

FORECAST

State New Vehicle Market Predicted to Increase Slightly in 2nd Half of Year

 Year-to-date results in state market

Louisiana new retail light vehicle registrations declined by just 1.1% during the first six months of this year versus a year earlier, better than the 6% drop in the nation. Second quarter registrations this year were up 1% compared to 2Q '25, an improvement from the 3.4% drop in the First Quarter.

 Factors steering the new vehicle market

It might sound like a broken record because we have been emphasizing it for a long time, but pent-up demand resulting from delayed purchases during the pandemic will continue to support the market for the foreseeable future. The vehicle fleet continues to age, and as a result, replacement demand will place a floor on how low sales can go - which is a good thing because other key determinants are pointing to a softening market. Affordability issues continue to keep many prospective purchasers on the sidelines. Relatively high interest rates, elevated vehicle transaction prices, and stagnant real personal incomes have made a new vehicle purchase a stretch for many consumers. Increasing costs and inflationary pressures resulting from tariffs, higher gas prices, and an uncertain economy are other headwinds. It's a complicated forecast scenario, and there is heightened uncertainty due to changing federal government policies and geopolitical events, but it seems likely that the new vehicle market will drift lower this year, while avoiding a significant decline.

 Forecast for rest of this year

New retail registrations in the second half of this year are predicted to increase slightly versus year earlier. Third quarter results should be about even compared to 3Q '25, while an increase is possible in the fourth quarter. Annual registrations this year are predicted to exceed 171,000, essentially unchanged vs. '25.

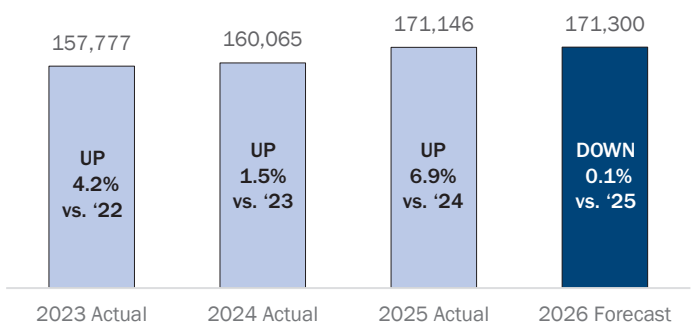
 Tracking alternative powertrain sales

Battery electric vehicle registrations declined 4% during the first half of this year versus year earlier, but there were signs that the slide in BEV sales may be subsiding. BEV market share fell from 3.0% in 3Q '25 (before expiration of the federal government tax credits), to 1.8% in the first quarter of this year, but then increased to 2.2% in the second quarter. Hybrid vehicles continued to post gains, with registrations improving 8% in the first half of this year and market share reaching 9.5%.

 Monitoring brand sales performance

State new vehicle registrations for Tesla, Nissan, Kia, Toyota, Ram, and Jeep increased so far this year versus year earlier. Ford, Chevrolet, Toyota, Honda, and GMC were top selling brands (see page 4). Based on a comparison to U.S. market share, GMC, Nissan, Ford, Kia, and Chevrolet are strong performing brands in the Louisiana market (see page 5).

Forecast for State New Retail Light Vehicle Registrations



The graph above shows annual new retail light vehicle registrations from 2023 to 2025, and Auto Outlook's projection for 2026. Historical data sourced from Experian Automotive.

Market Summary

	YTD '25 thru June	YTD '26 thru June	% Chg. '25 to '26	Mkt. Share YTD '26
TOTAL	85,476	84,532	-1.1%	
Car	12,555	13,202	5.2%	15.6%
Light Truck	72,921	71,330	-2.2%	84.4%
Domestic	42,503	39,730	-6.5%	47.0%
European	5,363	4,595	-14.3%	5.4%
Japanese	27,797	28,995	4.3%	34.3%
Other Asian	9,813	11,212	14.3%	13.3%

Domestics consist of vehicles sold by GM, Ford, Stellantis (excluding Alfa Romeo and FIAT), Tesla, Rivian, and Lucid. Other Asian includes Genesis, Hyundai, Kia, and VinFast. Data sourced from Experian Automotive.

KEY TRENDS IN LOUISIANA NEW VEHICLE MARKET



STATE MARKET VS. U.S.

% Change In
New Retail Market
YTD '26 thru June
vs. YTD '25

Louisiana

DOWN 1.1%

U.S.

DOWN 6.0%

New retail light vehicle registrations in Louisiana declined by just 1.1% during the first six months of this year versus year earlier, much better than the 6.0% fall in the Nation.

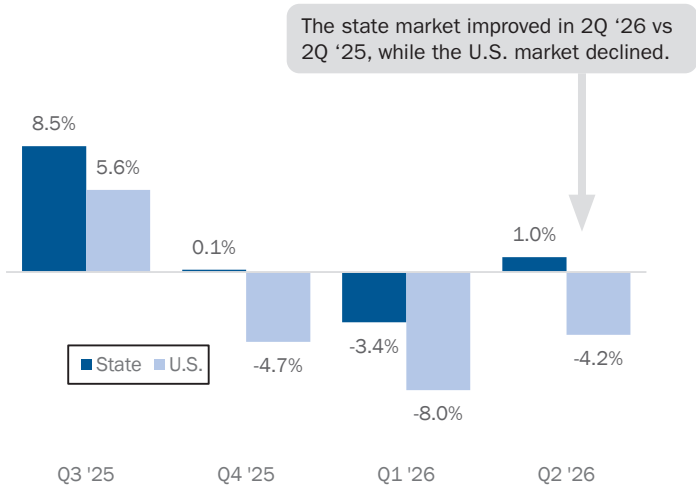
Data sourced from Experian Automotive.



QUARTERLY RESULTS

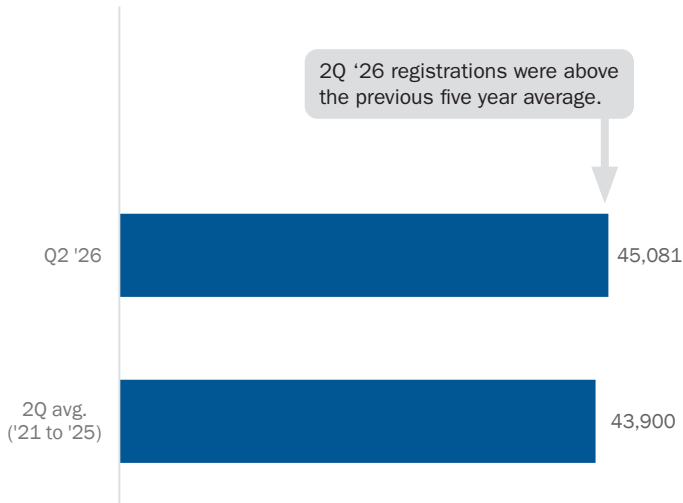
QUARTERLY TREND

Percent Change in Registrations vs. Year Earlier



QUARTERLY PERSPECTIVE

2Q '26 Registrations Versus 2Q Average for Previous Five Years



Data sourced from Experian Automotive.

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Louisiana Auto Outlook

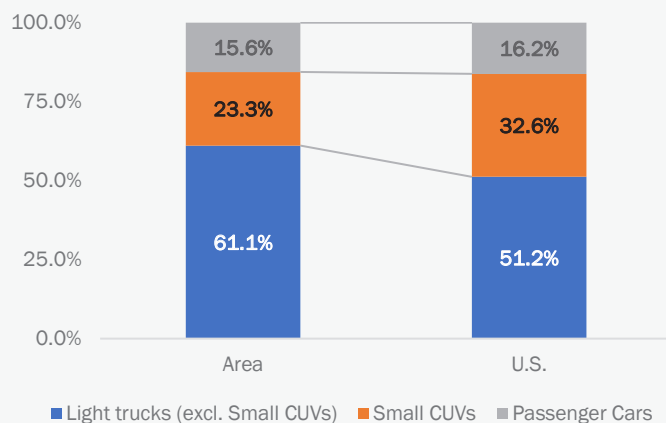
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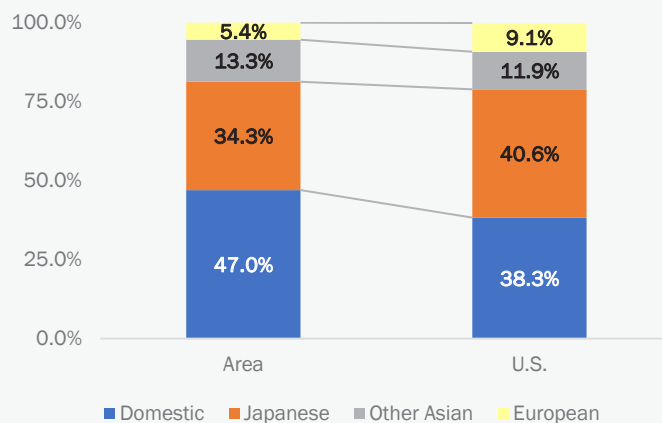
VEHICLE AND BRAND SEGMENTS - STATE AND U.S. (YTD '26 THRU JUNE)

Market Share by Type of Vehicle



Combining the blue and orange sections in the graph above corresponds to the standard industry definition of light trucks. Small cross-overs are broken out, however, since many are more similar to compact hatchbacks than to trucks. Small CUV share in the state was **23.3%** during the first half of this year, well below the **32.6%** share in the U.S. Data sourced from Experian Automotive.

Domestic, European, Japanese, & Other Asian Share



Domestic brand market share in Louisiana was higher than U.S. levels: **47.0%** vs. **38.3%**. State Japanese brand share was **34.3%** in the first half of this year. Other Asian brands accounted for a higher share of the state market than in the Nation. Note: Other Asian includes Genesis, Hyundai, Kia, and VinFast. Data sourced from Experian Automotive.



COMPARE

COMPARISON OF STATE MARKETS - SEGMENT MARKET SHARES

Market Share for Primary Segments in 24 Selected State Markets - YTD 2026 thru June

Market Share for Primary Segments in 24 Selected State Markets - YTD 2026 thru June										
Mainstream Passenger Cars			Mainstream Small SUVs		Mainstream Mid and Full Size SUVs		Pickup Trucks		Luxury Segments	
Rank	Area	% share	Area	% share	Area	% share	Area	% share	Area	% share
1	California	18.4	Pennsylvania	35.9	Arkansas	25.4	Arkansas	29.1	California	28.9
2	Georgia	16.1	Ohio	35.4	Louisiana	24.2	Oklahoma	28.6	New Jersey	25.2
3	Maryland	15.4	New York	34.9	Michigan	24.1	Louisiana	27.1	Florida	23.4
4	Virginia	14.8	Massachusetts	34.3	Tennessee	23.6	Michigan	26.6	Nevada	21.4
5	Arizona	14.6	Minnesota	33.2	Colorado	23.4	Texas	25.7	New York	19.8
6	Florida	14.6	Illinois	32.4	Minnesota	23.4	Minnesota	22.7	Washington	18.7
7	Nevada	14.4	Michigan	32.1	Oklahoma	23.2	Arizona	22.0	Massachusetts	18.5
8	North Carolina	14.1	New Jersey	31.9	North Carolina	22.0	Tennessee	22.0	Maryland	18.2
9	Louisiana	13.6	Oregon	31.4	Virginia	21.2	Colorado	21.5	Arizona	17.5
10	Texas	13.1	Washington	31.4	Illinois	20.9	Oregon	20.8	Colorado	16.9
11	Illinois	12.2	Maryland	29.6	Georgia	20.6	Georgia	19.8	Georgia	16.8
12	Tennessee	12.2	Colorado	28.8	Ohio	20.6	Nevada	18.8	Illinois	16.6
13	Ohio	12.0	Virginia	28.7	Pennsylvania	20.6	North Carolina	18.6	Texas	16.4
14	New Jersey	11.7	North Carolina	27.0	New York	20.2	Ohio	17.6	Virginia	16.1
15	Massachusetts	10.8	Florida	26.7	Oregon	20.2	Washington	16.7	North Carolina	14.9
16	Oklahoma	10.8	Tennessee	26.1	Texas	20.2	Pennsylvania	16.6	Pennsylvania	13.9
17	Washington	10.8	Nevada	25.2	Maryland	19.5	Virginia	15.3	Oregon	13.3
18	Arkansas	10.7	Oklahoma	24.7	Arizona	19.2	Florida	15.2	Tennessee	13.0
19	Oregon	10.3	Arkansas	24.1	Washington	18.9	Massachusetts	14.2	Louisiana	11.1
20	Pennsylvania	9.9	Arizona	24.0	Massachusetts	18.8	Illinois	13.8	Ohio	10.5
21	New York	8.7	Georgia	23.9	New Jersey	18.8	California	13.3	Oklahoma	10.2
22	Minnesota	7.0	California	22.8	Nevada	17.5	Maryland	13.2	Michigan	10.1
23	Colorado	6.3	Texas	22.4	Florida	17.3	New York	12.5	Minnesota	10.0
24	Michigan	4.4	Louisiana	21.8	California	13.7	New Jersey	9.1	Arkansas	8.5

The table above shows percent market share for five primary segments in 24 selected state markets during the first half of this year. Data sourced from Experian Automotive.

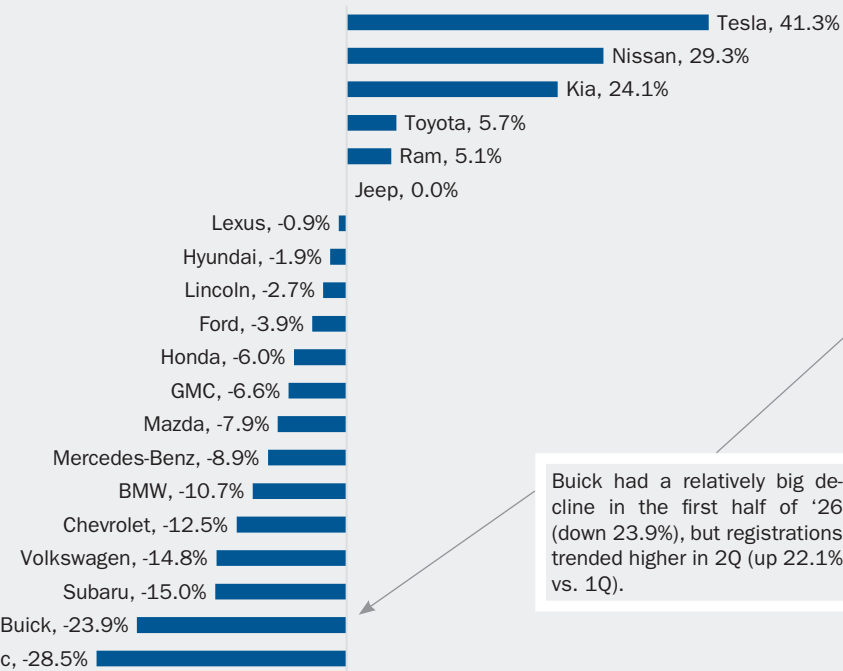
BRANDS AND MODELS



WINNERS AND LOSERS

The primary metric used to identify winning and losing brands is the percent change in registrations vs. year earlier, shown on the graph below. Tesla and Nissan were the biggest gainers so far this year among the top 20 brands. But this snapshot does not capture the shorter term trend in sales. Year to date registrations for a brand may have posted a decline, but if growth picked up during the most recent quarter, that's significant. The table below shows the ten brands with the largest increases, or smallest declines, from the first to the second quarters of last year. Data for all brands are shown on page 8.

% Change in State Registrations for Top 20 Brands- YTD '26 thru June vs. YTD '25



Buick had a relatively big decline in the first half of '26 (down 23.9%), but registrations trended higher in 2Q (up 22.1% vs. 1Q).

Quarterly Results

Largest % increases from 1Q '26 to 2Q '26

Tesla	Up	42.9%
Kia	Up	30.7%
Hyundai	Up	27.0%
Honda	Up	25.1%
Mazda	Up	22.9%
Buick	Up	22.1%
Nissan	Up	19.7%
Toyota	Up	18.0%
Jeep	Up	15.3%
Ram	Up	10.9%

Largest % increases during YTD '26 vs. YTD '25: Tesla, Nissan, Kia, Toyota, and Ram.

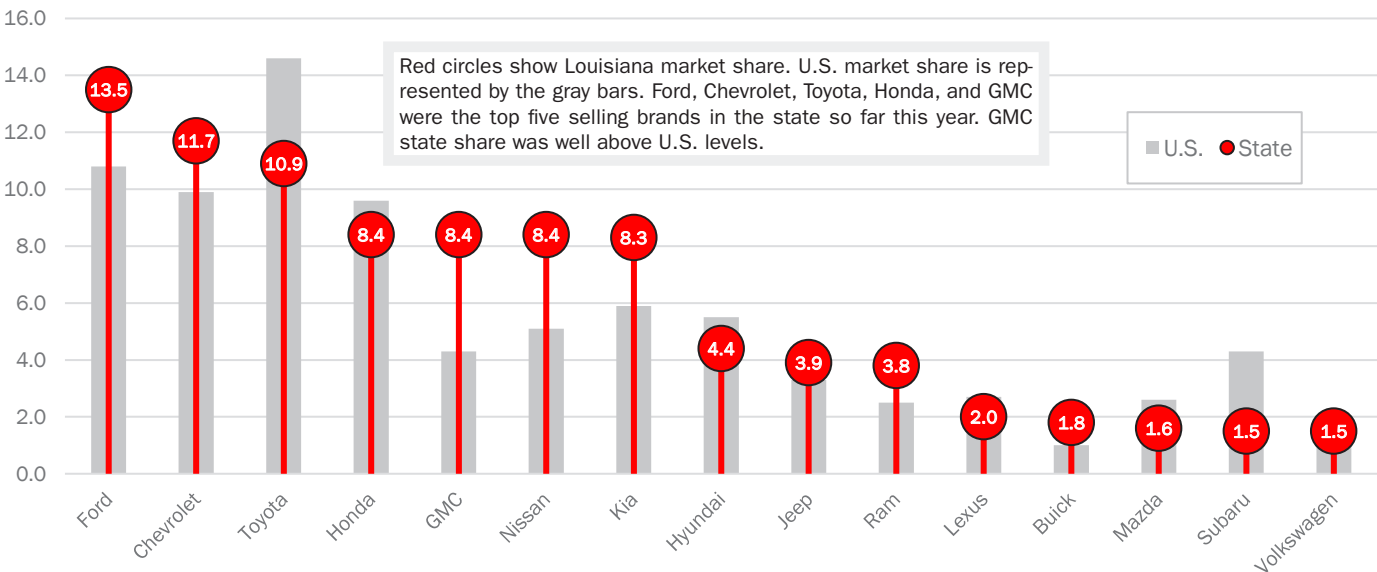
Largest % increases in 2Q '26 vs. 1Q '26: Tesla, Kia, Hyundai, Honda, and Mazda.

Data sourced from Experian Automotive.



TOP SELLING BRANDS

Louisiana and U.S. Market Shares for Top 15 Brands in State - YTD '26 thru June



Red circles show Louisiana market share. U.S. market share is represented by the gray bars. Ford, Chevrolet, Toyota, Honda, and GMC were the top five selling brands in the state so far this year. GMC state share was well above U.S. levels.

Data sourced from Experian Automotive.

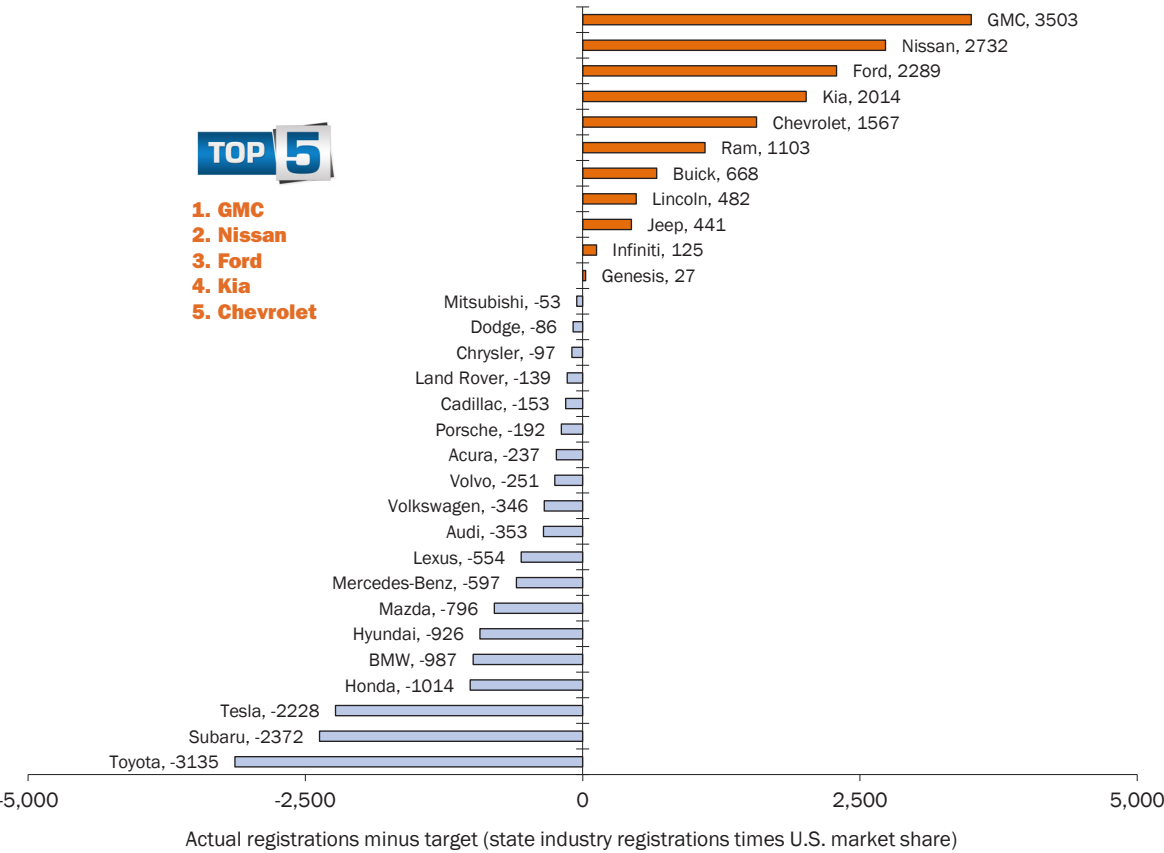
BRANDS AND MODELS



BRAND SALES PERFORMANCE

The graph below provides an indicator of brands that are popular in Louisiana (relative to the National standard), and those that are not. Here's how it works: For the top 30 selling brands, each brand's share of the U.S. market is multiplied by industry retail registrations in the state during the first six months of this year. This yields a "target" for the state market. Target registrations are subtracted from actual registrations to derive the measurement of sales performance. Brands at the top of the graph (i.e., GMC, Nissan, Ford, Kia, and Chevrolet) are relatively strong sellers in the state, with actual registrations exceeding calculated targets by large margins. For instance, GMC registrations exceeded the target by 3,503 units.

Louisiana Retail Market Performance based on registrations during YTD 2026 thru June
Actual registrations minus target (state industry registrations times U.S. market share)



Data sourced from Experian Automotive.



TOP SELLING MODELS

Top 20 Selling Models during YTD '26 thru June - Market Share and % Change in Registrations vs. YTD '25							
Rank	Model	State Share %	% chg. '25 to '26	Rank	Model	State Share %	% chg. '25 to '26
1	Ford F-Series	6.6	-6.9	11	Toyota Camry	1.6	9.0
2	GMC Sierra	5.0	-3.2	12	Kia Telluride	1.6	63.8
3	Chevrolet Silverado	4.4	-13.4	13	Honda Accord	1.5	8.5
4	Ram Pickup	3.7	6.6	14	Honda Civic	1.5	-11.5
5	Kia K4	2.4	33.5	15	Chevrolet Traverse	1.5	24.6
6	Honda CR-V	2.2	-8.6	16	Toyota Tundra	1.5	-1.1
7	Nissan Rogue	1.9	50.0	17	Ford Expedition	1.4	-11.8
8	Toyota Tacoma	1.7	17.6	18	Ford Explorer	1.3	21.3
9	Chevrolet Trax	1.7	8.0	19	Nissan Kicks	1.3	17.9
10	Nissan Sentra	1.6	24.8	20	Toyota RAV4	1.2	-29.0

Table on the left presents the top 20 selling models in the state during the first six months of this year. Share of industry registrations and the percent change versus the same period a year earlier are also shown. Models with the five largest percentage increase are shaded blue.

Data sourced from Experian Automotive.

BRANDS AND MODELS



SEGMENT LEADERS

The table below shows the top five selling models during the first six months of this year in 20 segments. In addition to unit registrations, it also shows each model's market share in its respective segment.

**TOP
SELLER**

BEST SELLERS IN PRIMARY SEGMENTS

Small Cars: Kia K4	Compact SUV: Honda CR-V
Mid Size & Large Cars: Toyota Camry	3 Row Mid Size SUV: Kia Telluride
Full Size Pickup: Ford F-Series	Luxury Compact SUV: Tesla Model Y
Subcompact SUV: Chevrolet Trax	Luxury Midsize SUV: Lexus RX

Top Selling Models in Each Segment - New Retail Light Vehicle Registrations (YTD '26 thru June)

Small Cars			Mid Size and Large Cars			Sports/Pony Cars			Near Luxury Cars		
Model	Regs.	Share	Model	Regs.	Share	Model	Regs.	Share	Model	Regs.	Share
Kia K4	2017	29.2	Toyota Camry	1361	33.1	Ford Mustang	350	72.6	Tesla Model 3	178	17.6
Nissan Sentra	1367	19.8	Honda Accord	1302	31.6	Toyota 86	36	7.5	Lexus ES	131	13.0
Honda Civic	1256	18.2	Kia K5	814	19.8	Mazda MX5	32	6.6	Cadillac CT5	106	10.5
Hyundai Elantra	722	10.4	Hyundai Sonata	258	6.3	Nissan Z	21	4.4	Acura Integra	96	9.5
Toyota Corolla	664	9.6	Nissan Altima	214	5.2	Honda Prelude	19	3.9	Lexus IS	95	9.4
Luxury and High End Sports Cars			Compact/Mid Size Pickup			Full Size Pickup			Mini Van		
Model	Regs.	Share	Model	Regs.	Share	Model	Regs.	Share	Model	Regs.	Share
Chevrolet Corvette	181	26.8	Toyota Tacoma	1463	29.9	Ford F-Series	5584	31.0	Kia Carnival	417	33.8
BMW 5-Series	78	11.5	Nissan Frontier	717	14.7	GMC Sierra	4210	23.4	Honda Odyssey	373	30.3
Mercedes E-Class	60	8.9	Chevrolet Colorado	664	13.6	Chevrolet Silverado	3679	20.4	Toyota Sienna	304	24.7
Porsche 911	46	6.8	Ford Maverick	492	10.1	Ram Pickup	3160	17.5	Chrysler Pacifica	99	8.0
Tesla Model S	37	5.5	Ford Ranger	450	9.2	Toyota Tundra	1252	6.9	Chrysler Voyager	32	2.6
Large Van			Subcompact SUV			Compact SUV			2 Row Mid Size SUV		
Model	Regs.	Share	Model	Regs.	Share	Model	Regs.	Share	Model	Regs.	Share
Ford Transit Connect	290	50.3	Chevrolet Trax	1409	23.2	Honda CR-V	1891	15.3	Toyota 4Runner	815	21.1
Mercedes Sprinter	89	15.5	Nissan Kicks	1120	18.5	Nissan Rogue	1592	12.9	Jeep Grand Cherokee	800	20.8
Ram Promaster	84	14.6	Honda HR-V	810	13.4	Toyota RAV4	1036	8.4	Hyundai Santa Fe	617	16.0
Chevrolet Express	72	12.5	Toyota Corolla Cross	472	7.8	Chevrolet Equinox	1020	8.3	Honda Passport	371	9.6
Ford E-Series	31	5.4	Chevrolet TrailBlazer	470	7.8	Kia Sportage	955	7.7	Subaru Outback	332	8.6
3 Row Mid Size SUV			Large SUV			Luxury Subcompact SUV			Luxury Compact SUV		
Model	Regs.	Share	Model	Regs.	Share	Model	Regs.	Share	Model	Regs.	Share
Kia Telluride	1337	12.0	Ford Expedition	1219	22.5	Acura ADX	166	40.8	Tesla Model Y	754	33.1
Chevrolet Traverse	1253	11.2	Ford Bronco	933	17.2	BMW X1	65	16.0	BMW X3	235	10.3
Ford Explorer	1127	10.1	GMC Yukon	767	14.1	Audi Q3	63	15.5	Mercedes GLC-Class	215	9.4
Nissan Pathfinder	960	8.6	Chevrolet Tahoe	755	13.9	BMW X2	33	8.1	Genesis GV70	188	8.2
Jeep Grand Cherokee	913	8.2	GMC Yukon XL	525	9.7	Volvo XC40	30	7.4	Lexus NX	184	8.1
Luxury Mid Size SUV			Luxury Large SUV			Top Selling Passenger Cars			Top Selling Light Trucks		
Model	Regs.	Share	Model	Regs.	Share	Model	Regs.	Share	Model	Regs.	Share
Lexus RX	553	16.1	Lexus TX	378	23.3	Kia K4	2017	15.3	Ford F-Series	5584	7.8
Lincoln Aviator	394	11.5	Cadillac Escalade	280	17.3	Nissan Sentra	1367	10.4	GMC Sierra	4210	5.9
Lincoln Nautilus	351	10.2	Lincoln Navigator	230	14.2	Toyota Camry	1361	10.3	Chevrolet Silverado	3679	5.2
Mercedes GLE-Class	320	9.3	BMW X7	133	8.2	Honda Accord	1302	9.9	Ram Pickup	3160	4.4
Infiniti QX60	246	7.2	Infiniti QX80	130	8.0	Honda Civic	1256	9.5	Honda CR-V	1891	2.7

Data sourced from Experian Automotive.

POWERTRAINS

FIVE KEY TRENDS

1.

BEV registrations declined by 3.7% during the first six months of 2026 vs. year earlier.
2.

BEV market share was just 2.2% in 2Q '26, up from 1.8% in the first quarter.
3.

Hybrid vehicle registrations increased 7.6% so far this year vs. the 1.1% drop in the overall market.
4.

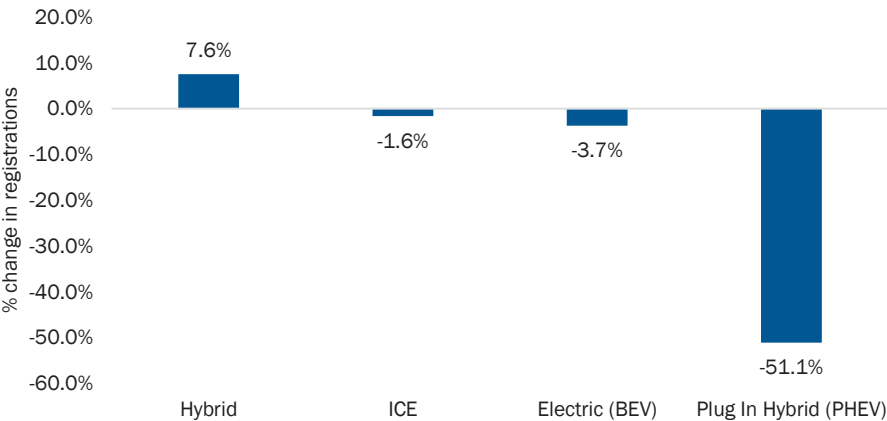
ICE vehicle market share decreased slightly from 88.8% in the first half of 2025 to 88.2% this year.
5.

Franchised dealerships accounted for 88.8% of alternative powertrain sales so far this year (see below).



ICE, BEV, PHEV, AND HYBRID MARKET SHARE

% Change in Registrations by Powertrain Type
YTD '26 thru June vs YTD '25



% Share of Industry Registrations
by Powertrain Type

YTD thru June			
	YTD '25	YTD '26	
ICE	88.8%	88.2%	↓
Hybrid	8.7%	9.5%	↑
Electric (BEV)	2.0%	2.0%	FLAT
Plug In Hybrid (PHEV)	0.5%	0.3%	↓

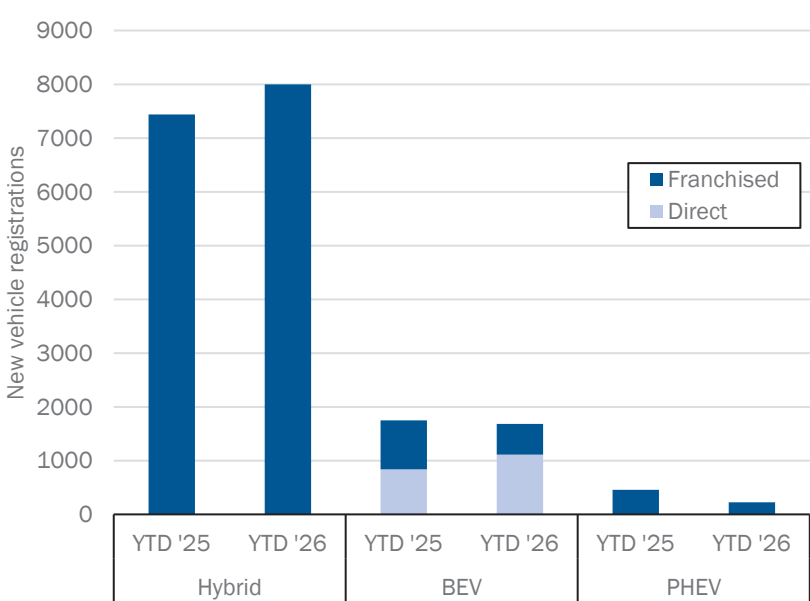
Quarterly			
	1Q '26	2Q '26	
ICE	89.6%	87.1%	↓
Hybrid	8.4%	10.4%	↑
Electric (BEV)	1.8%	2.2%	↑
Plug In Hybrid (PHEV)	0.2%	0.3%	↑

Data sourced from Experian Automotive. Hybrid registrations exclude mild hybrids.



FRANCHISED DEALERSHIPS AND DIRECT SELLERS

New Hybrid, BEV, and PHEV Registrations in Louisiana
by Type of Selling Dealership



Registrations and Market Share		
	Franchised Dealerships	Direct Sellers
YTD '25 thru June		
Hybrid registrations	7,437	0
BEV registrations	914	836
PHEV registrations	454	0
TOTAL	8,805	836
YTD '25 Share of total	91.3%	8.7%
YTD '26 thru June		
Hybrid registrations	7,999	0
BEV registrations	574	1,111
PHEV registrations	222	0
TOTAL	8,795	1,111
YTD '26 Share of total	88.8%	11.2%

The dark blue areas in the graph show sales by powertrain type for franchised dealerships. Sum of the dark blue areas in YTD '26 is 8,795 units, 88.8% of the overall total, down from 91.3% during the same period in 2025.

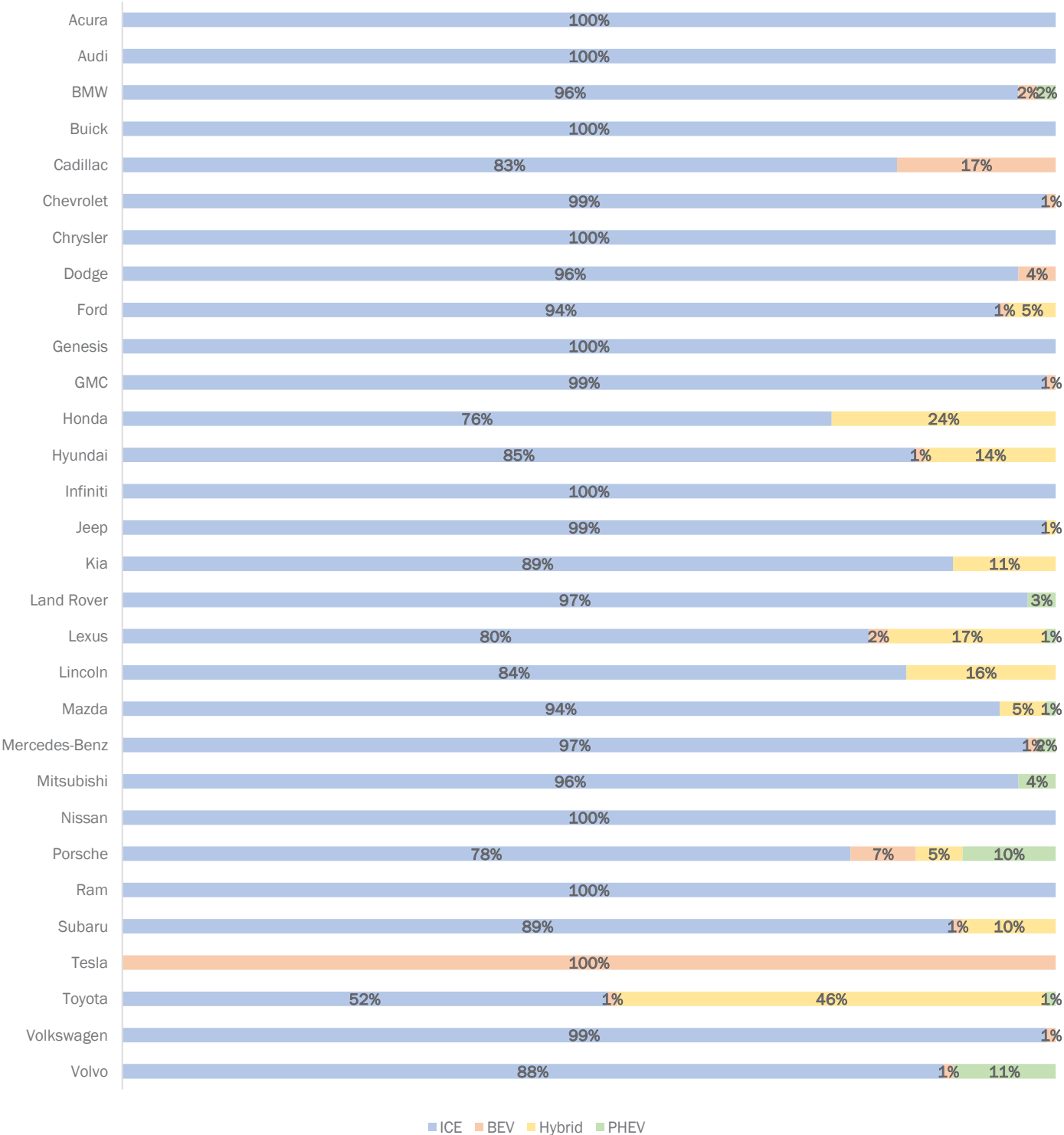
Data sourced from Experian Automotive. Hybrid registrations exclude mild hybrids.

POWERTRAINS



POWERTRAIN MARKET SHARES

Share of Brand Registrations by Type of Powertrain - Second Quarter 2026 (top 30 brands)



The graph above shows the breakdown of new vehicle registrations by powertrain type for each of the top 30 selling brands in the state during the second quarter of 2026. Data sourced from Experian Automotive.

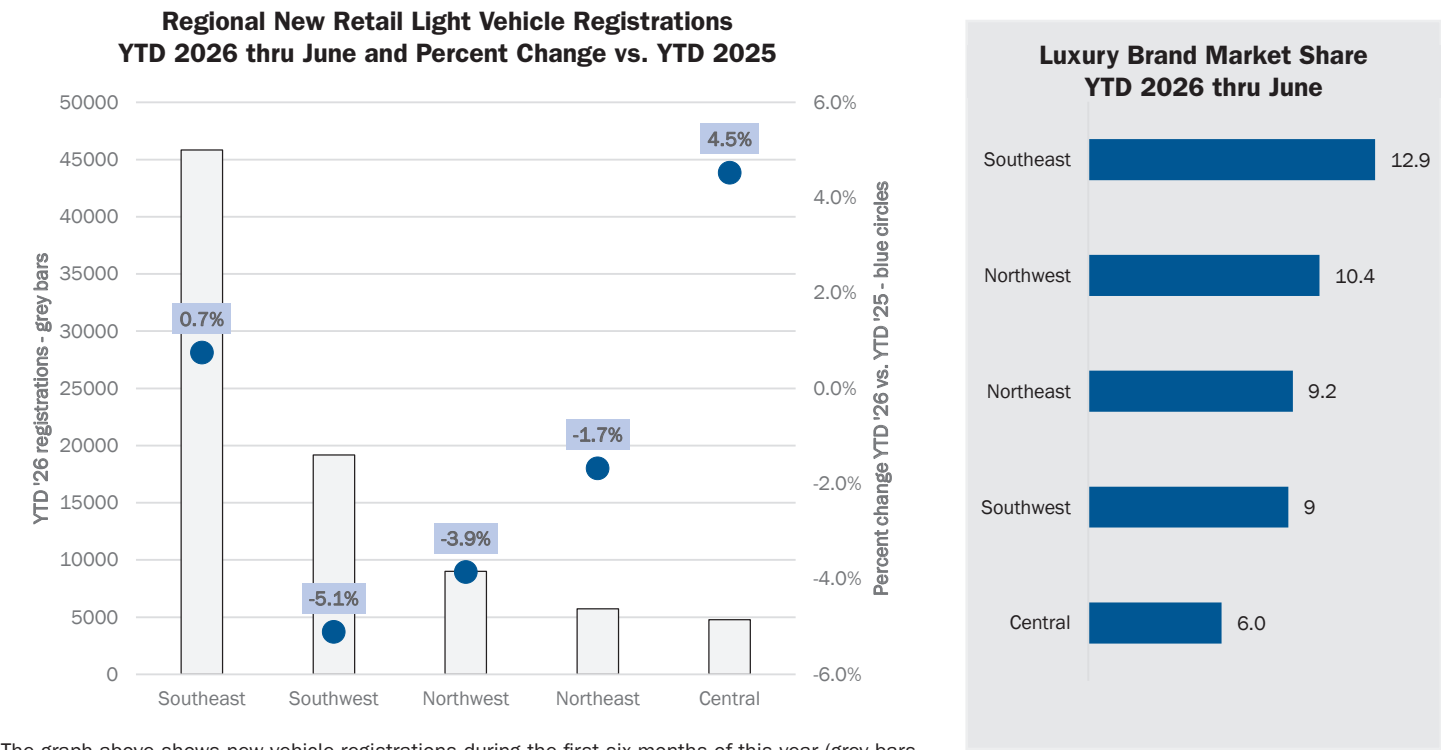
Brand Registrations Report												
Louisiana New Retail Car and Light Truck Registrations												
	Second Quarter						Year to date thru June					
	Registrations			Market Share (%)			Registrations			Market Share (%)		
	2Q '25	2Q '26	% change	2Q '25	2Q '26	Change	YTD '25	YTD '26	% change	YTD '25	YTD '26	Change
TOTAL	44,637	45,081	1.0				85,476	84,532	-1.1			
Cars	6,748	7,366	9.2	15.1	16.3	1.2	12,555	13,202	5.2	14.7	15.6	0.9
Light Trucks	37,889	37,715	-0.5	84.9	83.7	-1.2	72,921	71,330	-2.2	85.3	84.4	-0.9
Domestic Brands	21,763	20,726	-4.8	48.8	45.9	-2.9	42,503	39,730	-6.5	49.7	47.0	-2.7
European Brands	2,544	2,337	-8.1	5.7	5.2	-0.5	5,363	4,595	-14.3	6.3	5.4	-0.9
Japanese Brands	14,789	15,716	6.3	33.1	34.9	1.8	27,797	28,995	4.3	32.5	34.3	1.8
Other Asian Brands	5,541	6,302	13.7	12.4	14.0	1.6	9,813	11,212	14.3	11.5	13.3	1.8
Acura	264	316	19.7	0.6	0.7	0.1	540	584	8.1	0.6	0.7	0.1
Alfa Romeo	1	0	-100.0	0.0	0.0	0.0	7	3	-57.1	0.0	0.0	0.0
Audi	305	184	-39.7	0.7	0.4	-0.3	602	387	-35.7	0.7	0.5	-0.2
BMW	568	555	-2.3	1.3	1.2	-0.1	1,215	1,085	-10.7	1.4	1.3	-0.1
Buick	989	845	-14.6	2.2	1.9	-0.3	2,020	1,537	-23.9	2.4	1.8	-0.6
Cadillac	415	310	-25.3	0.9	0.7	-0.2	929	664	-28.5	1.1	0.8	-0.3
Chevrolet	5,892	5,114	-13.2	13.2	11.3	-1.9	11,332	9,913	-12.5	13.3	11.7	-1.6
Chrysler	68	73	7.4	0.2	0.2	0.0	131	131	0.0	0.2	0.2	0.0
Dodge	130	128	-1.5	0.3	0.3	0.0	264	224	-15.2	0.3	0.3	0.0
Ferrari	0	1		0.0	0.0	0.0	0	2		0.0	0.0	0.0
Ford	6,086	5,889	-3.2	13.6	13.1	-0.5	11,864	11,399	-3.9	13.9	13.5	-0.4
Genesis	199	246	23.6	0.4	0.5	0.1	359	476	32.6	0.4	0.6	0.2
GMC	3,793	3,693	-2.6	8.5	8.2	-0.3	7,629	7,125	-6.6	8.9	8.4	-0.5
Honda	3,969	3,961	-0.2	8.9	8.8	-0.1	7,583	7,127	-6.0	8.9	8.4	-0.5
Hyundai	2,100	2,096	-0.2	4.7	4.6	-0.1	3,818	3,746	-1.9	4.5	4.4	-0.1
Ineos	6	10	66.7	0.0	0.0	0.0	14	18	28.6	0.0	0.0	0.0
Infiniti	248	208	-16.1	0.6	0.5	-0.1	485	403	-16.9	0.6	0.5	-0.1
Jeep	1,742	1,744	0.1	3.9	3.9	0.0	3,257	3,257	0.0	3.8	3.9	0.1
Kia	3,241	3,960	22.2	7.3	8.8	1.5	5,634	6,990	24.1	6.6	8.3	1.7
Land Rover	190	182	-4.2	0.4	0.4	0.0	428	340	-20.6	0.5	0.4	-0.1
Lexus	902	814	-9.8	2.0	1.8	-0.2	1,704	1,689	-0.9	2.0	2.0	0.0
Lincoln	658	576	-12.5	1.5	1.3	-0.2	1,156	1,125	-2.7	1.4	1.3	-0.1
Lucid	0	2		0.0	0.0	0.0	1	5	400.0	0.0	0.0	0.0
Mazda	785	757	-3.6	1.8	1.7	-0.1	1,490	1,373	-7.9	1.7	1.6	-0.1
Mercedes-Benz	559	529	-5.4	1.3	1.2	-0.1	1,151	1,048	-8.9	1.3	1.2	-0.1
MINI	11	3	-72.7	0.0	0.0	0.0	20	5	-75.0	0.0	0.0	0.0
Mitsubishi	134	138	3.0	0.3	0.3	0.0	286	237	-17.1	0.3	0.3	0.0
Nissan	2,990	3,852	28.8	6.7	8.5	1.8	5,468	7,069	29.3	6.4	8.4	2.0
Porsche	82	83	1.2	0.2	0.2	0.0	173	160	-7.5	0.2	0.2	0.0
Ram	1,522	1,706	12.1	3.4	3.8	0.4	3,087	3,244	5.1	3.6	3.8	0.2
Rivian	44	26	-40.9	0.1	0.1	0.0	87	52	-40.2	0.1	0.1	0.0
Subaru	762	667	-12.5	1.7	1.5	-0.2	1,494	1,270	-15.0	1.7	1.5	-0.2
Tesla	424	620	46.2	0.9	1.4	0.5	746	1,054	41.3	0.9	1.2	0.3
Toyota	4,735	5,003	5.7	10.6	11.1	0.5	8,747	9,243	5.7	10.2	10.9	0.7
Volkswagen	659	613	-7.0	1.5	1.4	-0.1	1,442	1,228	-14.8	1.7	1.5	-0.2
Volvo	141	154	9.2	0.3	0.3	0.0	260	277	6.5	0.3	0.3	0.0
Other	23	23	0.0	0.1	0.1	0.0	53	42	-20.8	0.1	0.0	-0.1
Data sourced from Experian Automotive. Other Asian Brands includes Genesis, Hyundai, Kia, and VinFast.												

The table shows new retail light vehicle (car and light truck) registrations in the Louisiana market. Figures are shown for the second quarters of '25 and '26, and year to date totals. The top ten ranked brands in each change category are shaded light yellow. Vehicle registrations are recorded based on when the vehicle title information is processed, which occurs after the vehicle is sold.

REGIONAL MARKETS

Southeast Region Had Small Increase in First Half of '26

The graphs and tables on these two pages show specific data on each of the state's five regional markets. The figures represent new vehicles registered to retail customers residing in each of the regions, and includes both purchase and lease transactions.



The graph above shows new vehicle registrations during the first six months of this year (grey bars and left axis) and percent change vs. the same period a year earlier (blue circles with labels and right axis). Data sourced from Experian Automotive.

REGIONAL MARKETS REVIEW									
	Industry Registrations			Battery Electric Vehicle Market Share (%)			Luxury Brand Market Share (%)		
	YTD '25 thru June	YTD '26 thru June	% change '26 vs. '25	YTD '25 thru June	YTD '26 thru June	change '26 vs. '25	YTD '25 thru June	YTD '26 thru June	change '26 vs. '25
Central	4,580	4,787	4.5%	0.7	0.8	0.1	6.4	6.0	-0.4
Northeast	5,833	5,735	-1.7%	2.7	3.7	1.0	8.0	9.2	1.2
Northwest	9,360	8,999	-3.9%	1.6	1.3	-0.3	10.9	10.4	-0.5
Southeast	45,488	45,827	0.7%	2.5	2.3	-0.2	13.6	12.9	-0.7
Southwest	20,217	19,183	-5.1%	1.3	1.3	0.0	9.6	9.0	-0.6

Top Regional Markets

Biggest Market

Southeast Region:
45,827 registrations



Largest % Increase

Central Region:
Up 4.5%



Highest BEV Share

Northeast Region:
3.7%



REGIONAL MARKETS

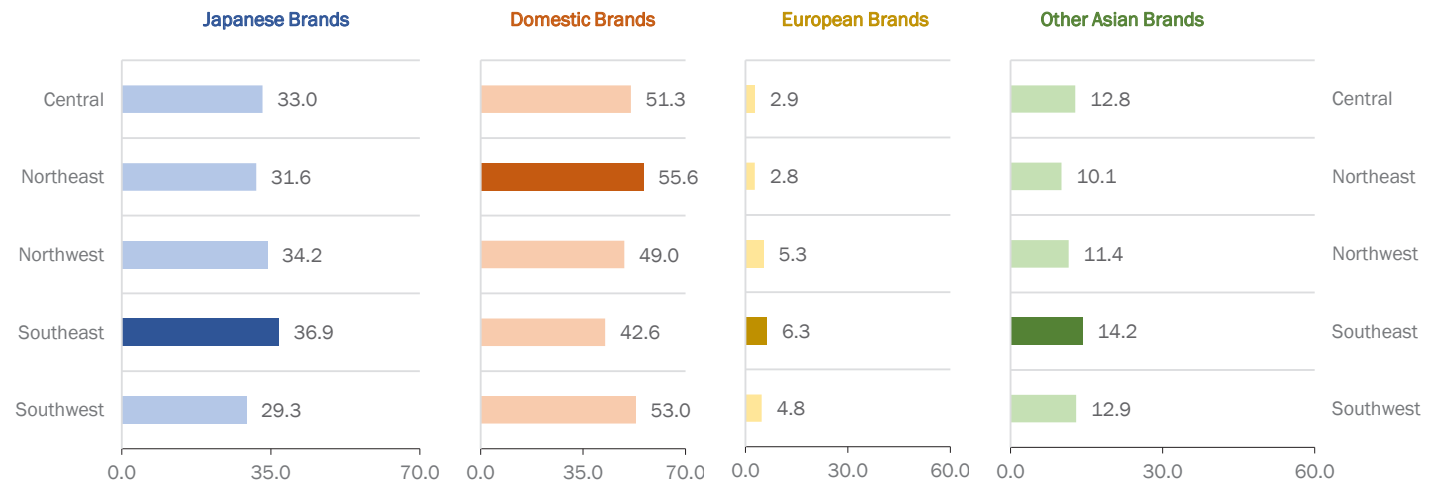
Toyota Market Share Exceeded 13% in Northeast Region

Brand Market Share - YTD 2026 thru June (for top 10 selling brands in state market)

County	Ford	Chevrolet	Toyota	Honda	GMC	Nissan	Kia	Hyundai	Jeep	Ram
Central	17.3	11.7	11.1	6.4	10.1	11.5	7.0	5.6	4.4	4.6
Northeast	17.7	14.5	13.1	5.0	10.3	8.4	6.4	3.5	3.6	3.1
Northwest	13.7	15.6	9.8	8.4	6.5	8.2	8.5	2.8	4.4	4.4
Southeast	10.3	10.9	10.9	9.6	8.6	8.9	8.7	4.8	3.6	3.4
Southwest	18.9	11.0	10.9	7.2	8.0	6.3	8.1	4.2	4.2	4.8

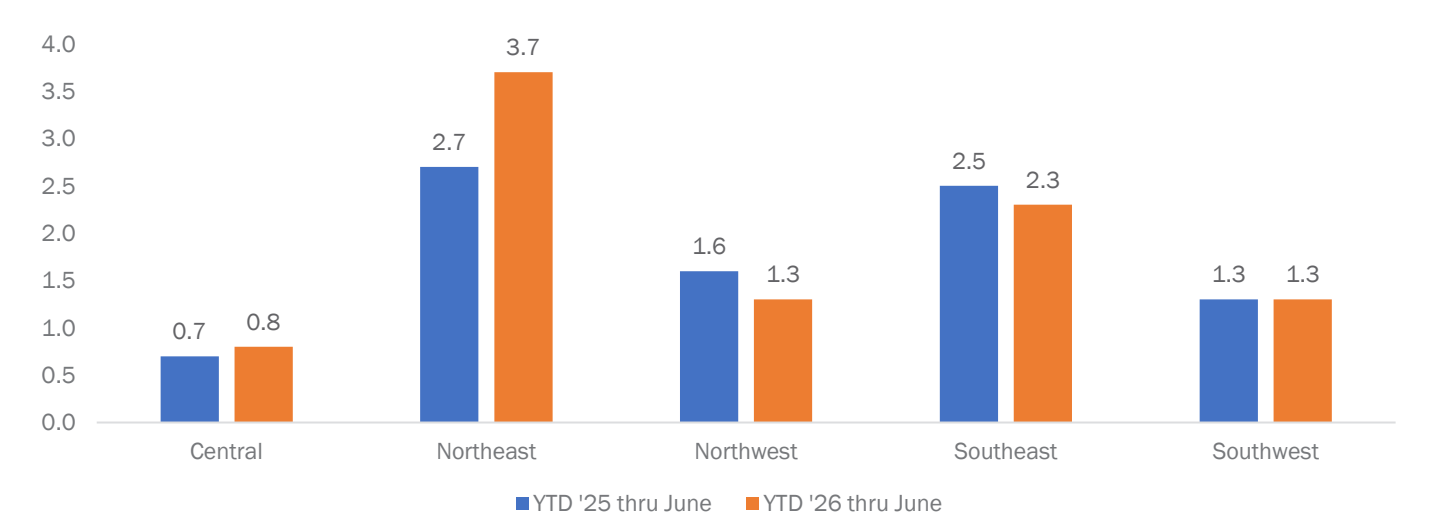
The table above shows brand market shares in each of the five regional markets. (Includes top ten selling brands in the state.) Highest market share for each brand is shaded grey. Data sourced from Experian Automotive.

Regional Market Shares for Japanese, Domestic, European, and Korean Brands - YTD 2026 thru June



The graphs above show market shares by brand segments. Darker colors show the highest rated county for each segment. Other Asian includes Genesis, Hyundai, Kia, and VinFast. Data sourced from Experian Automotive.

BEV Market Share in Regional Markets - YTD 2025 and 2026 thru June

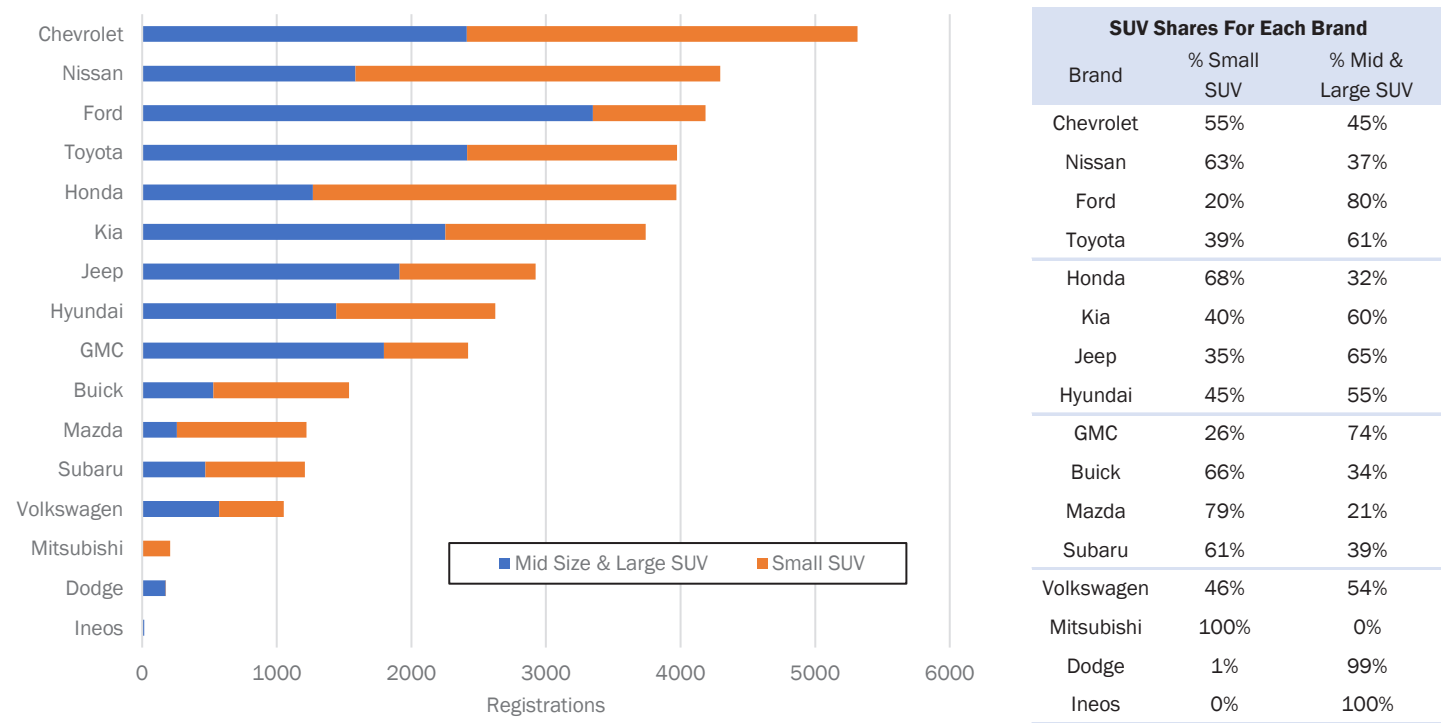


SUV RANKINGS

Chevrolet is Best-Selling Non-Luxury SUV Brand in State



New Registrations by Brand for Mid Size/Large and Small Non-Luxury SUVs in Louisiana Market - YTD 2026 thru June



The graph above shows new vehicle registrations by brand for Non-luxury Mid Size/Large SUVs (blue bar on the graph) and Small SUVs (orange bar) during the first six months of this year. The table shows the percentage breakdown for each brand. Chevrolet was the best-selling non-luxury SUV brand, with Small SUV registrations accounting for 55% of its total. Data source: AutoCount data from Experian.

Louisiana Auto Outlook

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