

Below Industry  %

New Vehicle Registration Volume

Brand	Registration Volume - R12 April 2025					Consumer Group Share of Brand - R12 April 2025					Registration Volume - R12 April 2025					Consumer Group Share of Brand - R12 April 2025					Combined Growth Audience and Established Volume
	Growth Audiences				Established Demographics	Growth Audiences				Established Demographics	Growth Audiences				Established Demographics	Growth Audiences				Established Demographics	
	Growth Audiences - Total	African American	Hispanic	Asian		Growth Audiences - Total	African American	Hispanic	Asian		Growth Audiences - Total	African American	Hispanic	Asian		Established Demographics	Growth Audiences - Total	African American	Hispanic		
Toyota	630,033	108,313	398,997	122,723	896,805	41.3%	7.1%	26.1%	8.0%	58.7%	1	1	1	1	1	4	20	2	16	45	1,526,838
Honda	444,953	95,799	266,347	82,807	697,723	38.9%	8.4%	23.3%	7.2%	61.1%	2	2	2	3	4	5	13	3	22	44	1,142,676
Chevrolet	310,940	93,731	196,758	20,451	894,141	25.8%	7.8%	16.3%	1.7%	74.2%	3	3	3	12	2	30	17	16	45	19	1,205,081
Ford	242,047	71,199	150,133	20,715	890,324	21.4%	6.3%	13.3%	1.8%	78.6%	4	4	4	11	3	42	26	29	43	7	1,132,371
Tesla	241,755	26,622	93,967	121,166	254,586	48.7%	5.4%	18.9%	24.4%	51.3%	5	10	8	2	11	2	34	8	2	47	496,341
Kia	220,513	69,911	122,110	28,492	461,226	32.3%	10.3%	17.9%	4.2%	67.7%	6	5	5	7	6	14	6	10	34	35	681,739
Hyundai	218,559	62,906	118,270	37,383	459,188	32.2%	9.3%	17.5%	5.5%	67.8%	7	7	7	4	7	16	8	11	28	33	677,747
Nissan	205,451	68,106	120,668	16,677	325,478	38.7%	12.8%	22.7%	3.1%	61.3%	8	6	6	13	9	6	3	4	39	43	530,929
Subaru	108,535	25,546	58,768	24,221	471,031	18.7%	4.4%	10.1%	4.2%	81.3%	9	11	11	9	5	46	39	38	35	3	579,566
GMC	106,679	27,558	72,268	6,853	353,060	23.2%	6.0%	15.7%	1.5%	76.8%	10	9	9	19	8	39	28	19	46	10	459,739
Mazda	100,413	22,153	56,638	21,622	227,924	30.6%	6.7%	17.2%	6.6%	69.4%	11	13	12	10	12	21	21	12	26	28	328,337
Jeep	99,619	32,018	59,344	8,257	322,880	23.6%	7.6%	14.0%	2.0%	76.4%	12	8	10	17	10	38	19	24	42	11	422,499
Lexus	98,835	21,584	39,950	37,301	185,707	34.7%	7.6%	14.0%	13.1%	65.3%	13	14	14	5	14	11	18	25	10	38	284,542
Volkswagen	87,904	23,128	54,298	10,478	184,186	32.3%	8.5%	20.0%	3.9%	67.7%	14	12	13	14	15	15	12	5	38	34	272,090
Mercedes-Benz	87,151	19,416	36,535	31,200	157,996	35.6%	7.9%	14.9%	12.7%	64.4%	15	16	16	6	17	8	15	22	11	41	245,147
BMW	83,929	17,575	38,028	28,326	192,635	30.3%	6.4%	13.8%	10.2%	69.7%	16	17	15	8	13	22	24	27	13	27	276,564
Ram	51,674	13,288	35,058	3,328	172,359	23.1%	5.9%	15.6%	1.5%	76.9%	17	18	17	25	16	40	29	20	47	9	224,033
Acura	41,335	10,328	21,992	9,015	71,464	36.6%	9.2%	19.5%	8.0%	63.4%	18	20	18	16	21	7	9	6	17	42	112,799
Buick	39,835	19,967	17,653	2,215	119,414	25.0%	12.5%	11.1%	1.4%	75.0%	19	15	21	26	18	34	4	34	48	15	159,249
Cadillac	34,962	11,643	17,748	5,571	95,878	26.7%	8.9%	13.6%	4.3%	73.3%	20	19	20	21	20	28	10	28	33	21	130,840
Audi	34,587	7,771	16,631	10,185	100,857	25.5%	5.7%	12.3%	7.5%	74.5%	21	23	22	15	19	32	30	32	19	17	135,444
Mitsubishi	29,953	9,549	18,663	1,741	32,929	47.6%	15.2%	29.7%	2.8%	52.4%	22	21	19	29	28	3	1	1	40	46	62,882
Dodge	24,208	9,399	13,511	1,298	46,919	34.0%	13.2%	19.0%	1.8%	66.0%	23	22	23	32	25	13	2	7	44	36	71,127
Volvo	18,820	3,980	8,874	5,966	67,797	21.7%	4.6%	10.2%	6.9%	78.3%	24	28	25	20	23	41	38	37	23	8	86,617
Land Rover	18,025	4,189	9,128	4,708	55,540	24.5%	5.7%	12.4%	6.4%	75.5%	25	27	24	22	24	36	32	31	27	13	73,565
Lincoln	16,957	6,800	8,125	2,032	69,006	19.7%	7.9%	9.5%	2.4%	80.3%	26	24	26	27	22	44	16	41	41	5	85,963
Porsche	15,864	2,261	6,255	7,348	45,170	26.0%	3.7%	10.2%	12.0%	74.0%	27	29	28	18	26	29	43	36	12	20	61,034
Genesis	14,657	5,596	5,036	4,025	43,808	25.1%	9.6%	8.6%	6.9%	74.9%	28	25	29	23	27	33	7	46	24	16	58,465
Infiniti	13,212	4,649	6,731	1,832	29,586	30.9%	10.9%	15.7%	4.3%	69.1%	29	26	27	28	29	19	5	18	32	30	42,798
Rivian	7,928	1,175	2,754	3,999	21,730	26.7%	4.0%	9.3%	13.5%	73.3%	30	32	31	24	31	27	40	42	7	22	29,658
Mini	6,121	1,273	3,216	1,632	16,176	27.5%	5.7%	14.4%	7.3%	72.5%	31	31	30	30	32	25	31	23	21	24	22,297
Chrysler	5,259	1,698	2,367	1,194	25,653	17.0%	5.5%	7.7%	3.9%	83.0%	32	30	32	33	30	48	33	48	37	1	30,912
Lucid	2,423	368	617	1,438	4,440	35.3%	5.4%	9.0%	21.0%	64.7%	33	34	34	31	33	9	35	44	3	40	6,863
Polestar	1,817	287	598	932	4,101	30.7%	4.8%	10.1%	15.7%	69.3%	34	36	35	34	34	20	37	39	5	29	5,918
Alfa Romeo	1,638	350	1,026	262	3,896	29.6%	6.3%	18.5%	4.7%	70.4%	35	35	33	40	35	23	25	9	30	26	5,534
Vinfast	1,489	181	482	826	1,359	52.3%	6.4%	16.9%	29.0%	47.7%	36	37	38	35	42	1	23	14	1	48	2,848
Jaguar	1,137	410	529	198	3,664	23.7%	8.5%	17.4%	4.1%	76.3%	37	33	37	42	37	11	35	36	12	48	4,801
Maserati	993	160	530	303	2,100	32.1%	5.2%	11.1%	9.8%	67.9%	38	38	36	37	38	18	36	13	14	31	3,093
Ineos	784	140	439	205	3,788	17.1%	3.1%	9.6%	4.5%	82.9%	39	39	39	41	36	47	47	40	31	2	4,572
Lamborghini	773	82	364	327	1,466	34.5%	3.7%	16.3%	14.6%	65.5%	40	42	40	36	41	12	44	17	6	37	2,239
Ferrari	557	35	253	269	1,472	27.5%	1.7%	12.5%	13.3%	72.5%	41	46	41	39	40	26	48	30	9	23	2,029
Lotus	465	57	136	272	1,153	28.7%	3.5%	8.4%	16.8%	71.3%	42	44	45	38	44	24	45	47	4	25	1,618
Bentley	441	83	192	166	1,765	20.0%	3.8%	8.7%	7.5%	80.0%	43	41	43	43	39	43	42	45	18	6	2,206
Fiat	392	96	219	77	1,199	24.6%	6.0%	13.8%	4.8%	75.4%	44	40	42	46	43	35	27	26	29	14	1,591
Rolls Royce	288	71	150	67	606	32.2%	7.9%	16.8%	7.5%	67.8%	45	43	44	47	47	17	14	15	20	32	894
Aston Martin	233	40	112	81	991	19.0%	3.3%	9.2%	6.6%	81.0%	46	45	46	45	45	45	46	43	25	4	1,224
McLaren	222	34	105	83	646	25.6%	3.9%	12.1%	9.6%	74.4%	47	47	47	44	46	31	41	33	15	18	868
Fisker	154	28	67	59	286	35.0%	6.4%	15.2%	13.4%	65.0%	48	48	48	48	48	10	22	21	8	39	440

* Note: The industry number includes registrations with uncoded gender. As a result, the totals may vary.