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VINCENSUS

Q3 2026 DODGE



We are pleased to present the Q3 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.

DODGE

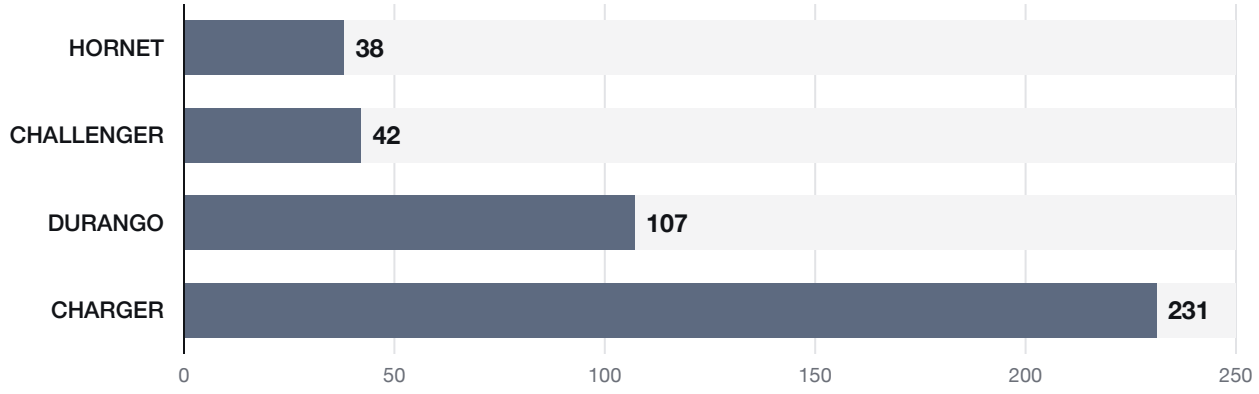
Dodge

- Dodge carried the highest new day supply of any brand at 135 days, up 72 days YoY, with 75% of inventory over 45 days on lot, also a market high.
- The Charger made up 25% of Dodge's Q3 sales but 38% of its inventory, carrying the highest day supply of any new model at 231 days.
- The percent of Chargers sold with a markdown jumped 30 points to 70%, the highest of any model.

NEW

+4% QOQ **Sales Volume** Change	**+15 Days** QOQ **+72 Days** YOY **135 Day Supply**	**+8%** QOQ **+30%** YOY **75% Aged Inventory** Over 45 Days Ending 09/30/26	**+13%** QOQ **+7%** YOY **58% Aged Sales** Over 45 Days as of 09/30/26	**+24%** QOQ **+9%** YOY **68% Carryover** Over 45 Days as of 07/01/26
+1% QOQ **+7%** YOY **$50,580 Price** Avg Last Listed	**–2%** QOQ **-6% Markdown** Price Reduction	**+9%** QOQ **41% Sold** With Markdown	**–1%** QOQ **+3%** YOY **43% of Listings** Not Viewed	**–11%** QOQ **Demand** Change

Day Supply



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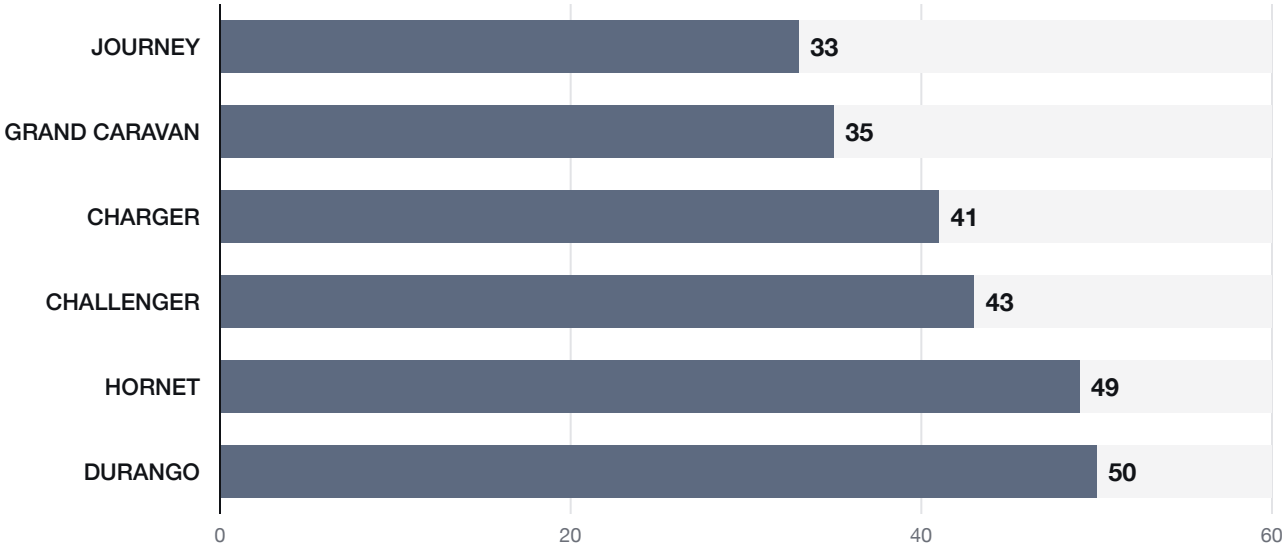
Dodge

Dodge had the lowest share of used units sold with a markdown of any brand at 35%.

USED

–1% QOQ **Sales Volume** Change	**+3 Days** QOQ **+1 Days** YOY **44 Day Supply**	**+5%** QOQ **+3%** YOY **54% Aged Inventory** Over 30 Days Ending 09/30/26	**+5%** QOQ **–1%** YOY **47% Aged Sales** Over 30 Days as of 09/30/26	**+9%** QOQ **–1%** YOY **51% Carryover** Over 30 Days as of 07/01/26
+1% QOQ **+5%** YOY **$27,257 Price** Avg Last Listed	**–1%** QOQ **-6% Markdown** Price Reduction	**+6%** QOQ **35% Sold** With Markdown	**NC** QOQ **+2%** YOY **39% of Listings** Not Viewed	**–7%** QOQ **Demand** Change

Day Supply



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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.

If you'd like to see how these insights apply to your dealership, we're happy to provide a complimentary, personalized inventory assessment.

REQUEST YOUR FREE REPORT AT:

Lotlinx.com/freeinventoryreport

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