

Automotive Ad Spending / Media Share Allocation: DOLLARS
Full Year 2025 vs. 2024

----- FY 2025 \$\$\$ / SHARES -----

Parent Company	Overall Ad \$	Overall Ad \$	%	NETWORK				SPOT	SLN	CABLE	SYND	SUN	LOCAL	NET	SPOT	INTERNET	
	FY 2025	FY 2024	Ch.	AVOD	TV	TV	TV	TV	TV	MAGS	MAGS	MAGS	NEWSP	RADIO	RADIO	DISPLAY	OUTDOOR
Stellantis (domestic brands)	621,001,093	627,299,670	-1.0	59,129,674.8	207,719,809	150,869,424	2,826,384	81,872,818	17,549,883	618,350	120,152	6,500	1,115,359		6,856,762	88,529,063	3,786,914
Ford	729,644,297	698,276,960	4.5	128,709,211.4	98,349,381	349,077,970	7,082,801	21,991,967	104,901			2,000	7,579,077	1,277,290	4,172,245	99,281,996	12,015,457
General Motors	1,218,259,405	1,111,238,125	9.6	214,682,039.6	209,729,796	529,534,168	8,337,120	62,365,817	16,119,208	463,333		15,037	6,580,260	375,497	1,000,307	147,262,705	21,794,118
Subtotal Detroit 3	2,568,904,795	2,436,814,754	5.4	402,520,926	515,798,986	1,029,481,562	18,246,305	166,230,602	33,773,992	1,081,683	120,152	23,537	15,274,695	1,652,787	12,029,314	335,073,764	37,596,489
Percent Share				15.7	20.1	40.1	0.7	6.5	1.3	0.0	0.0	0.0	0.6	0.1	0.5	13.0	1.5
BMW	80,577,869	111,707,863	-27.9	30,661,318.4	8,745,968	23,580,423		9,045,160					686,128		429,433	5,748,658	1,680,780
Mercedes-Benz Group	108,700,723	140,610,082	-22.7	18,359,674.7	16,048,192	8,670,837	533,224	56,968,958					61,442		917,938	5,356,500	1,783,957
Honda	508,939,693	530,150,953	-4.0	104,618,326.3	166,800,305	132,434,863	544,060	34,152,663	21,426	1,338,140			1,640,317		3,603,438	57,552,674	6,233,480
Hyundai/KIA	1,048,043,312	949,449,113	10.4	151,166,721.8	216,914,210	421,315,457	14,433,279	174,127,543	38,023	4,217,775		88,554	5,631,479	6,194,858	4,536,639	37,292,210	12,086,563
Jaguar-Land Rover	95,955,442	94,180,005	1.9	20,036,261.4	22,652,310	2,748,118		30,383,102		8,769,514	1,310,748		2,003,205			1,902,820	6,149,363
Mazda	83,027,562	90,406,049	-8.2	14,797,995.7	12,532,197	9,548,334		8,012,926					1,144,427		109,522	35,773,877	1,108,284
Mitsubishi	20,248,248	26,207,920	-22.7	9,007,205.9		6,257,896						16,940	17,584		68,099	4,113,281	767,242
Nissan	508,778,672	473,892,785	7.4	74,449,159.8	86,187,398	190,441,982	4,823,111	66,712,371	1,167,645				78,269	3,735,101	1,499,266	76,321,256	3,363,113
Subaru	273,711,156	254,947,640	7.4	81,423,488.4	32,872,976	52,275,198	15,206,498	68,877,290	15,912	1,217,640			960,803		64,779	18,826,654	1,969,917
Toyota	922,797,842	986,450,950	-6.5	126,398,968.4	101,129,261	440,050,636	15,578,582	120,165,860	8,138,289	10,660,786		31,125	1,215,756	3,190	6,202,151	67,210,459	26,012,778
Volkswagen	329,093,262	344,101,389	-4.4	87,870,793.3	60,780,519	73,065,120	17,101,633	56,657,560		1,213,519	120,152	39,925	807,911		82,536	26,924,402	4,429,192
Subtotal Other	3,979,873,781	4,002,104,748	-0.6	718,789,914	724,663,336	1,360,388,864	68,220,387	625,103,433	9,381,295	27,417,374	1,430,900	176,544	14,247,321	9,933,149	17,513,802	337,022,793	65,584,669
Percent Share				18.1	18.2	34.2	1.7	15.7	0.2	0.7	0.0	0.0	0.4	0.2	0.4	8.5	1.6
Grand Total	6,548,778,575	6,438,919,502	1.7	1,121,310,840	1,240,462,322	2,389,870,426	86,466,692	791,334,035	43,155,287	28,499,057	1,551,052	200,081	29,522,016	11,585,936	29,543,116	672,096,557	103,181,158
Percent Share				17.1	18.9	36.5	1.3	12.1	0.7	0.4	0.0	0.0	0.5	0.2	0.5	10.3	1.6

Ad Spending Source: MediaRadar, Inc. and affiliates.

How To Read:

Overall \$=ad spending in 14 measured media including: Magazines, Local and Sunday Magazines, Newspapers, Outdoor, Network TV, Spanish Language Network TV, Spot TV, Syndicated TV, Cable TV Networks, AVOD, Network Radio, National Spot Radio and Internet Display.

Figures are a combined total of 3 Tier spending: Manufacturer, Dealer Assoc, and Local Dealer.