



# Washington Auto Outlook

Data thru February 2026

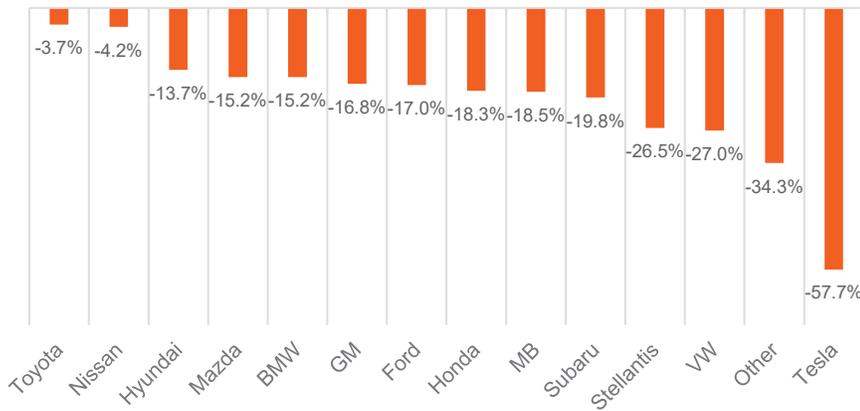
Released by:  
Washington Area New  
Automobile Dealers  
Association

## Washington Area New Retail Car and Light Truck Registrations

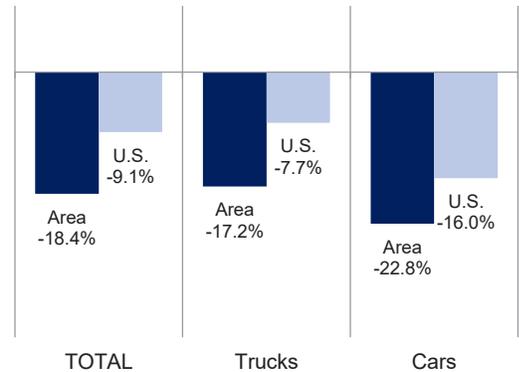
	Feb.			YTD thru Feb.			YTD Market Share		
	Feb-25	Feb-26	% change	YTD '25	YTD '26	% change	YTD '25	YTD '26	change
Industry Total	17,419	13,880	-20.3%	37,717	30,795	-18.4%			
Cars	3,524	2,627	-25.5%	7,579	5,848	-22.8%	20.1	19.0	-1.1
Light Trucks	13,895	11,253	-19.0%	30,138	24,947	-17.2%	79.9	81.0	1.1

Data sourced from Experian Automotive. Figures for February 2026 are partially estimated.

### Percent Change in Area Registrations by Manufacturer YTD 2026 thru Feb. vs. YTD 2025



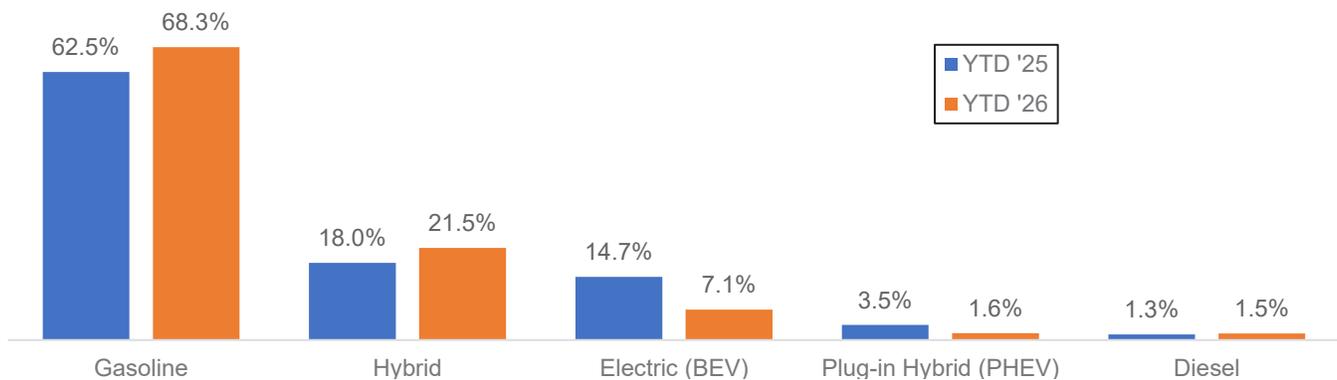
### Percent Change in Area and U.S. New Retail Light Vehicle Markets YTD 2026 thru Feb. vs. YTD 2025



The graph above shows the percent change in new car and light truck registrations by manufacturer during the first two months 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 county and U.S. markets. Data sourced from Experian Automotive.

### Washington Area Market Shares by Powertrain Type YTD 2025 and YTD 2026, thru February



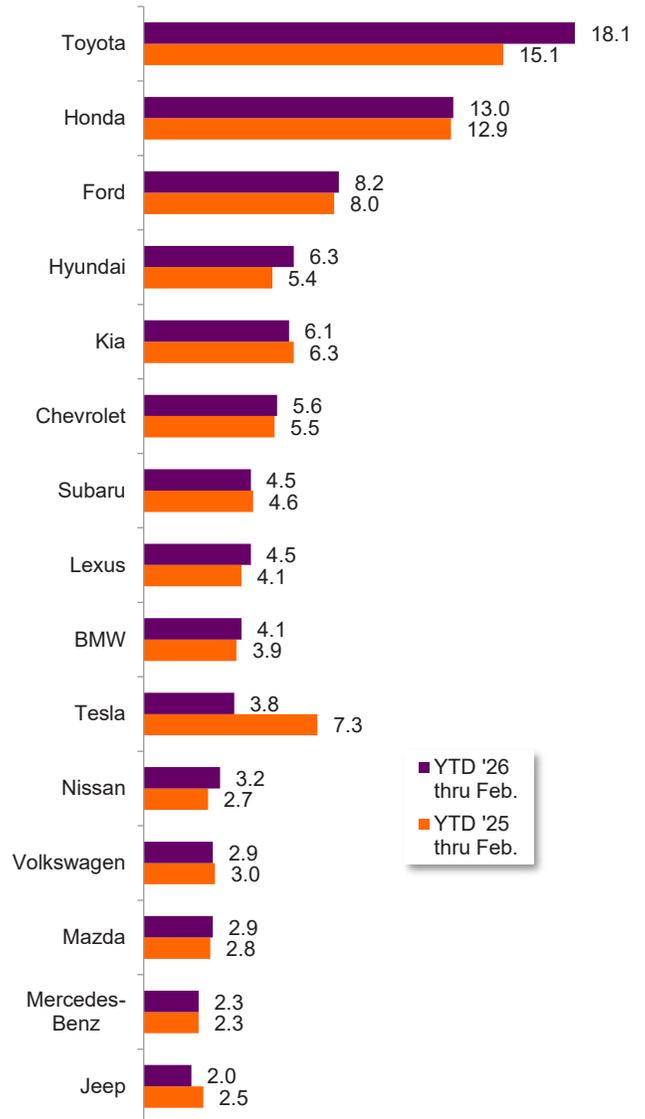
The graph above shows market share by type of powertrain. Hybrid vehicle market share excludes mild hybrids. Data sourced from Experian Automotive.

## 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.

Washington Area					
New Retail Light Vehicle Registrations					
	Registrations			Market share	
	YTD '25 thru Feb.	YTD '26 thru Feb.	% change	YTD '25 thru Feb.	YTD '26 thru Feb.
Acura	662	542	-18%	1.8%	1.8%
Alfa Romeo	11	8	-27%	0.0%	0.0%
Audi	565	352	-38%	1.5%	1.1%
BMW	1,462	1,264	-14%	3.9%	4.1%
Buick	171	101	-41%	0.5%	0.3%
Cadillac	280	261	-7%	0.7%	0.8%
Chevrolet	2,061	1,732	-16%	5.5%	5.6%
Chrysler	92	74	-20%	0.2%	0.2%
Dodge	149	87	-42%	0.4%	0.3%
Ford	3,022	2,510	-17%	8.0%	8.2%
Genesis	209	175	-16%	0.6%	0.6%
GMC	564	466	-17%	1.5%	1.5%
Honda	4,883	3,989	-18%	12.9%	13.0%
Hyundai	2,047	1,949	-5%	5.4%	6.3%
Ineos	19	9	-53%	0.1%	0.0%
Infiniti	145	100	-31%	0.4%	0.3%
Jeep	942	620	-34%	2.5%	2.0%
Kia	2,381	1,879	-21%	6.3%	6.1%
Land Rover	305	182	-40%	0.8%	0.6%
Lexus	1,537	1,381	-10%	4.1%	4.5%
Lincoln	178	145	-19%	0.5%	0.5%
Lucid	34	37	9%	0.1%	0.1%
Mazda	1,043	884	-15%	2.8%	2.9%
Mercedes-Benz	869	708	-19%	2.3%	2.3%
MINI	156	107	-31%	0.4%	0.3%
Mitsubishi	124	57	-54%	0.3%	0.2%
Nissan	1,002	999	0%	2.7%	3.2%
Polestar	26	16	-38%	0.1%	0.1%
Porsche	240	184	-23%	0.6%	0.6%
Ram	425	402	-5%	1.1%	1.3%
Rivian	109	72	-34%	0.3%	0.2%
Subaru	1,744	1,399	-20%	4.6%	4.5%
Tesla	2,749	1,162	-58%	7.3%	3.8%
Toyota	5,684	5,575	-2%	15.1%	18.1%
Volkswagen	1,144	886	-23%	3.0%	2.9%
Volvo	619	433	-30%	1.6%	1.4%
Other	64	48	-25%	0.2%	0.2%

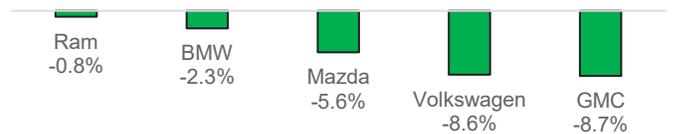
**Area Market Share for Top 15 Selling Brands**  
YTD '26 thru February vs. Year Earlier



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



**Brands On the Move**  
Smallest % decline in registrations during past 3 months (Dec '25 thru Feb '26) vs. preceding 3 months (Sep '25 thru Nov '25) Among top 20 selling brands in past three months



This report is sponsored by the Washington Area New Automobile Dealers Association (202.800.4190) and produced by Auto Outlook (610-640-1233). Any material quoted must be attributed to Washington Auto Outlook, published by Auto Outlook, Inc. on behalf of WANADA. Data source must also be shown as "Data sourced from Experian Automotive." Please contact the Association with any questions or comments regarding the publication.

Copyright March 2026.