

# Georgia Auto Outlook™

Comprehensive information on the Georgia new vehicle market



## FORECAST

### State New Vehicle Market Predicted to Decline 3.0% in 2026



#### Key factors boosting new vehicle sales

**Pent up demand.** New vehicle sales since the onset of the pandemic have been below average. And the Great Recession of 2009 was called great for a reason: it took nearly seven years for sales to return to normal levels. Due to this extended period of below-average sales, the vehicle fleet is aging (see below). Vehicle purchases have been postponed, which will provide support to the market.

**Consumers have incentive to upgrade.** Average age of vehicles in operation has reached an all-time high. No question, modern vehicles are built better and last longer, but today's models offer many upgraded features vs. the average 12.5-year-old car. Passive and active safety technology, advanced infotainment options, and alternative powertrains are just a few examples. Many vehicle owners have a strong incentive to upgrade.

**Declining interest rates?** Prior to the Iran war, the prospects were good for interest rates to fall during 2026. But the war and subsequent increases in oil and gasoline prices have brought that into question. Lower finance rates are critical for improving affordability, which is the primary negative for the market.



#### Key factors holding back new vehicle sales

**New vehicle affordability.** Finance costs remain elevated due to high interest rates, vehicle transaction prices are hovering around \$50,000, and income growth is barely keeping pace with inflation. Manufacturers can alleviate price pressures by reducing content levels and offering more affordable models, but these adjustments take time.

**Tariffs.** Higher tariffs will negatively impact new vehicle sales in 2026. Up until now, manufacturers and dealers have largely absorbed the costs, but eventually, consumers will feel the effects. Tariffs also lead to increasing inflation in the economy, which reduces disposable household income.

**Uncertainty.** Forecasting auto sales is always challenging, but the past 15 months have been particularly unpredictable. Unforeseen events like fluctuating tariff rates, the phase-out of BEV tax credits, the war in Iran, and rising gasoline prices have all thrown uncertainty into the outlook. Largely as a result of this ongoing tumult, consumer confidence has plummeted to near record-low levels. Heightened uncertainty makes people reluctant to make big-ticket purchases, like automobiles.

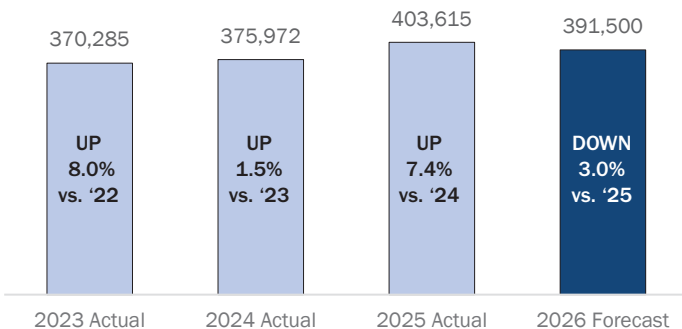
#### Key Trends in Georgia Market



- » State new retail light vehicle registrations are predicted to decline 3% for all of this year versus 2025.
- » Registrations in the first quarter of 2026 slipped to 90,941 units, off by 6.7% from a year earlier and below the previous five year average (see page 2). The U.S. market declined 8.5%.
- » BEV and PHEV registrations fell by more than 46% in the first quarter of this year (see page 6). BEV market share fell to 5.1%.
- » Among top 25 sellers, Volkswagen, Toyota, Nissan, Mazda, and Lincoln were the only brands to have increases in registrations so far this year (see page 5).
- » Nissan Sentra is a relatively strong performer in the state market (see page 7).

### Forecast for State New Retail Light Vehicle Registrations

### Market Summary



	YTD '25 thru Mar.	YTD '26 thru Mar.	% Chg. '25 to '26	Mkt. Share YTD '26
TOTAL	97,506	90,941	-6.7%	
Car	18,759	17,032	-9.2%	18.7%
Light Truck	78,747	73,909	-6.1%	81.3%
Domestic	38,650	34,281	-11.3%	37.7%
European	9,530	7,609	-20.2%	8.4%
Japanese	36,161	36,845	1.9%	40.5%
Other Asian	13,165	12,206	-7.3%	13.4%

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.

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 GEORGIA NEW VEHICLE MARKET



### STATE MARKET VS. U.S.

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

**Georgia** **DOWN 6.7%** **U.S.** **DOWN 8.5%**

New retail light vehicle registrations in Georgia declined 6.7% during the first three months of this year versus year earlier, better than the 8.5% fall in the Nation.

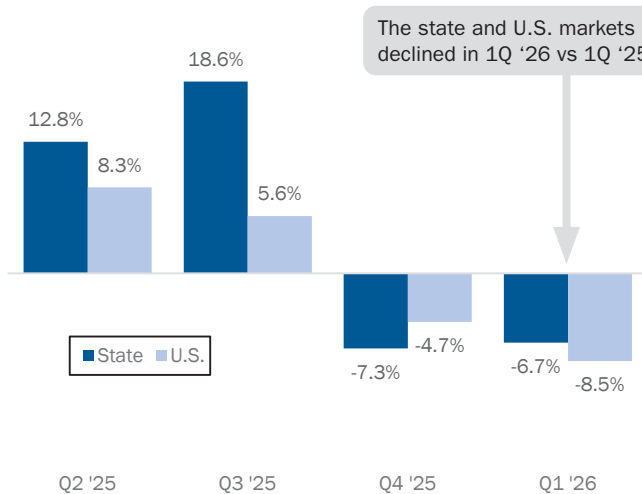
Data sourced from Experian Automotive.



### QUARTERLY RESULTS

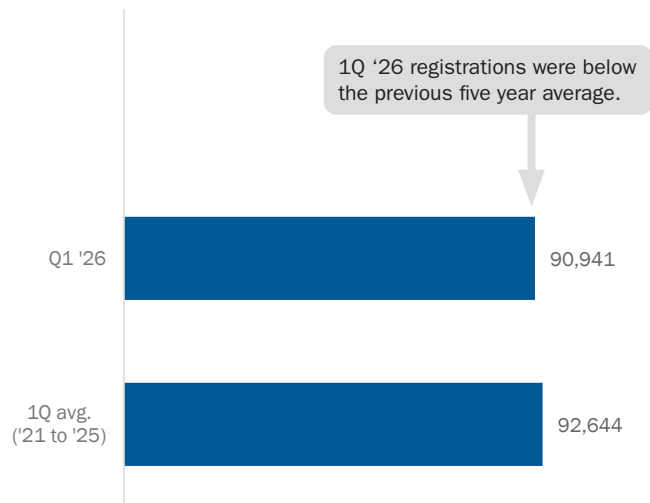
#### QUARTERLY TREND

Percent Change in Registrations vs. Year Earlier



#### QUARTERLY PERSPECTIVE

1Q '26 Registrations Versus 1Q Average for Previous Five Years



Data sourced from Experian Automotive.

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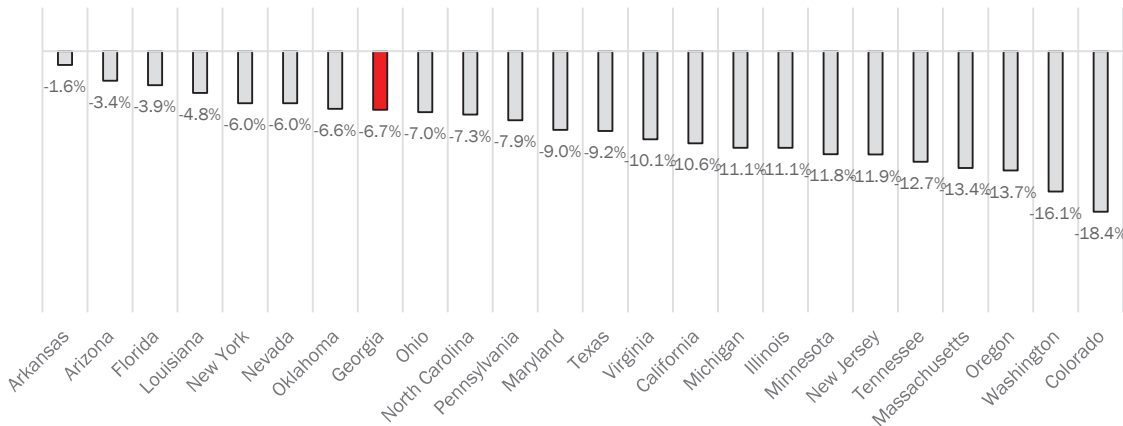
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# COMPARISON OF STATE MARKETS



## INDUSTRY RESULTS IN FIRST QUARTER 2026

Percent Change in New Retail Light Vehicle Registrations - 1Q 2026 vs. 1Q 2025



The graph on the left shows the percent change in new retail light vehicle registrations during the first three months of this year versus year earlier in 24 selected states. Georgia registrations fell 6.7% in the first quarter of this year, above average compared to other markets. Arkansas had the smallest decline, off by 1.6%.

Data sourced from Experian Automotive.



## MARKET SHARE BY BRAND CATEGORY

Market Share by Brand Type in 24 Selected State Markets - YTD 2026 thru March

Rank	Domestic Brands		European Brands		Japanese Brands		Other Asian Brands	
	Area	% share	Area	% share	Area	% share	Area	% share
1	Michigan	72.0	New Jersey	15.2	Oregon	50.1	Florida	15.2
2	Oklahoma	52.4	California	13.8	Massachusetts	48.8	Ohio	14.1
3	Arkansas	51.2	Florida	12.6	Washington	48.5	Arizona	14.0
4	Louisiana	48.3	Massachusetts	12.5	Maryland	47.5	Illinois	13.9
5	Minnesota	45.9	New York	12.3	California	47.4	New Jersey	13.9
6	Texas	44.2	Colorado	10.5	Virginia	47.1	Georgia	13.4
7	Ohio	41.8	Maryland	10.3	Tennessee	45.5	Arkansas	13.3
8	Arizona	39.1	Illinois	9.8	New York	43.8	Oklahoma	12.8
9	Illinois	38.6	Nevada	9.6	North Carolina	43.7	Virginia	12.8
10	Georgia	37.7	Virginia	9.4	Pennsylvania	43.1	Louisiana	12.4
11	Tennessee	36.7	Washington	8.9	Nevada	43.0	Maryland	12.4
12	Nevada	36.4	Pennsylvania	8.8	New Jersey	42.9	North Carolina	12.4
13	Colorado	36.3	Arizona	8.6	Colorado	42.0	Pennsylvania	12.4
14	North Carolina	35.8	Texas	8.6	Georgia	40.5	Tennessee	11.6
15	Pennsylvania	35.7	Georgia	8.4	Florida	39.1	Colorado	11.2
16	New York	33.1	North Carolina	8.1	Arizona	38.3	Nevada	11.0
17	Florida	33.1	Oregon	8.1	Ohio	38.0	New York	10.8
18	Oregon	32.1	Minnesota	6.3	Minnesota	37.8	Washington	10.7
19	Washington	31.9	Tennessee	6.2	Illinois	37.7	California	10.3
20	Virginia	30.7	Ohio	6.1	Texas	36.9	Texas	10.3
21	Maryland	29.8	Louisiana	5.7	Louisiana	33.6	Massachusetts	10.1
22	Massachusetts	28.6	Arkansas	4.6	Arkansas	30.9	Minnesota	10.0
23	California	28.5	Oklahoma	4.6	Oklahoma	30.2	Oregon	9.7
24	New Jersey	28.0	Michigan	3.8	Michigan	18.5	Michigan	5.7

The table above shows percent market share for Domestic, European, Japanese, and Other Asian brands in 24 selected state markets in the first quarter of this year. Other Asian brands include Genesis, Hyundai, Kia, and VinFast. Data sourced from Experian Automotive.

# BRANDS



## TOP SELLING BRANDS IN 7 PRIMARY SEGMENTS

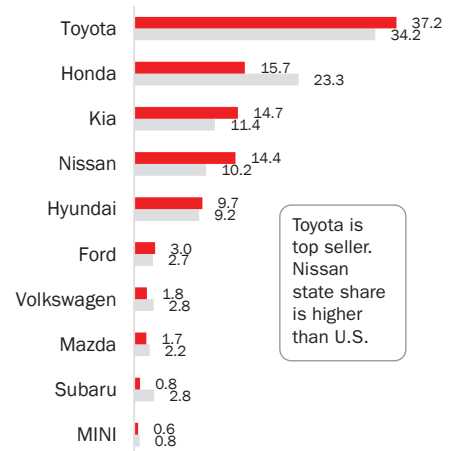
The seven graphs on this page show brand market share in seven key segments during the first three months of 2026 in both the Georgia and U.S. markets. State percent share is depicted by the red bars, U.S. share is light gray. Top ten brands in each segment are ranked from top to bottom based on Georgia share.

Segments were defined based on model classifications instead of overall brand positioning. For instance, Chevrolet appears on the Luxury and Sports cars graph because of the Corvette. Small SUVs consists of both Sub Compact and Compact models.

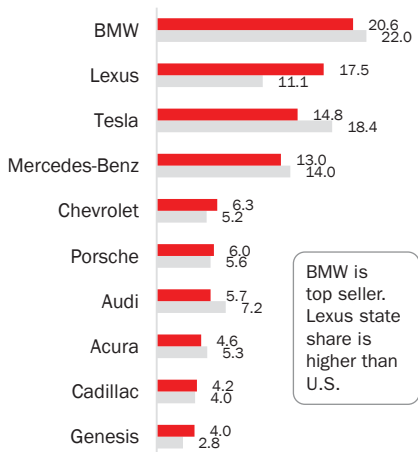
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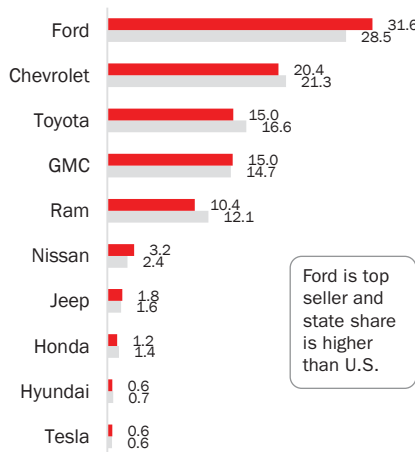
### Mainstream Cars



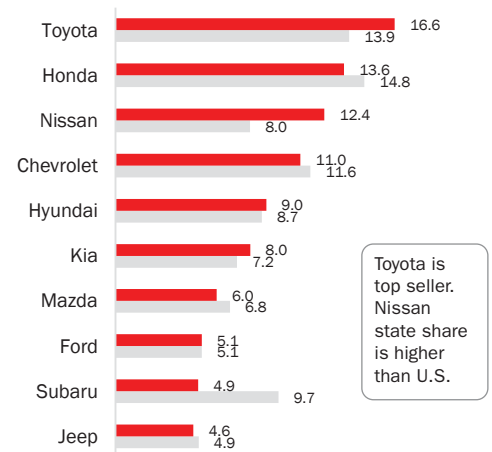
### Luxury and Sports Cars



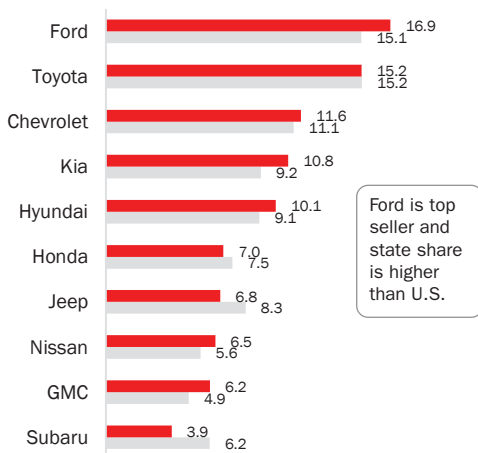
### Pickups



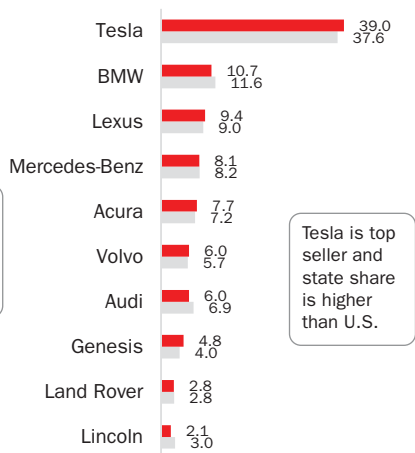
### Small Mainstream SUVs



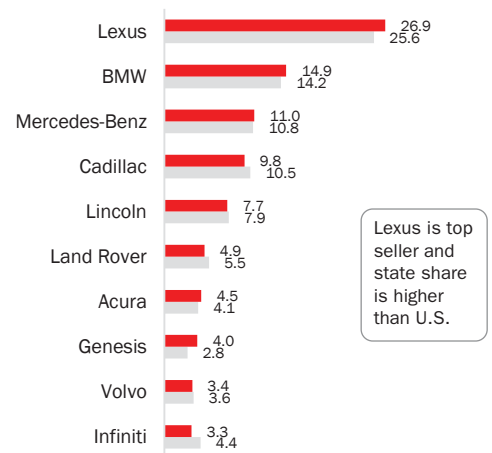
### Mid and Full Size Mainstream SUVs



### Small Luxury SUVs



### Mid and Full Size Luxury SUVs



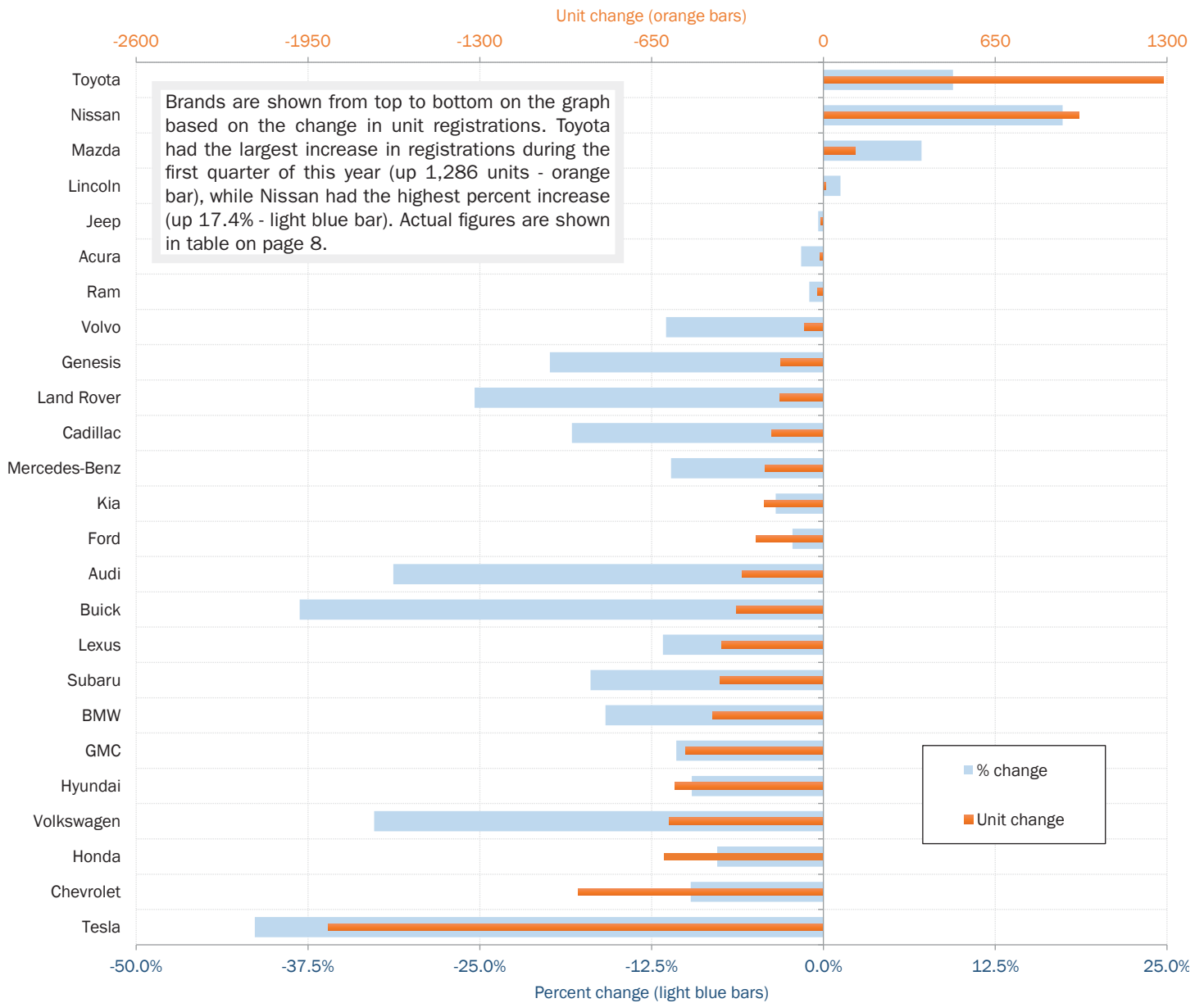
# BRANDS



## WINNERS AND LOSERS

The graph below shows both the percent and unit change in registrations during the first quarter of this year versus year earlier for the top 25 selling brands in Georgia.

**Percent and Unit Change in New Retail Light Vehicle Registrations for Top 25 Selling Brands - YTD '26 thru Mar. vs. YTD '25**



Data sourced from Experian Automotive.

# POWERTRAINS

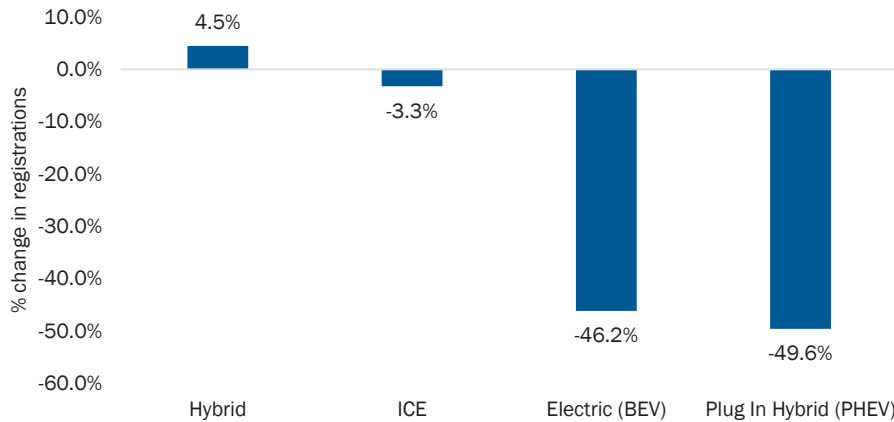
## FIVE KEY TRENDS

1. BEV registrations declined 46.2% during the first three months of 2026 vs. year earlier.
2. BEV market share fell to 5.1% in 1Q '26, down from 8.9%.
3. Hybrid vehicle registrations increased 4.5% so far this year vs. the 6.7% drop in the overall market.
4. Plug-in-hybrids had the largest percentage decline in 1Q '26 versus year earlier.
5. BEV/PHEV market share was highest in the Small Luxury SUV segment (see graph below).



## ICE, BEV, PHEV, AND HYBRID MARKET SHARE

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



% Share of Industry Registrations by Powertrain Type

	YTD thru March		
	YTD '25	YTD '26	
Hybrid	12.3%	13.7%	↑
Electric (BEV)	8.9%	5.1%	↓
Plug In Hybrid (PHEV)	1.3%	0.7%	↓

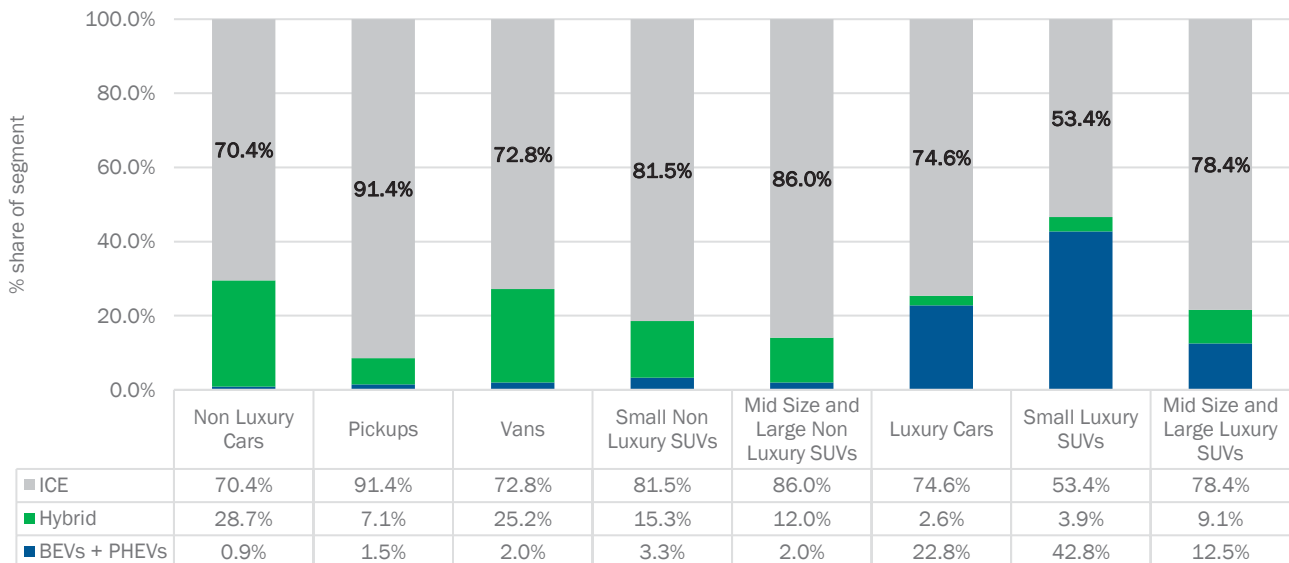
	Quarterly		
	4Q '25	1Q '26	
Hybrid	13.1%	13.7%	↑
Electric (BEV)	8.7%	5.1%	↓
Plug In Hybrid (PHEV)	0.9%	0.7%	↓

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



## POWERTRAIN SHARES FOR VEHICLE SEGMENTS

Percent Share of Segment Registrations by Powertrain Type - YTD 2026 thru March



The graph above shows market share by powertrain type for eight vehicle segments. Gray bars show ICE market share, green is hybrids, and blue is combined share for BEVs and PHEVs. Luxury segments are shown on the right side of the graph. BEV/PHEV share exceeded 22% for Luxury Cars and Small Luxury SUVs. Hybrids accounted for 28.7% of the Non Luxury Car segment. Data sourced from Experian Automotive.

# MODELS



## COMPARISON OF TOP-SELLING MODELS IN STATE AND U.S. MARKETS

The table below shows rankings in the Georgia and U.S. markets for the top 30 sellers in the state. Models are shown from top to bottom based on state registrations. The bars on the right of the table show the difference between state and U.S. rankings. Ford F-Series was the best-selling model in Georgia and in the Nation. Nissan Sentra was a relatively strong performer in the state, with state ranking exceeding U.S. by 28 positions, the largest positive differential.

**Georgia and U.S. Rankings for Top 30 Selling Models in State - YTD 2026 thru March**

Model	State Rank	U.S. Rank	Difference in state and U.S. rankings	
			Positive # = higher rank in state. Negative # = lower rank in state	
Ford F-Series	1	1	0	
Chevrolet Silverado	2	2	0	
Toyota RAV4	3	4	1	
Toyota Corolla	4	12	8	
GMC Sierra	5	5	0	
Toyota Camry	6	9	3	
Honda CR-V	7	3	-4	
Tesla Model Y	8	6	-2	
Ram Pickup	9	7	-2	
Toyota Tacoma	10	8	-2	
Nissan Rogue	11	14	3	
Kia K4	12	35	23	
Nissan Sentra	13	41	28	
Honda Civic	14	11	-3	
Hyundai Tucson	15	13	-2	
Kia Telluride	16	20	4	
Ford Bronco	17	23	6	
Ford Explorer	18	16	-2	
Nissan Kicks	19	42	23	
Chevrolet Trax	20	25	5	
Chevrolet Equinox	21	10	-11	
Kia Sportage	22	17	-5	
Hyundai Palisade	23	34	11	
Hyundai Elantra	24	40	16	
Toyota Grand Highlander	25	24	-1	
Chevrolet Traverse	26	21	-5	
Toyota Tundra	27	19	-8	
Lexus RX	28	32	4	
Toyota 4Runner	29	26	-3	
Honda Pilot	30	29	-1	

Data sourced from Experian Automotive.

Brand Registrations Report												
Georgia New Retail Car and Light Truck Registrations												
	First Quarter						Annual Totals					
	Registrations			Market Share (%)			Registrations			Market Share (%)		
	1Q '25	1Q '26	% change	1Q '25	1Q '26	Change	2024	2025	% change	2024	2025	Change
TOTAL	97,506	90,941	-6.7				375,972	403,615	7.4			
Cars	18,759	17,032	-9.2	19.2	18.7	-0.5	81,842	78,605	-4.0	21.8	19.5	-2.3
Light Trucks	78,747	73,909	-6.1	80.8	81.3	0.5	294,130	325,010	10.5	78.2	80.5	2.3
Domestic Brands	38,650	34,281	-11.3	39.6	37.7	-1.9	141,519	157,735	11.5	37.6	39.1	1.5
European Brands	9,530	7,609	-20.2	9.8	8.4	-1.4	36,315	35,436	-2.4	9.7	8.8	-0.9
Japanese Brands	36,161	36,845	1.9	37.1	40.5	3.4	147,322	155,482	5.5	39.2	38.5	-0.7
Other Asian Brands	13,165	12,206	-7.3	13.5	13.4	-0.1	50,816	54,962	8.2	13.5	13.6	0.1
Acura	867	853	-1.6	0.9	0.9	0.0	3,518	3,552	1.0	0.9	0.9	0.0
Alfa Romeo	17	12	-29.4	0.0	0.0	0.0	102	80	-21.6	0.0	0.0	0.0
Audi	978	672	-31.3	1.0	0.7	-0.3	4,078	3,710	-9.0	1.1	0.9	-0.2
BMW	2,649	2,229	-15.9	2.7	2.5	-0.2	9,877	9,969	0.9	2.6	2.5	-0.1
Buick	861	533	-38.1	0.9	0.6	-0.3	3,400	3,020	-11.2	0.9	0.7	-0.2
Cadillac	1,077	880	-18.3	1.1	1.0	-0.1	3,344	4,345	29.9	0.9	1.1	0.2
Chevrolet	9,622	8,694	-9.6	9.9	9.6	-0.3	35,677	39,428	10.5	9.5	9.8	0.3
Chrysler	209	178	-14.8	0.2	0.2	0.0	816	717	-12.1	0.2	0.2	0.0
Dodge	445	284	-36.2	0.5	0.3	-0.2	4,327	1,507	-65.2	1.2	0.4	-0.8
Ford	11,348	11,092	-2.3	11.6	12.2	0.6	41,542	48,456	16.6	11.0	12.0	1.0
Genesis	814	652	-19.9	0.8	0.7	-0.1	2,746	2,965	8.0	0.7	0.7	0.0
GMC	4,872	4,351	-10.7	5.0	4.8	-0.2	16,419	18,931	15.3	4.4	4.7	0.3
Honda	7,816	7,212	-7.7	8.0	7.9	-0.1	32,021	31,555	-1.5	8.5	7.8	-0.7
Hyundai	5,871	5,309	-9.6	6.0	5.8	-0.2	23,726	24,861	4.8	6.3	6.2	-0.1
Ineos	34	27	-20.6	0.0	0.0	0.0	188	159	-15.4	0.1	0.0	-0.1
Infiniti	393	259	-34.1	0.4	0.3	-0.1	1,554	1,446	-6.9	0.4	0.4	0.0
Jeep	2,622	2,612	-0.4	2.7	2.9	0.2	10,864	11,529	6.1	2.9	2.9	0.0
Kia	6,469	6,245	-3.5	6.6	6.9	0.3	24,334	27,120	11.4	6.5	6.7	0.2
Land Rover	654	488	-25.4	0.7	0.5	-0.2	2,195	2,309	5.2	0.6	0.6	0.0
Lexus	3,307	2,921	-11.7	3.4	3.2	-0.2	11,835	13,285	12.3	3.1	3.3	0.2
Lincoln	644	652	1.2	0.7	0.7	0.0	2,289	2,779	21.4	0.6	0.7	0.1
Lucid	67	75	11.9	0.1	0.1	0.0	164	236	43.9	0.0	0.1	0.1
Mazda	1,666	1,785	7.1	1.7	2.0	0.3	6,171	7,286	18.1	1.6	1.8	0.2
Mercedes-Benz	1,986	1,766	-11.1	2.0	1.9	-0.1	7,224	7,713	6.8	1.9	1.9	0.0
MINI	123	127	3.3	0.1	0.1	0.0	639	565	-11.6	0.2	0.1	-0.1
Mitsubishi	611	453	-25.9	0.6	0.5	-0.1	2,107	2,198	4.3	0.6	0.5	-0.1
Nissan	5,557	6,524	17.4	5.7	7.2	1.5	23,182	26,165	12.9	6.2	6.5	0.3
Polestar	15	18	20.0	0.0	0.0	0.0	142	81	-43.0	0.0	0.0	0.0
Porsche	532	411	-22.7	0.5	0.5	0.0	1,631	1,994	22.3	0.4	0.5	0.1
Ram	2,124	2,102	-1.0	2.2	2.3	0.1	7,172	8,585	19.7	1.9	2.1	0.2
Rivian	233	175	-24.9	0.2	0.2	0.0	1,071	998	-6.8	0.3	0.2	-0.1
Subaru	2,313	1,921	-16.9	2.4	2.1	-0.3	9,039	8,848	-2.1	2.4	2.2	-0.2
Tesla	4,525	2,653	-41.4	4.6	2.9	-1.7	14,297	17,198	20.3	3.8	4.3	0.5
Toyota	13,631	14,917	9.4	14.0	16.4	2.4	57,895	61,147	5.6	15.4	15.1	-0.3
Volkswagen	1,784	1,201	-32.7	1.8	1.3	-0.5	7,287	6,022	-17.4	1.9	1.5	-0.4
Volvo	629	557	-11.4	0.6	0.6	0.0	2,401	2,334	-2.8	0.6	0.6	0.0
Other	141	101	-28.4	0.1	0.1	0.0	698	522	-25.2	0.2	0.1	-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 Georgia market. Figures are shown for the first quarters of '25 and '26, and annual totals in 2025 and 2026. 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.