

TVB

Local Media
Marketing Solutions

Mid-Year Automotive Update

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June Sales Review

	2025	2024	% Change
Total Sales	1,254,418	1,308,997	- 4.2%
Retail Sales	1,033,238	1,064,986	- 3.0%
SAAR	15.3 mil	15.0 mil	+ 2.3%
Retail SAAR	12.9 mil	12.2 mil	+ 6.0 %

Q2 Dealer Sentiment Index: Factors Holding Back Business

OVERALL RANK

		Q2 '25	Q1 '25	Q2 '24	Q2 '23
1	Economy	51% ↑	45%	57%	55%
2	Interest Rates	42% ↓	52%	59%	53%
3	Market Conditions	40%	36%	41%	42%
4	Political Climate	33% ↑	21%	36%	29%
5	Tariffs on Imported Vehicles and Parts	33% ↑	7%	2%	3%
6	Expenses	32%	29%	31%	30%
7	Consumer Confidence	31% ↑	26%	28%	26%
8	Limited Inventory	30% ↑	26%	29%	44%
9	Credit Availability for Consumers	25%	26%	31%	30%
10	Cost of Vehicle Insurance for Consumers	18% ↓	22%	N/A	N/A

↓ Significant decrease vs previous quarter

↑ Significant increase vs previous quarter

OEM Performance

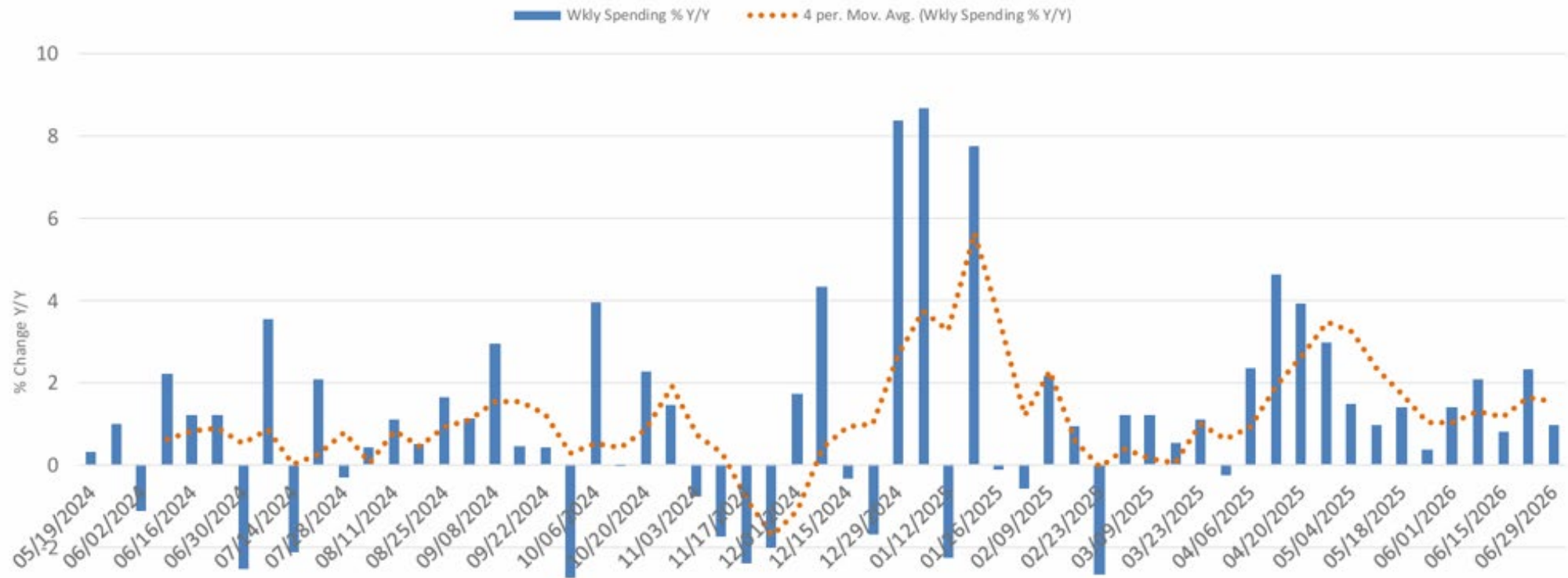
Biggest Automakers Are Gaining Most Share in 2025

OEM	Q2 2024	Q1 2025	Q2 2025	Y/Y Change	Q/Q Change	H1 2024	H1 2025	Change	Share H12024	Share H12025	Difference
GM	691,680	690,339	746,548	7.9%	8.1%	1,281,735	1,436,887	12.1%	16.2%	17.7%	1.5%
Toyota	616,123	570,269	674,502	9.5%	18.3%	1,179,653	1,244,771	5.5%	14.9%	15.3%	0.4%
Ford	532,466	498,480	610,422	14.6%	22.5%	1,037,281	1,108,902	6.9%	13.1%	13.7%	0.5%
Hyundai	438,602	419,912	474,449	8.2%	13.0%	817,805	894,361	9.4%	10.4%	11.0%	0.7%
Honda	356,457	351,577	389,246	9.2%	10.7%	690,281	740,823	7.3%	8.7%	9.1%	0.4%
Stellantis	344,993	291,189	300,473	-12.9%	3.2%	677,534	591,662	-12.7%	8.6%	7.3%	-1.3%
Nissan-Mitsubishi	259,448	298,722	232,618	-10.3%	-22.1%	540,586	531,340	-1.7%	6.8%	6.5%	-0.3%
Subaru	169,447	166,957	154,370	-8.9%	-7.5%	322,443	321,327	-0.3%	4.1%	4.0%	-0.1%
VW	175,055	152,399	130,744	-25.3%	-14.2%	319,584	283,143	-11.4%	4.0%	3.5%	-0.6%
Tesla	164,264	128,100	130,168	-20.8%	1.6%	304,451	258,268	-15.2%	3.9%	3.2%	-0.7%
Mazda	102,383	110,316	94,924	-7.3%	-14.0%	202,486	205,240	1.4%	2.6%	2.5%	0.0%
BMW	97,135	94,591	94,612	-2.6%	0.0%	187,979	189,203	0.7%	2.4%	2.3%	0.0%
Daimler	95,596	75,100	79,120	-17.2%	5.4%	178,219	154,220	-13.5%	2.3%	1.9%	-0.4%
Geely Volvo	31,206	34,896	34,003	9.0%	-2.6%	64,367	68,899	7.0%	0.8%	0.8%	0.0%
Others	76,388	75,762	76,571	0.2%	1.1%	152,166	152,333	0.1%	1.9%	1.9%	-0.1%
NATION	4,120,037	3,923,713	4,188,766	1.7%	6.8%	7,892,203	8,112,479	2.8%	100.0%	100.0%	0.0%

Consumer Spending Growth Remaining Positive

Total consumer spending saw y/y growth accelerate in April, cool in May, and stabilize in June

Bloomberg Second Measure US Consumer Spend NSA



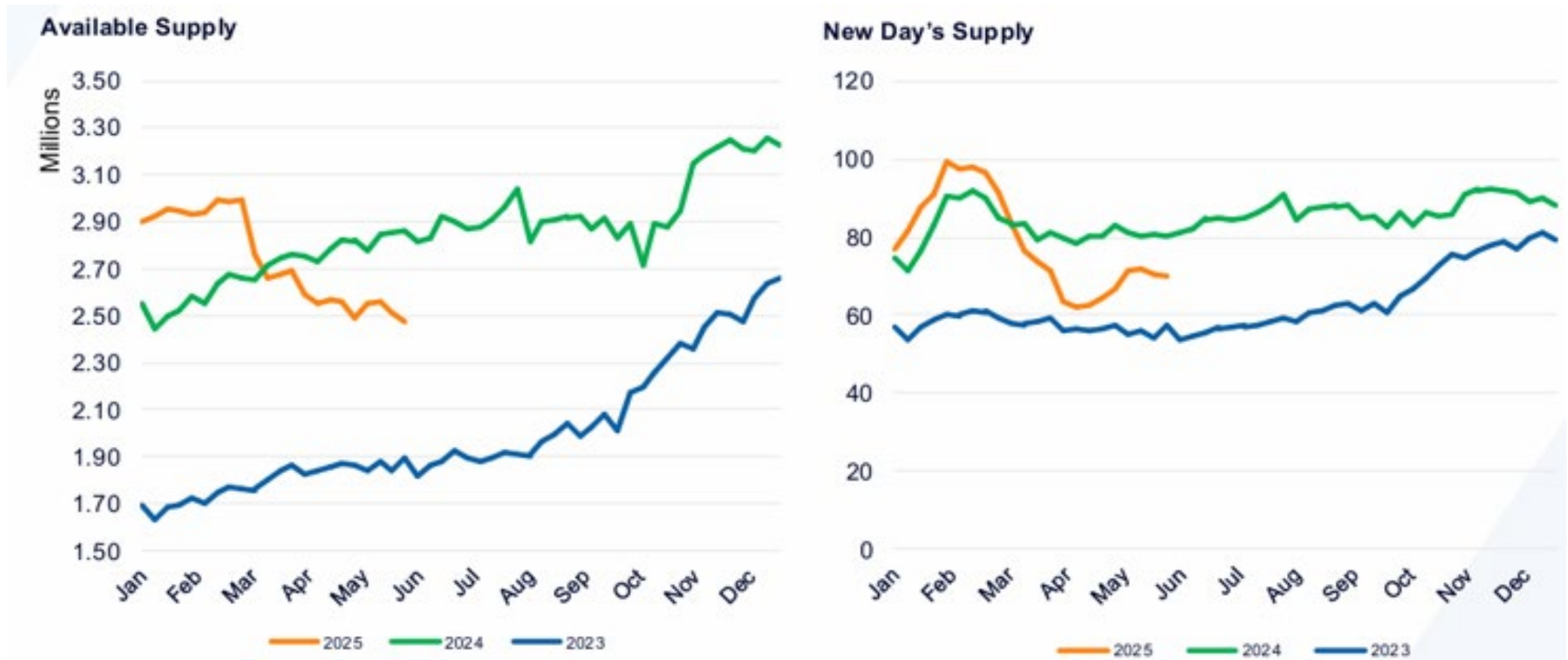
Source: Bloomberg

New Vehicle Market

- The new-vehicle (SAAR) declined in June, but the retail SAAR increased and was higher than a year ago. Consumers are price-sensitive, so incentives are increasing again, and discounting is on the rise to keep retail sales moving. Prices were up modestly in June.
- Retail new-vehicle sales rose 6% year over year in June, even as total sales volume declined due to fewer selling days.
- The average transaction price (ATP) for new vehicles rose 0.4% month over month to \$48,907, up 1.2% year over year.
- Incentives increased 2.6% month over month to \$3,396, up 8.5% year over year, reaching 6.9% of ATP and was higher than the 6.5% level one year ago. It was 9.7% in March 2019. New vehicle rates declined to 9.26%.
- Discounting also increased, with the average price relative to MSRP falling to 95.7%. Dealer.com data shows new leads are up month over month
- Ford announced in July for new cars \$0 down, 0% financing deals for Q3
- Still, the impact of the spring sales run on inventories varied both by automaker and vehicle line. Toyota, Honda, BMW, Subaru, Chevrolet and Kia had the leanest inventories last month, Cox Automotive said, while Hyundai, Ram, VW, Jeep and Mercedes-Benz had the highest stockpiles. Among major brands, only Volkswagen saw its monthly stockpiles rise since March, Cox said late last month.

New Vehicle Inventory

Tight, as Tariffed Inventory and Cost Pressures Grow

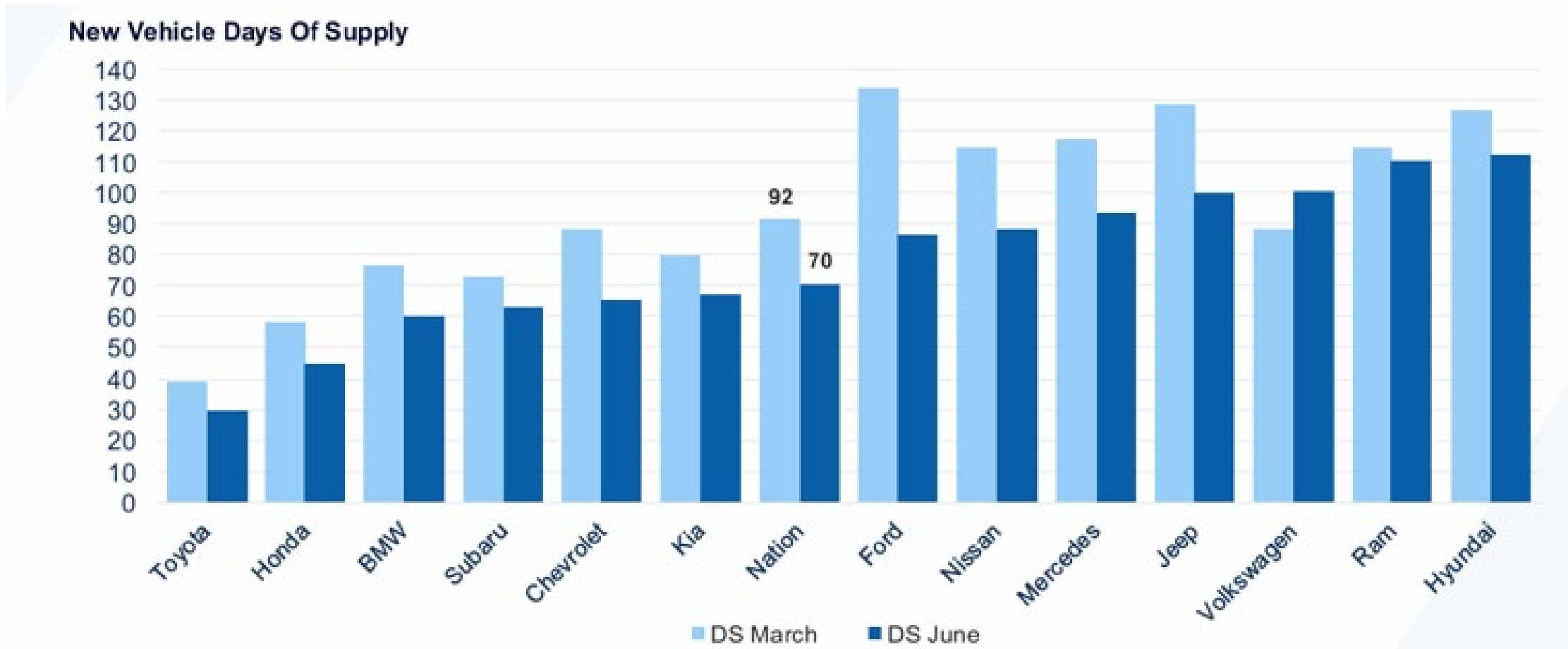


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Source: Cox Automotive

Brand Inventory

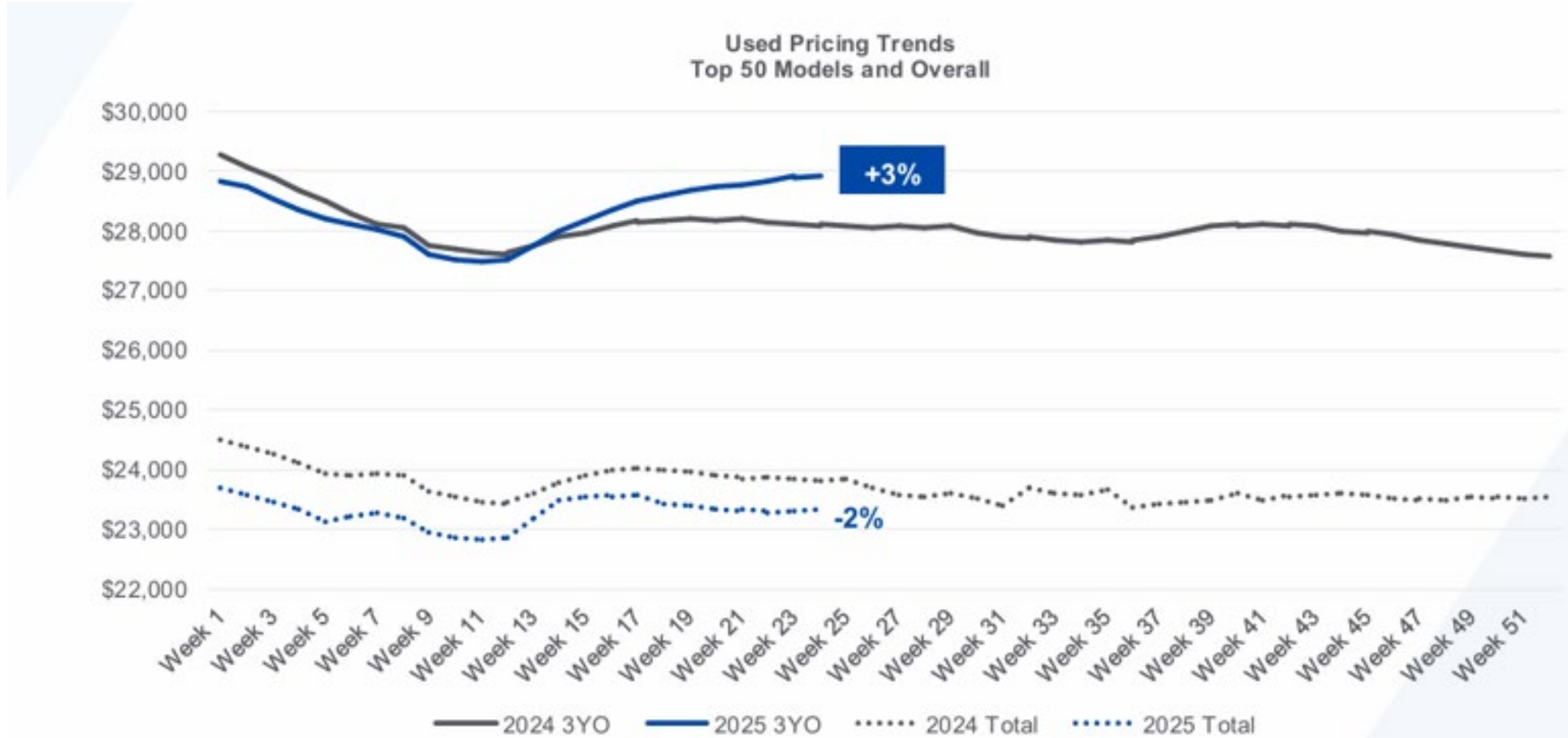
Status Varies, but Most Major Brands Are Down After Strong Spring Sales



Used Vehicle Market

- Used vehicle sales and service activity are gaining momentum.
- The average used vehicle loan rate dropped to 14.08%. Low-interest rate loan offerings surged in early July as new vehicle sales cooled.
- Unique credit applications per dealer rose 7% year over year last week, with gains in new loans offsetting declines in used.
- Leads are up year over year on Autotrader but down on Kelley Blue Book, showing platform-specific engagement shifts for dealers.
- Service trends on Xtime relative to last year improved in the week ending June 28, as completed appointments were up 34% year over year.
- Used vehicle sales declined modestly in June but remained up year over year. Wholesale used prices increased on a seasonally adjusted basis in June but declined on an unadjusted basis. Prices are up year over year.

Used Vehicle Prices



Auto executives warned tariffs would shut down the industry. Why haven't they?

Parts exemptions prevented the biggest challenges

“Early indications were yes, we would have had some supply disruptions, but the fact that it didn't trickle down to the supply base as badly as we expected with the way that the tariffs have been set has been a reprieve.”

Automakers, meantime, have managed to absorb some of the hit from tariffs by passing along costs, decontenting vehicles and adjusting consumer incentives, Robinet said.

Sam Fiorani, vice-president of global vehicle forecasting at U.S.-based AutoForecast Solutions, said the dramatic fallout parts tariffs would have had on the industry likely prompted the White House to reconsider.

“The tariffs were initially expected to shake up the whole industry, but the sheer size of it and the importance to the economies of Canada, the U.S. and Mexico, have to have tempered the Trump administration's moves in that direction.”

Volpe maintains that if Trump reverses course and enacts the parts tariffs fully, the North American industry, which runs on tight margins and just-in-time deliveries, will be unable to function.

Updated Forecasts

<p>15.6 - 16.3M <i>15.7M Baseline</i></p> <p>NEW SALES <i>(Original Forecast: 16.3M)</i></p>	<p>12.8 - 13.3M <i>13.0M</i></p> <p>NEW RETAIL SALES <i>(Original Forecast: 13.3M)</i></p>	<p>2.7 - 2.9M <i>2.8M</i></p> <p>FLEET SALES <i>(Original Forecast: 3.0M)</i></p>
<p>3.1 - 3.3M <i>3.2M</i></p> <p>NEW LEASE VOLUME <i>(Original Forecast: 3.3M)</i></p>	<p>25%</p> <p>LEASE PENETRATION <i>(unchanged)</i></p>	<p>2.4 - 2.6M <i>2.5M</i></p> <p>CPO SALES <i>(Original 2.5M)</i></p>
<p>37.5 - 38.3M <i>38.0M</i></p> <p>USED SALES <i>(Original 37.8M)</i></p>	<p>19.9 - 20.3M <i>20.1M</i></p> <p>USED RETAIL SALES <i>(Original 20.1M)</i></p>	<p> 2.1% - 2.8%</p> <p>DEC 2025 Y/Y MANHEIM USED VEHICLE VALUE INDEX <i>(Original +1.4%)</i></p>

Industry Perspectives

Smoke Predicts “Long and Sticky Summer”

In the latest Auto Market Report, Chief Economist Jonathan Smoke reported, “It looks as though we are in for a long and sticky summer. That seems apropos for the auto market, as demand and retail prices look fairly sticky, and at present, there isn’t much happening either in the economy or in the auto market to change the demand patterns.”

“We’re now in a holding pattern as we wait to see what happens with trade negotiations. Auto loan rates are drifting lower, but we are not expecting substantial improvement in rates this summer. The one wildcard is what manufacturers do with rate subvention to spur more retail demand for new vehicles. Indeed, rate deals are on the rise, just as we should start to see new model-year supply building up.”