Georgia Auto Outlook™

Comprehensive information on the Georgia new vehicle market

GEORGIA AUTOMOBILE DEALERS ASSOCIATION

FORECAST

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

Year-to-date results in state market

Georgia new retail light vehicle registrations declined 7.0% during the first six months of this year versus a year earlier, a slightly larger drop than the 6% fall in the nation. Second quarter registrations this year were off 7.7% compared to 2Q '25.

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 light vehicle registrations in the second half of this year have a chance to increase versus year earlier. Third quarter results should be weaker compared to 3Q '25, while an increase is possible in the fourth quarter. Annual registrations this year are predicted to exceed 390,000 units and decline 2.7% from 2025.

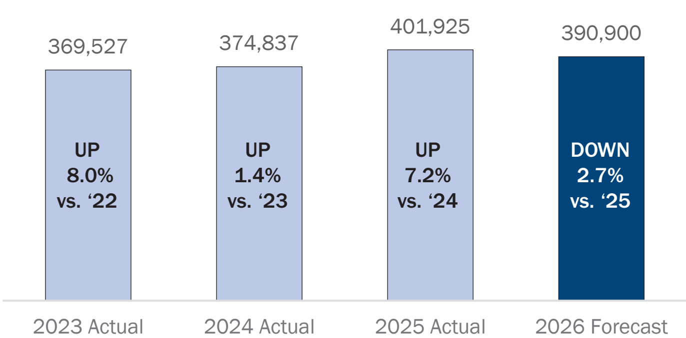
Tracking alternative powertrain sales

Battery electric vehicle registrations declined 31% 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 8.8% in 3Q '25 (before expiration of the federal government tax credits), to 5.1% in the first quarter of this year, but then increased to 6.8% in the second quarter. Hybrid vehicles continued to post gains, with registrations improving 9% in the first half of this year and market share reaching 14.9%.

Monitoring brand sales performance

State new vehicle registrations for Nissan, Mazda, Toyota, Ram, and Acura increased so far this year versus year earlier. Toyota, Ford, Chevrolet, Honda, and Nissan were top selling brands (see page 4). Based on a comparison to U.S. market share, Nissan, Toyota, Kia, Ford, and Hyundai are strong performing brands in the Georgia 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	202,650	188,532	-7.0%	
Car	39,831	36,712	-7.8%	19.5%
Light Truck	162,819	151,820	-6.8%	80.5%
Domestic	79,163	70,735	-10.6%	37.5%
European	18,709	15,206	-18.7%	8.1%
Japanese	77,081	76,791	-0.4%	40.7%
Other Asian	27,697	25,800	-6.8%	13.7%

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 June vs. YTD '25	Georgia	U.S.
	DOWN 7.0%	**DOWN 6.0%**

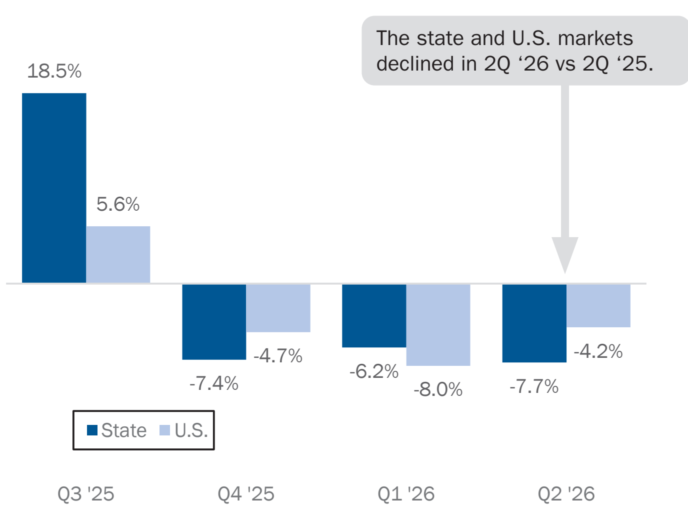
New retail light vehicle registrations in Georgia were off 7% during the first six months of this year versus year earlier, a slightly larger decline than the 6% fall in the Nation.

Data sourced from Experian Automotive.

QUARTERLY RESULTS

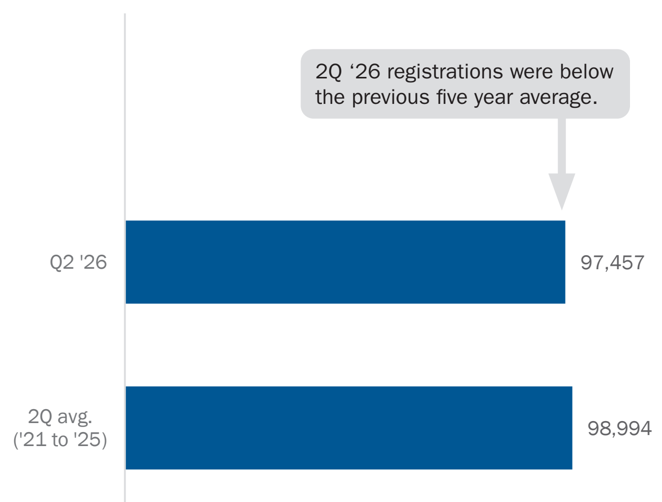
QUARTERLY TREND

Percent Change in Registrations vs. Year Earlier



QUARTERLY PERSPECTIVE

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



Data sourced from Experian Automotive.

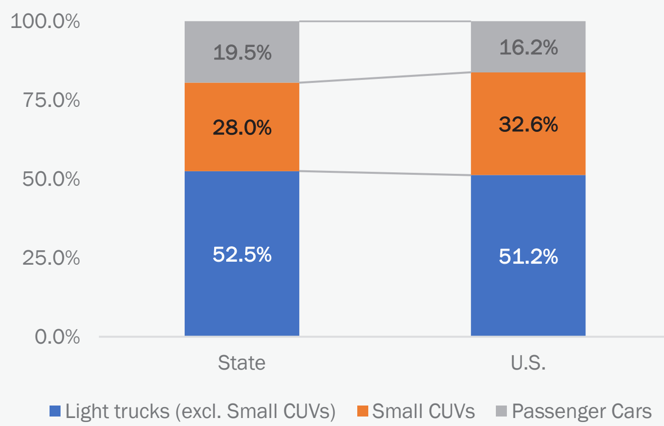
Georgia Auto Outlook

Published for: Georgia Automobile Dealers Association
2060 Powers Ferry Road, Atlanta, GA 30339 Phone: 770-432-1658
Email: info@gada.com

Published by: Auto Outlook, Inc.
PO Box 390, Exton, PA 19341 Phone: 610-640-1233
Editor: Jeffrey A. Foltz EMail: autooutlook@icloud.com

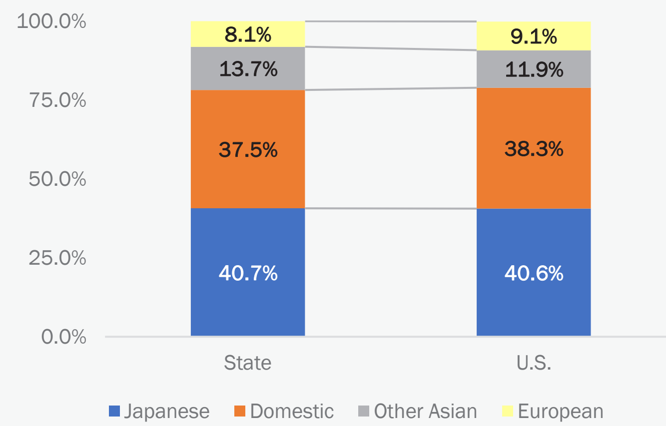
VEHICLE AND BRAND SEGMENTS - STATE AND U.S. (YTD ‘26 THRU JUNE)

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 crossovers are broken out, however, since many are more similar to compact hatchbacks than to trucks. Small CUV share was **28.0%** during the first half of this year, below the **32.6%** share in the U.S. Data sourced from Experian Automotive.

Domestic, European, Japanese, & Other Asian Share



Other Asian brand market share in the state was higher than U.S. levels: **13.7%** vs. **11.9%**. Domestic brands accounted for a slightly smaller share of the Georgia 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

	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	31.7	Virginia	21.2	Colorado	21.5	Arizona	17.5
10	Texas	13.1	Washington	31.4	Illinois	20.9	Oregon	20.7	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	Texas	20.2	Washington	16.7	North Carolina	14.9
16	Oklahoma	10.8	Tennessee	26.1	Oregon	20.1	Pennsylvania	16.6	Pennsylvania	13.9
17	Washington	10.8	Nevada	25.2	Maryland	19.5	Virginia	15.3	Oregon	13.2
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

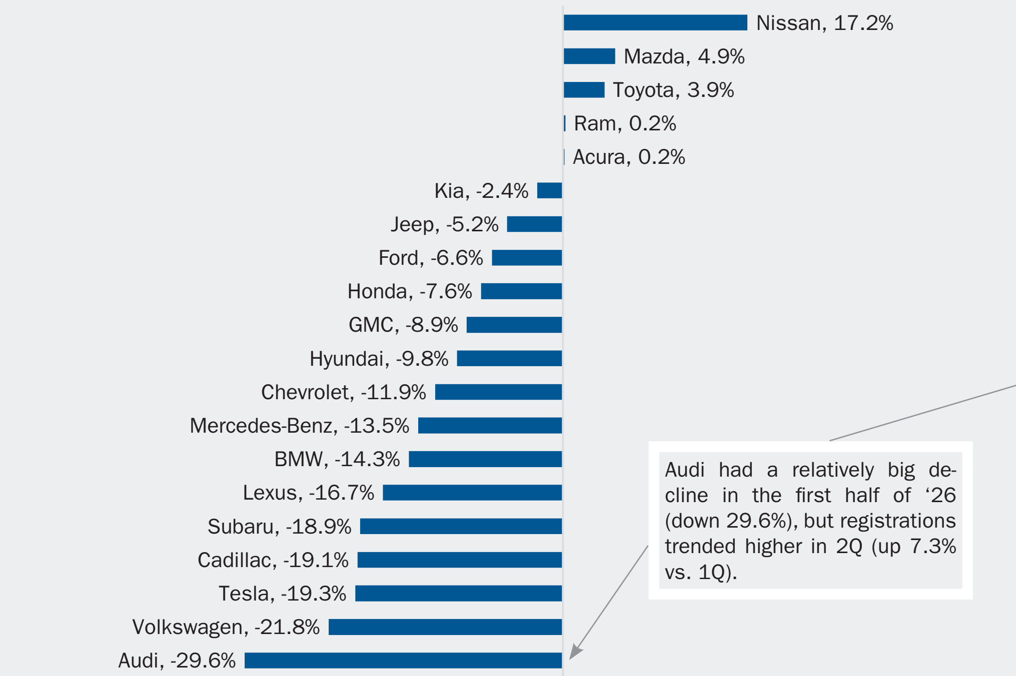
The table above shows percent market share for five primary segments in 24 selected state markets during the first half of this year. Data sourced from Experian Automotive.

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. Nissan and Mazda 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



Audi had a relatively big decline in the first half of '26 (down 29.6%), but registrations trended higher in 2Q (up 7.3% vs. 1Q).

Data sourced from Experian Automotive.

Quarterly Results

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

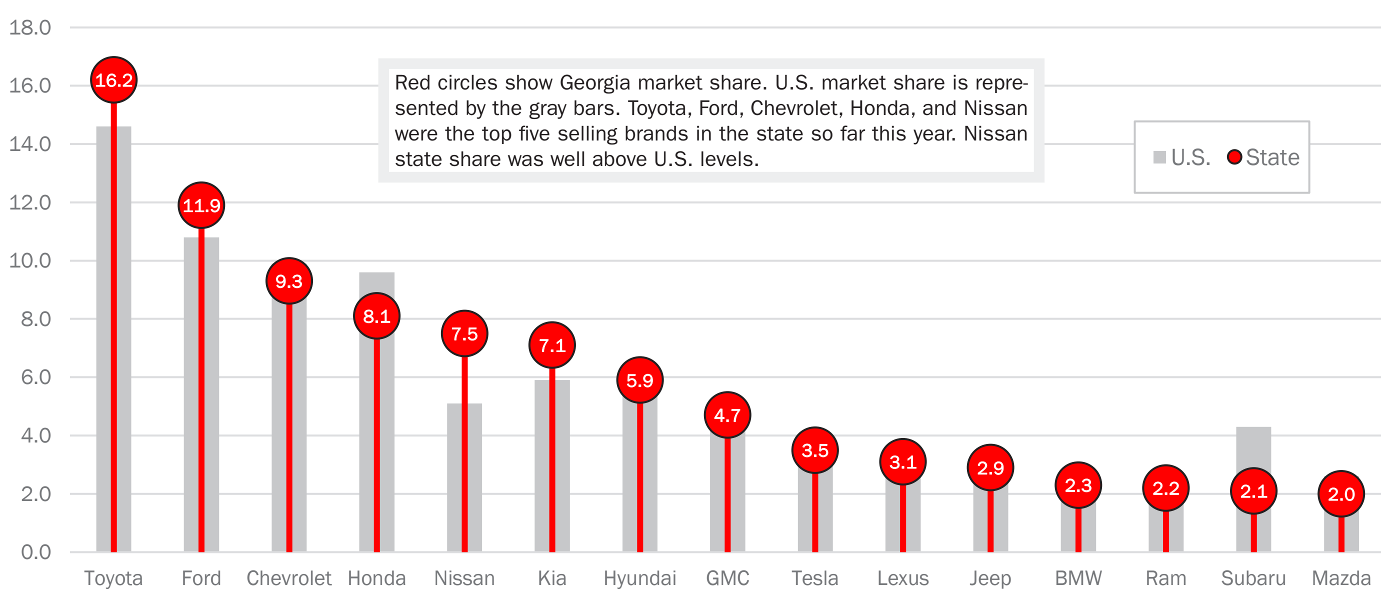
Tesla	Up	49.6%
Nissan	Up	17.6%
Acura	Up	15.5%
Kia	Up	14.4%
Honda	Up	11.4%
Mazda	Up	11.3%
Hyundai	Up	10.5%
Volkswagen	Up	9.7%
Jeep	Up	9.1%
Audi	Up	7.3%

Largest % increases during YTD '26 vs. YTD '25: Nissan, Mazda, and Toyota.

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

TOP SELLING BRANDS

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



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

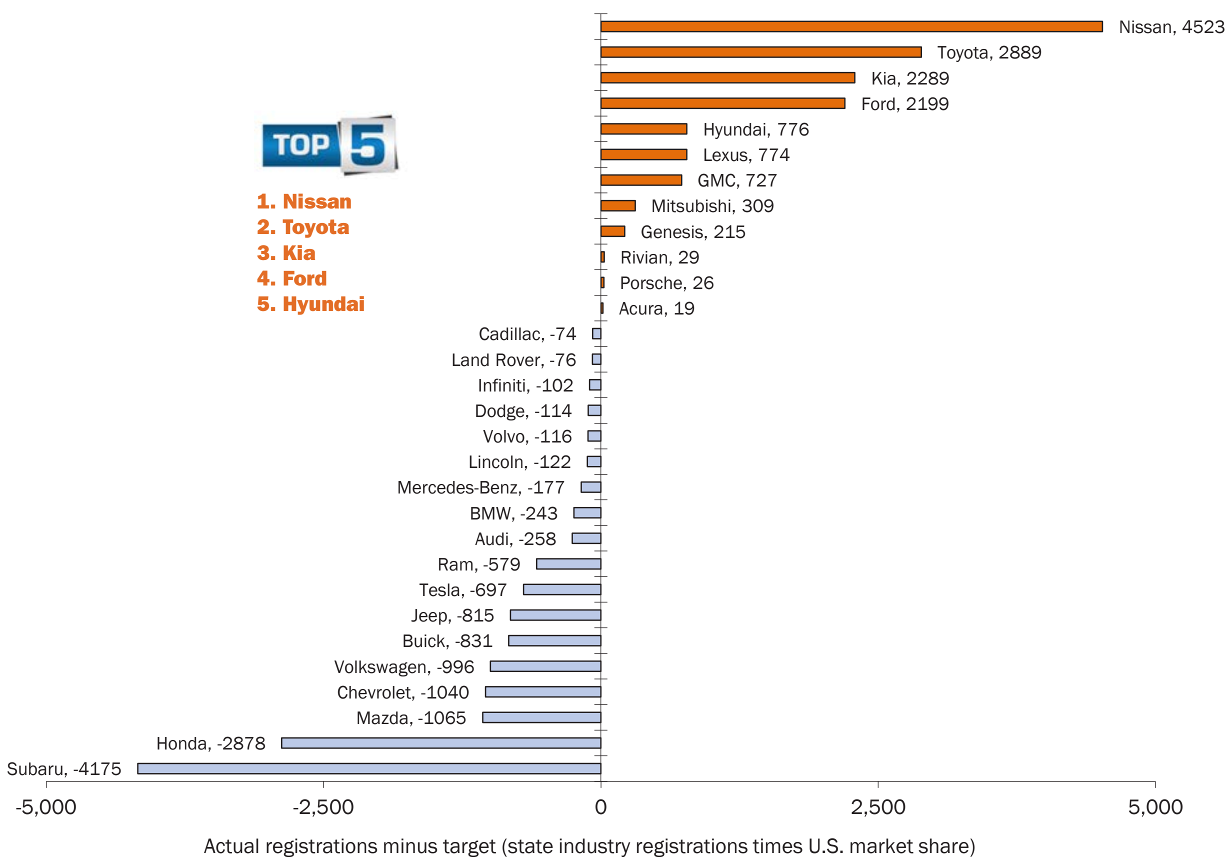
Data sourced from Experian Automotive.

BRANDS AND MODELS

BRAND SALES PERFORMANCE

The graph below provides an indicator of brands that are popular in Georgia (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., Nissan, Toyota, Kia, Ford, and Hyundai) are relatively strong sellers in the state, with actual registrations exceeding calculated targets by large margins. For instance, Nissan registrations exceeded the target by 4,523 units.

Georgia 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	4.7	-8.6	11	Nissan Rogue	1.9	53.8
2	Chevrolet Silverado	3.2	-12.4	12	Kia K4	1.6	19.1
3	Toyota Camry	2.8	3.2	13	Honda Civic	1.5	-0.1
4	Toyota Corolla	2.7	14.6	14	Nissan Sentra	1.5	14.6
5	Tesla Model Y	2.6	5.7	15	Kia Telluride	1.4	13.7
6	GMC Sierra	2.6	-6.3	16	Chevrolet Trax	1.4	4.0
7	Honda CR-V	2.6	-7.1	17	Hyundai Tucson	1.3	-8.7
8	Toyota RAV4	2.4	-28.6	18	Ford Explorer	1.3	24.4
9	Ram Pickup	2.1	1.7	19	Ford Bronco	1.3	0.6
10	Toyota Tacoma	1.9	8.9	20	Hyundai Elantra	1.2	-7.7

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.

BEST SELLERS IN PRIMARY SEGMENTS

Small Cars: Toyota Corolla

Mid Size & Large Cars: Toyota Camry

Full Size Pickup: Ford F-Series

Subcompact SUV: Chevrolet Trax

Compact SUV: Honda CR-V

3 Row Mid Size SUV: Kia Telluride

Luxury Compact SUV: Tesla Model Y

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
Toyota Corolla	5152	27.3	Toyota Camry	5235	51.5	Ford Mustang	876	66.6	Tesla Model 3	1084	26.4
Kia K4	2973	15.7	Honda Accord	1918	18.9	Mazda MX5	132	10.0	Lexus IS	410	10.0
Honda Civic	2920	15.5	Kia K5	1459	14.4	Toyota 86	86	6.5	Lexus ES	383	9.3
Nissan Sentra	2868	15.2	Hyundai Sonata	726	7.1	Nissan Z	77	5.9	BMW 3-Series	321	7.8
Hyundai Elantra	2340	12.4	Nissan Altima	448	4.4	Toyota Supra	58	4.4	Acura Integra	310	7.6
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	399	17.9	Toyota Tacoma	3656	33.3	Ford F-Series	8850	33.7	Honda Odyssey	1099	31.6
Porsche 911	260	11.6	Ford Maverick	1701	15.5	Chevrolet Silverado	5954	22.7	Toyota Sienna	1007	29.0
BMW 5-Series	228	10.2	Nissan Frontier	1302	11.9	GMC Sierra	4904	18.7	Kia Carnival	964	27.8
Mercedes E-Class	198	8.9	Chevrolet Colorado	1269	11.6	Ram Pickup	3898	14.8	Chrysler Pacifica	274	7.9
Mercedes CLE-Class	194	8.7	Ford Ranger	1118	10.2	Toyota Tundra	2117	8.1	Volkswagen ID.Buzz	78	2.2
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	875	46.1	Chevrolet Trax	2592	19.2	Honda CR-V	4880	15.5	Toyota 4Runner	1812	21.0
Mercedes Sprinter	312	16.4	Nissan Kicks	2306	17.1	Toyota RAV4	4468	14.2	Hyundai Santa Fe	1748	20.2
Ram Promaster	288	15.2	Toyota Corolla Cross	1845	13.7	Nissan Rogue	3639	11.5	Jeep Grand Cherokee	1262	14.6
Chevrolet Express	279	14.7	Honda HR-V	1334	9.9	Hyundai Tucson	2470	7.8	Subaru Outback	1087	12.6
Ford E-Series	88	4.6	Subaru Crosstrek	980	7.3	Kia Sportage	2270	7.2	Honda Passport	716	8.3
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	2687	12.8	Ford Bronco	2374	25.8	Acura ADX	403	31.6	Tesla Model Y	4921	49.2
Ford Explorer	2445	11.7	Ford Expedition	1440	15.6	Audi Q3	208	16.3	Lexus NX	857	8.6
Toyota Grand Highlan	2212	10.6	Chevrolet Tahoe	1353	14.7	BMW X1	199	15.6	BMW X3	806	8.1
Chevrolet Traverse	2035	9.7	GMC Yukon	1101	12.0	Volvo XC40	126	9.9	Mercedes GLC-Class	711	7.1
Hyundai Palisade	1903	9.1	GMC Yukon XL	659	7.2	Lexus UX	110	8.6	Genesis GV70	468	4.7
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	2073	20.5	Lexus TX	946	23.6	Toyota Camry	5235	14.3	Ford F-Series	8850	5.8
BMW X5	1261	12.5	Cadillac Escalade	590	14.7	Toyota Corolla	5152	14.0	Chevrolet Silverado	5954	3.9
Mercedes GLE-Class	974	9.6	BMW X7	428	10.7	Kia K4	2973	8.1	Tesla Model Y	4921	3.2
Acura MDX	710	7.0	Land Rover Range Ro	347	8.7	Honda Civic	2920	8.0	GMC Sierra	4904	3.2
Lexus GX	619	6.1	Mercedes GLS-Class	331	8.3	Nissan Sentra	2868	7.8	Honda CR-V	4880	3.2

Data sourced from Experian Automotive.

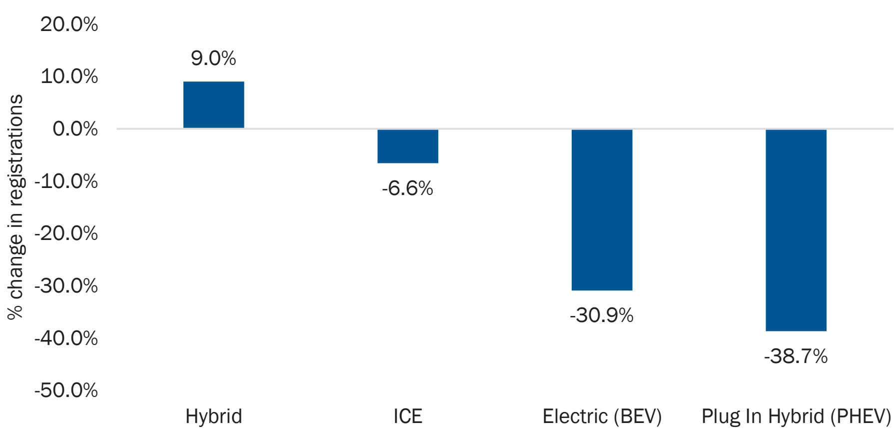
POWERTRAINS

FIVE KEY TRENDS

1. BEV registrations declined 30.9% during the first six months of 2026 vs. year earlier.
2. BEV market share was 6.8% in 2Q '26, up from 5.1% in the first quarter.
3. Hybrid vehicle registrations increased 9% so far this year vs. the 7% drop in the overall market.
4. ICE vehicle market share increased slightly from 78.1% in the first half of 2025 to 78.3% this year.
5. Franchised dealerships accounted for 82.6% 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



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

% Share of Industry Registrations by Powertrain Type

YTD thru June

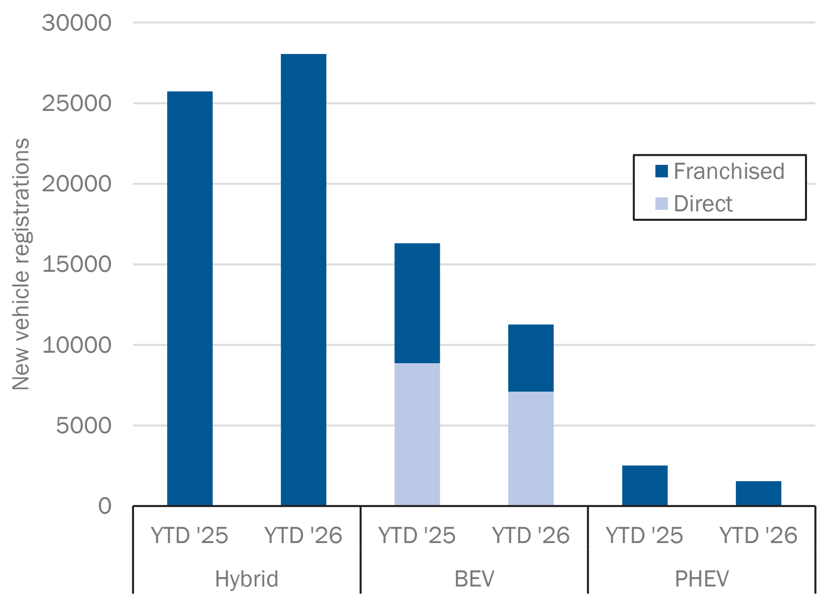
	YTD '25	YTD '26
ICE	78.1%	78.3%
Hybrid	12.7%	14.9%
Electric (BEV)	8.0%	6.0%
Plug In Hybrid (PHEV)	1.2%	0.8%

Quarterly

	1Q '26	2Q '26
ICE	80.5%	76.4%
Hybrid	13.7%	15.9%
Electric (BEV)	5.1%	6.8%
Plug In Hybrid (PHEV)	0.7%	0.9%

FRANCHISED DEALERSHIPS AND DIRECT SELLERS

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



Registrations and Market Share

	Franchised Dealerships	Direct Sellers
YTD '25 thru June		
Hybrid registrations	25,721	0
BEV registrations	7,430	8,872
PHEV regisrations	2,515	0
TOTAL	35,666	8,872
YTD '25 Share of total	80.1%	19.9%
YTD '26 thru June		
Hybrid registrations	28,042	0
BEV registrations	4,156	7,106
PHEV regisrations	1,542	0
TOTAL	33,740	7,106
YTD '26 Share of total	82.6%	17.4%

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 33,740 units, 82.6% of the overall total, up from 80.1% during the same period in 2025.

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

Brand Registrations Report
Georgia 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	105,548	97,457	-7.7				202,650	188,532	-7.0			
Cars	21,163	19,659	-7.1	20.1	20.2	0.1	39,831	36,712	-7.8	19.7	19.5	-0.2
Light Trucks	84,385	77,798	-7.8	79.9	79.8	-0.1	162,819	151,820	-6.8	80.3	80.5	0.2
Domestic Brands	40,623	36,384	-10.4	38.5	37.4	-1.1	79,163	70,735	-10.6	39.1	37.5	-1.6
European Brands	9,244	7,586	-17.9	8.8	7.8	-1.0	18,709	15,206	-18.7	9.2	8.1	-1.1
Japanese Brands	41,090	39,903	-2.9	38.9	40.9	2.0	77,081	76,791	-0.4	38.0	40.7	2.7
Other Asian Brands	14,591	13,584	-6.9	13.8	13.9	0.1	27,697	25,800	-6.8	13.7	13.7	0.0
Acura	980	991	1.1	0.9	1.0	0.1	1,846	1,849	0.2	0.9	1.0	0.1
Alfa Romeo	24	9	-62.5	0.0	0.0	0.0	41	21	-48.8	0.0	0.0	0.0
Audi	1,010	721	-28.6	1.0	0.7	-0.3	1,979	1,393	-29.6	1.0	0.7	-0.3
BMW	2,495	2,131	-14.6	2.4	2.2	-0.2	5,111	4,378	-14.3	2.5	2.3	-0.2
Buick	873	572	-34.5	0.8	0.6	-0.2	1,728	1,107	-35.9	0.9	0.6	-0.3
Cadillac	1,092	854	-21.8	1.0	0.9	-0.1	2,160	1,747	-19.1	1.1	0.9	-0.2
Chevrolet	10,346	8,870	-14.3	9.8	9.1	-0.7	19,945	17,575	-11.9	9.8	9.3	-0.5
Chrysler	190	146	-23.2	0.2	0.1	-0.1	396	325	-17.9	0.2	0.2	0.0
Dodge	429	293	-31.7	0.4	0.3	-0.1	873	577	-33.9	0.4	0.3	-0.1
Ferrari	15	18	20.0	0.0	0.0	0.0	24	32	33.3	0.0	0.0	0.0
Ford	12,796	11,395	-10.9	12.1	11.7	-0.4	24,111	22,518	-6.6	11.9	11.9	0.0
Genesis	742	564	-24.0	0.7	0.6	-0.1	1,551	1,217	-21.5	0.8	0.6	-0.2
GMC	4,814	4,449	-7.6	4.6	4.6	0.0	9,669	8,804	-8.9	4.8	4.7	-0.1
Honda	8,728	8,050	-7.8	8.3	8.3	0.0	16,540	15,279	-7.6	8.2	8.1	-0.1
Hyundai	6,584	5,878	-10.7	6.2	6.0	-0.2	12,418	11,196	-9.8	6.1	5.9	-0.2
Ineos	52	40	-23.1	0.0	0.0	0.0	86	67	-22.1	0.0	0.0	0.0
Infiniti	342	260	-24.0	0.3	0.3	0.0	717	518	-27.8	0.4	0.3	-0.1
Jeep	3,156	2,852	-9.6	3.0	2.9	-0.1	5,765	5,466	-5.2	2.8	2.9	0.1
Kia	7,264	7,142	-1.7	6.9	7.3	0.4	13,716	13,387	-2.4	6.8	7.1	0.3
Land Rover	625	504	-19.4	0.6	0.5	-0.1	1,275	992	-22.2	0.6	0.5	-0.1
Lexus	3,687	2,853	-22.6	3.5	2.9	-0.6	6,937	5,776	-16.7	3.4	3.1	-0.3
Lincoln	825	655	-20.6	0.8	0.7	-0.1	1,467	1,313	-10.5	0.7	0.7	0.0
Lucid	76	56	-26.3	0.1	0.1	0.0	143	131	-8.4	0.1	0.1	0.0
Mazda	1,932	1,987	2.8	1.8	2.0	0.2	3,597	3,772	4.9	1.8	2.0	0.2
Mercedes-Benz	2,061	1,727	-16.2	2.0	1.8	-0.2	4,035	3,492	-13.5	2.0	1.9	-0.1
MINI	173	96	-44.5	0.2	0.1	-0.1	296	224	-24.3	0.1	0.1	0.0
Mitsubishi	494	502	1.6	0.5	0.5	0.0	1,104	956	-13.4	0.5	0.5	0.0
Nissan	6,599	7,673	16.3	6.3	7.9	1.6	12,116	14,197	17.2	6.0	7.5	1.5
Porsche	536	402	-25.0	0.5	0.4	-0.1	1,067	810	-24.1	0.5	0.4	-0.1
Ram	2,065	2,096	1.5	2.0	2.2	0.2	4,187	4,197	0.2	2.1	2.2	0.1
Rivian	273	176	-35.5	0.3	0.2	-0.1	506	351	-30.6	0.2	0.2	0.0
Subaru	2,556	2,027	-20.7	2.4	2.1	-0.3	4,867	3,949	-18.9	2.4	2.1	-0.3
Tesla	3,687	3,970	7.7	3.5	4.1	0.6	8,211	6,624	-19.3	4.1	3.5	-0.6
Toyota	15,772	15,560	-1.3	14.9	16.0	1.1	29,357	30,495	3.9	14.5	16.2	1.7
Volkswagen	1,434	1,315	-8.3	1.4	1.3	-0.1	3,214	2,514	-21.8	1.6	1.3	-0.3
Volvo	642	506	-21.2	0.6	0.5	-0.1	1,269	1,063	-16.2	0.6	0.6	0.0
Other	179	117	-34.6	0.2	0.1	-0.1	326	220	-32.5	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 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.