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VINCENSUS

Q3 2026 RAM



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.

RAM

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.

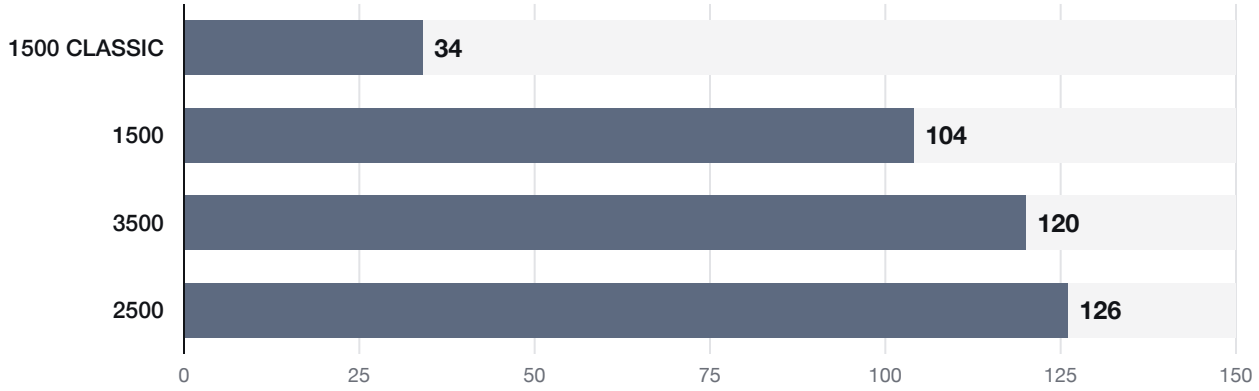
RAM

- RAM had the highest share of new units sold with a markdown of any brand at 52%.
- Hybrids made up 26% of RAM's Q3 sales, up 11 points YoY, the largest hybrid mix gain of any brand, but hybrid aged inventory rose 42 points YoY to 69%, also the largest increase in the market.
- The 1500 continues to dominate sales, up 18% QoQ to make up 65% of Q3 sales, up 5 points.

NEW

+13% QOQ **Sales Volume** Change	**+8 Days** QOQ **+37 Days** YOY **114 Day Supply**	**–1%** QOQ **+8%** YOY **59% Aged Inventory** Over 45 Days Ending 09/30/26	**+8%** QOQ **+10%** YOY **64% Aged Sales** Over 45 Days as of 09/30/26	**+2%** QOQ **+6%** YOY **61% Carryover** Over 45 Days as of 07/01/26
NC QOQ **+2%** YOY **$62,090 Price** Avg Last Listed	**–1%** QOQ **-7% Markdown** Price Reduction	**+9%** QOQ **52% Sold** With Markdown	**NC** QOQ **+5%** YOY **50% of Listings** Not Viewed	**–7%** QOQ **Demand** Change

Day Supply



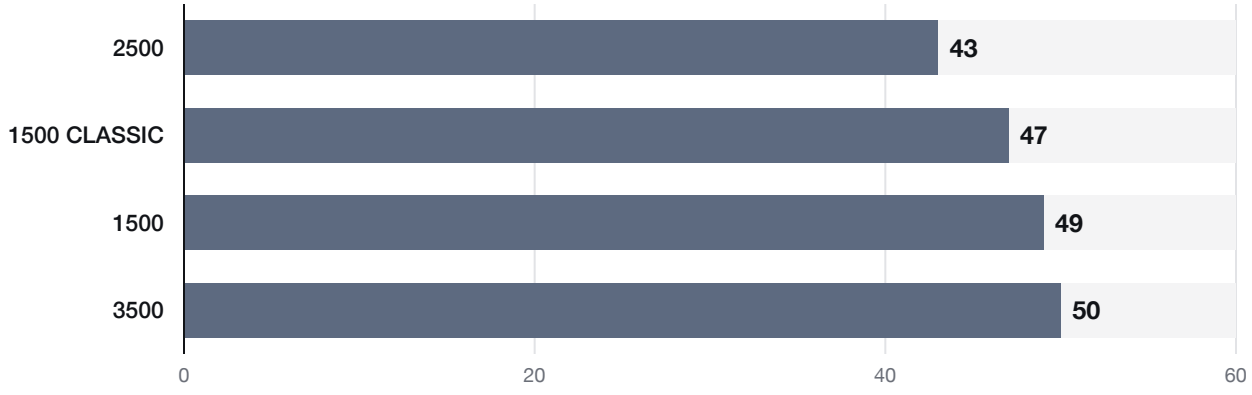
RAM

All metrics move in line with the market.

USED

+4% QOQ **Sales Volume** Change	+3 Days QOQ +3 Days YOY **48 Day Supply**	+5% QOQ +5% YOY **55% Aged Inventory** Over 30 Days Ending 09/30/26	+2% QOQ +1% YOY **50% Aged Sales** Over 30 Days as of 09/30/26	+5% QOQ NC YOY **52% Carryover** Over 30 Days as of 07/01/26
NC QOQ +1% YOY **$35,977 Price** Avg Last Listed	–1% QOQ **-5% Markdown** Price Reduction	+5% QOQ **42% Sold** With Markdown	–1% QOQ +4% YOY **43% of Listings** Not Viewed	–5% 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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