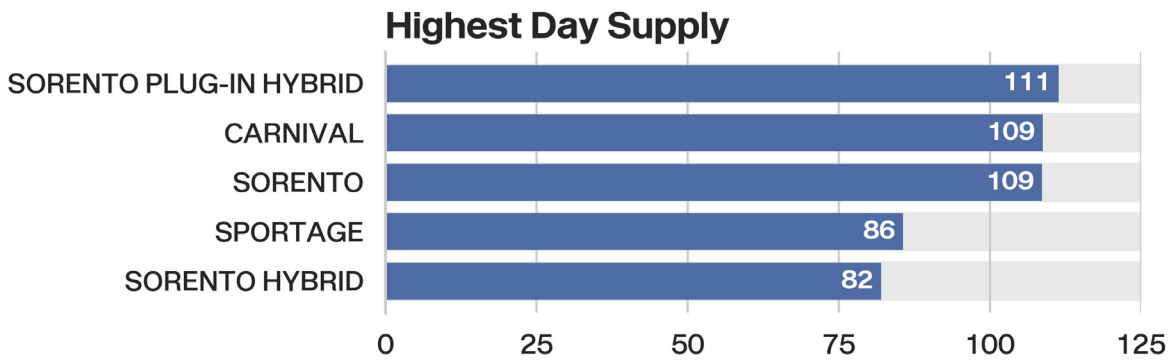


› Following the introduction of its fi st-ever hybrid powertrain earlier this year, the three-row Telluride Hybrid emerged as a standout performer, capturing more than 9% of Kia's Q2 sales to become the brand's fourth highest-volume model.

NEW

+18% (QoQ) **Sales Volume** Change	-9 Days (QoQ) +6 Days (YoY) **65 Day Supply**	-6% (QoQ) +3% (YoY) **48% Aged Inventory** Over 45 Days Ending 06/30/26	-7% (QoQ) +5% (YoY) **47% Aged Sales** Over 45 Days as of 06/30/26	-4% (QoQ) +5% (YoY) **55% Carryover** Over 45 Days as of 04/01/26
+1% (QoQ) +5% (YoY) **$35,735 Price** Avg Last Listed	+1% (QoQ) **-3% Markdown** Price Reduction	-11% (QoQ) **30% Sold** With Markdown	-4% (QoQ) +5% (YoY) **53% of Listings** Not Viewed	+15% (QoQ) **Demand**

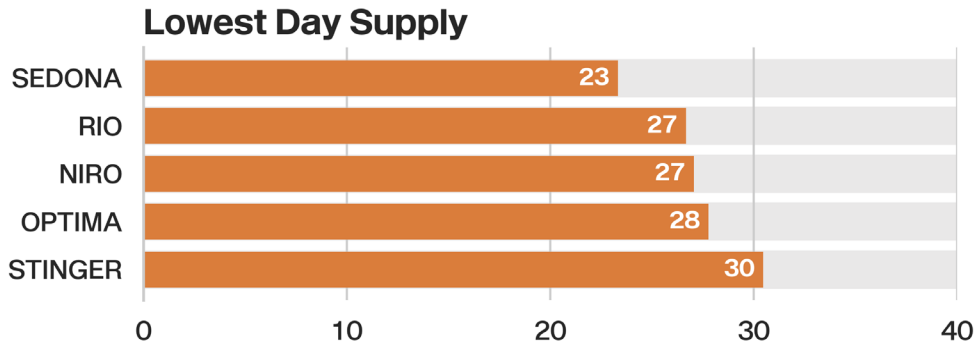


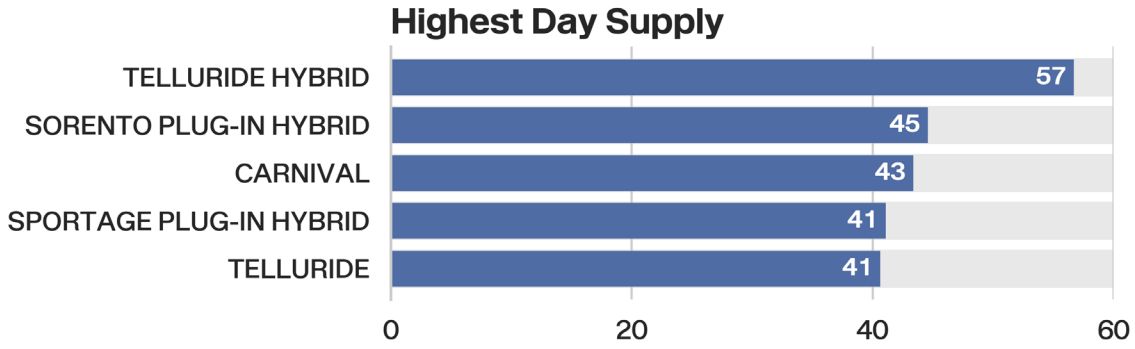


- Average price jumped 8% QoQ to $22,499, the largest price gain among mainstream brand.
- K4 sales climbed 86% QoQ, the largest in the market.

USED

+11% (QoQ) **Sales Volume** Change	+3 Days (QoQ) -1 Days (YoY) **37 Day Supply**	+9% (QoQ) -2% (YoY) **43% Aged Inventory** Over 30 Days Ending 06/30/26	-3% (QoQ) -3% (YoY) **40% Aged Sales** Over 30 Days as of 06/30/26	-15% (QoQ) -3% (YoY) **35% Carryover** Over 30 Days as of 04/01/26
+8% (QoQ) +7% (YoY) **$22,499 Price** Avg Last Listed	+1% (QoQ) **-4% Markdown** Price Reduction	-4% (QoQ) **42% Sold** With Markdown	-3% (QoQ) +2% (YoY) **42% of Listings** Not Viewed	-8% (QoQ) **Demand** Change

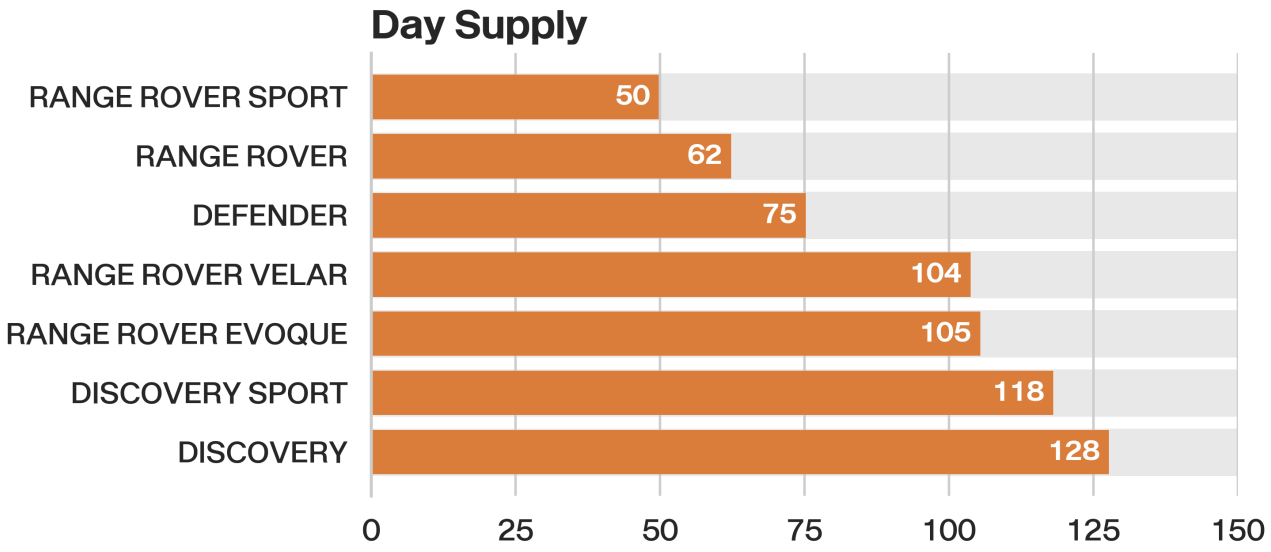




- The Range Rover Sport had a second quarter of 15% increase in sales QoQ, making up over 3% more of Q2 sales compared to last year.
- The Defender saw an 8% increase in last list price in sold units YoY while the other Land Rover models remained fl t.

NEW

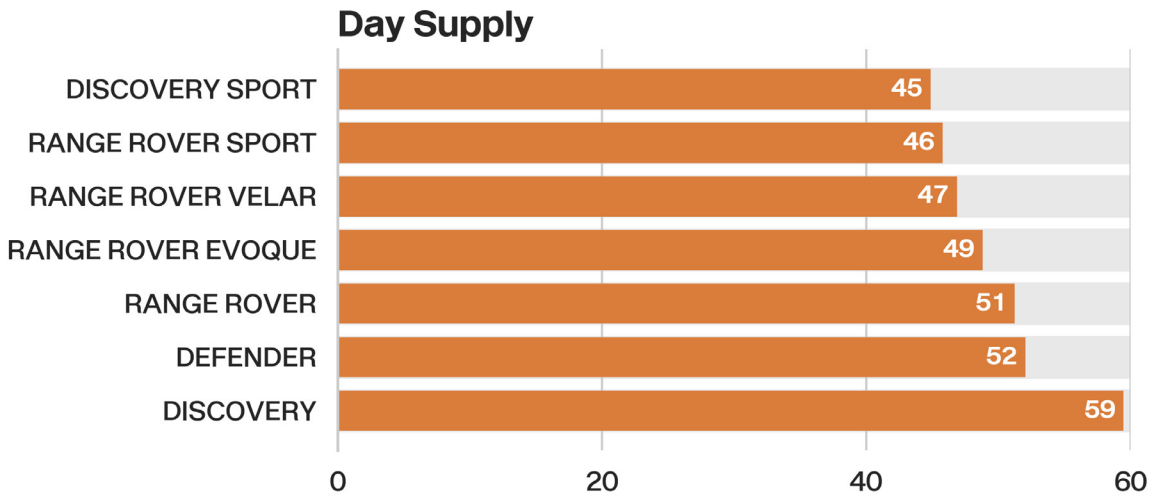
+7% (QoQ) **Sales Volume** Change	+9 Days (QoQ) -7 Days (YoY) **69 Day Supply**	-3% (QoQ) -17% (YoY) **41% Aged Inventory** Over 45 Days Ending 06/30/26	+4% (QoQ) -8% (YoY) **44% Aged Sales** Over 45 Days as of 06/30/26	+11% (QoQ) NC (YoY) **46% Carryover** Over 45 Days as of 04/01/26
+2% (QoQ) +3% (YoY) **$98,871 Price** Avg Last Listed	+1% (QoQ) **-3% Markdown** Price Reduction	NC (QoQ) **8% Sold** With Markdown	-2% (QoQ) -9% (YoY) **35% of Listings** Not Viewed	-12% (QoQ) **Demand** Change



› Aged ending inventory saw a market high increase of 4 points YoY to 54%.

USED

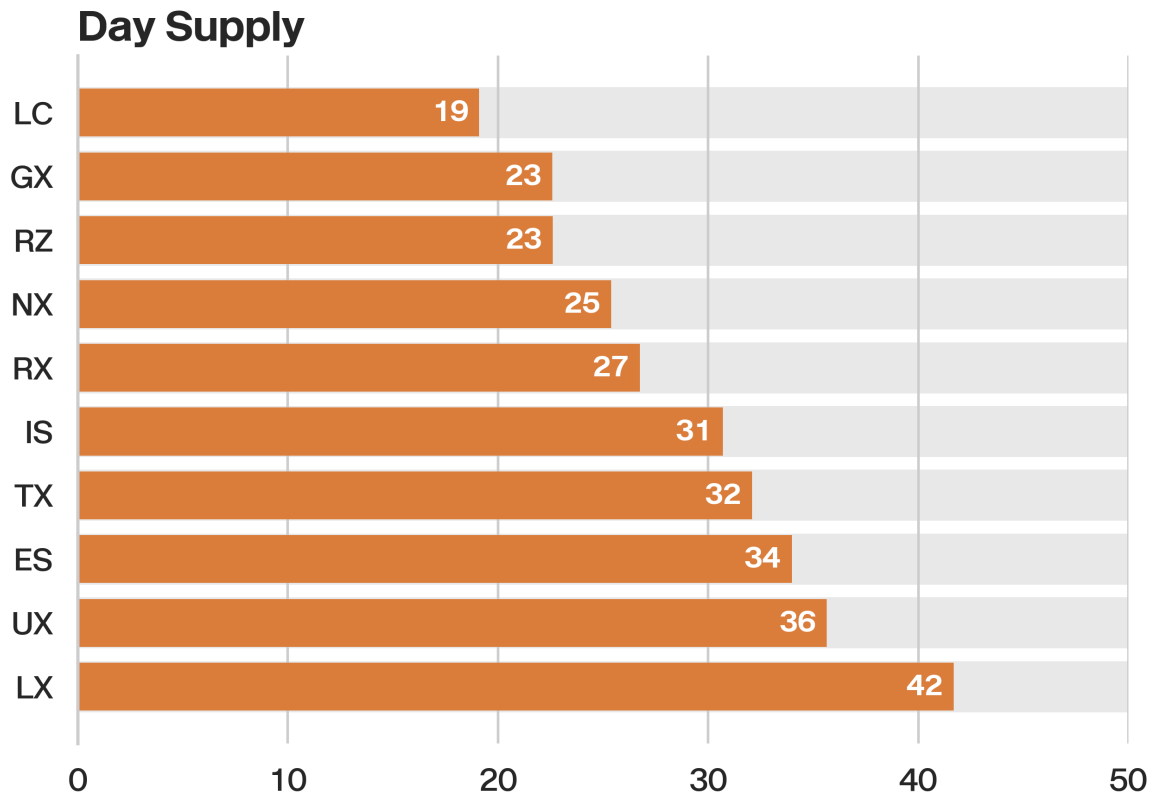
+8% (QoQ) **Sales Volume** Change	**+5 Days** (QoQ) **+5 Days** (YoY) **49 Day Supply**	**+6%** (QoQ) **+4%** (YoY) **54% Aged Inventory** Over 30 Days Ending 06/30/26	**+1%** (QoQ) **-1%** (YoY) **47% Aged Sales** Over 30 Days as of 06/30/26	**-3%** (QoQ) **-1%** (YoY) **49% Carryover** Over 30 Days as of 04/01/26
+3% (QoQ) **NC** (YoY) **$44,805 Price** Avg Last Listed	**NC** (QoQ) **-5% Markdown** Price Reduction	**+2%** (QoQ) **46% Sold** With Markdown	**-2%** (QoQ) **-3%** (YoY) **38% of Listings** Not Viewed	**-9%** (QoQ) **Demand** Change



- The ES had the largest decrease in sales QoQ, down 60% amid inventory constraints, driving a market high increase of 13% of list price of ending inventory.
- IS sales doubled QoQ to become the fourth top seller for the brand for Q2.

NEW

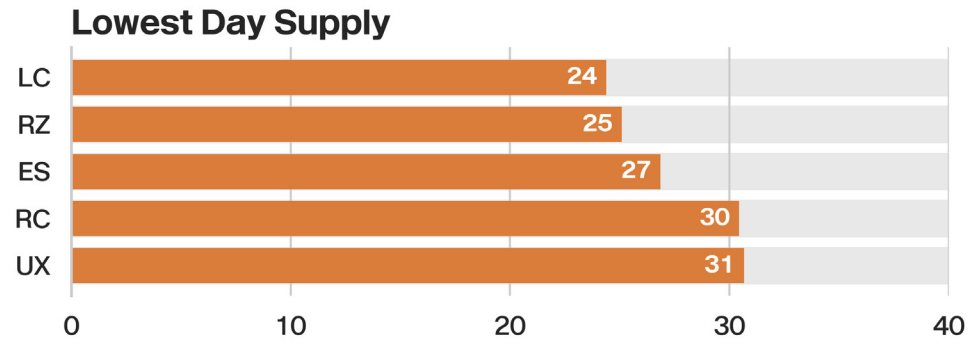
+21% (QoQ) **Sales Volume** Change	**-1 Days** (QoQ) **+2 Days** (YoY) **28 Day Supply**	**-1%** (QoQ) **NC** (YoY) **15% Aged Inventory** Over 45 Days Ending 06/30/26	**-6%** (QoQ) **+2%** (YoY) **14% Aged Sales** Over 45 Days as of 06/30/26	**-6%** (QoQ) **+4%** (YoY) **17% Carryover** Over 45 Days as of 04/01/26
NC (QoQ) **+6%** (YoY) **$62,125 Price** Avg Last Listed	**NC** (QoQ) **-2% Markdown** Price Reduction	**+1%** (QoQ) **12% Sold** With Markdown	**-5%** (QoQ) **NC** (YoY) **45% of Listings** Not Viewed	**+4%** (QoQ) **Demand** Change

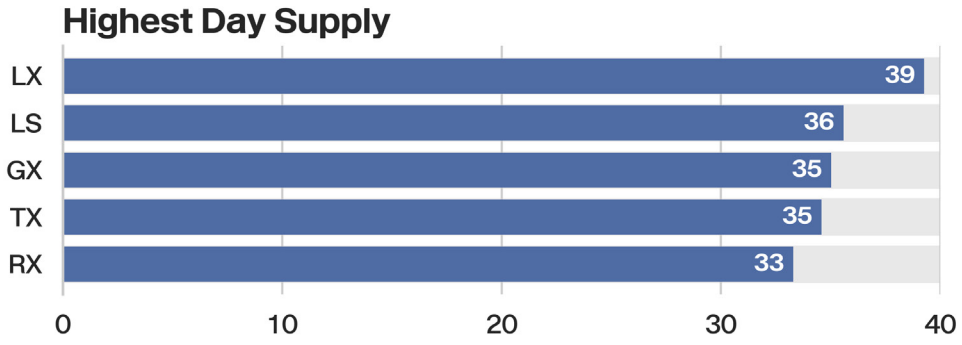


› All metrics move in line with the market.

USED

+5% (QoQ) **Sales Volume** Change	+2 Days (QoQ) NC Days (YoY) **32 Day Supply**	+4% (QoQ) -2% (YoY) **36% Aged Inventory** Over 30 Days Ending 06/30/26	-4% (QoQ) -4% (YoY) **34% Aged Sales** Over 30 Days as of 06/30/26	-8% (QoQ) -4% (YoY) **33% Carryover** Over 30 Days as of 04/01/26
+5% (QoQ) +3% (YoY) **$42,084 Price** Avg Last Listed	+1% (QoQ) **-3% Markdown** Price Reduction	-4% (QoQ) **43% Sold** With Markdown	NC (QoQ) +1% (YoY) **34% of Listings** Not Viewed	-6% (QoQ) **Demand** Change

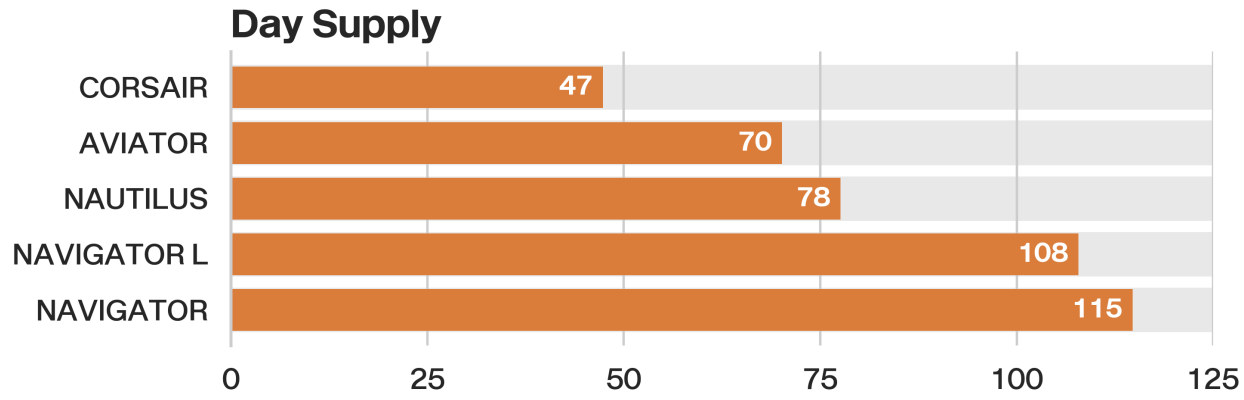




- With an 18% QoQ decline, Lincoln experienced the market's sharpest decrease in new inventory.
- Lincoln saw a market high of reduction of day supply, down 31 days to 77, still above the market average of 62 days.
- Lincoln also saw the largest increase in ending inventory list price QoQ, up 8% to $69,637.

NEW

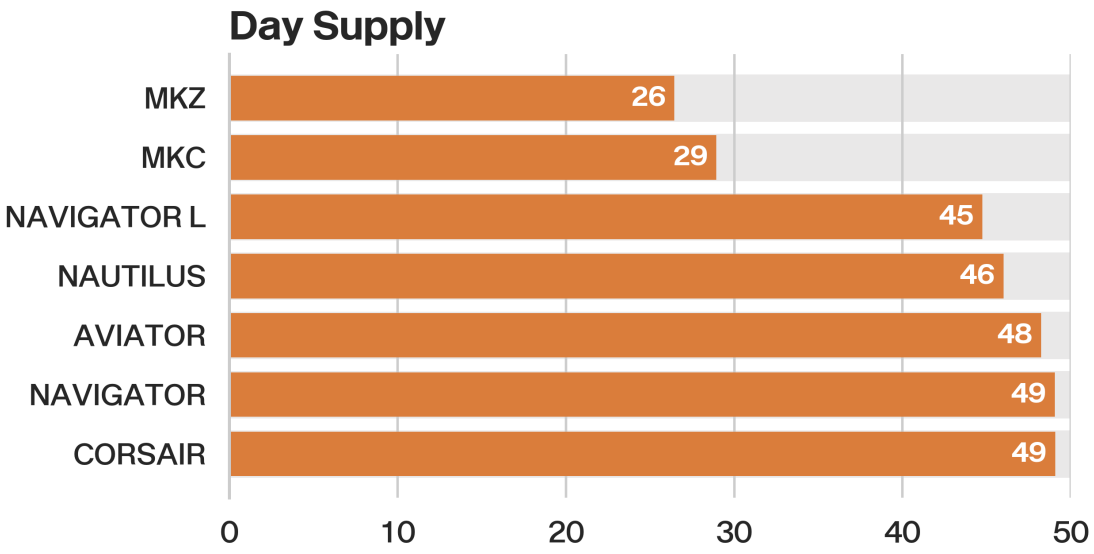
+15% (QoQ) **Sales Volume** Change	-31 Days (QoQ) +2 Days (YoY) **77 Day Supply**	-11% (QoQ) -1% (YoY) **58% Aged Inventory** Over 45 Days Ending 06/30/26	-5% (QoQ) NC (YoY) **67% Aged Sales** Over 45 Days as of 06/30/26	+14% (QoQ) +1% (YoY) **70% Carryover** Over 45 Days as of 04/01/26
+3% (QoQ) +4% (YoY) **$65,175 Price** Avg Last Listed	NC (QoQ) **-6% Markdown** Price Reduction	-4% (QoQ) **41% Sold** With Markdown	-13% (QoQ) -5% (YoY) **39% of Listings** Not Viewed	+41% (QoQ) **Demand** Change



› All metrics move in line with the market.

USED

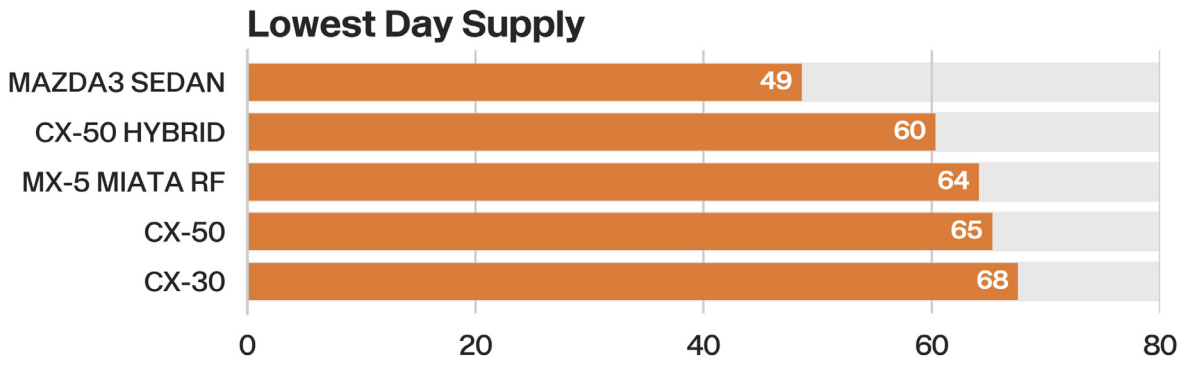
+9% (QoQ) **Sales Volume** Change	+1 Days (QoQ) +4 Days (YoY) **44 Day Supply**	+4% (QoQ) +1% (YoY) **51% Aged Inventory** Over 30 Days Ending 06/30/26	-4% (QoQ) NC (YoY) **46% Aged Sales** Over 30 Days as of 06/30/26	-7% (QoQ) +1% (YoY) **48% Carryover** Over 30 Days as of 04/01/26
+5% (QoQ) +2% (YoY) **$33,495 Price** Avg Last Listed	+1% (QoQ) **-4% Markdown** Price Reduction	-4% (QoQ) **47% Sold** With Markdown	-3% (QoQ) +5% (YoY) **44% of Listings** Not Viewed	NC (QoQ) **Demand** Change

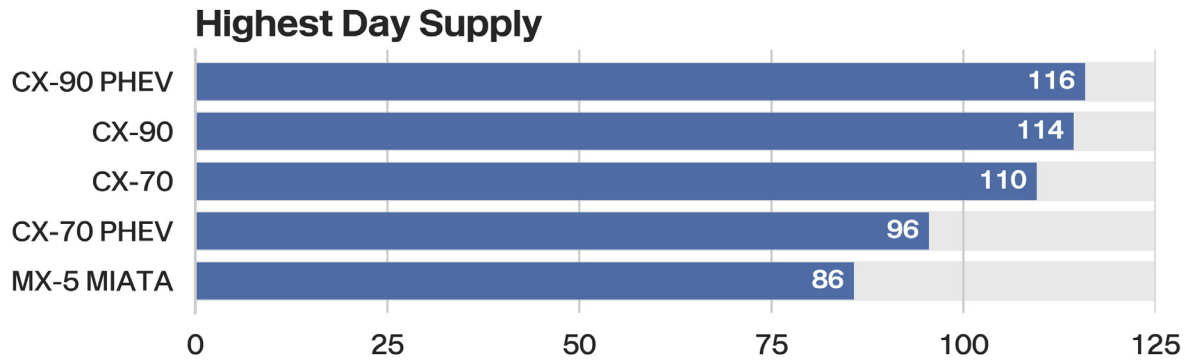


- Average price rose 6% QoQ to $36,353, the largest quarterly price increase in the market, driven by a 13% increase in the CX-5.
- Inventory shortages led to a 15% QoQ decline in CX-5 sales, but stock has since been replenished and sales are expected to recover.

NEW

+20% (QoQ) **Sales Volume** Change	+8 Days (QoQ) +8 Days (YoY) **72 Day Supply**	NC (QoQ) -16% (YoY) **42% Aged Inventory** Over 45 Days Ending 06/30/26	-8% (QoQ) -4% (YoY) **43% Aged Sales** Over 45 Days as of 06/30/26	-10% (QoQ) -9% (YoY) **42% Carryover** Over 45 Days as of 04/01/26
+6% (QoQ) +5% (YoY) **$36,353 Price** Avg Last Listed	+1% (QoQ) **-3% Markdown** Price Reduction	-11% (QoQ) **26% Sold** With Markdown	+2% (QoQ) -1% (YoY) **52% of Listings** Not Viewed	-10% (QoQ) **Demand** Change

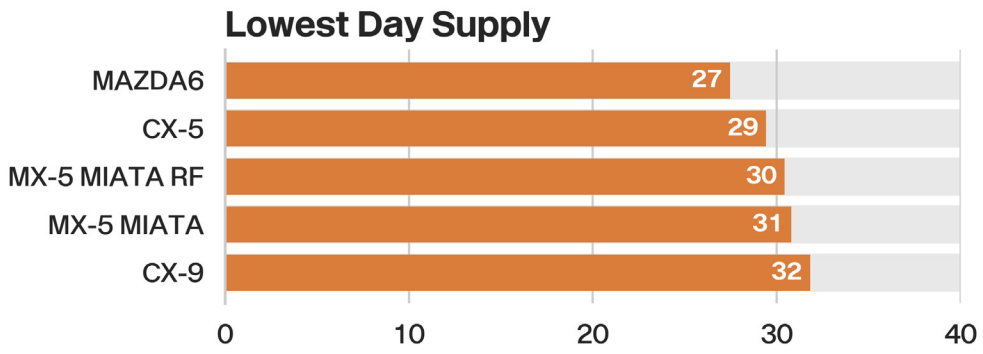


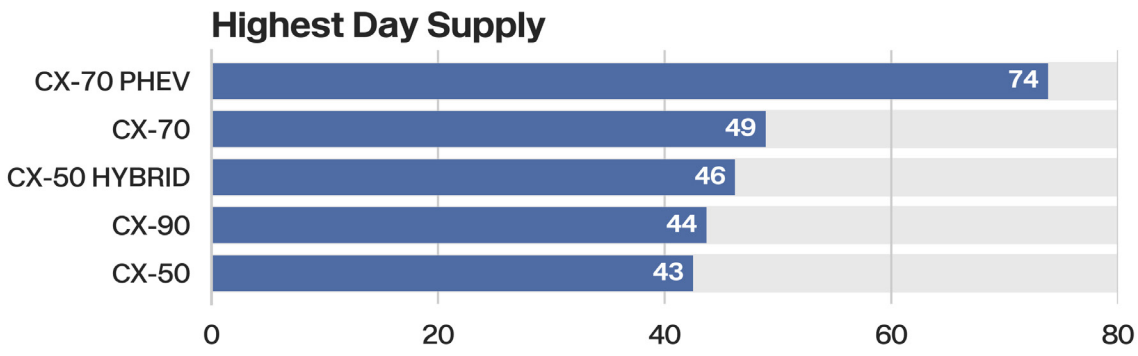


› The CX-70 ended the quarter with the highest percent of units with a markdown at 67%.

USED

+9% (QoQ) **Sales Volume** Change	-1 Days (QoQ) -2 Days (YoY) **34 Day Supply**	+2% (QoQ) -4% (YoY) **40% Aged Inventory** Over 30 Days Ending 06/30/26	-4% (QoQ) -2% (YoY) **40% Aged Sales** Over 30 Days as of 06/30/26	-10% (QoQ) +2% (YoY) **39% Carryover** Over 30 Days as of 04/01/26
+4% (QoQ) NC (YoY) **$24,998 Price** Avg Last Listed	+1% (QoQ) **-4% Markdown** Price Reduction	-6% (QoQ) **45% Sold** With Markdown	-1% (QoQ) +3% (YoY) **39% of Listings** Not Viewed	+4% (QoQ) **Demand** Change

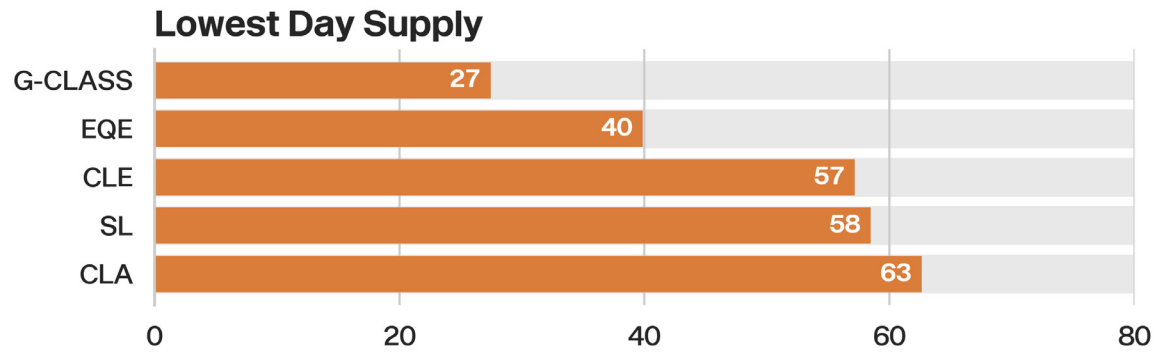


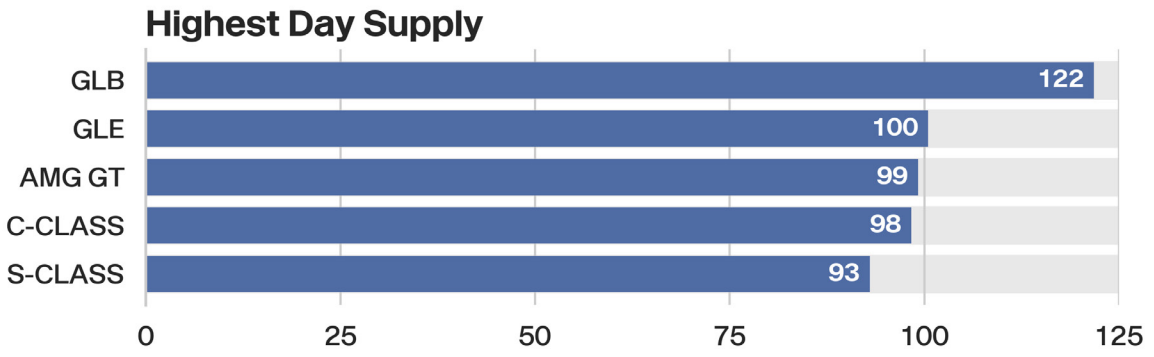


› QoQ sales for EVs jumped 66%, with the EQE increasing by 54% and the EQS surging by 84% as they see the largest price cuts in the brand YoY due to weak sales performance that have also prompted an order freeze for the US.

NEW

+10% (QoQ) **Sales Volume** Change	+7 Days (QoQ) +18 Days (YoY) **90 Day Supply**	+4% (QoQ) -3% (YoY) **59% Aged Inventory** Over 45 Days Ending 06/30/26	-2% (QoQ) +3% (YoY) **52% Aged Sales** Over 45 Days as of 06/30/26	-10% (QoQ) -2% (YoY) **55% Carryover** Over 45 Days as of 04/01/26
NC (QoQ) +1% (YoY) **$70,695 Price** Avg Last Listed	+1% (QoQ) **-5% Markdown** Price Reduction	+2% (QoQ) **12% Sold** With Markdown	-5% (QoQ) +1% (YoY) **54% of Listings** Not Viewed	-7% (QoQ) **Demand** Change

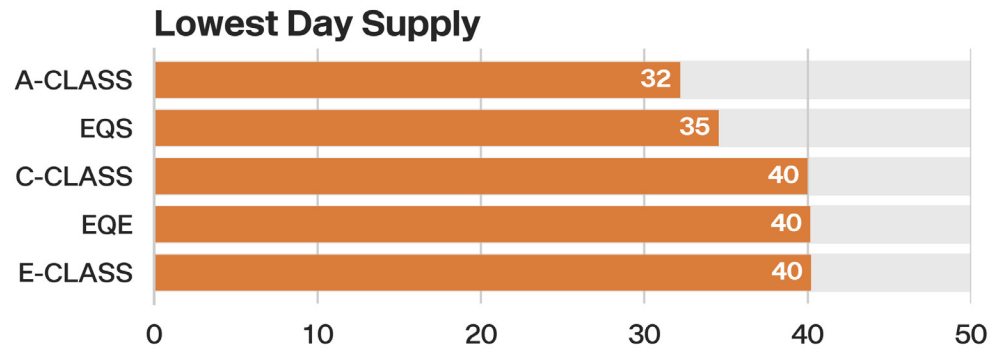


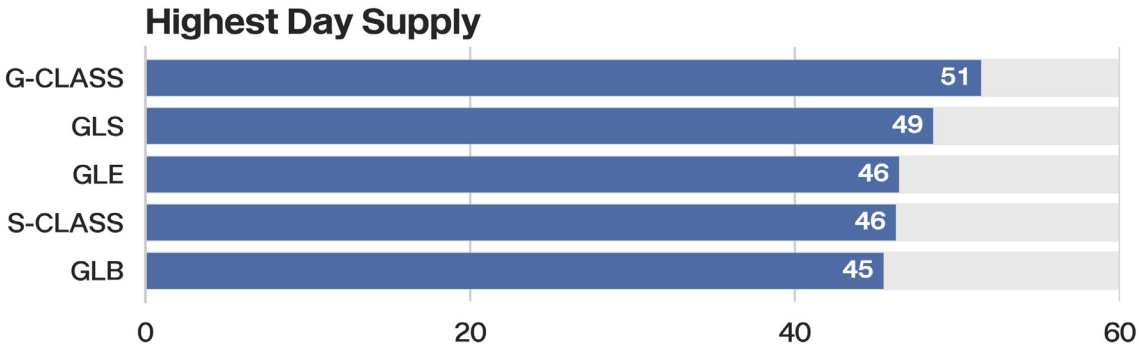


› The GLA saw the largest decrease in inventory list price, down 3% QoQ to $30,998.

USED

+5% (QoQ) **Sales Volume** Change	**NC Days** (QoQ) **+2 Days** (YoY) **44 Day Supply**	**+2%** (QoQ) **NC** (YoY) **50% Aged Inventory** Over 30 Days Ending 06/30/26	**-4%** (QoQ) **NC** (YoY) **46% Aged Sales** Over 30 Days as of 06/30/26	**-4%** (QoQ) **+1%** (YoY) **49% Carryover** Over 30 Days as of 04/01/26
+3% (QoQ) **+3%** (YoY) **$39,710 Price** Avg Last Listed	**+1%** (QoQ) **-5% Markdown** Price Reduction	**-3%** (QoQ) **42% Sold** With Markdown	**-3%** (QoQ) **+5%** (YoY) **39% of Listings** Not Viewed	**NC** (QoQ) **Demand** Change

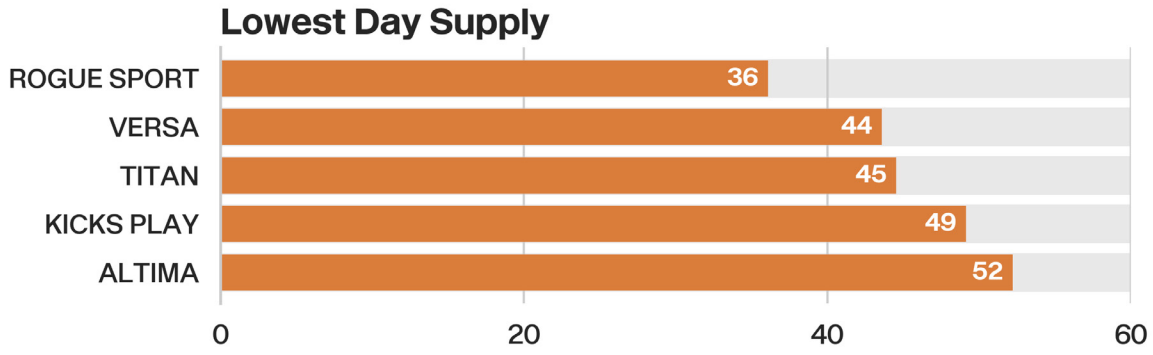


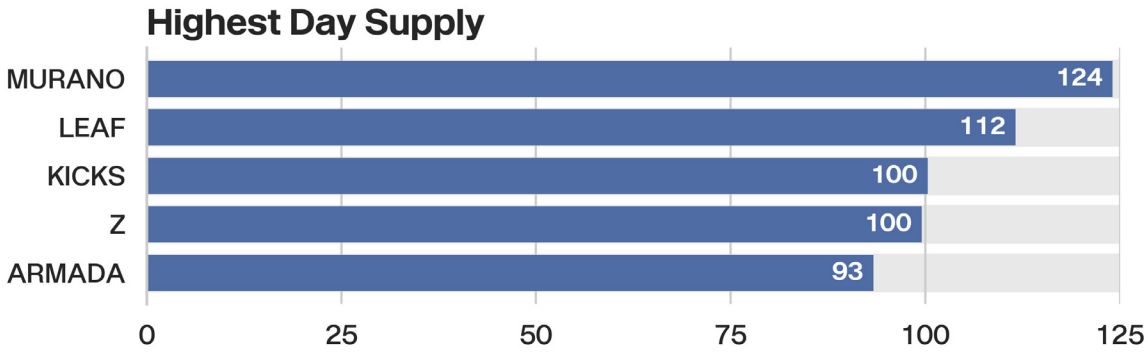


- The Kicks Play sold the highest percent of units with a markdown in Q2 at 68%.
- The Altima saw the largest decrease in units sold with a markdown QoQ, down 38 points to 27%.

NEW

+ 12% (QoQ) **Sales Volume** Change	**-11 Days** (QoQ) **-2 Days** (YoY) **75 Day Supply**	**-5%** (QoQ) **+3%** (YoY) **53% Aged Inventory** Over 45 Days Ending 06/30/26	**-9%** (QoQ) **-2%** (YoY) **54% Aged Sales** Over 45 Days as of 06/30/26	**-6%** (QoQ) **-2%** (YoY) **58% Carryover** Over 45 Days as of 04/01/26
+5% (QoQ) **-3%** (YoY) **$32,417 Price** Avg Last Listed	**+2%** (QoQ) **-5% Markdown** Price Reduction	**-8%** (QoQ) **40% Sold** With Markdown	**-4%** (QoQ) **+4%** (YoY) **63% of Listings** Not Viewed	**+15%** (QoQ) **Demand** Change

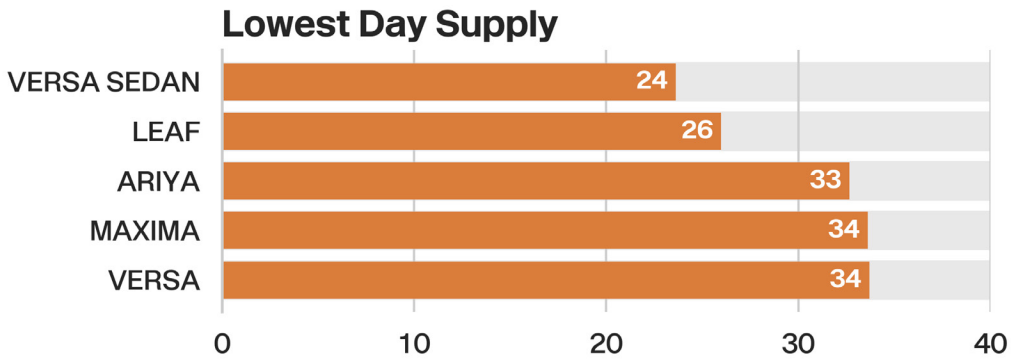


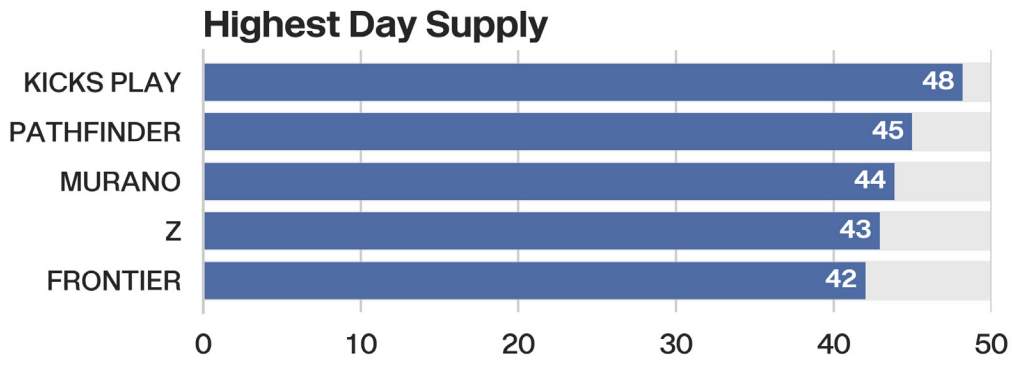


› All metrics move in line with the market.

USED

+2% (QoQ) **Sales Volume** Change	+2 Days (QoQ) NC Days (YoY) **39 Day Supply**	+4% (QoQ) -3% (YoY) **44% Aged Inventory** Over 30 Days Ending 06/30/26	-6% (QoQ) -3% (YoY) **41% Aged Sales** Over 30 Days as of 06/30/26	-13% (QoQ) -2% (YoY) **41% Carryover** Over 30 Days as of 04/01/26
+5% (QoQ) NC (YoY) **$20,408 Price** Avg Last Listed	+2% (QoQ) **-5% Markdown** Price Reduction	-6% (QoQ) **41% Sold** With Markdown	-1% (QoQ) +6% (YoY) **51% of Listings** Not Viewed	-4% (QoQ) **Demand** Change



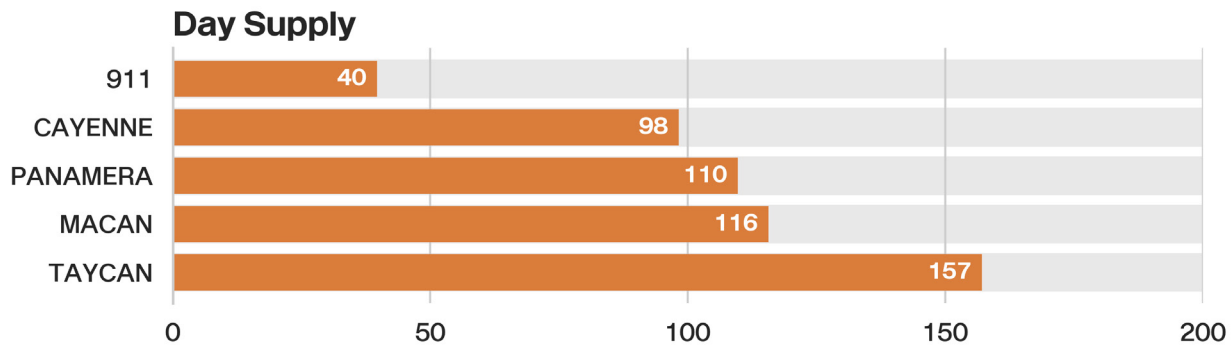


PORSCHE

- Porsche's new sales fell 6% QoQ, the steepest quarterly decline of any brand in the market.
- The 911 doubled its share of Porsche's Q2 sales YoY to 22%.

NEW

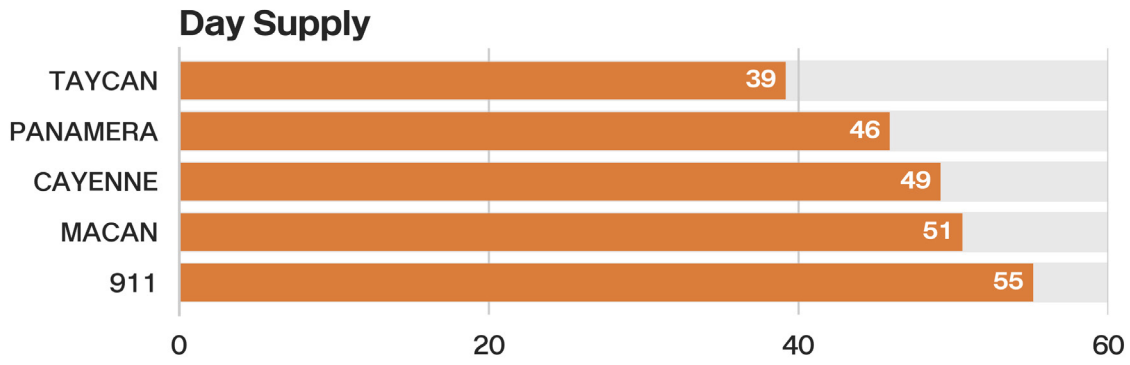
-6% (QoQ) **Sales Volume** Change	**+16 Days** (QoQ) **+20 Days** (YoY) **94 Day Supply**	**+2%** (QoQ) **+1%** (YoY) **60% Aged Inventory** Over 45 Days Ending 06/30/26	**NC** (QoQ) **-3%** (YoY) **53% Aged Sales** Over 45 Days as of 06/30/26	**+2%** (QoQ) **NC** (YoY) **59% Carryover** Over 45 Days as of 04/01/26
+1% (QoQ) **+8%** (YoY) **$116,010 Price** Avg Last Listed	**+1%** (QoQ) **-5% Markdown** Price Reduction	**+2%** (QoQ) **8% Sold** With Markdown	**+3%** (QoQ) **NC** (YoY) **46% of Listings** Not Viewed	**-15%** (QoQ) **Demand** Change



› All metrics move in line with the market

USED

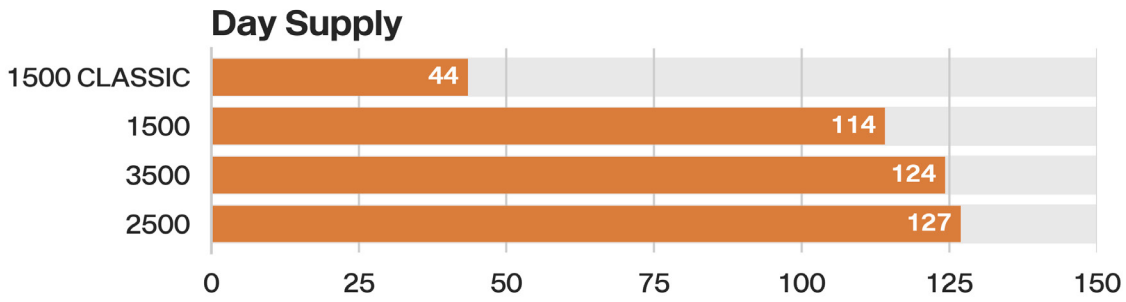
+7% (QoQ) **Sales Volume** Change	**NC Days** (QoQ) **+2 Days** (YoY) **49 Day Supply**	**+1%** (QoQ) **+1%** (YoY) **55% Aged Inventory** Over 30 Days Ending 06/30/26	**-1%** (QoQ) **NC** (YoY) **51% Aged Sales** Over 30 Days as of 06/30/26	**-3%** (QoQ) **+2%** (YoY) **54% Carryover** Over 30 Days as of 04/01/26
+3% (QoQ) **+1%** (YoY) **$67,770 Price** Avg Last Listed	**+1%** (QoQ) **-5% Markdown** Price Reduction	**-1%** (QoQ) **41% Sold** With Markdown	**-1%** (QoQ) **NC** (YoY) **36% of Listings** Not Viewed	**+2%** (QoQ) **Demand** Change



› RAM saw the largest increase in day supply QoQ for hybrids, up 27 days to 113 days as inventory grew by 64%. Increased inventory allowed hybrid sales to make up 4% more of RAM's Q2 sales at 33% as ICEs fell to 67%.

NEW

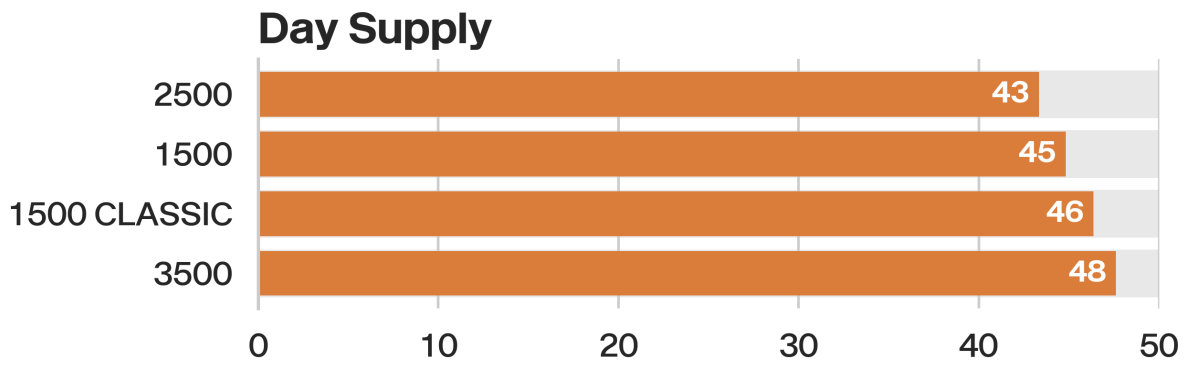
+8% (QoQ) **Sales Volume** Change	+23 Days (QoQ) +52 Days (YoY) **120 Day Supply**	-2% (QoQ) +3% (YoY) **57% Aged Inventory** Over 45 Days Ending 06/30/26	-6% (QoQ) +8% (YoY) **55% Aged Sales** Over 45 Days as of 06/30/26	-4% (QoQ) +3% (YoY) **59% Carryover** Over 45 Days as of 04/01/26
NC (QoQ) +4% (YoY) **$62,090 Price** Avg Last Listed	+1% (QoQ) **-5% Markdown** Price Reduction	NC (QoQ) **42% Sold** With Markdown	+4% (QoQ) +14% (YoY) **52% of Listings** Not Viewed	-18% (QoQ) **Demand** Change



› All metrics move in line with the market.

USED

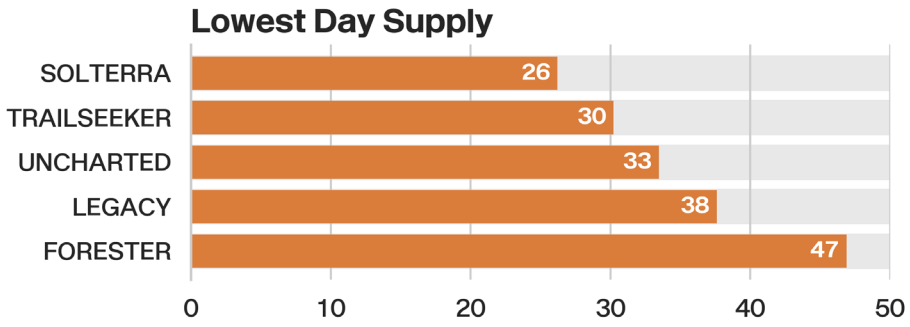
-2% (QoQ) **Sales Volume** Change	**+4 Days** (QoQ) **+3 Days** (YoY) **46 Day Supply**	**+5%** (QoQ) **+2%** (YoY) **51% Aged Inventory** Over 30 Days Ending 06/30/26	**-5%** (QoQ) **-1%** (YoY) **47% Aged Sales** Over 30 Days as of 06/30/26	**-9%** (QoQ) **NC** (YoY) **47% Carryover** Over 30 Days as of 04/01/26
+3% (QoQ) **+3%** (YoY) **$35,989 Price** Avg Last Listed	**+1%** (QoQ) **-4% Markdown** Price Reduction	**-4%** (QoQ) **37% Sold** With Markdown	**NC** (QoQ) **+7%** (YoY) **43% of Listings** Not Viewed	**-7%** (QoQ) **Demand** Change

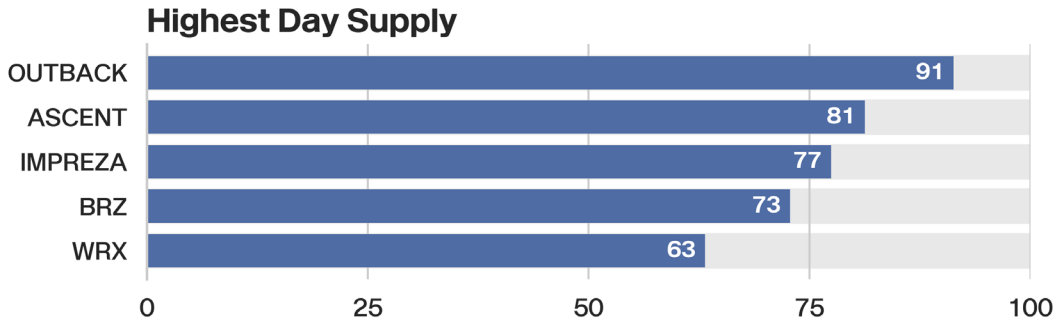


- The all-new Trailseeker and Uncharted debuted, each making up 1.5% of Subaru's quarterly sales, out selling the Solterra and BRZ.
- The addition of the Trailseeker and Uncharted to Subaru's EV line up drove an increase in EV sales of 120% QoQ.

NEW

+14% (QoQ) **Sales Volume** Change	**-5 Days** (QoQ) **+7 Days** (YoY) **63 Day Supply**	**+9%** (QoQ) **+14%** (YoY) **50% Aged Inventory** Over 45 Days Ending 06/30/26	**-8%** (QoQ) **+5%** (YoY) **49% Aged Sales** Over 45 Days as of 06/30/26	**-5%** (QoQ) **NC** (YoY) **43% Carryover** Over 45 Days as of 04/01/26
-1% (QoQ) **+4%** (YoY) **$37,204 Price** Avg Last Listed	**NC** (QoQ) **-5% Markdown** Price Reduction	**-6%** (QoQ) **35% Sold** With Markdown	**-6%** (QoQ) **+11%** (YoY) **54% of Listings** Not Viewed	**+10%** (QoQ) **Demand** Change

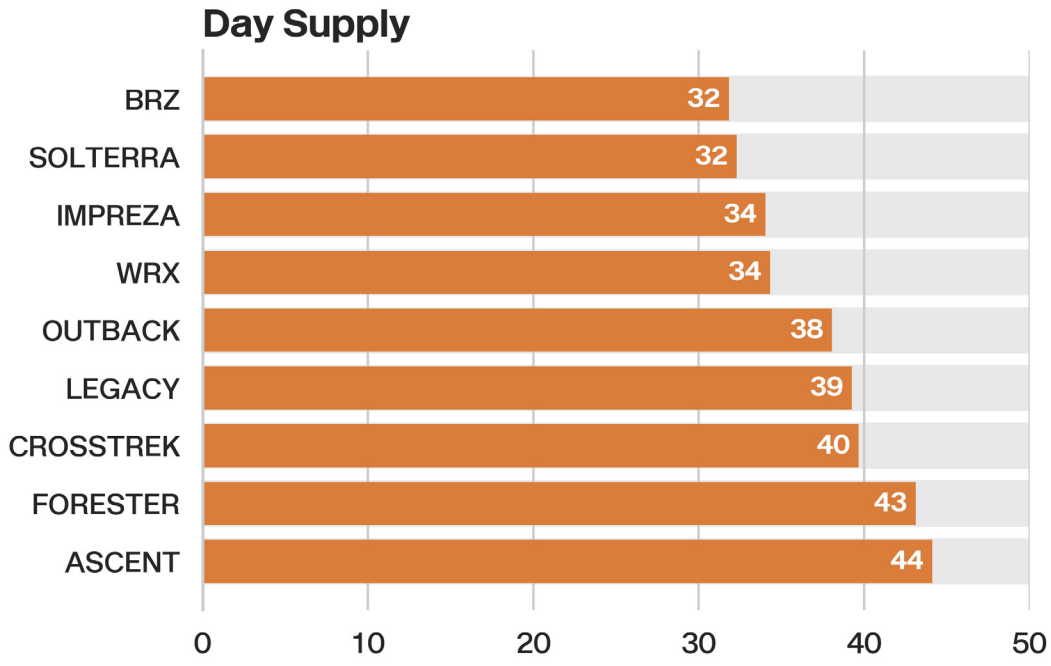




› Subaru saw the largest increase in ending inventory, up 32% QoQ.

USED

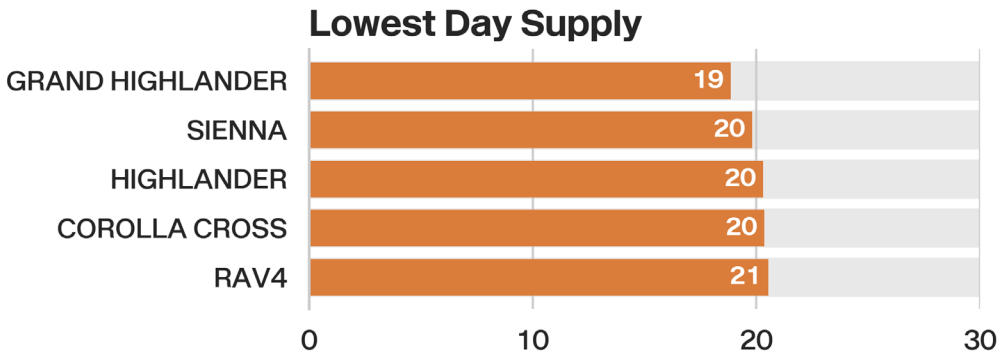
+4% (QoQ) **Sales Volume** Change	**+6 Days** (QoQ) **+2 Days** (YoY) **40 Day Supply**	**+9%** (QoQ) **-1%** (YoY) **44% Aged Inventory** Over 30 Days Ending 06/30/26	**-2%** (QoQ) **+1%** (YoY) **42% Aged Sales** Over 30 Days as of 06/30/26	**-14%** (QoQ) **NC** (YoY) **36% Carryover** Over 30 Days as of 04/01/26
+3% (QoQ) **+1%** (YoY) **$25,777 Price** Avg Last Listed	**+1%** (QoQ) **-4% Markdown** Price Reduction	**-3%** (QoQ) **46% Sold** With Markdown	**NC** (QoQ) **+7%** (YoY) **48% of Listings** Not Viewed	**-13%** (QoQ) **Demand** Change

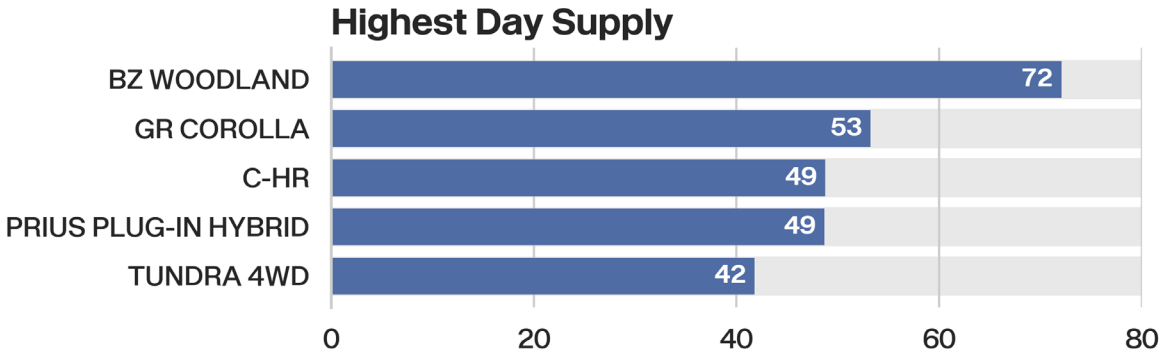


- The Rax4 Plug-In Hybrid saw sales quadruple QoQ, making up over 2% of Toyota's quarterly sales.
- The all-new bZ Woodland EV made its debut but faced difficulties gaining sales mom tum.
- The Sienna has the freshest inventory in the market with just 5% of units over 45 days on lot.
- CH-R sales help Toyota double its share of EV sales for Q2.

NEW

+16% (QoQ) **Sales Volume** Change	-2 Days (QoQ) NC Days (YoY) **27 Day Supply**	+1% (QoQ) +1% (YoY) **16% Aged Inventory** Over 45 Days Ending 06/30/26	-6% (QoQ) -2% (YoY) **12% Aged Sales** Over 45 Days as of 06/30/26	-10% (QoQ) -1% (YoY) **16% Carryover** Over 45 Days as of 04/01/26
+1% (QoQ) +7% (YoY) **$43,387 Price** Avg Last Listed	+1% (QoQ) **-3% Markdown** Price Reduction	-2% (QoQ) **13% Sold** With Markdown	-1% (QoQ) +6% (YoY) **52% of Listings** Not Viewed	+9% (QoQ) **Demand** Change

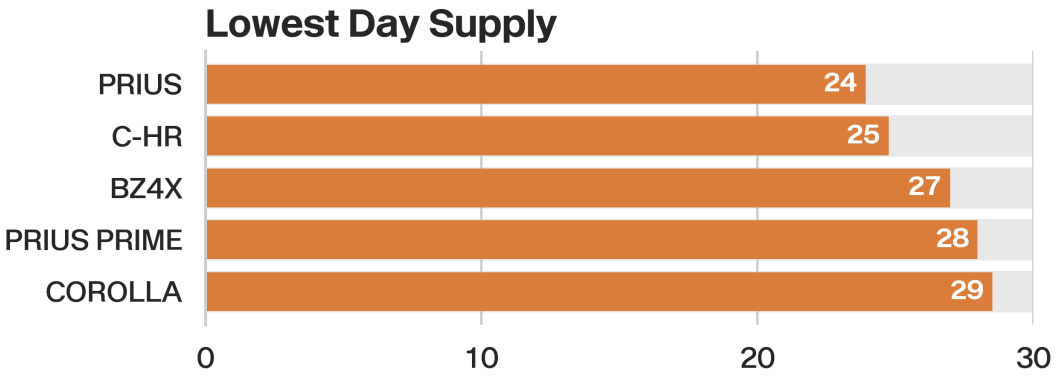


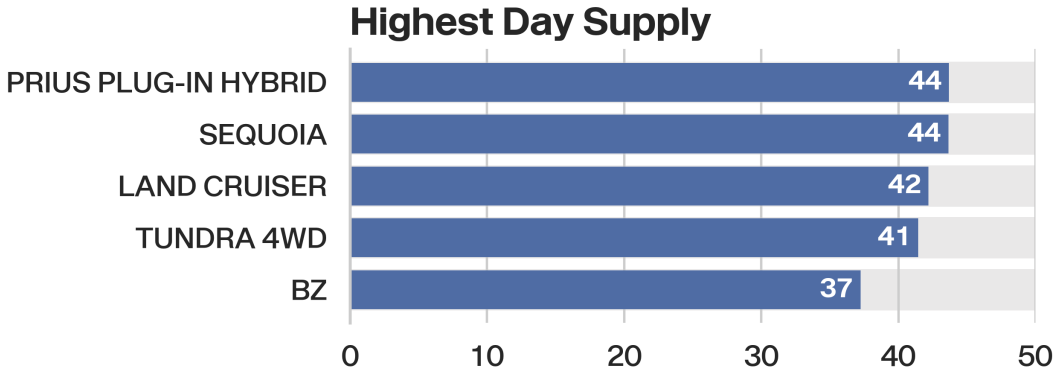


› Toyota saw the largest decrease in day supply YoY, down 4 days on an already tight day supply to 32 days.

USED

-1% (QoQ) **Sales Volume** Change	**+2 Day** (QoQ) **-4 Days** (YoY) **32 Day Supply**	**+5%** (QoQ) **-6%** (YoY) **37% Aged Inventory** Over 30 Days Ending 06/30/26	**-5%** (QoQ) **-6%** (YoY) **35% Aged Sales** Over 30 Days as of 06/30/26	**-14%** (QoQ) **-5%** (YoY) **34% Carryover** Over 30 Days as of 04/01/26
+7% (QoQ) **+3%** (YoY) **$29,998 Price** Avg Last Listed	**+1%** (QoQ) **-3% Markdown** Price Reduction	**-5%** (QoQ) **41% Sold** With Markdown	**-1%** (QoQ) **+3%** (YoY) **38% of Listings** Not Viewed	**-4%** (QoQ) **Demand** Change

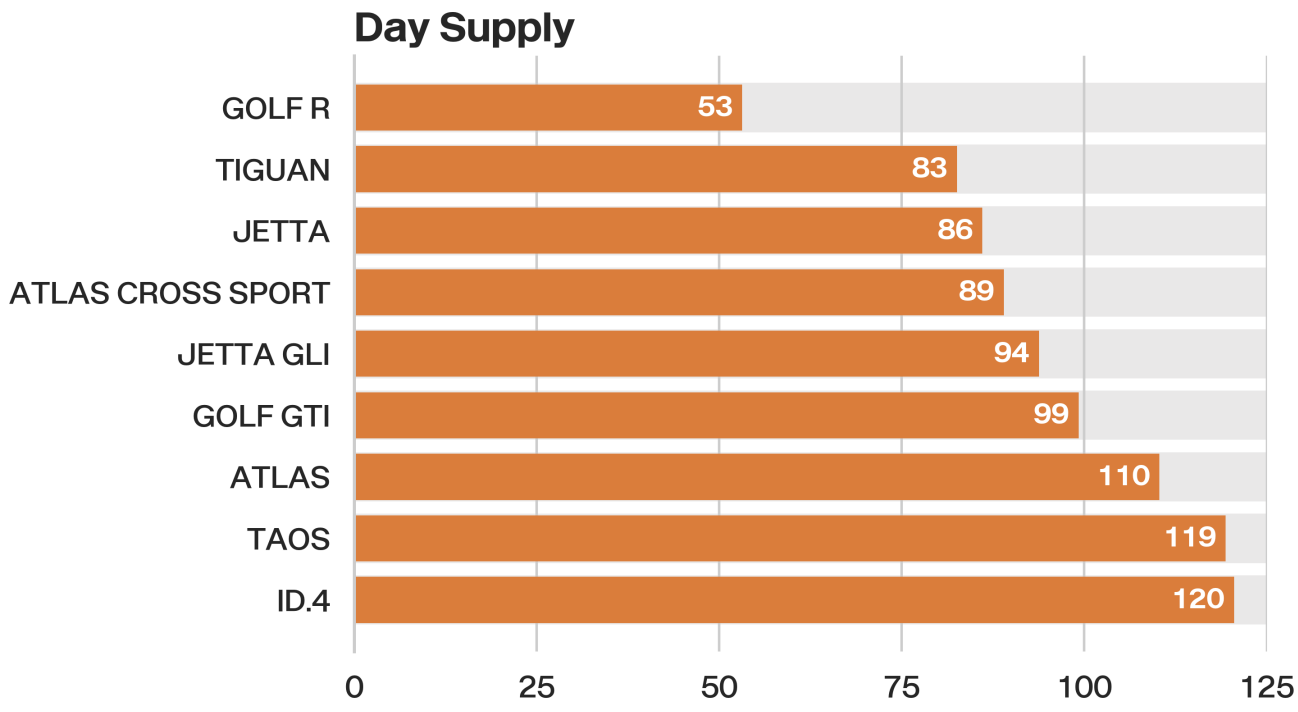




- Volkswagen saw EV sales drop by a market high of 8% QoQ.
- The Tiguan doubled its share of Volkswagen's Q2 sales YoY to 36%.

NEW

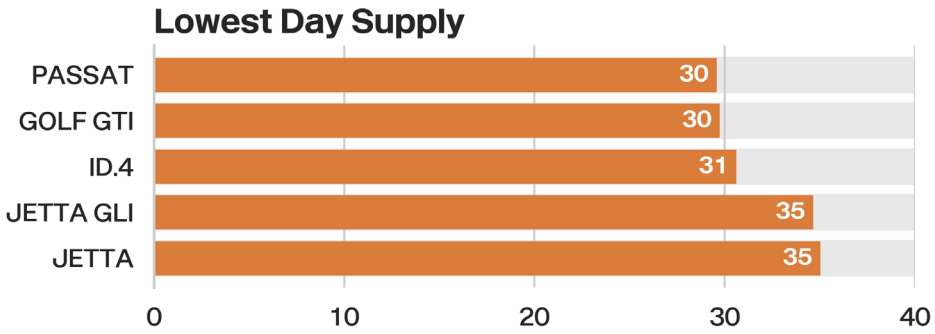
+16% (QoQ) **Sales Volume** Change	-10 Days (QoQ) +14 Days (YoY) **93 Day Supply**	-3% (QoQ) +13% (YoY) **60% Aged Inventory** Over 45 Days Ending 06/30/26	-11% (QoQ) +4% (YoY) **59% Aged Sales** Over 45 Days as of 06/30/26	+3% (QoQ) +10% (YoY) **64% Carryover** Over 45 Days as of 04/01/26
+2% (QoQ) +5% (YoY) **$38,005 Price** Avg Last Listed	+1% (QoQ) **-4% Markdown** Price Reduction	-7% (QoQ) **48% Sold** With Markdown	-3% (QoQ) +15% (YoY) **51% of Listings** Not Viewed	+11% (QoQ) **Demand** Change

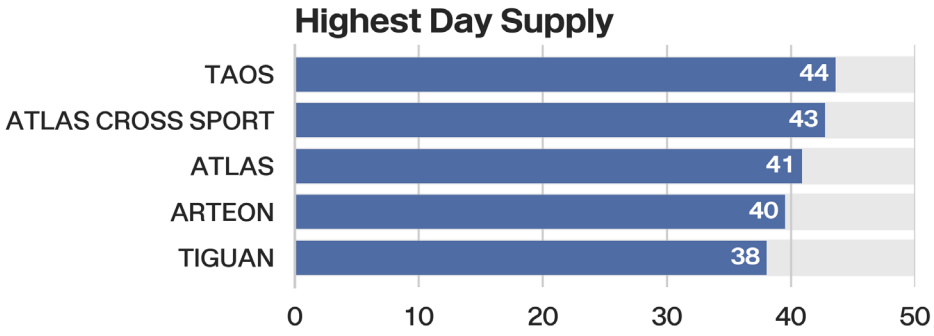


- Volkswagen saw the largest decrease in units sold with a markdown QoQ, down 7 points to 41%.
- The ID.4 ended the quarter with the lowest percent of inventory with a markdown.

USED

NC (QoQ) **Sales Volume** Change	**+2 Days** (QoQ) **+1 Days** (YoY) **38 Day Supply**	**+3%** (QoQ) **-2%** (YoY) **42% Aged Inventory** Over 30 Days Ending 06/30/26	**-6%** (QoQ) **-2%** (YoY) **42% Aged Sales** Over 30 Days as of 06/30/26	**-12%** (QoQ) **-1%** (YoY) **40% Carryover** Over 30 Days as of 04/01/26
+5% (QoQ) **-2%** (YoY) **$21,998 Price** Avg Last Listed	**+2%** (QoQ) **-4% Markdown** Price Reduction	**-7%** (QoQ) **41% Sold** With Markdown	**NC** (QoQ) **+6%** (YoY) **47% of Listings** Not Viewed	**-4%** (QoQ) **Demand** Change

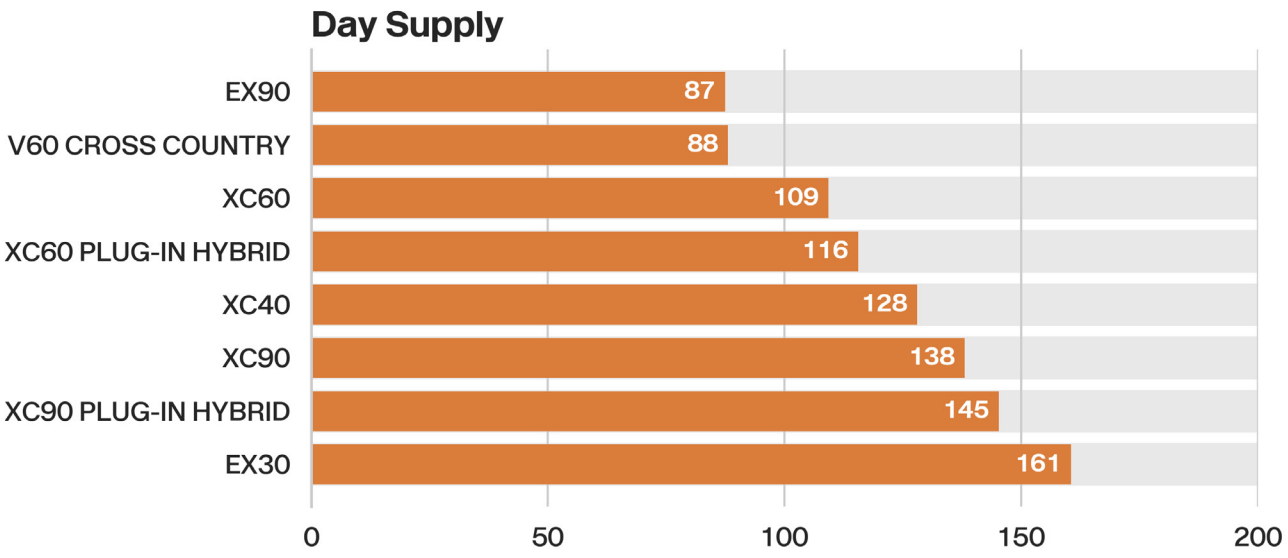




- Volvo carried the highest aged ending inventory and carryover rate of any brand in the market, at 74% and 72% respectively, even as sales grew 20% QoQ.
- Day supply fell 20 days QoQ to 124 but remained the second-highest in the market.

NEW

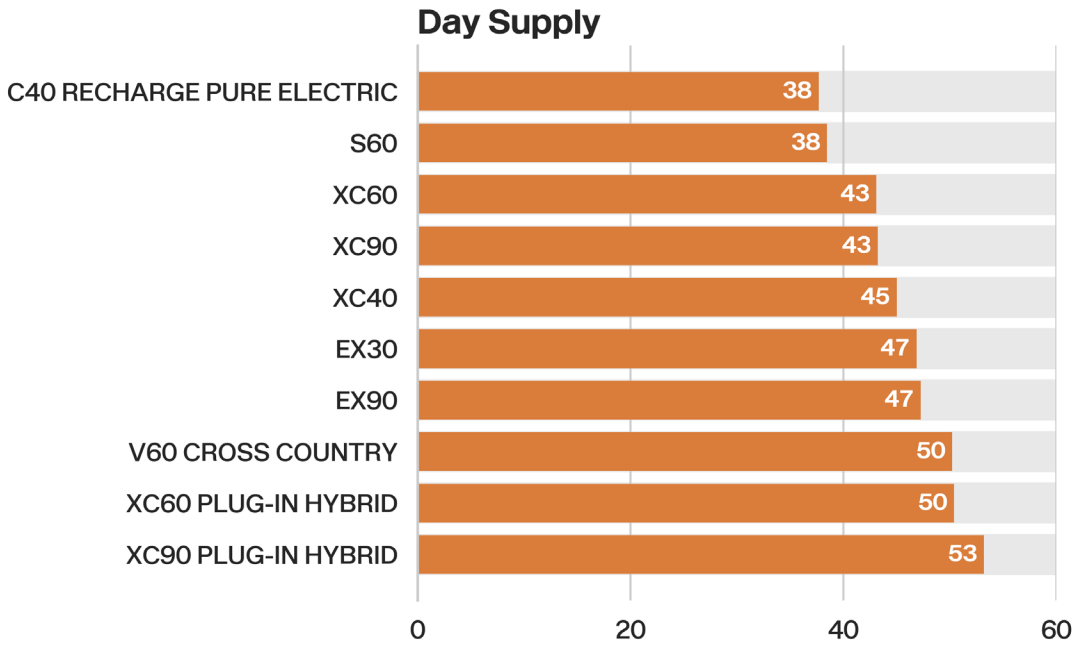
+20% (QoQ) **Sales Volume** Change	**-20 Days** (QoQ) **+29 Days** (YoY) **124 Day Supply**	**+3%** (QoQ) **+3%** (YoY) **74% Aged Inventory** Over 45 Days Ending 06/30/26	**+5%** (QoQ) **+6%** (YoY) **70% Aged Sales** Over 45 Days as of 06/30/26	**+12%** (QoQ) **+12%** (YoY) **72% Carryover** Over 45 Days as of 04/01/26
+2% (QoQ) **+4%** (YoY) **$64,195 Price** Avg Last Listed	**NC** (QoQ) **-3% Markdown** Price Reduction	**+1%** (QoQ) **24% Sold** With Markdown	**-7%** (QoQ) **+13%** (YoY) **57% of Listings** Not Viewed	**+16%** (QoQ) **Demand** Change



› Volvo had the largest correction to aged ending inventory YoY, down 8 points to 44%.

USED

-5% (QoQ) **Sales Volume** Change	**+3 Day** (QoQ) **-4 Days** (YoY) **43 Day Supply**	**NC** (QoQ) **-8%** (YoY) **44% Aged Inventory** Over 30 Days Ending 06/30/26	**-5%** (QoQ) **-1%** (YoY) **48% Aged Sales** Over 30 Days as of 06/30/26	**-5%** (QoQ) **NC** (YoY) **45% Carryover** Over 30 Days as of 04/01/26
+1% (QoQ) **-3%** (YoY) **$32,659 Price** Avg Last Listed	**+2%** (QoQ) **-4% Markdown** Price Reduction	**-6%** (QoQ) **48% Sold** With Markdown	**-2%** (QoQ) **+2%** (YoY) **39% of Listings** Not Viewed	**-5%** (QoQ) **Demand** Change



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GLOSSARY

Carryover
Units with days on lot over 30 for used and 45 for new at the beginning of the period

Day Supply
Period ending inventory divided by the avg daily retail sales rate over the period (ending inventory/total sales/number of days in period)

Demand
Index based on sold units versus live listings at the time of sale for the segment

Last Listed Price
The last price a unit was seen listed with before it sold

Markdown Price Reduction
The percent difference between the fi st listed price and last listed price before being sold

NC
No change was observed between prior and current period for the metric

Percent Aged Inventory
Percent of ending inventory units that had days on lot over 30 for used and 45 for new

Percent Aged Sales
Percent of sales over the period that had days on lot over 30 for used and 45 for new

Percent Of Listings Not Viewed
The average daily percent of inventory without a single VDP

Percent Sold With Markdown
Percent of units sold in the period that had a last listed price less than fi st listed price

Sales Volume Change
Total previous period sold unit count compared to current period sales

VINCENSUS

The Vincensus Report is powered by Lotlinx's exclusive VIN-level market intelligence, delivering insights unavailable from any other source. By combining inventory performance with real-time shopper demand, it provides dealers with a clearer understanding of market dynamics and where opportunities exist to improve results.

The report delivers exclusive metrics, including inventory aging trends, demand indexes, shopper engagement, inventory visibility, pricing behavior, and discount performance - all benchmarked against the broader market so you can see how your dealership compares and identify opportunities to improve inventory health and profitability.

Thousands of dealers use Lotlinx to reduce days-to-sale, improve gross profit, and make more informed inventory decisions with greater confidence.

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