



## Automotive 3 Tier Ad Spending / Unit Sales / Market Share Unit Sales Full Year 2025 vs. 2024

Parent Co.	Overall Ad \$ FY 2025	Overall Ad \$ FY 2024	Yr-Yr % Ch.	Spot TV Shr %	Spot \$ FY 2025	Spot \$ FY 2024	Yr-Yr % Ch.	Unit Sales FY 2025	Unit Sales FY 2024	Yr-Yr % Ch.	% Mkt Shr 2025	% Mkt Shr 2024	Point Ch.	Yr-Yr % Ch.
Stellantis (domestic brands)	621,001,093	627,299,670	-1.0	24.3	150,869,424	76,231,086	97.9	1,264,991	1,310,251	-3.5	8.10	8.64	-0.54	-6.2
Ford Motor	729,644,297	698,276,960	4.5	47.8	349,077,970	257,725,793	35.4	2,192,983	2,065,161	6.2	14.05	13.61	0.43	3.2
General Motors	1,218,259,405	1,111,238,125	9.6	43.5	529,534,168	448,083,698	18.2	2,841,043	2,689,352	5.6	18.20	17.73	0.47	2.6
<b>Subtotal Detroit 3</b>	<b>2,568,904,795</b>	<b>2,436,814,754</b>	<b>5.4</b>	<b>40.1</b>	<b>1,029,481,562</b>	<b>782,040,577</b>	<b>31.6</b>	<b>6,299,017</b>	<b>6,064,764</b>	<b>3.9</b>	<b>40.35</b>	<b>39.98</b>	<b>0.37</b>	<b>0.9</b>
BMW Group	80,577,869	111,707,863	-27.9	29.3	23,580,423	27,653,619	-14.7	419,236	399,240	5.0	2.69	2.63	0.05	2.0
Mercedes-Benz Group	108,700,723	140,610,082	-22.7	8.0	8,670,837	7,761,237	11.7	343,200	348,000	-1.4	2.20	2.29	-0.10	-4.2
American Honda	508,939,693	530,150,953	-4.0	26.0	132,434,863	156,499,777	-15.4	1,430,577	1,423,857	0.5	9.16	9.39	-0.22	-2.4
Hyundai/Kia	1,048,043,312	949,449,113	10.4	40.2	421,315,457	341,960,154	23.2	1,836,172	1,708,293	7.5	11.76	11.26	0.50	4.4
Jaguar-Land Rover	95,955,442	94,180,005	1.9	2.9	2,748,118	2,191,382	25.4	114,427	108,503	5.5	0.73	0.72	0.02	2.5
Mazda	83,027,562	90,406,049	-8.2	11.5	9,548,334	8,619,202	10.8	410,346	424,382	-3.3	2.63	2.80	-0.17	-6.1
Mitsubishi	20,248,248	26,207,920	-22.7	30.9	6,257,896	7,246,376	-13.6	94,754	109,843	-13.7	0.61	0.72	-0.12	-16.2
Nissan	508,778,672	473,892,785	7.4	37.4	190,441,982	176,627,331	7.8	926,153	924,008	0.2	5.93	6.09	-0.16	-2.6
Subaru	273,711,156	254,947,640	7.4	19.1	52,275,198	46,055,686	13.5	643,591	667,725	-3.6	4.12	4.40	-0.28	-6.4
Toyota Motors	922,797,842	986,450,950	-6.5	47.7	440,050,636	357,587,327	23.1	2,518,071	2,332,623	8.0	16.13	15.38	0.75	4.9
Volkswagen Group	329,093,262	344,101,389	-4.4	22.2	73,065,120	98,383,048	-25.7	576,904	657,926	-12.3	3.70	4.34	-0.64	-14.8
<b>Subtotal Other</b>	<b>3,979,873,781</b>	<b>4,002,104,748</b>	<b>-0.6</b>	<b>34.2</b>	<b>1,360,388,864</b>	<b>1,230,585,139</b>	<b>10.5</b>	<b>9,313,431</b>	<b>9,104,400</b>	<b>2.3</b>	<b>59.65</b>	<b>60.02</b>	<b>-0.37</b>	<b>-0.6</b>
<b>Grand Total</b>	<b>6,548,778,575</b>	<b>6,438,919,502</b>	<b>1.7</b>	<b>36.5</b>	<b>2,389,870,426</b>	<b>2,012,625,716</b>	<b>18.7</b>	<b>15,612,448</b>	<b>15,169,164</b>	<b>2.9</b>	<b>100.00</b>	<b>100.00</b>		

Ad Spending Source: MediaRadar, Inc. and affiliates.

Source: Unit Sales - Automotive News.

### 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.