Lotlinx

VINCENSUS

Q3 2026 LAND ROVER



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.

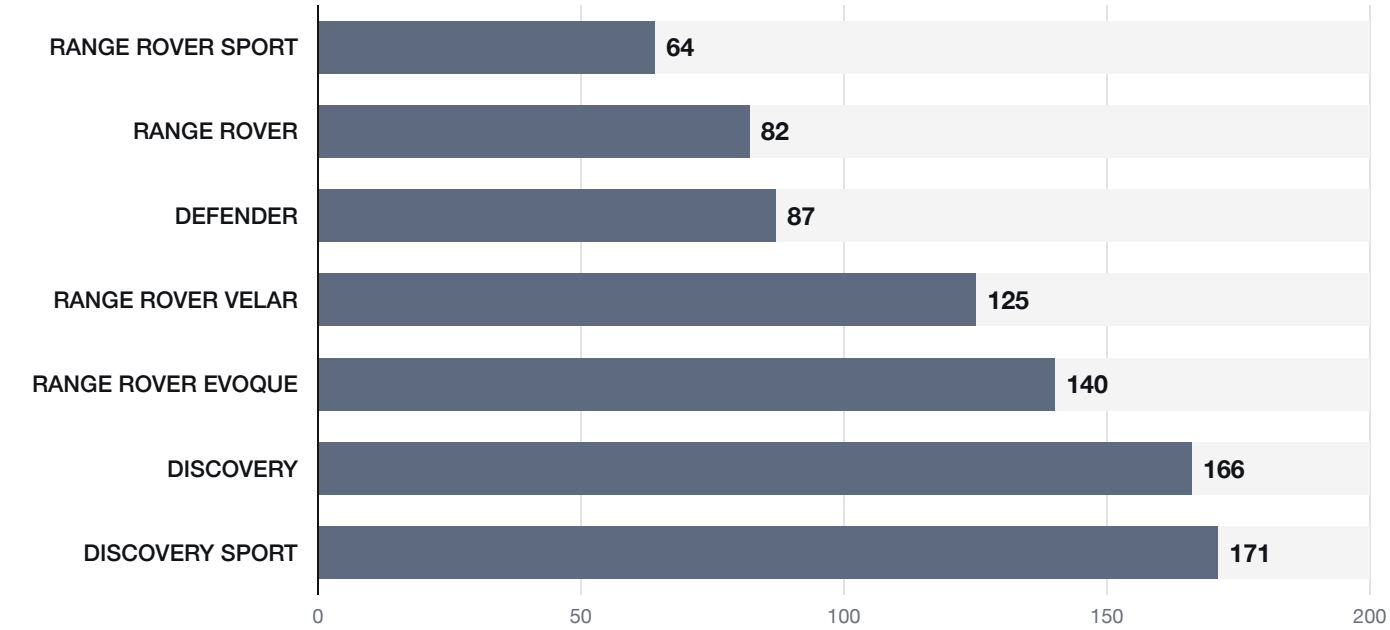
Land Rover

- Land Rover saw the largest QoQ increase in aged inventory of any brand, up 17 points to 59%, as day supply rose 21 days to 88.
- The Defender overtook the Range Rover Sport as Land Rover's top seller at 31% of Q3 sales.

NEW

+6% QOQ **Sales Volume** Change	**+21 Days** QOQ **+8 Days** YOY **88 Day Supply**	**+17%** QOQ **–15%** YOY **59% Aged Inventory** Over 45 Days Ending 09/30/26	**+10%** QOQ **–6%** YOY **53% Aged Sales** Over 45 Days as of 09/30/26	**NC** QOQ **–15%** YOY **45% Carryover** Over 45 Days as of 07/01/26
–2% QOQ **+2%** YOY **$97,115 Price** Avg Last Listed	**+1%** QOQ **-1% Markdown** Price Reduction	**+4%** QOQ **12% Sold** With Markdown	**+6%** QOQ **–2%** YOY **43% of Listings** Not Viewed	**–22%** QOQ **Demand** Change

Day Supply



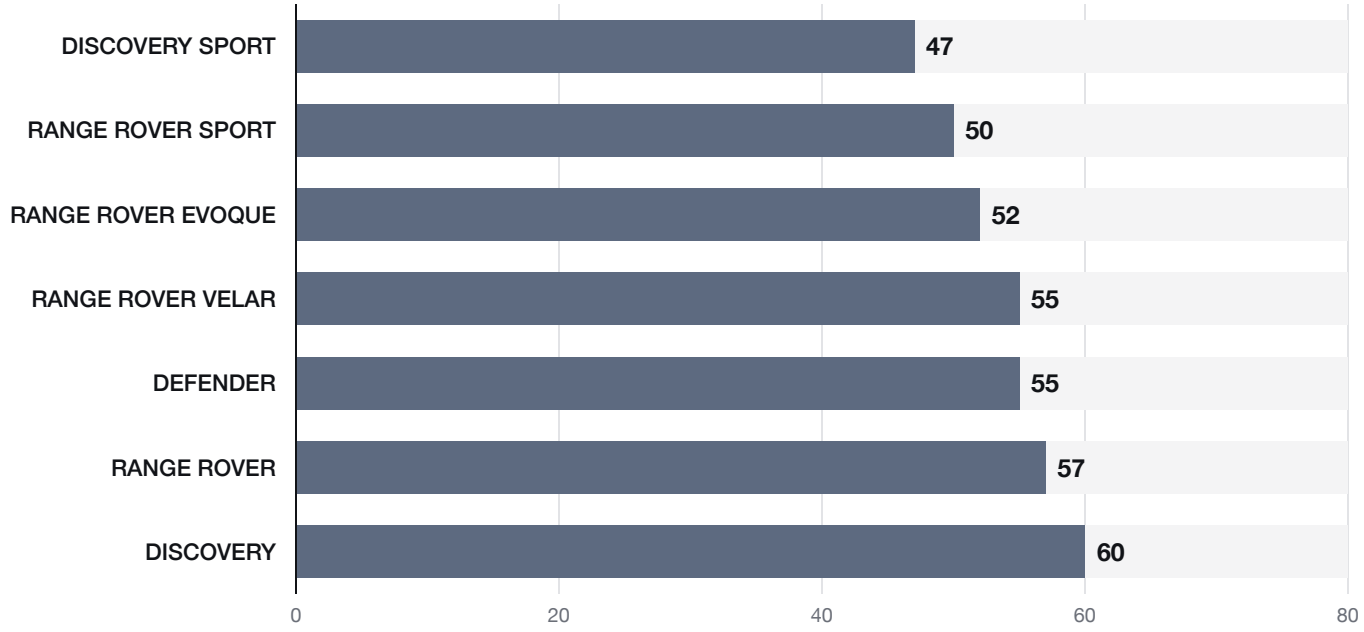
Land Rover

Land Rover carried the most aged used inventory of any brand at 59%, and for a second straight quarter posted the largest annual increase, up 5 points YoY, tied with two other brands.

USED

+3% QOQ **Sales Volume** Change	**+4 Days** QOQ **+9 Days** YOY **54 Day Supply**	**+5%** QOQ **+5%** YOY **59% Aged Inventory** Over 30 Days Ending 09/30/26	**+4%** QOQ **+2%** YOY **52% Aged Sales** Over 30 Days as of 09/30/26	**+7%** QOQ **+3%** YOY **55% Carryover** Over 30 Days as of 07/01/26
+2% QOQ **+2%** YOY **$45,509 Price** Avg Last Listed	**–1%** QOQ **-6% Markdown** Price Reduction	**+6%** QOQ **49% Sold** With Markdown	**+1%** QOQ **–2%** YOY **40% of Listings** Not Viewed	**–6%** QOQ **Demand** Change

Day Supply



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.

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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