



# Washington Auto Outlook

Released by:  
Washington Area New  
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Association

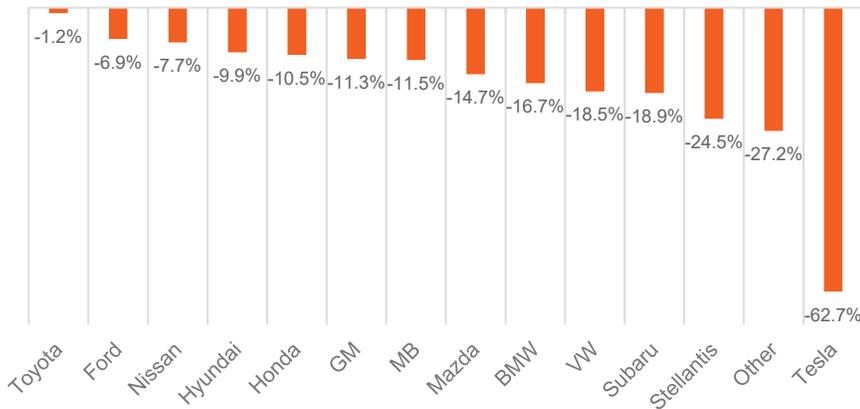
Data thru January 2026

## Washington Area New Retail Car and Light Truck Registrations

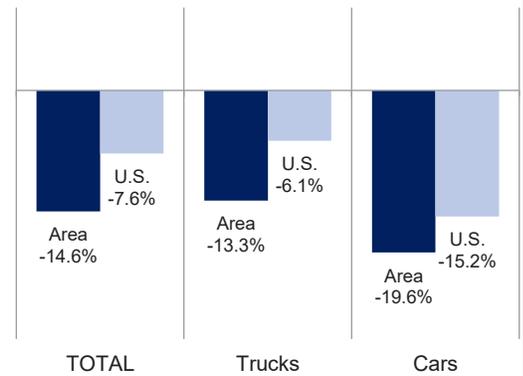
	Most Recent Two Months			Annual Totals			Annual Market Share		
	12/24 & 1/25	12/25 & 1/26	% change	2024	2025	% change	2024	2025	change
Industry Total	37,933	32,401	-14.6%	213,761	218,466	2.2%			
Cars	7,801	6,275	-19.6%	48,264	45,008	-6.7%	22.6	20.6	-2.0
Light Trucks	30,132	26,126	-13.3%	165,497	173,458	4.8%	77.4	79.4	2.0

Data sourced from Experian Automotive. January '26 figures partially estimated.

### Percent Change in Area Registrations by Manufacturer Dec. '25 & Jan. '26 vs. Year Earlier



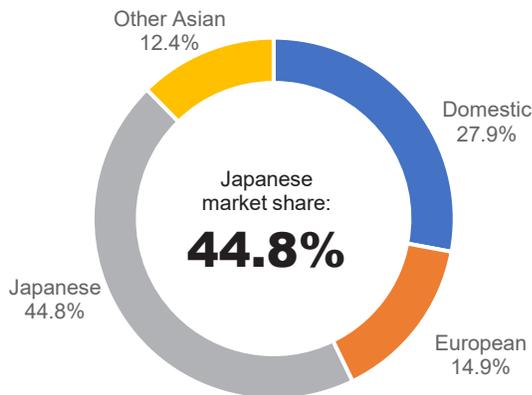
### Percent Change in Area and U.S. New Retail Light Vehicle Markets Dec. '25 & Jan. '26 vs. Year Earlier



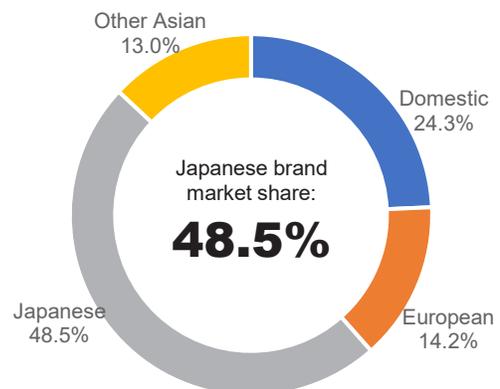
The graph above shows the percent change in new car and light truck registrations by manufacturer in December of 2025 and January of this year versus the same period a year earlier. Data sourced from Experian Automotive. Note: MB is Mercedes-Benz.

The graph above compares the change in new retail car and light truck registrations in both the area and U.S. markets. Data sourced from Experian Automotive.

### Washington Area Market Shares Dec. '24 & Jan. '25



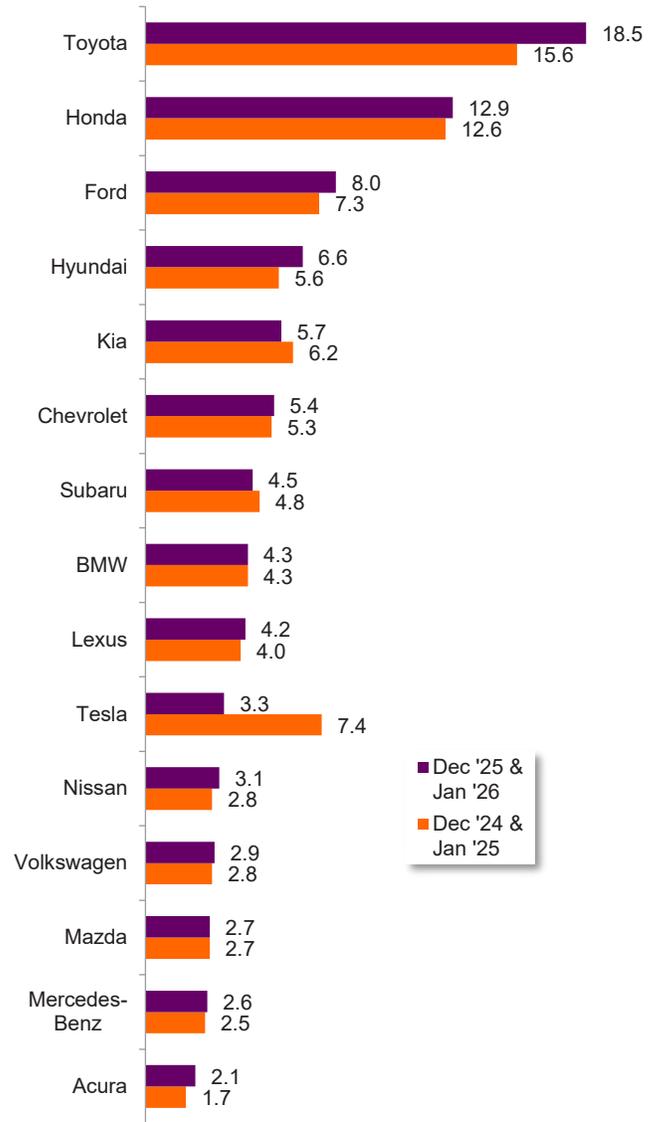
### Washington Area Market Shares Dec. '25 & Jan. '26



## Data Information

Data presented in Auto Outlook measures new retail vehicle registrations in the Washington Area. Monthly recording of registrations occurs when vehicle title information is processed, which may differ from date of sale. Title recording can occasionally be subject to processing delays by governmental agencies. For this reason, the year-to-date figures will typically be more reflective of market results.

**Area Market Share for Top 15 Selling Brands Dec '25 and Jan '26 vs. Year Earlier**



Washington Area New Retail Light Vehicle Registrations					
	Registrations			Market share	
	Dec '24 & Jan '25	Dec '25 & Jan '26	% change	Dec '24 & Jan '25	Dec '25 & Jan '26
Acura	638	666	4%	1.7%	2.1%
Alfa Romeo	14	11	-21%	0.0%	0.0%
Audi	549	392	-29%	1.4%	1.2%
BMW	1,617	1,385	-14%	4.3%	4.3%
Buick	138	115	-17%	0.4%	0.4%
Cadillac	269	283	5%	0.7%	0.9%
Chevrolet	2,021	1,759	-13%	5.3%	5.4%
Chrysler	105	77	-27%	0.3%	0.2%
Dodge	159	108	-32%	0.4%	0.3%
Ford	2,783	2,604	-6%	7.3%	8.0%
Genesis	203	241	19%	0.5%	0.7%
GMC	545	479	-12%	1.4%	1.5%
Honda	4,766	4,173	-12%	12.6%	12.9%
Hyundai	2,139	2,149	0%	5.6%	6.6%
Ineos	9	12	33%	0.0%	0.0%
Infiniti	128	98	-23%	0.3%	0.3%
Jeep	959	645	-33%	2.5%	2.0%
Kia	2,342	1,831	-22%	6.2%	5.7%
Land Rover	350	181	-48%	0.9%	0.6%
Lexus	1,529	1,359	-11%	4.0%	4.2%
Lincoln	206	179	-13%	0.5%	0.6%
Lucid	29	65	124%	0.1%	0.2%
Mazda	1,026	875	-15%	2.7%	2.7%
Mercedes-Benz	964	853	-12%	2.5%	2.6%
MINI	182	115	-37%	0.5%	0.4%
Mitsubishi	132	78	-41%	0.3%	0.2%
Nissan	1,073	1,011	-6%	2.8%	3.1%
Polestar	13	12	-8%	0.0%	0.0%
Porsche	232	187	-19%	0.6%	0.6%
Ram	445	435	-2%	1.2%	1.3%
Rivian	113	70	-38%	0.3%	0.2%
Subaru	1,802	1,462	-19%	4.8%	4.5%
Tesla	2,826	1,054	-63%	7.4%	3.3%
Toyota	5,911	5,992	1%	15.6%	18.5%
Volkswagen	1,069	929	-13%	2.8%	2.9%
Volvo	574	478	-17%	1.5%	1.5%
Other	73	38	-48%	0.2%	0.1%

Top ten ranked brands in each percent change category are shaded gray. Data sourced from Experian Automotive.



**Brands On the Move**  
Largest % increases/smallest decreases in registrations during past 3 months (Nov '25 thru Jan '26) vs. preceding 3 months (Aug '25 thru Oct '25) Among top 20 selling brands in past three months



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