


VINCENSUS

2025 FEBRUARY



We are pleased to present you with the February 2025 Vincensus Report which is the most comprehensive monthly inventory report in the industry. This report was developed using Lotlinx's proprietary Lexaca data, the largest inventory-specific data set with over 24 billion data points, that leverages machine learning models that have been evolving for the past 10 years.

Lotlinx

[Lotlinx.com](https://lotlinx.com)

EXECUTIVE SUMMARY

February 2025 showed mixed signals, with a slight uptick in sales but continued challenges in both new and used vehicle segments. Used car prices demonstrated signs of stabilization; however, inventory constraints remained a pressing issue, with the average days' supply tightening to 39 days. Economic uncertainties and new trade policies introduced additional risks, particularly with rising tariffs on imported vehicles and components, which could lead to increased production costs and higher prices in the coming months. Consumer confidence and affordability will be key factors in determining the market's trajectory.

The full impact of these developments will depend on how manufacturers, policymakers, and consumers respond to the evolving landscape. For dealers, staying proactive in inventory management, dynamic pricing, and customer engagement will be essential to navigating market uncertainties and seizing emerging opportunities in 2025.

New Vehicles:

- New vehicle sales volume and last listed price held relatively steady MoM.
- Aging saw a decrease of 8% MoM but increased 5% YoY.
- Last listed price dropped YoY for hybrids and EVs, 6% and 3% respectively, while ICEs saw a 5% increase.

Used Vehicles:

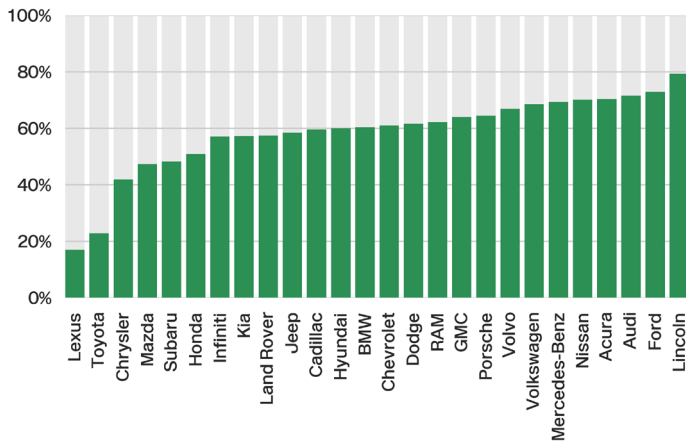
- Used vehicle sales grew slightly by 1% MoM with prices falling by 3% YoY, down 5% for hybrids and ICEs but up 5% for EVs.
- Day supply decreased another 4 days MoM to 39, up 1 day YoY.
- Aged inventory and percent of units sold with a markdown both fell by 2% MoM.

Recommended action steps for upcoming months:

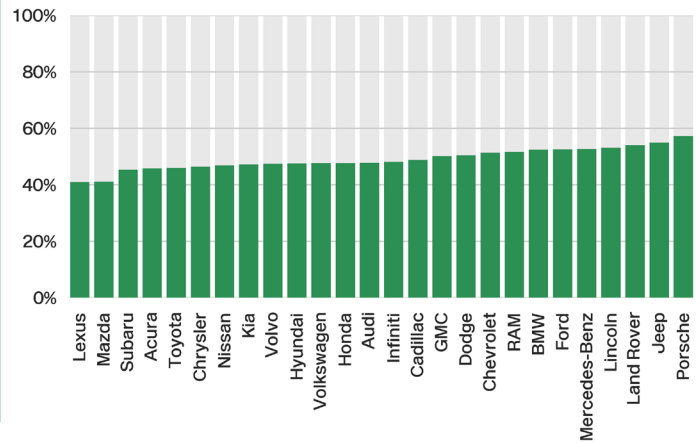
- Dealers will need to manage economic pressures, rising inventories, and shifting market dynamics while adapting to a more digital, consumer-centric business environment. Proactive inventory management, competitive pricing strategies, and a focus on customer engagement will be critical to navigating these challenges effectively.

- › Carryover for new increased by 2% MoM to 59%, 8% higher than last year.
- › Carryover for used remained steady MoM at 50%, down 2% from last year.
- › Percent of units sold with a markdown increased by 1% MoM for new and decreased by 2% for used.

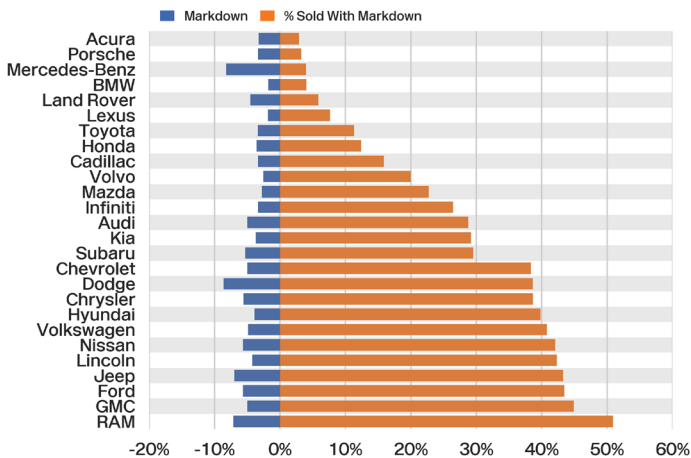
NEW % Carryover



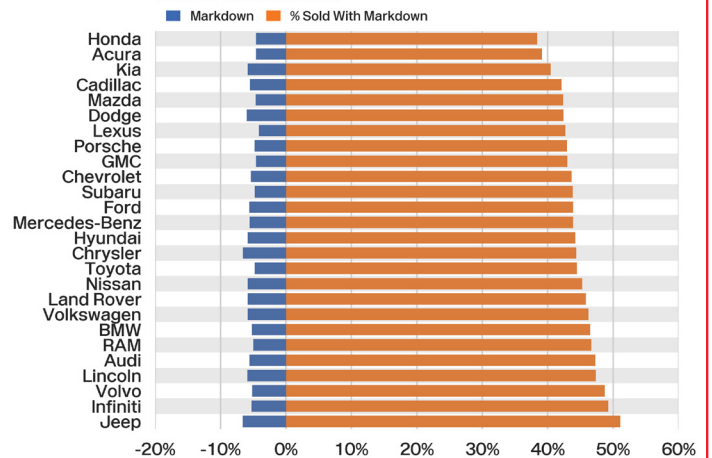
USED % Carryover



NEW Markdown

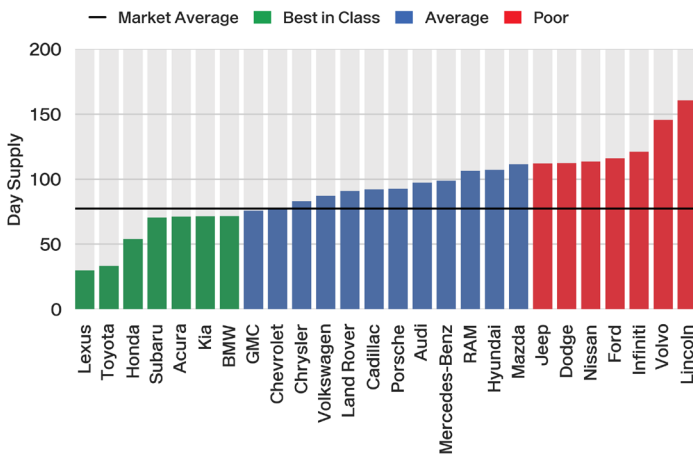


USED Markdown

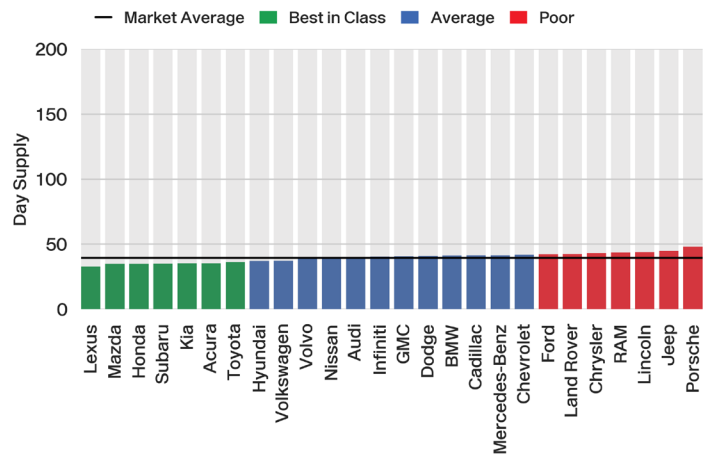


- New day supply dropped by 4 days MoM to 77 days, a 15 day increase YoY.
- Used day supply decreased by 4 days MoM to 39 days, a 1 day increase YoY.

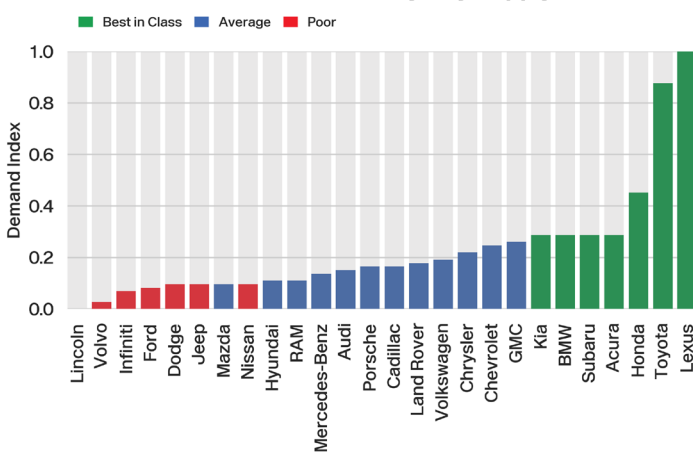
NEW - Day Supply



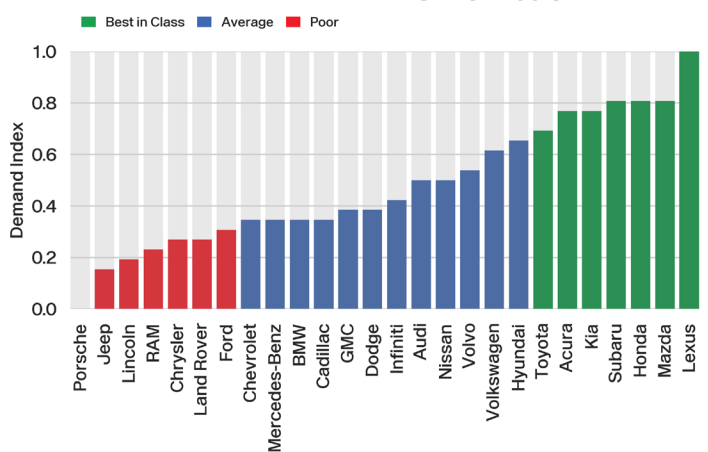
USED - Day Supply



NEW DEMAND - Color Coded by Day Supply

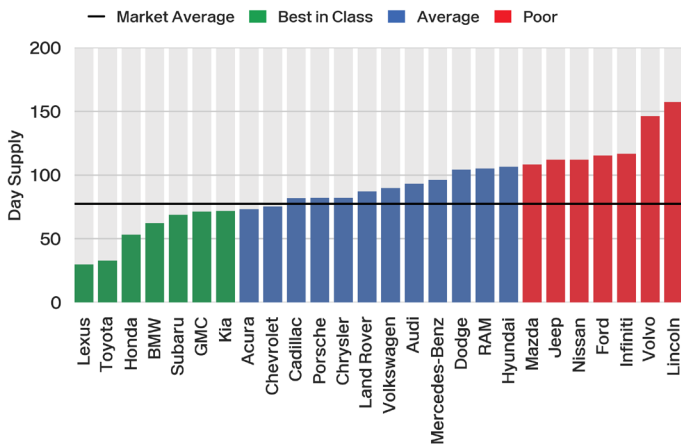


USED DEMAND - Color Coded by Day Supply

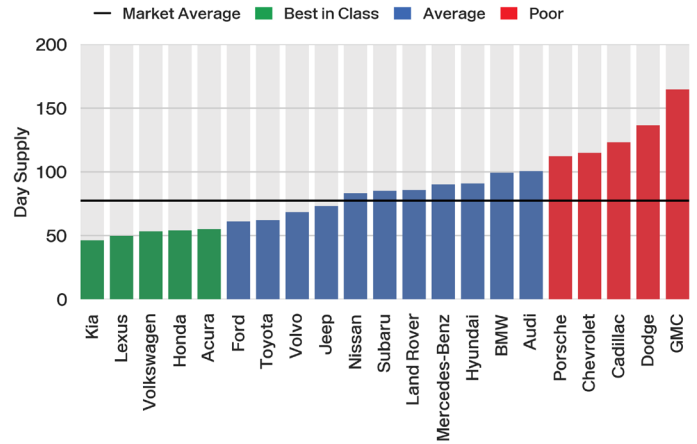


- › EVs saw sales drop by 4% MoM while ICEs and hybrids remained relatively steady.
- › EV and hybrid day supply held steady MoM while ICEs saw a 4 day drop.
- › Both hybrids and EVs saw last listed price fall YoY, 6% and 3% respectively, while ICEs rose by 5%.

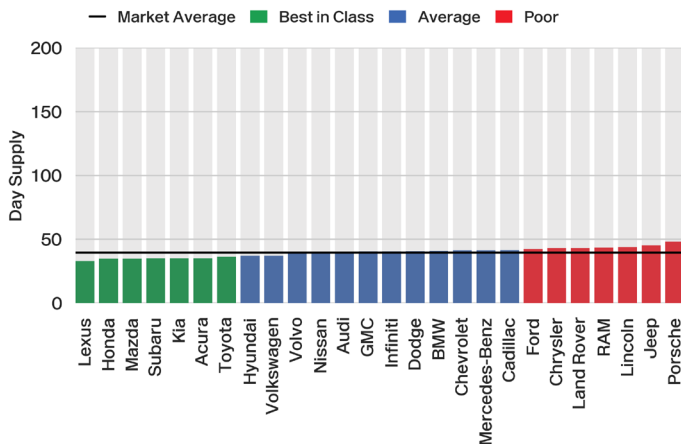
NEW NON-EV Day Supply



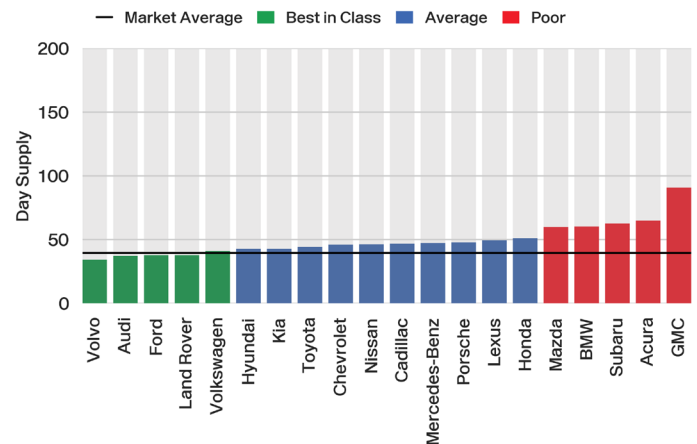
NEW EV Day Supply



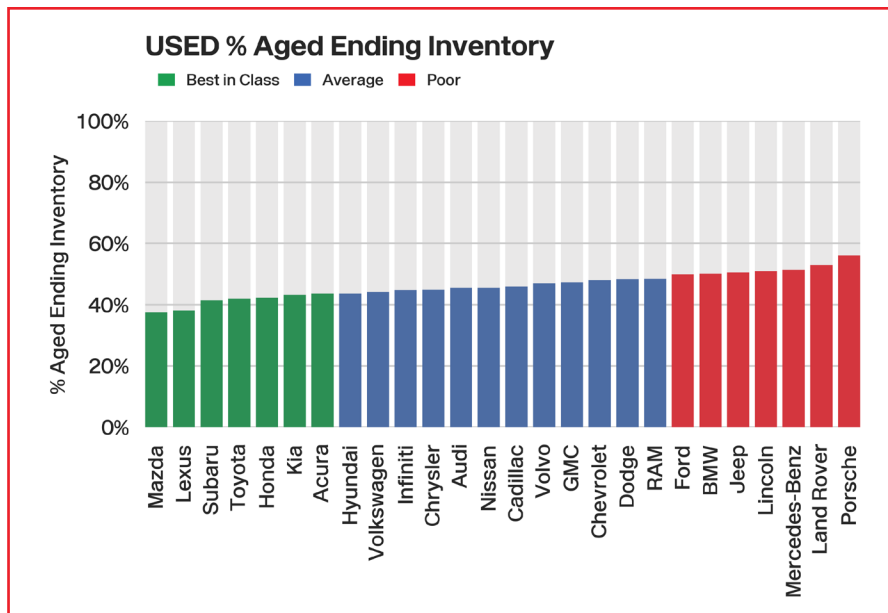
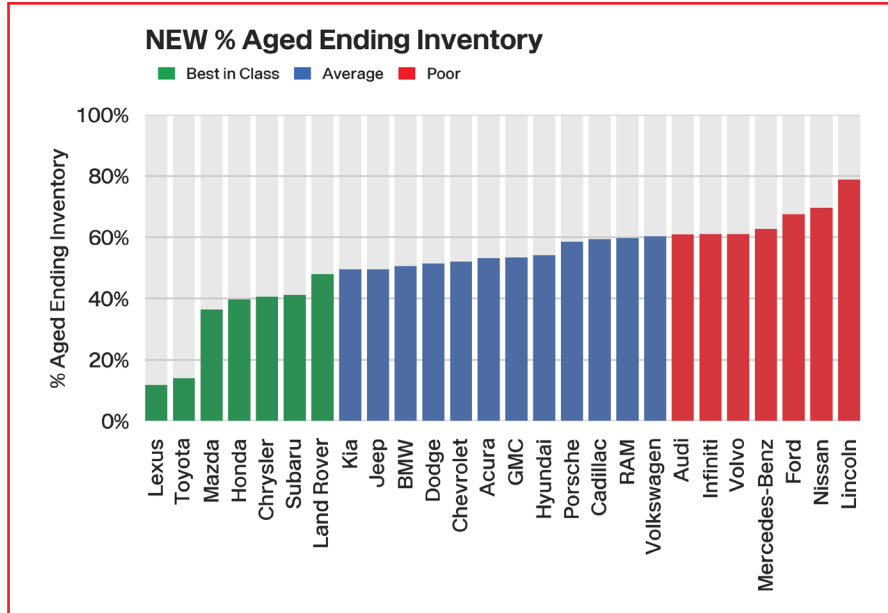
USED NON-EV Day Supply



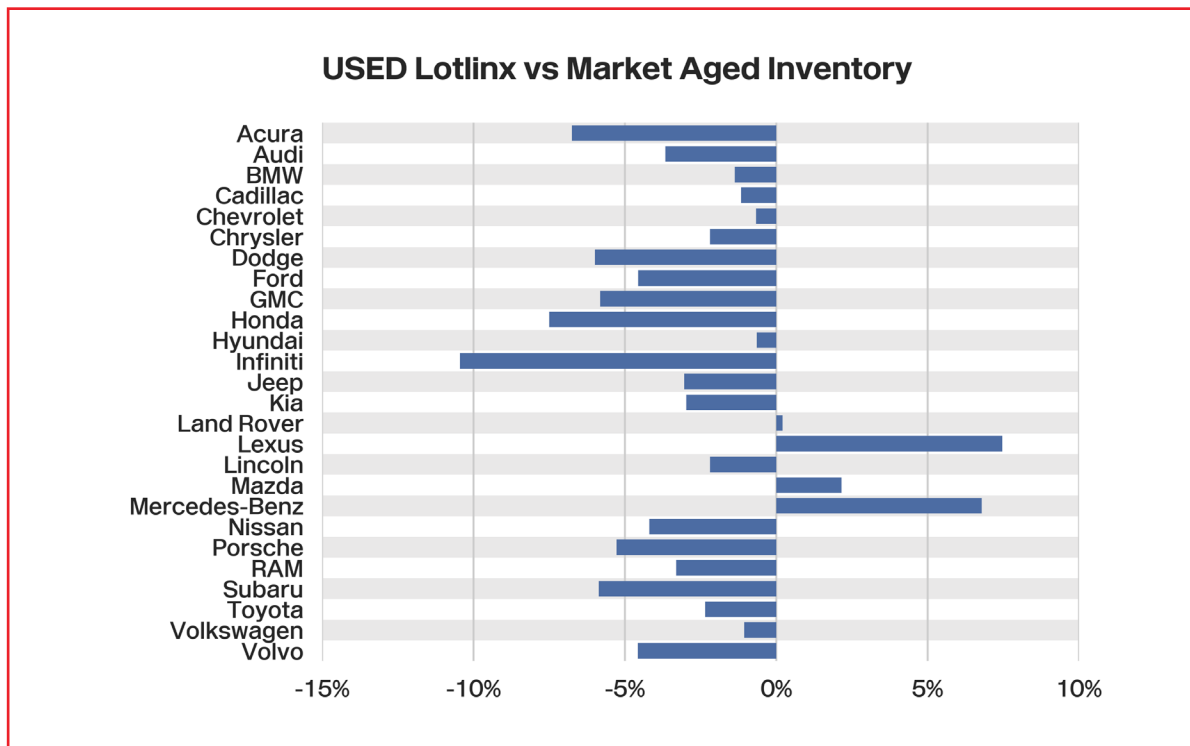
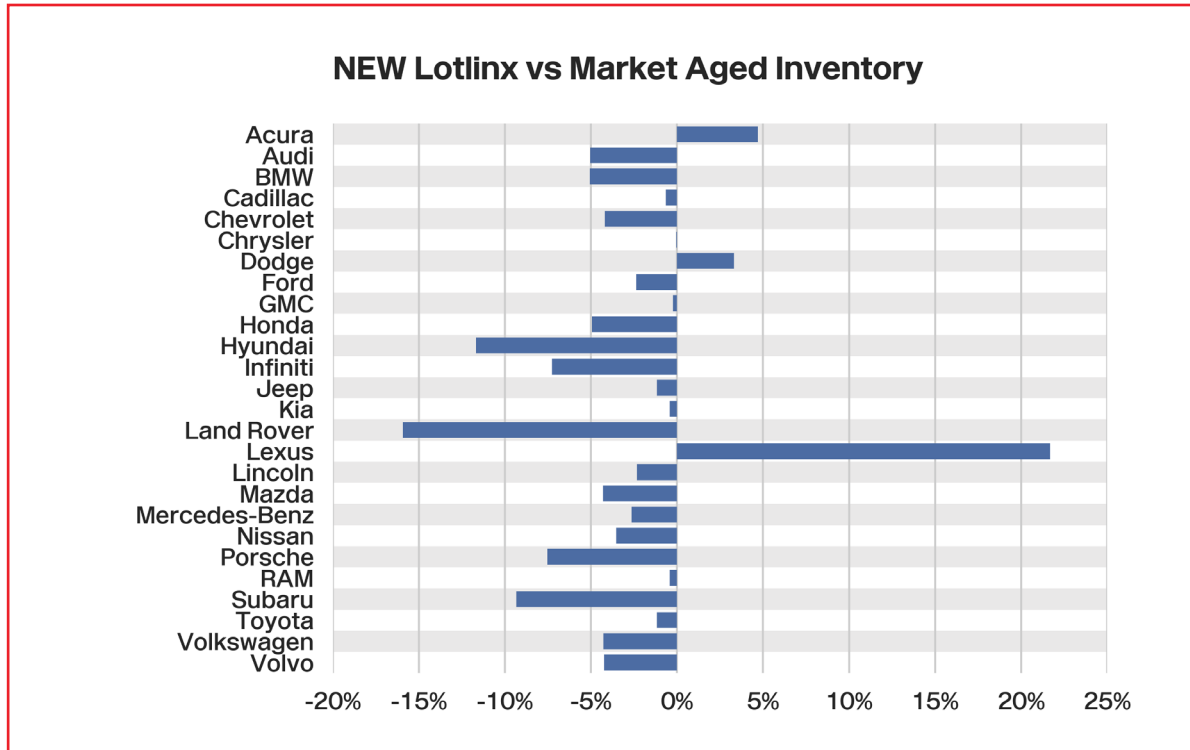
USED EV Day Supply



- › Both new and used aged inventory fell MoM, 8% and 2% respectively.
- › Used aged inventory held steady YoY while new rose by 5%.



- On average, Lotlinx customers had 4% less aged inventory than the rest of the market for new vehicles and 3% less for used.
- 89% of new vehicle brands and 85% of used vehicle brands outperformed the market as Lotlinx customers.



* Negative values indicate Lotlinx out performing the market

- › New vehicle sales volume and last listed price held relatively steady MoM.
- › Aging saw a decrease of 8% MoM but increased 5% YoY.
- › Last listed price dropped YoY for hybrids and EVS, 6% and 3% respectively, while ICEs saw a 5% increase.

NEW

+1% (MoM)
Sales Volume
Change

-4 Days (MoM)
+15 Days (YoY)
77 Day Supply

-8% (MoM)
+5% (YoY)
51% Aged Inventory
Over 45 Days Ending
02/28/25

-2% (MoM)
+6% (YoY)
48% Aged Sales
Over 45 Days as of
02/28/25

+3% (MoM)
+9% (YoY)
59% Carryover
Over 45 Days as of
02/01/25

NC (MoM)
+3% (YoY)
\$43,665 Price
Avg Last Listed

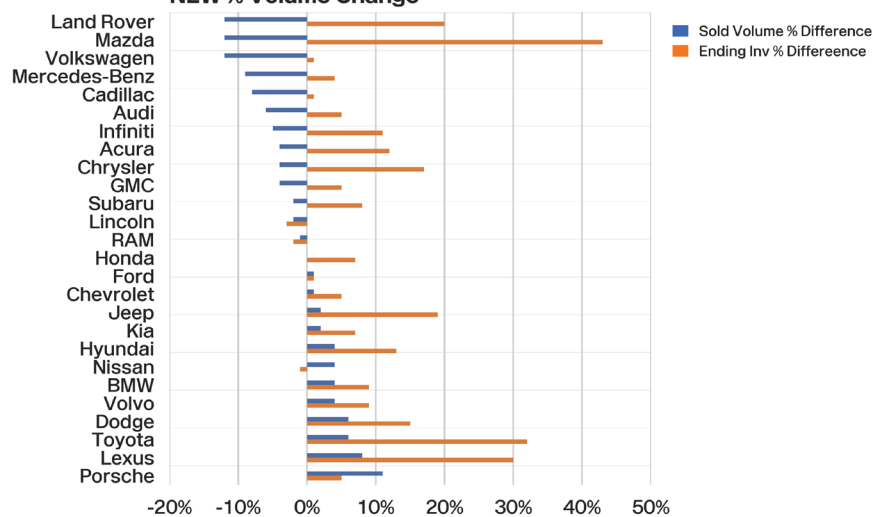
NC (MoM)
-5% Markdown
Price Reduction

+1% (MoM)
28% Sold
With Markdown

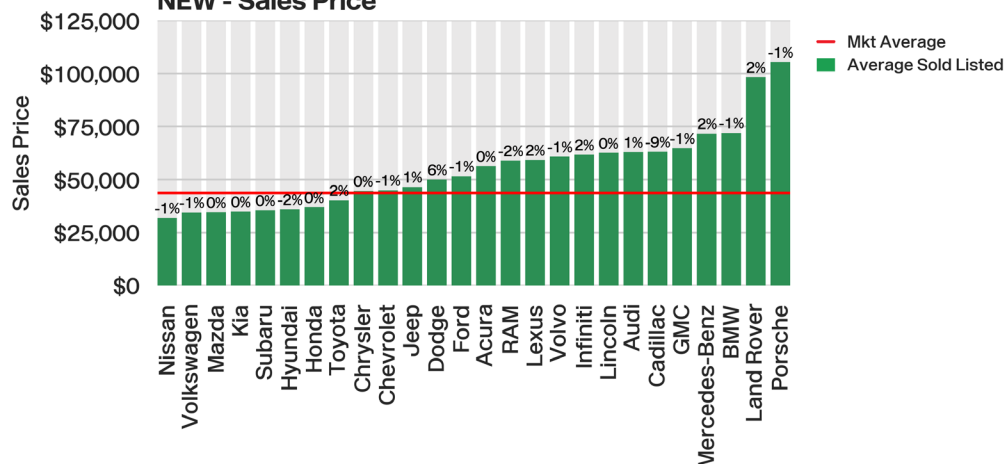
+1% (MoM)
-2% (YoY)
49% of Listings
Not Viewed

-5% (MoM)
Demand
Change

NEW % Volume Change



NEW - Sales Price



- Used vehicle sales grew slightly by 1% MoM with prices falling by 3% YoY, down 5% for hybrids and ICEs but up 5% for EVs.
- Day supply decreased another 4 days MoM to 39, up 1 day YoY.
- Aged inventory and percent of units sold with a markdown both fell by 2% MoM.

USED INVENTORY

+1% (MoM)
Sales Volume
Change

NC (MoM)
-3% (YoY)
\$25,919 Price
Avg Last Listed

-4 Day
(MoM)
+1 Days
(YoY)
39 Day Supply

NC (MoM)
-5% Markdown
Price Reduction

-2% (MoM)
+1% (YoY)
46% Aged Inventory
Over 45 Days Ending
02/28/25

-2% (MoM)
44% Sold
With Markdown

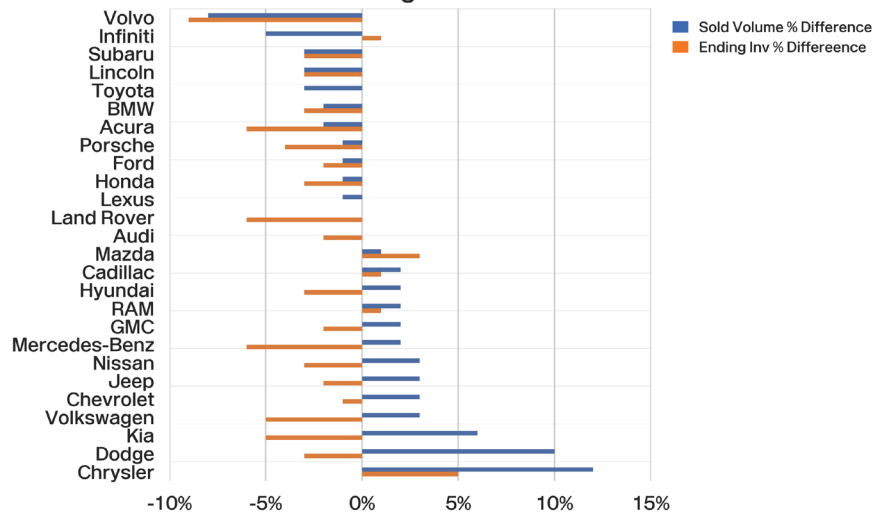
-2% (MoM)
-1% (YoY)
45% Aged Sales
Over 45 Days as of
02/28/25

NC (MoM)
-3% (YoY)
38% of Listings
Not Viewed

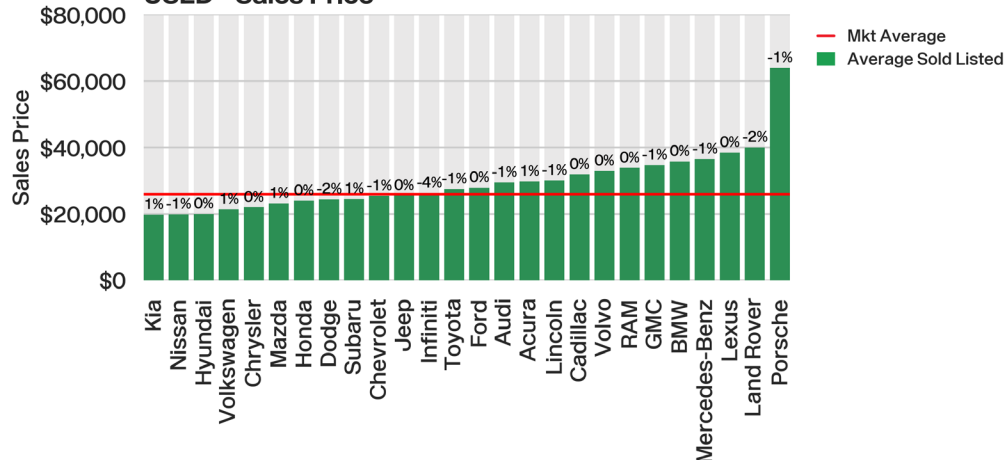
-1% (MoM)
-3% (YoY)
50% Carryover
Over 45 Days as of
02/01/25

-1% (MoM)
Demand
Change

USED % Volume Change



USED - Sales Price





- › Despite a decline in overall sales, Acura successfully cleared aged inventory to make way for fresh stock.
- › Last listed price increased by 8% YoY as Integras made up less of Acura's sales and the ZDX accounted for 17% of February sales.

NEW

-4% (MoM)
Sales Volume
Change

-7 Days
(MoM)
+1 Days
(YoY)
71 Day Supply

-16% (MoM)
+3% (YoY)
53% Aged Inventory
Over 45 Days Ending
02/28/25

NC (MoM)
+7% (YoY)
60% Aged Sales
Over 45 Days as of
02/28/25

+14% (MoM)
+10% (YoY)
70% Carryover
Over 45 Days as of
02/01/25

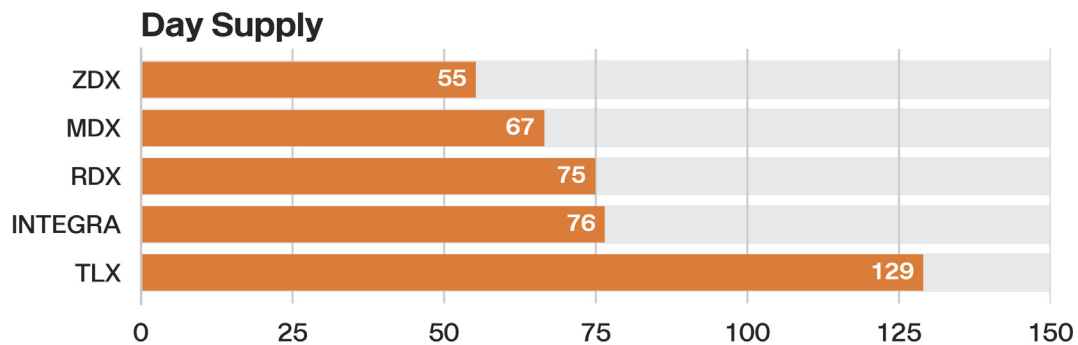
NC (MoM)
+8% (YoY)
\$56,400 Price
Avg Last Listed

NC (MoM)
-3% Markdown
Price Reduction

-1% (MoM)
3% Sold
With Markdown

-3% (MoM)
+2% (YoY)
45% of Listings
Not Viewed

NC (MoM)
Demand
Change





> All metrics move in line with the market.

USED

-2% (MoM)
Sales Volume
Change

-4 Days (MoM)
-1 Days (YoY)
35 Day Supply

-1% (MoM)
-1% (YoY)
44% Aged Inventory
Over 45 Days Ending
02/28/25

-2% (MoM)
-4% (YoY)
43% Aged Sales
Over 45 Days as of
02/28/25

NC (MoM)
-5% (YoY)
46% Carryover
Over 45 Days as of
02/01/25

+1% (MoM)
-2% (YoY)
\$29,700 Price
Avg Last Listed

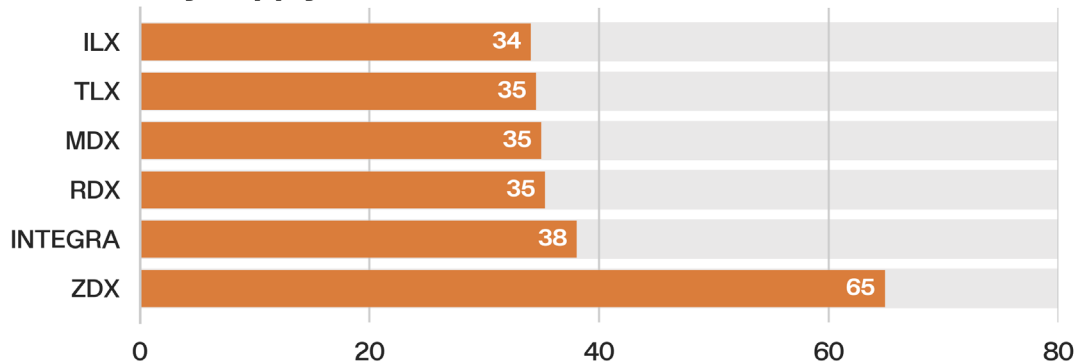
NC (MoM)
-5% Markdown
Price Reduction

-2% (MoM)
39% Sold
With Markdown

-1% (MoM)
-3% (YoY)
35% of Listings
Not Viewed

-1% (MoM)
Demand
Change

Day Supply



- › The Q5 made up 4% less of Audi monthly sales in February compared to last month.
- › Fresh inventory of Q6 E-TRON doubled, allowing it to make up 10% of sales and continues to gain momentum.

NEW

-6% (MoM)
Sales Volume
Change

-4 Days (MoM)
+26 Days (YoY)
97 Day Supply

-10% (MoM)
-6% (YoY)
61% Aged Inventory
Over 45 Days Ending
02/28/25

+2% (MoM)
-6% (YoY)
69% Aged Sales
Over 45 Days as of
02/28/25

+17% (MoM)
-4% (YoY)
72% Carryover
Over 45 Days as of
02/01/25

+1% (MoM)
NC (YoY)
\$62,955 Price
Avg Last Listed

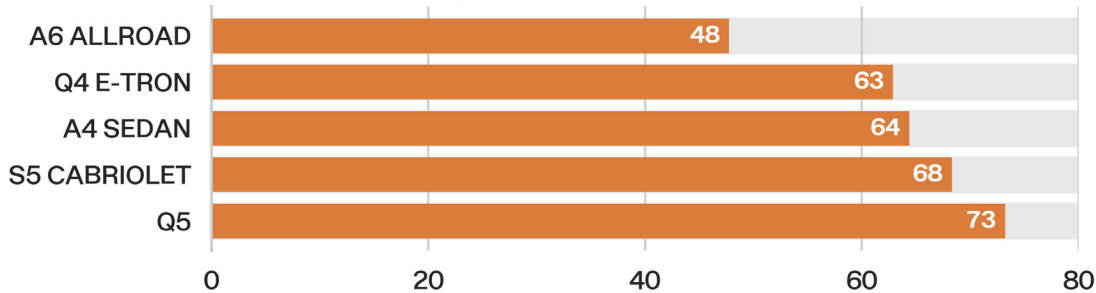
NC (MoM)
-5% Markdown
Price Reduction

-1% (MoM)
29% Sold
With Markdown

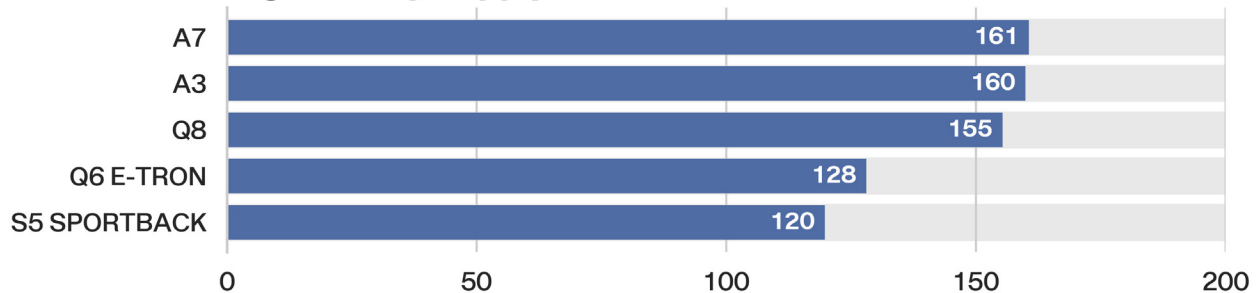
+2% (MoM)
-6% (YoY)
31% of Listings
Not Viewed

-7% (MoM)
Demand
Change

Lowest Day Supply



Highest Day Supply



- › Audi had the largest drop in last listed price YoY of 8%, led by the MDX increasing by 13% while all other Audi models fell.

USED

NC (MoM)
Sales Volume
Change

-3 Days (MoM)
+1 Days (YoY)
39 Day Supply

-1% (MoM)
-1% (YoY)
45% Aged Inventory
Over 45 Days Ending
02/28/25

+1% (MoM)
NC (YoY)
46% Aged Sales
Over 45 Days as of
02/28/25

+1% (MoM)
-3% (YoY)
48% Carryover
Over 45 Days as of
02/01/25

-1% (MoM)
-8% (YoY)
\$29,495 Price
Avg Last Listed

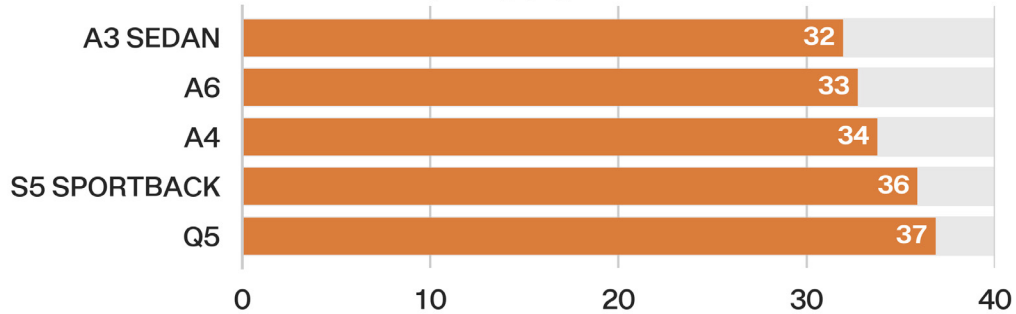
NC (MoM)
-6% Markdown
Price Reduction

NC (MoM)
47% Sold
With Markdown

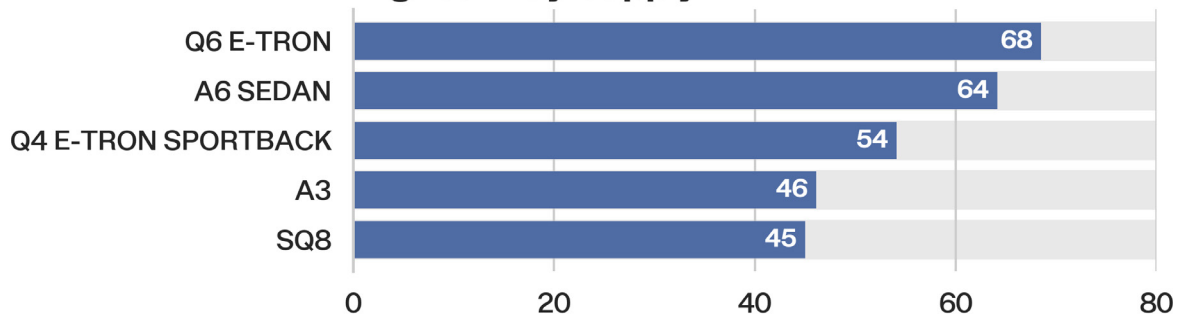
+1% (MoM)
NC (YoY)
34% of Listings
Not Viewed

-3% (MoM)
Demand
Change

Lowest Day Supply



Highest Day Supply





- › The I4 saw the largest decrease in day supply MoM, down 70 days to 97 days as sales grew by 62%, making it the third highest-selling BMW model in February.

NEW

+4% (MoM)
Sales Volume
Change

-7 Days (MoM)
+5 Days (YoY)
72 Day Supply

-9% (MoM)
+8% (YoY)
51% Aged Inventory
Over 45 Days Ending
02/28/25

NC (MoM)
+12% (YoY)
53% Aged Sales
Over 45 Days as of
02/28/25

+10% (MoM)
+12% (YoY)
60% Carryover
Over 45 Days as of
02/01/25

-1% (MoM)
+6% (YoY)
\$71,985 Price
Avg Last Listed

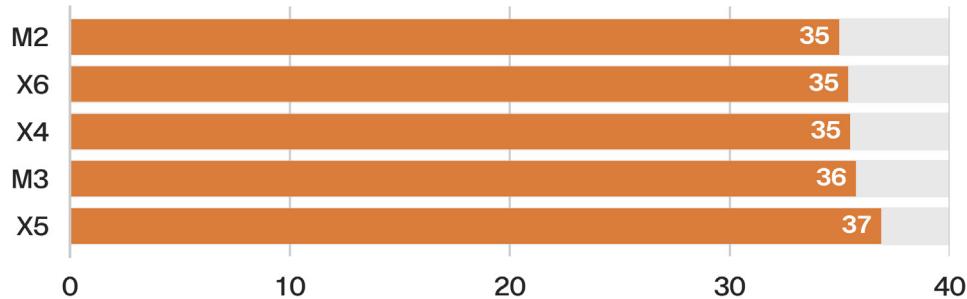
-1% (MoM)
-2% Markdown
Price Reduction

NC (MoM)
4% Sold
With Markdown

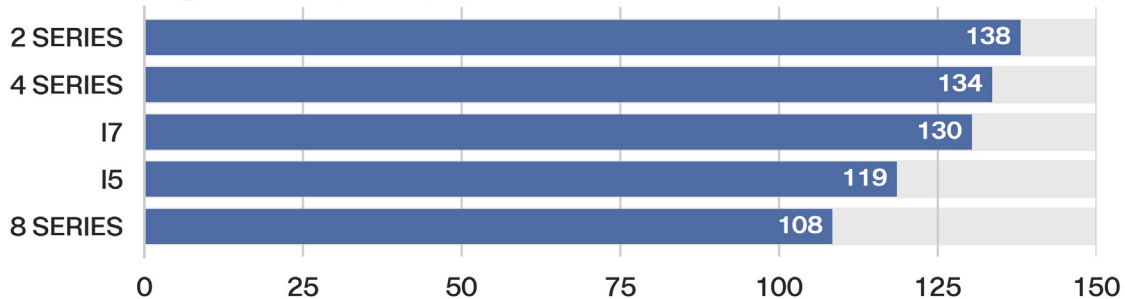
-3% (MoM)
+11% (YoY)
38% of Listings
Not Viewed

NC (MoM)
Demand
Change

Lowest Day Supply



Highest Day Supply



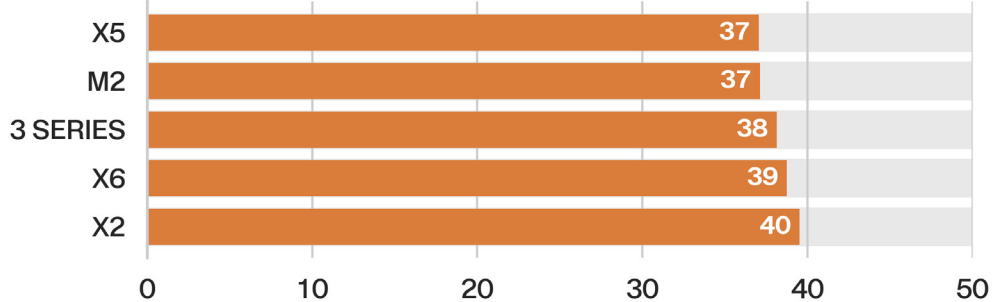


- › The I4 and X2 had the largest increase in sales MoM of 18% as sales distributions shifted towards the 2024 model year.

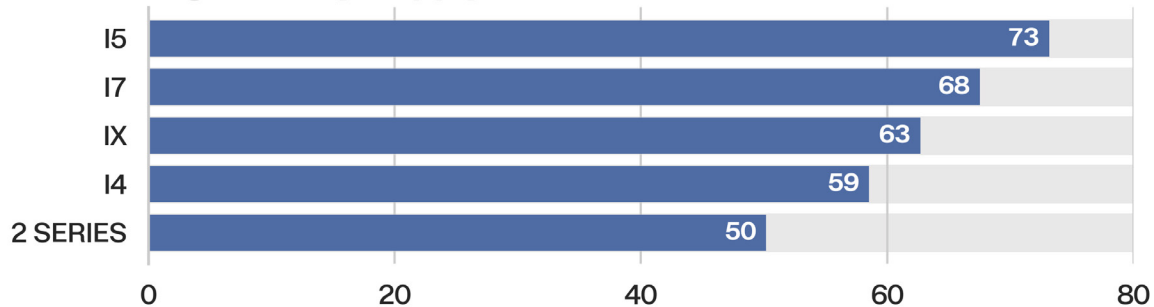
USED

-2% (MoM) Sales Volume Change	-4 Days (MoM) +2 Days (YoY) 41 Day Supply	-1% (MoM) +2% (YoY) 50% Aged Inventory Over 45 Days Ending 02/28/25	+1% (MoM) -1% (YoY) 46% Aged Sales Over 45 Days as of 02/28/25	+3% (MoM) -2% (YoY) 52% Carryover Over 45 Days as of 02/01/25
NC (MoM) NC (YoY) \$35,800 Price Avg Last Listed	NC (MoM) -5% Markdown Price Reduction	-1% (MoM) 46% Sold With Markdown	NC (MoM) +2% (YoY) 33% of Listings Not Viewed	-2% (MoM) Demand Change

Lowest Day Supply



Highest Day Supply

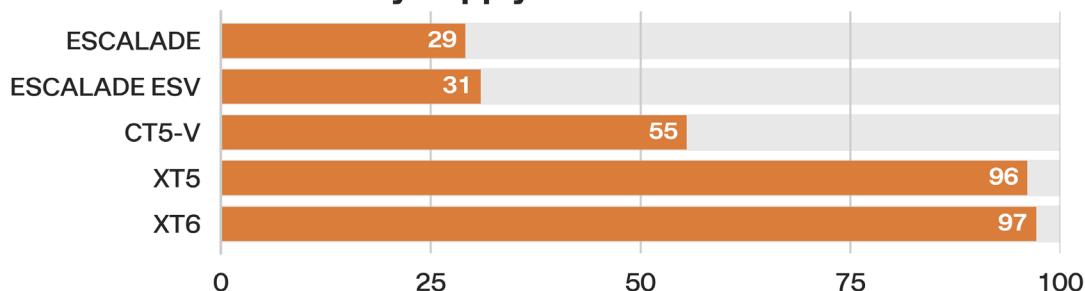


- › Cadillac had the largest decrease in last listed price MoM of 9% as Escalades made up significantly less of Cadillac's February sales.
- › Cadillac saw the largest increase in aged inventory, up 30% YoY to 51% with significant aging across all models.

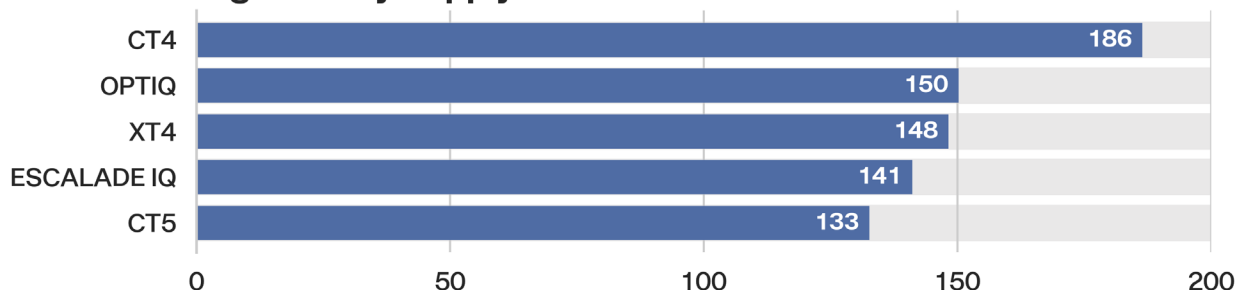
NEW

-8% (MoM) Sales Volume Change	+3 Days (MoM) +41 Days (YoY) 92 Day Supply	+1% (MoM) +30% (YoY) 59% Aged Inventory Over 45 Days Ending 02/28/25	+2% (MoM) +18% (YoY) 51% Aged Sales Over 45 Days as of 02/28/25	+2% (MoM) +17% (YoY) 60% Carryover Over 45 Days as of 02/01/25
-9% (MoM) +3% (YoY) \$63,150 Price Avg Last Listed	NC (MoM) -3% Markdown Price Reduction	+1% (MoM) 16% Sold With Markdown	NC (MoM) +14% (YoY) 51% of Listings Not Viewed	-15% (MoM) Demand

Lowest Day Supply



Highest Day Supply

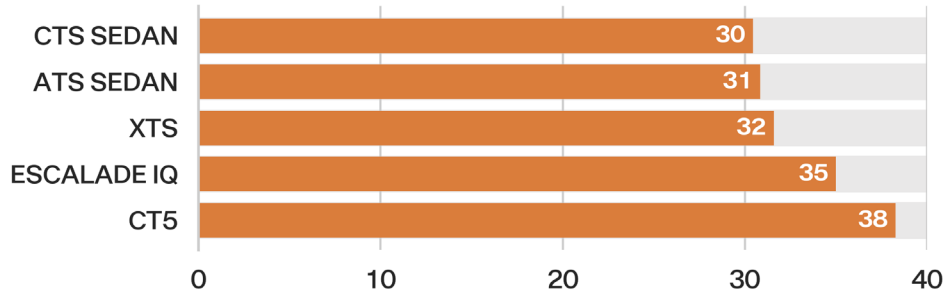


› While the majority of Cadillac models saw prices drop YoY, Escalades saw prices increase by 20% with increases across all model years.

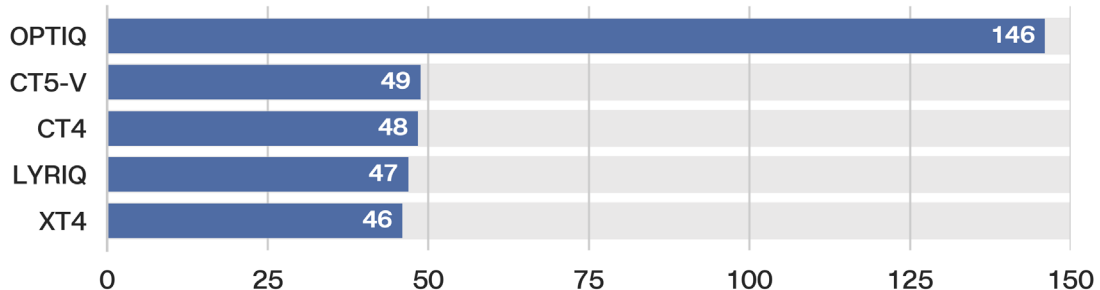
USED

+2% (MoM) Sales Volume Change	-3 Days (MoM) -1 Days (YoY) 42 Day Supply	-1% (MoM) -2% (YoY) 46% Aged Inventory Over 45 Days Ending 02/28/25	+1% (MoM) -3% (YoY) 46% Aged Sales Over 45 Days as of 02/28/25	+1% (MoM) -5% (YoY) 49% Carryover Over 45 Days as of 02/01/25
NC (MoM) -3% (YoY) \$31,903 Price Avg Last Listed	NC (MoM) -6% Markdown Price Reduction	NC (MoM) 42% Sold With Markdown	+1% (MoM) +2% (YoY) 41% of Listings Not Viewed	-3% (MoM) Demand Change

Lowest Day Supply



Highest Day Supply



- › Chevy saw a noticeable shift in sales from the Silverado 1500 to the Colorado YoY with Silverado making up 7% of this year's February sales while the Colorado increased by 5%.
- › The Traverse continues to run a very tight supply at 35 days, less than half of the brand's average.

NEW

+1% (MoM)
Sales Volume
Change

-5 Day (MoM)
+14 Days (YoY)
78 Day Supply

-8% (MoM)
+5% (YoY)
52% Aged Inventory
Over 45 Days Ending
02/28/25

-2% (MoM)
+4% (YoY)
53% Aged Sales
Over 45 Days as of
02/28/25

+2% (MoM)
+8% (YoY)
61% Carryover
Over 45 Days as of
02/01/25

-1% (MoM)
NC (YoY)
\$44,995 Price
Avg Last Listed

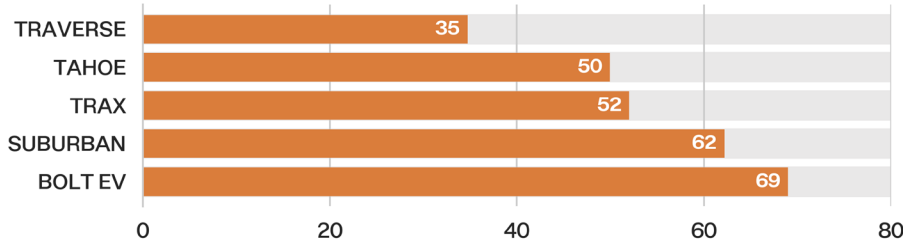
NC (MoM)
-5% Markdown
Price Reduction

+2% (MoM)
38% Sold
With Markdown

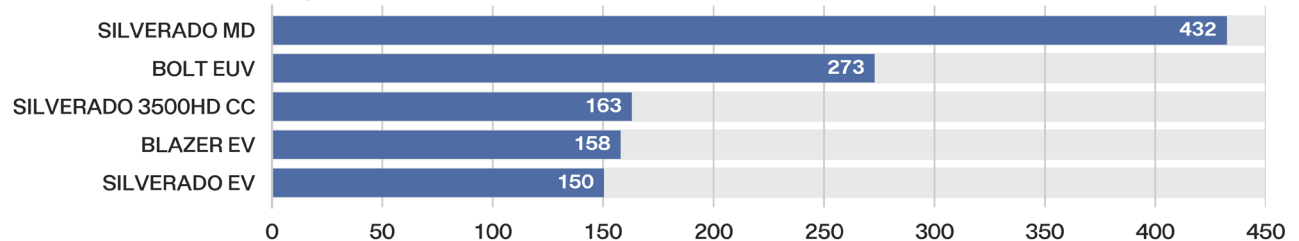
NC (MoM)
+2% (YoY)
48% of Listings
Not Viewed

-3% (MoM)
Demand
Change

Lowest Day Supply



Highest Day Supply

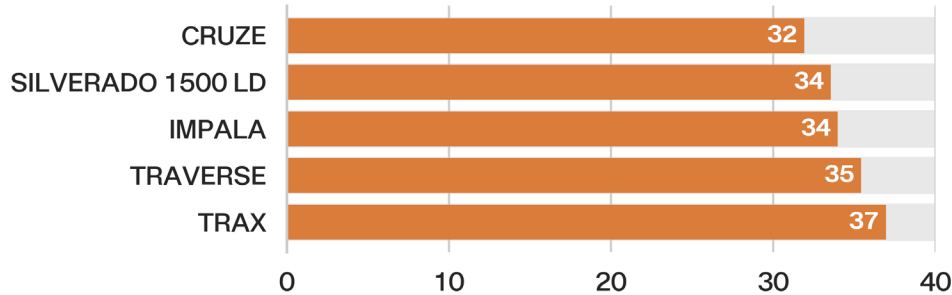


➤ The Bolt EV had the largest increase in day supply MoM of 6 days up to 45 days.

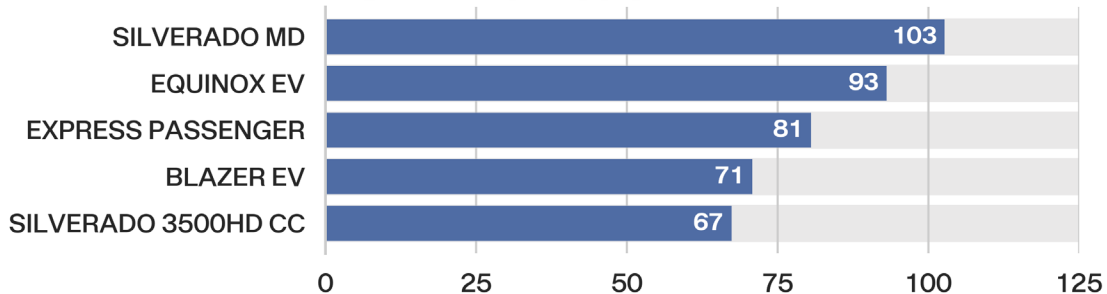
USED

+3% (MoM) Sales Volume Change	-4 Day (MoM) +2 Days (YoY) 42 Day Supply	-2% (MoM) NC (YoY) 48% Aged Inventory Over 45 Days Ending 02/28/25	-2% (MoM) -2% (YoY) 46% Aged Sales Over 45 Days as of 02/28/25	NC (MoM) -4% (YoY) 51% Carryover Over 45 Days as of 02/01/25
-1% (MoM) -6% (YoY) \$25,384 Price Avg Last Listed	NC (MoM) -5% Markdown Price Reduction	-2% (MoM) 44% Sold With Markdown	NC (MoM) -3% (YoY) 40% of Listings Not Viewed	NC (MoM) Demand Change

Lowest Day Supply



Highest Day Supply





- › Chrysler had the largest decrease in percent of sales over 45 days on lot YoY of 22% down to 45%, as the discontinued 300 still remains in inventory.

NEW

-4% (MoM)
Sales Volume
Change

+10 Days (MoM)
-40 Days (YoY)
83 Day Supply

-1% (MoM)
-15% (YoY)
41% Aged Inventory
Over 45 Days Ending
02/28/25

NC (MoM)
-22% (YoY)
45% Aged Sales
Over 45 Days as of
02/28/25

-5% (MoM)
-30% (YoY)
42% Carryover
Over 45 Days as of
02/01/25

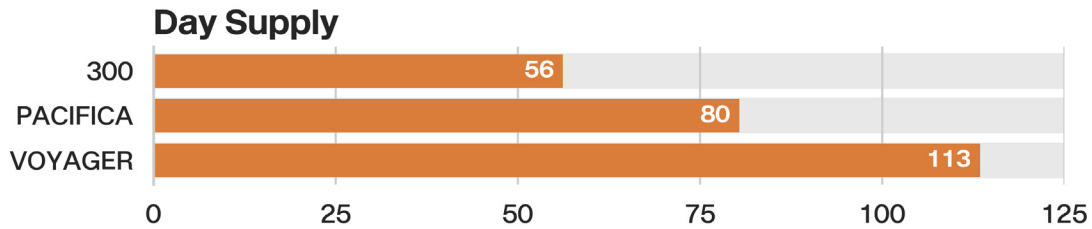
NC (MoM)
-5% (YoY)
\$44,657 Price
Avg Last Listed

+2% (MoM)
-6% Markdown

-1% (MoM)
39% Sold
With Markdown

+3% (MoM)
-8% (YoY)
50% of Listings
Not Viewed

-20% (MoM)
Demand

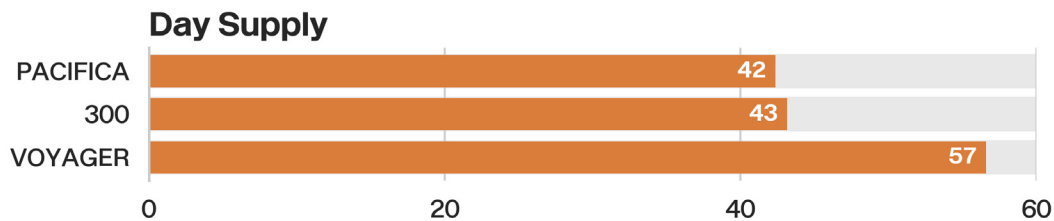




- › Chrysler saw the largest increase in sales MoM of 12%. Ending inventory also grew by a market high of 4% even with a market high decrease of units sold with a markdown of 4% down to 44%.

USED

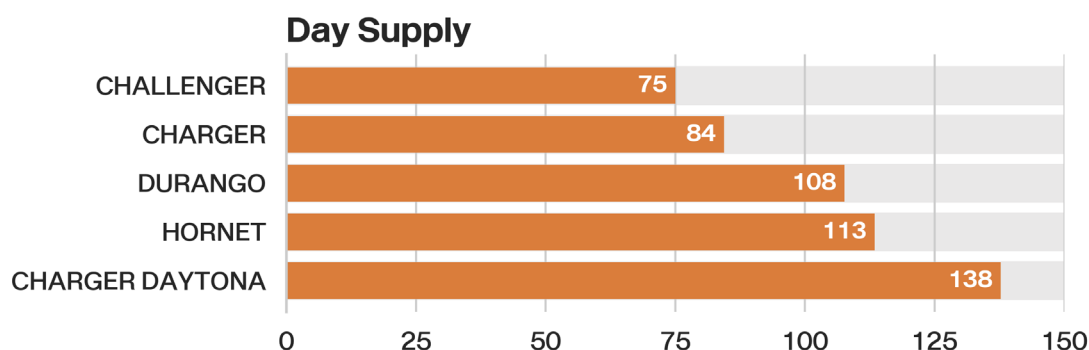
+12% (MoM) Sales Volume Change	-5 Days (MoM) +5 Day (YoY) 43 Day Supply	-1% (MoM) -1% (YoY) 45% Aged Inventory Over 45 Days Ending 02/28/25	-6% (MoM) -4% (YoY) 45% Aged Sales Over 45 Days as of 02/28/25	-8% (MoM) -8% (YoY) 46% Carryover Over 45 Days as of 02/01/25
NC (MoM) -4% (YoY) \$21,990 Price Avg Last Listed	NC (MoM) -7% Markdown Price Reduction	-4% (MoM) 44% Sold With Markdown	+2% (MoM) -1% (YoY) 43% of Listings Not Viewed	NC (MoM) Demand Change



- > Dodge had the biggest increase in last listed price MoM of 6% as well as the largest increase YoY of 13%. Units sold with a markdown dropped by 12% MoM to 39% and the Charger Daytona gained popularity.
- > Dodge had the largest correction in day supply YoY of 76 days down to 112 days as aged inventory had the largest correction YoY of 32% down to 51% to align with the market.

NEW

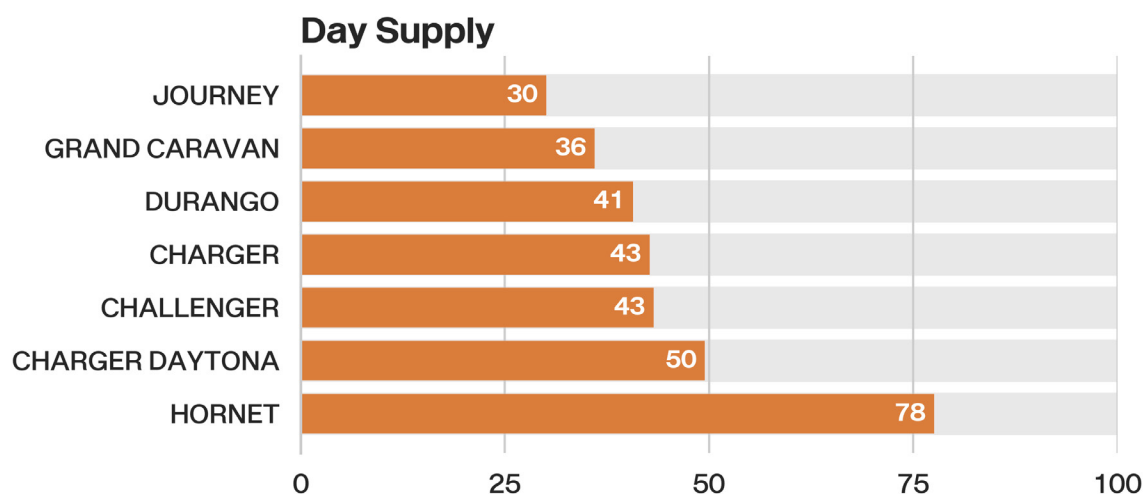
+6% (MoM) Sales Volume Change	-2 Days (MoM) -76 Days (YoY) 112 Day Supply	-10% (MoM) -32% (YoY) 51% Aged Inventory Over 45 Days Ending 02/28/25	-13% (MoM) -22% (YoY) 60% Aged Sales Over 45 Days as of 02/28/25	-12% (MoM) -15% (YoY) 62% Carryover Over 45 Days as of 02/01/25
+6% (MoM) +13% (YoY) \$50,055 Price Avg Last Listed	+1% (MoM) -9% Markdown Price Reduction	-12% (MoM) 39% Sold With Markdown	+3% (MoM) -10% (YoY) 44% of Listings Not Viewed	-8% (MoM) Demand Change



> The Journey saw the largest decrease in day supply MoM of 12 days down to 30 days.

USED

+10% (MoM) Sales Volume Change	-7 Days (MoM) +3 Days (YoY) 41 Day Supply	-1% (MoM) -2% (YoY) 48% Aged Inventory Over 45 Days Ending 02/28/25	-4% (MoM) -3% (YoY) 46% Aged Sales Over 45 Days as of 02/28/25	-4% (MoM) -6% (YoY) 50% Carryover Over 45 Days as of 02/01/25
-2% (MoM) NC (YoY) \$24,390 Price Avg Last Listed	NC (MoM) -6% Markdown Price Reduction	-3% (MoM) 42% Sold With Markdown	NC (MoM) -2% (YoY) 34% of Listings Not Viewed	+5% (MoM) Demand Change





- › Ford had the largest correction in hybrid day supply MoM of 11 days but continued to have one of the highest day supplies of 116 days with the hybrid Explorer driving the average up on a 241 day supply.
- › While Ford's EV sales declined, its aging profile remains healthier compared to hybrids and ICE vehicles.

NEW

+1% (MoM)
Sales Volume
Change

-12 Days (MoM)
+34 Days (YoY)
116 Day Supply

-5% (MoM)
+6% (YoY)
68% Aged Inventory
Over 45 Days Ending
02/28/25

+2% (MoM)
+7% (YoY)
68% Aged Sales
Over 45 Days as of
02/28/25

+7% (MoM)
+8% (YoY)
73% Carryover
Over 45 Days as of
02/01/25

-1% (MoM)
+1% (YoY)
\$51,598 Price
Avg Last Listed

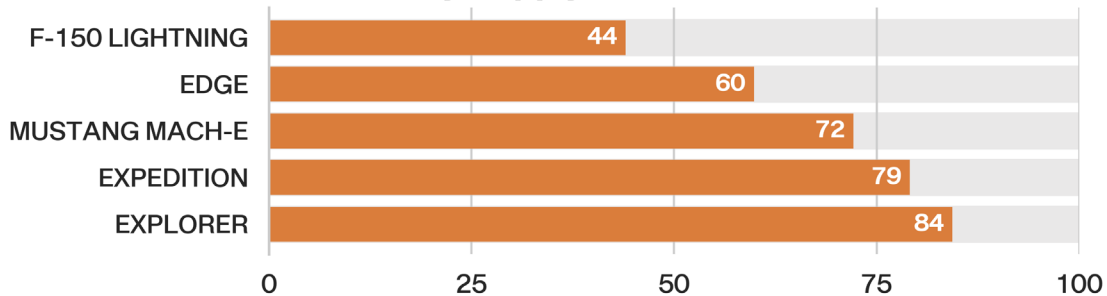
-1% (MoM)
-6% Markdown
Price Reduction

+3% (MoM)
43% Sold
With Markdown

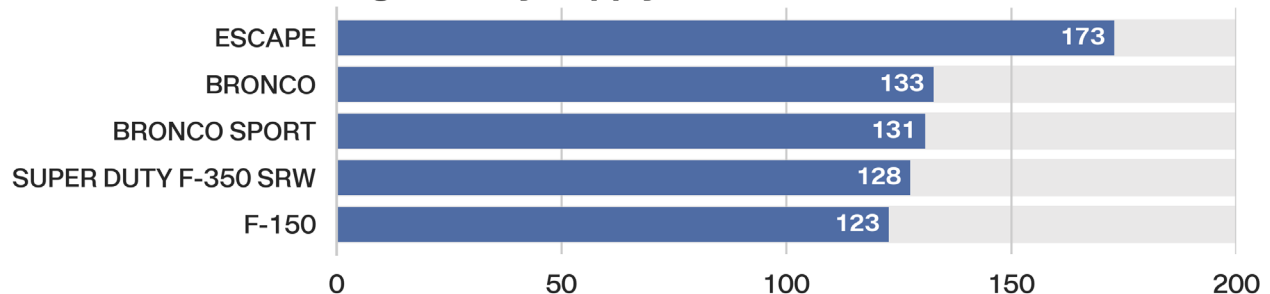
-1% (MoM)
-4% (YoY)
48% of Listings
Not Viewed

NC (MoM)
Demand
Change

Lowest Day Supply



Highest Day Supply



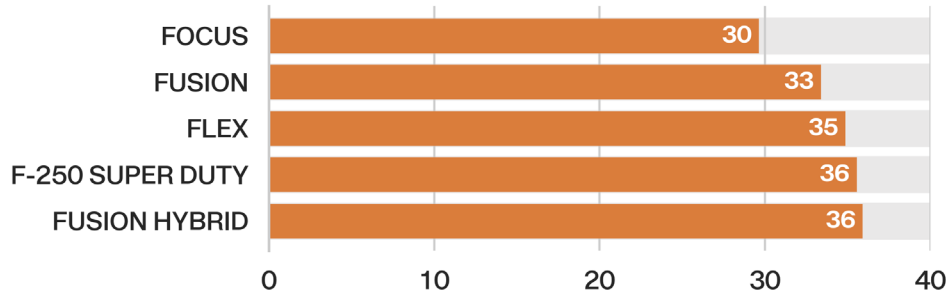


- › The Mustang Mach-E saw the largest decrease in day supply MoM of 10 days down to 37 days.
- › The Focus sold the lowest proportion of aged inventory at 31%.

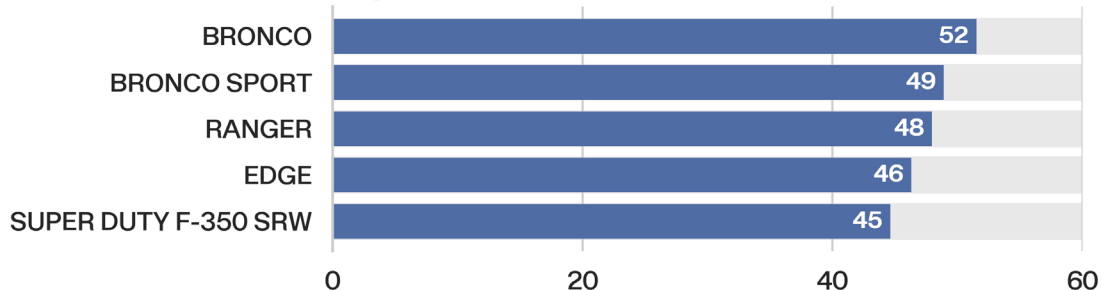
USED

-1% (MoM) Sales Volume Change	-4 Days (MoM) NC Days (YoY) 42 Day Supply	-1% (MoM) +1% (YoY) 50% Aged Inventory Over 45 Days Ending 02/28/25	-3% (MoM) -2% (YoY) 46% Aged Sales Over 45 Days as of 02/28/25	-2% (MoM) -4% (YoY) 53% Carryover Over 45 Days as of 02/01/25
NC (MoM) -4% (YoY) \$27,900 Price Avg Last Listed	NC (MoM) -6% Markdown Price Reduction	-2% (MoM) 44% Sold With Markdown	+1% (MoM) -3% (YoY) 41% of Listings Not Viewed	-2% (MoM) Demand Change

Lowest Day Supply



Highest Day Supply

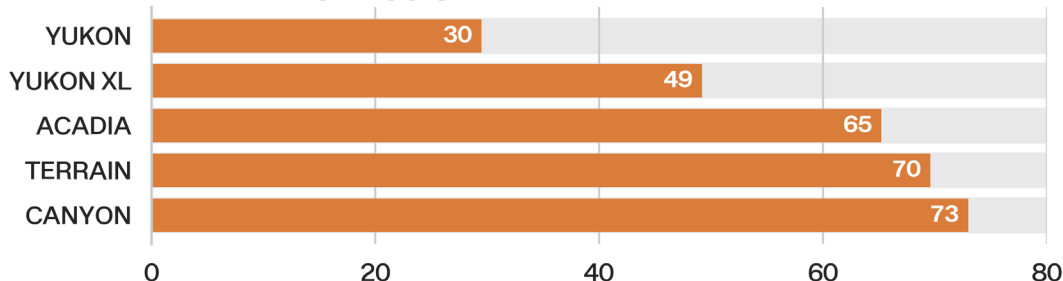


- › The Sierra 2500 and 3500 had the largest increase in units sold with a markdown, both up by 20% MoM.
- › While most GMC models saw sales slip MoM, the Arcadia grew by 17% with an influx of fresh inventory, driving aged inventory down to just 25%.
- › A constrained inventory drove Terrain sales down even further this month on a very tight day supply of 29 days.

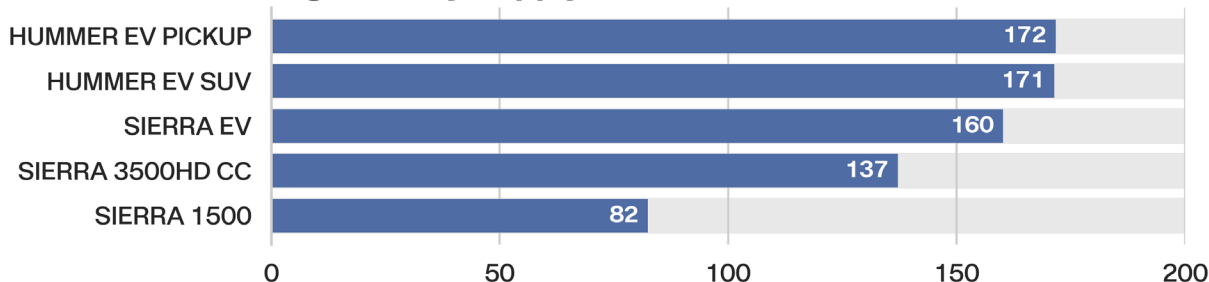
NEW

- 4% (MoM) Sales Volume Change	-4 Days (MoM) +9 Days (YoY) 76 Day Supply	-10% (MoM) +11% (YoY) 53% Aged Inventory Over 45 Days Ending 02/28/25	-2% (MoM) +10% (YoY) 57% Aged Sales Over 45 Days as of 02/28/25	+5% (MoM) +12% (YoY) 64% Carryover Over 45 Days as of 02/01/25
-1% (MoM) NC (YoY) \$64,800 Price Avg Last Listed	NC (MoM) -5% Markdown Price Reduction	+3% (MoM) 45% Sold With Markdown	NC (MoM) +2% (YoY) 39% of Listings Not Viewed	-3% (MoM) Demand Change

Lowest Day Supply



Highest Day Supply

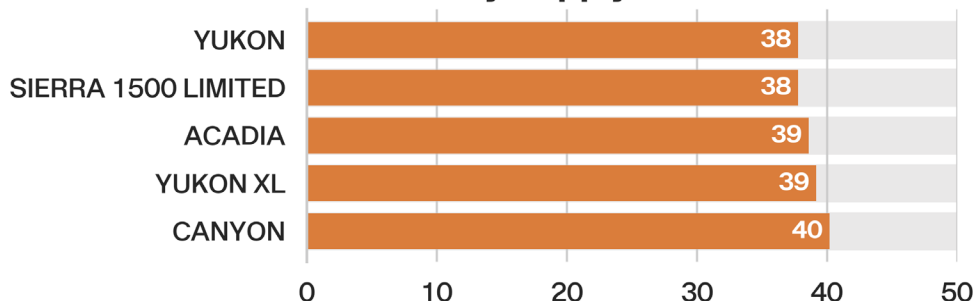


➤ GMC had the highest day supply among EVs at 91, well above the market average of 39 days.

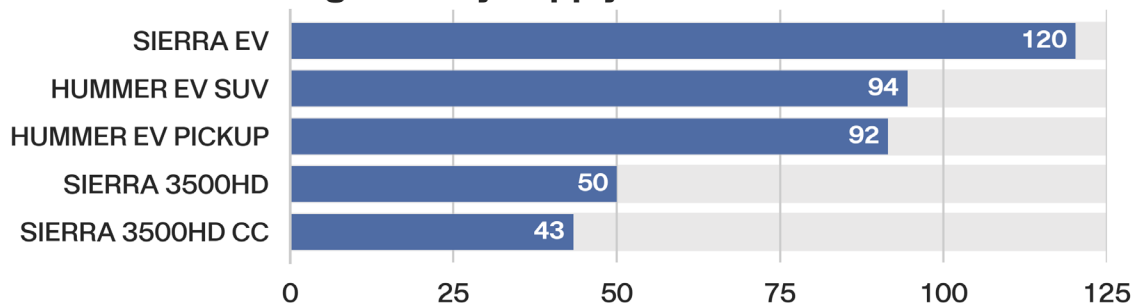
USED

+2% (MoM) Sales Volume Change	-4 Day (MoM) NC Days (YoY) 41 Day Supply	-2% (MoM) NC (YoY) 47% Aged Inventory Over 45 Days Ending 02/28/25	-1% (MoM) -2% (YoY) 46% Aged Sales Over 45 Days as of 02/28/25	+1% (MoM) -4% (YoY) 50% Carryover Over 45 Days as of 02/01/25
-1% (MoM) -1% (YoY) \$34,706 Price Avg Last Listed	NC (MoM) -5% Markdown Price Reduction	-1% (MoM) 43% Sold With Markdown	NC (MoM) -4% (YoY) 37% of Listings Not Viewed	NC (MoM) Demand Change

Lowest Day Supply



Highest Day Supply



- › Honda ICE and hybrid inventory maintained tight control over aging and day supply while the Prologue continued to face headwinds. Sales fell another 33% MoM with 66% of inventory over 45 days on lot, nearly double that of ICEs and hybrids.

NEW

NC (MoM)
Sales Volume
Change

-3 Days (MoM)
+14 Days (YoY)
54 Day Supply

-10% (MoM)
+16% (YoY)
40% Aged Inventory
Over 45 Days Ending
02/28/25

-4% (MoM)
+17% (YoY)
42% Aged Sales
Over 45 Days as of
02/28/25

+3% (MoM)
+23% (YoY)
51% Carryover
Over 45 Days as of
02/01/25

NC (MoM)
+3% (YoY)
\$36,980 Price
Avg Last Listed

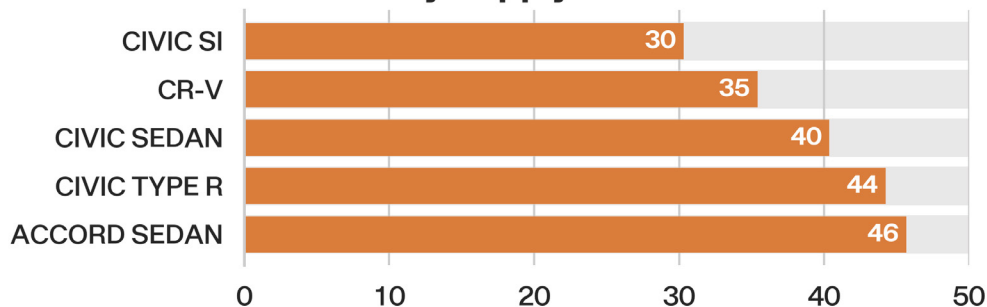
NC (MoM)
-4% Markdown
Price Reduction

NC (MoM)
12% Sold
With Markdown

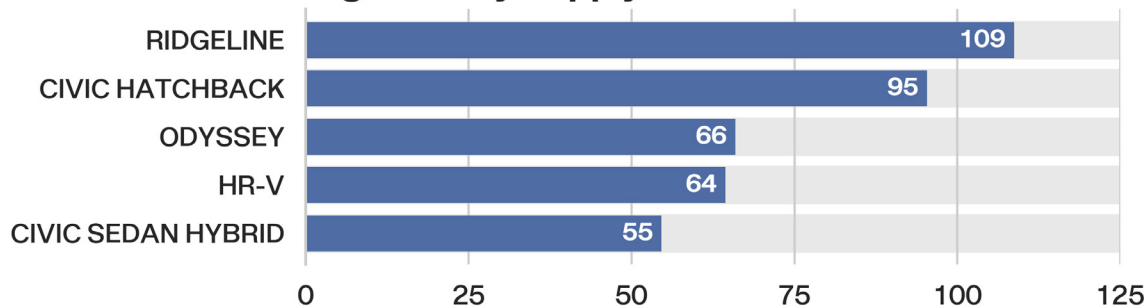
+1% (MoM)
-1% (YoY)
46% of Listings
Not Viewed

-4% (MoM)
Demand
Change

Lowest Day Supply



Highest Day Supply

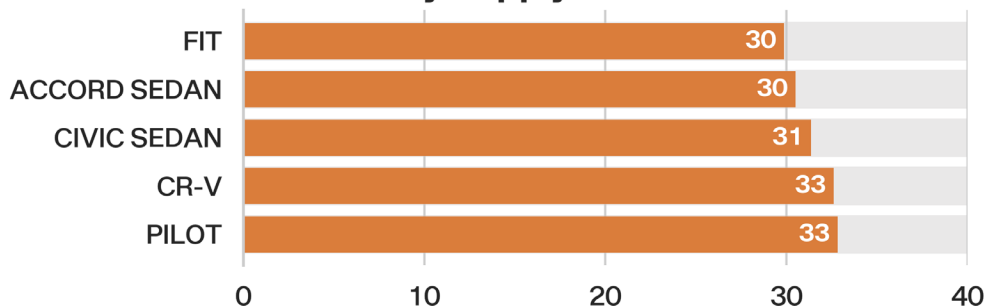


- › Honda saw the largest drop in aged inventory MoM down 4% to 42% with the Accord Hybrid and CR-V Hybrid both dropping by more than 10%.
- › However, the Prologue had the largest percentage of aged inventory in the market of 76% as well as the highest percentage of aged sold units by far at 81%.

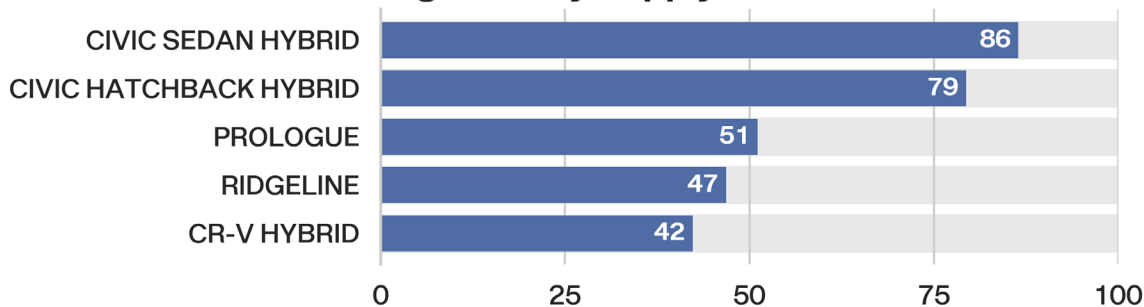
USED

-1% (MoM) Sales Volume Change	-4 Days (MoM) +2 Days (YoY) 35 Day Supply	-4% (MoM) +4% (YoY) 42% Aged Inventory Over 45 Days Ending 02/28/25	-2% (MoM) +2% (YoY) 43% Aged Sales Over 45 Days as of 02/28/25	NC (MoM) +2% (YoY) 48% Carryover Over 45 Days as of 02/01/25
NC (MoM) NC (YoY) \$23,972 Price Avg Last Listed	NC (MoM) -5% Markdown Price Reduction	-2% (MoM) 38% Sold With Markdown	NC (MoM) -4% (YoY) 37% of Listings Not Viewed	+1% (MoM) Demand Change

Lowest Day Supply



Highest Day Supply





HYUNDAI

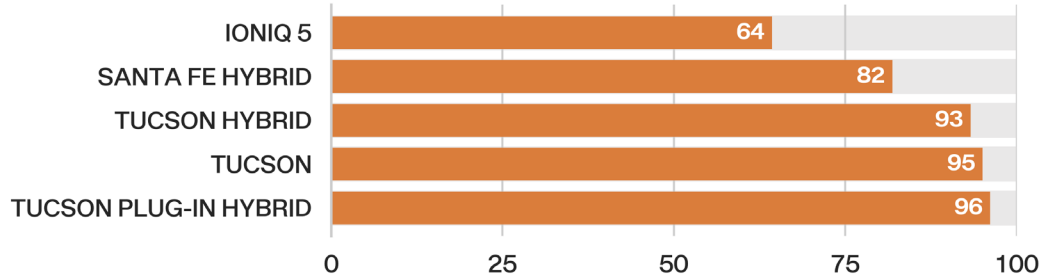
February 2025

- › Hyundai had the largest increase in units sold with a markdown of 8% up to 40% with nearly all the higher volume models increasing by 10% or more.
- › The Santa Fe saw the largest increase in last listed price YoY of 17% but still grew its percent of Hyundai monthly sales by 2%.

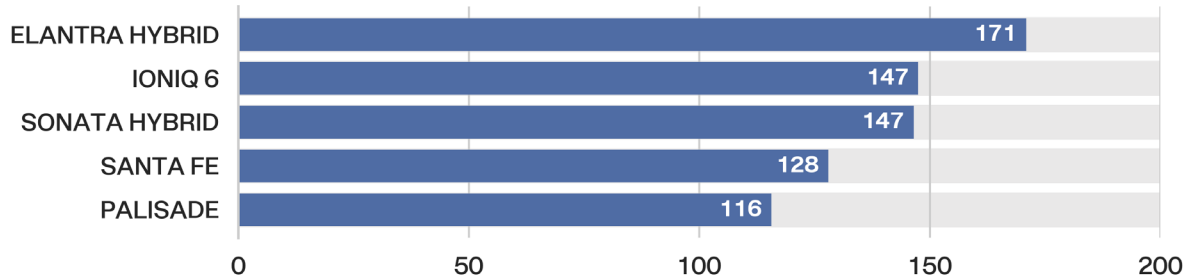
NEW

+4% (MoM) Sales Volume Change	-5 Days (MoM) +40 Days (YoY) 107 Day Supply	-5% (MoM) +13% (YoY) 54% Aged Inventory Over 45 Days Ending 02/28/25	-1% (MoM) +20% (YoY) 61% Aged Sales Over 45 Days as of 02/28/25	+2% (MoM) +16% (YoY) 60% Carryover Over 45 Days as of 02/01/25
-2% (MoM) +6% (YoY) \$35,941 Price Avg Last Listed	NC (MoM) -4% Markdown Price Reduction	+8% (MoM) 40% Sold With Markdown	NC (MoM) -7% (YoY) 47% of Listings Not Viewed	-7% (MoM) Demand Change

Lowest Day Supply



Highest Day Supply





HYUNDAI

February 2025

> All metrics move in line with the market.

USED

+2% (MoM)
Sales Volume
Change

-4 Day (MoM)
NC Days (YoY)
37 Day Supply

-3% (MoM)
NC (YoY)
44% Aged Inventory
Over 45 Days Ending
02/28/25

-2% (MoM)
-1% (YoY)
44% Aged Sales
Over 45 Days as of
02/28/25

-2% (MoM)
-4% (YoY)
48% Carryover
Over 45 Days as of
02/01/25

NC (MoM)
+1% (YoY)
\$20,000 Price
Avg Last Listed

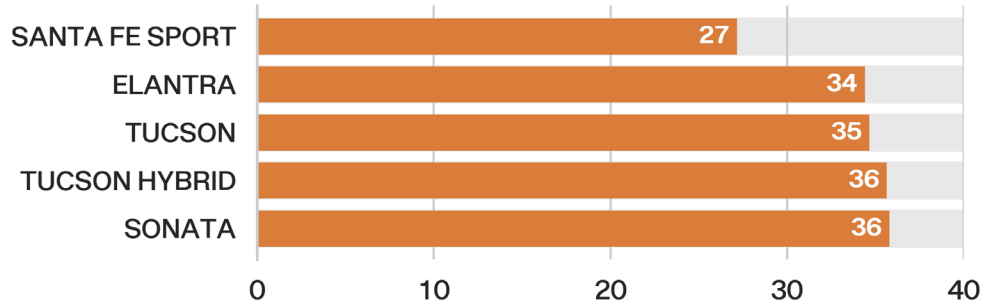
NC (MoM)
-6% Markdown
Price Reduction

-2% (MoM)
44% Sold
With Markdown

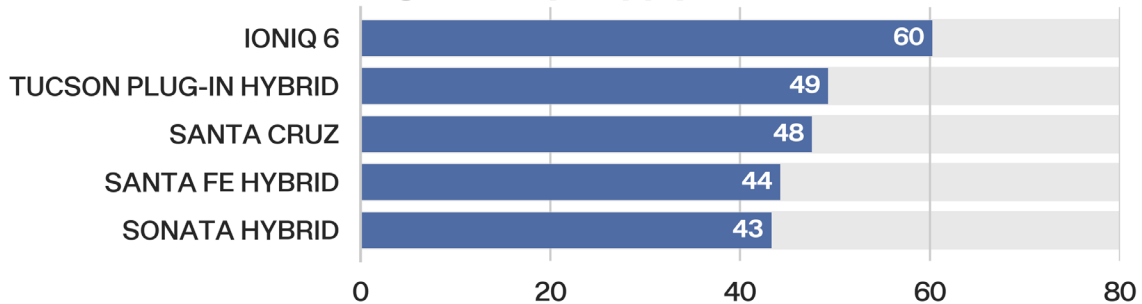
-1% (MoM)
-4% (YoY)
42% of Listings
Not Viewed

NC (MoM)
Demand
Change

Lowest Day Supply



Highest Day Supply



- › Infiniti saw the highest increase in aged inventory, up 5% MoM as QX80 inventory begins to sit.
- › Increased QX80 inventory allowed sales to increase by 45% MoM to make up over a third of Infiniti's February sales.

NEW

-5% (MoM)
Sales Volume
Change

+1 Days (MoM)
+23 Days (YoY)
121 Day Supply

+5% (MoM)
+5% (YoY)
61% Aged Inventory
Over 45 Days Ending
02/28/25

+2% (MoM)
-3% (YoY)
62% Aged Sales
Over 45 Days as of
02/28/25

+3% (MoM)
-9% (YoY)
57% Carryover
Over 45 Days as of
02/01/25

+2% (MoM)
+7% (YoY)
\$61,700 Price
Avg Last Listed

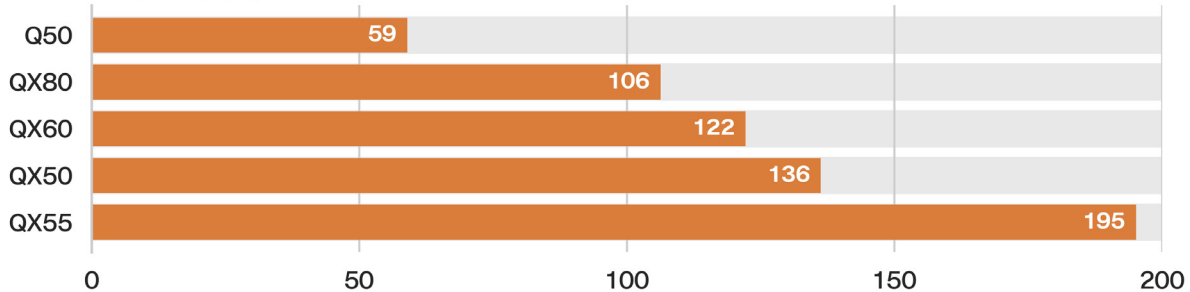
NC (MoM)
-3% Markdown
Price Reduction

+5% (MoM)
26% Sold
With Markdown

+2% (MoM)
NC (YoY)
62% of Listings
Not Viewed

-12%
(MoM)
Demand

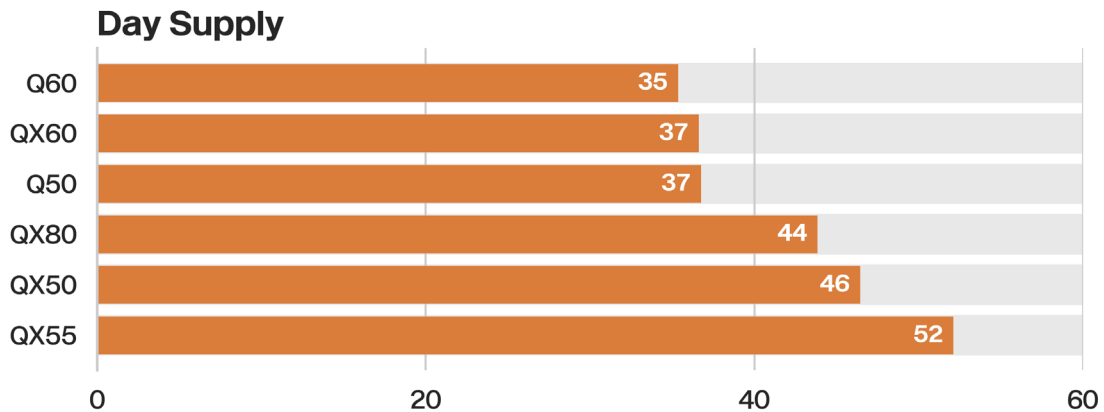
Day Supply



> The QX80 saw the largest decrease in sales MoM of 11%.

USED

-5% (MoM) Sales Volume Change	-1 Days (MoM) +2 Days (YoY) 41 Day Supply	-2% (MoM) -2% (YoY) 45% Aged Inventory Over 45 Days Ending 02/28/25	-2% (MoM) -3% (YoY) 45% Aged Sales Over 45 Days as of 02/28/25	-2% (MoM) -5% (YoY) 48% Carryover Over 45 Days as of 02/01/25
-4% (MoM) -3% (YoY) \$26,321 Price Avg Last Listed	NC (MoM) -5% Markdown Price Reduction	-2% (MoM) 49% Sold With Markdown	+2% (MoM) -3% (YoY) 33% of Listings Not Viewed	-7% (MoM) Demand Change

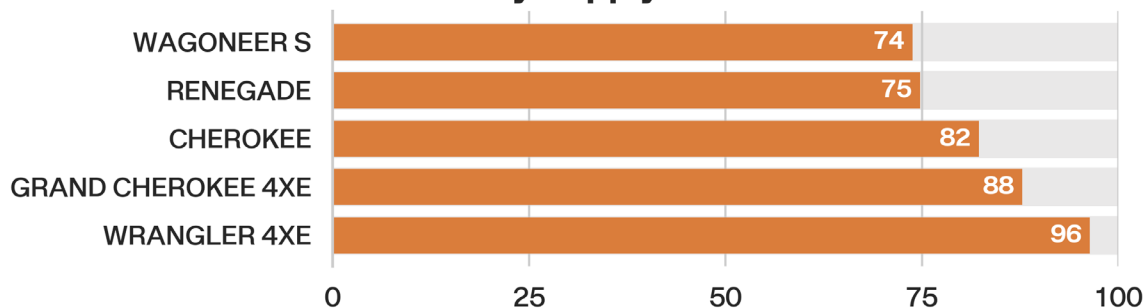


- Jeep saw the largest YoY decline in last listed prices, down 12% as the Grand Cherokee and Wrangler increased a percent of Jeep's monthly sales while the 4XE counterparts fell drastically.
- The Wagoneer S made up over 2% of EV sales in February after a delayed release.

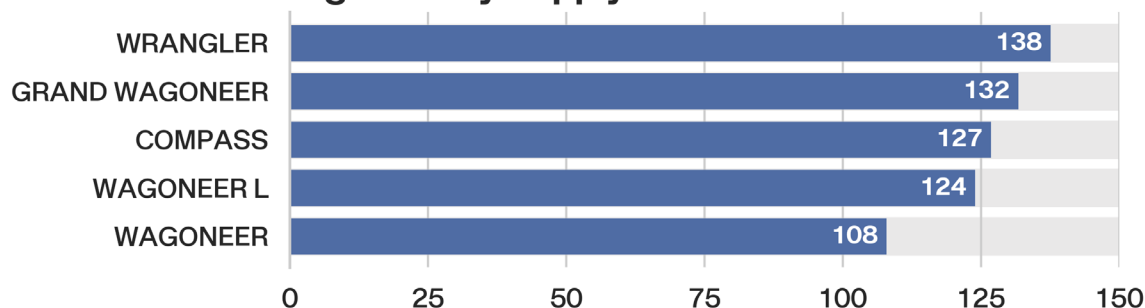
NEW

+2% (MoM) Sales Volume Change	+3 Days (MoM) +15 Days (YoY) 112 Day Supply	-8% (MoM) -6% (YoY) 50% Aged Inventory Over 45 Days Ending	-2% (MoM) +6% (YoY) 62% Aged Sales Over 45 Days as of 02/28/25	-4% (MoM) -2% (YoY) 58% Carryover Over 45 Days as of 02/01/25
+1% (MoM) -12% (YoY) \$46,500 Price Avg Last Listed	+1% (MoM) -7% Markdown Price Reduction	-6% (MoM) 43% Sold With Markdown	+4% (MoM) -8% (YoY) 48% of Listings Not Viewed	-11% (MoM) Demand

Lowest Day Supply



Highest Day Supply

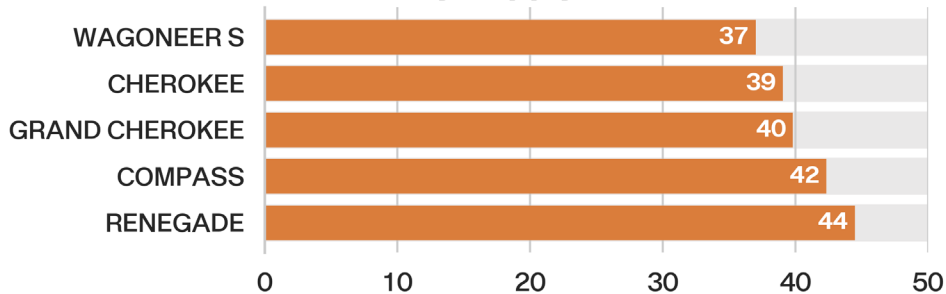


- › Jeep saw the largest drop in day supply MoM of 6 days down to 45 days with the Wrangler seeing the largest decrease of 10 days.
- › The Grand Cherokee 4XE had the largest drop in percent of aged sold units of 11% MoM down to 48%.

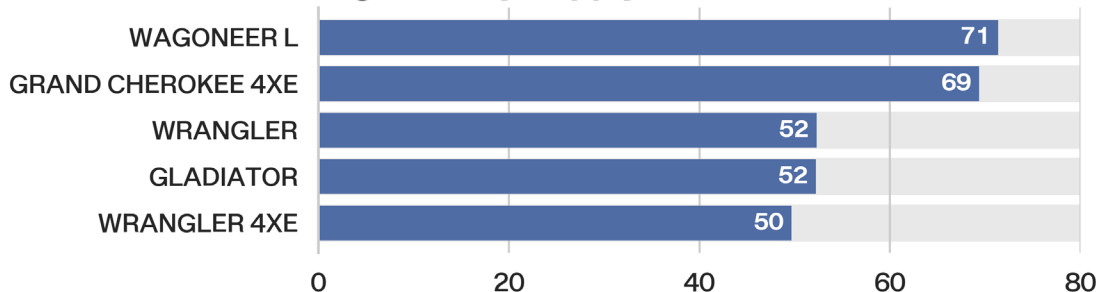
USED

+3% (MoM) Sales Volume Change	-6 Days (MoM) NC Days (YoY) 45 Day Supply	-3% (MoM) +1% (YoY) 51% Aged Inventory Over 45 Days Ending 02/28/25	-2% (MoM) NC (YoY) 52% Aged Sales Over 45 Days as of 02/28/25	-1% (MoM) -1% (YoY) 55% Carryover Over 45 Days as of 02/01/25
NC (MoM) -2% (YoY) \$25,500 Price Avg Last Listed	NC (MoM) -7% Markdown Price Reduction	-3% (MoM) 51% Sold With Markdown	NC (MoM) -5% (YoY) 36% of Listings Not Viewed	+2% (MoM) Demand Change

Lowest Day Supply



Highest Day Supply





- › While Kia had the lowest EV day supply of 46 days, aged inventory grew by a market high of 18% MoM as EV6 and EV9 ending inventory shrank by over 40% without fresh inventory.

NEW

+2% (MoM)
Sales Volume
Change

-3 Days (MoM)
+23 Days (YoY)
71 Day Supply

-7% (MoM)
+15% (YoY)
50% Aged Inventory
Over 45 Days Ending
02/28/25

-4% (MoM)
+15% (YoY)
45% Aged Sales
Over 45 Days as of
02/28/25

NC (MoM)
+18% (YoY)
57% Carryover
Over 45 Days as of
02/01/25

NC (MoM)
+2% (YoY)
\$34,847 Price
Avg Last Listed

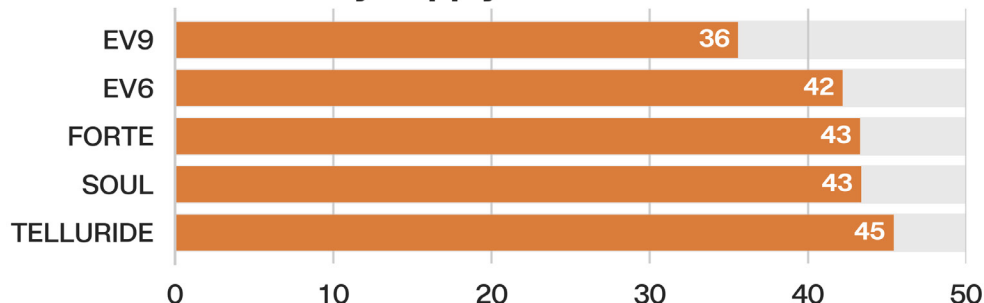
NC (MoM)
-4% Markdown
Price Reduction

+1% (MoM)
29% Sold
With Markdown

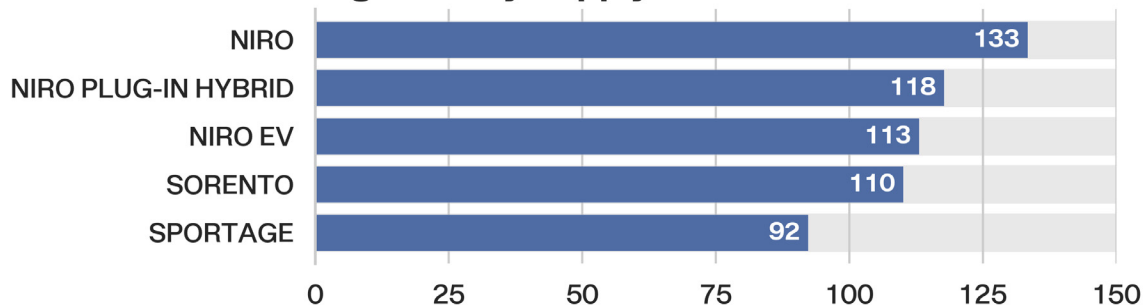
NC (MoM)
+5% (YoY)
50% of Listings
Not Viewed

-5% (MoM)
Demand
Change

Lowest Day Supply



Highest Day Supply





➤ The Stinger had the largest decrease MoM of units sold with a markdown of 8% down to 38%.

USED

+6% (MoM)
Sales Volume
Change

-6 Days (MoM)
+1 Days (YoY)
35 Day Supply

-3% (MoM)
-1% (YoY)
43% Aged Inventory
Over 45 Days Ending
02/28/25

-2% (MoM)
NC (YoY)
44% Aged Sales
Over 45 Days as of
02/28/25

NC (MoM)
-5% (YoY)
47% Carryover
Over 45 Days as of
02/01/25

+1% (MoM)
+3% (YoY)
\$19,771 Price
Avg Last Listed

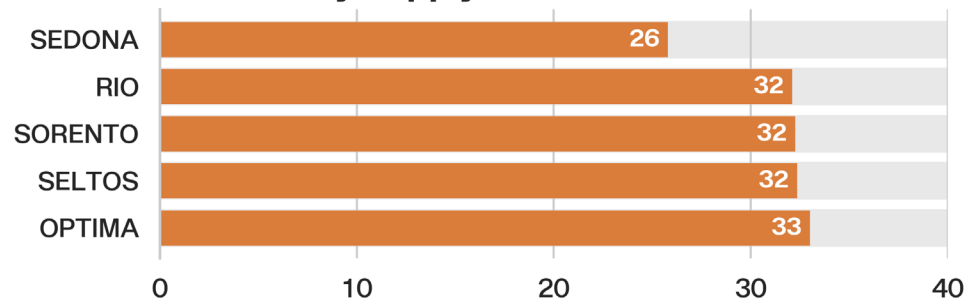
NC (MoM)
-6% Markdown
Price Reduction

-3% (MoM)
40% Sold
With Markdown

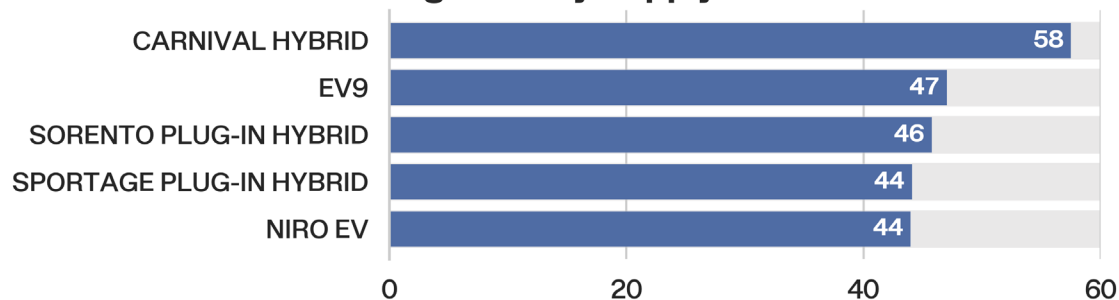
-1% (MoM)
-5% (YoY)
38% of Listings
Not Viewed

+4% (MoM)
Demand
Change

Lowest Day Supply



Highest Day Supply

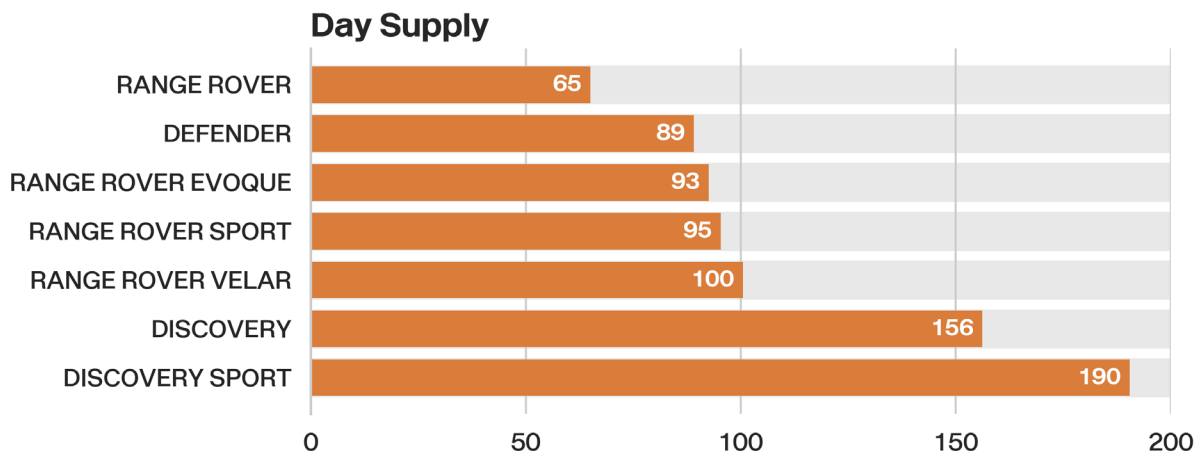




- › Range Rover sales continued to fall MoM even with fresh inventory replenishing a depleted supply.
- › Even with significant sales drops the past two months, the Range Rover continues to be the highest selling Land Rover model with the Defender in a very close second place.

NEW

-12% (MoM) Sales Volume Change	+10 Days (MoM) +44 Days (YoY) 91 Day Supply	-9% (MoM) +5% (YoY) 48% Aged Inventory Over 45 Days Ending 02/28/25	+6% (MoM) +19% (YoY) 52% Aged Sales Over 45 Days as of 02/28/25	+6% (MoM) +11% (YoY) 57% Carryover Over 45 Days as of 02/01/25
+2% (MoM) +10% (YoY) \$98,340 Price Avg Last Listed	-1% (MoM) -5% Markdown Price Reduction	NC (MoM) 6% Sold With Markdown	+4% (MoM) +11% (YoY) 43% of Listings Not Viewed	-19% (MoM) Demand





> All metrics move in line with the market.

USED

NC (MoM)
Sales Volume
Change

-5 Days (MoM)
-2 Days (YoY)
43 Day Supply

NC (MoM)
+3% (YoY)
53% Aged Inventory
Over 45 Days Ending
02/28/25

+1% (MoM)
NC (YoY)
48% Aged Sales
Over 45 Days as of
02/28/25

+1% (MoM)
NC (YoY)
54% Carryover
Over 45 Days as of
02/01/25

-2% (MoM)
-2% (YoY)
\$39,995 Price
Avg Last Listed

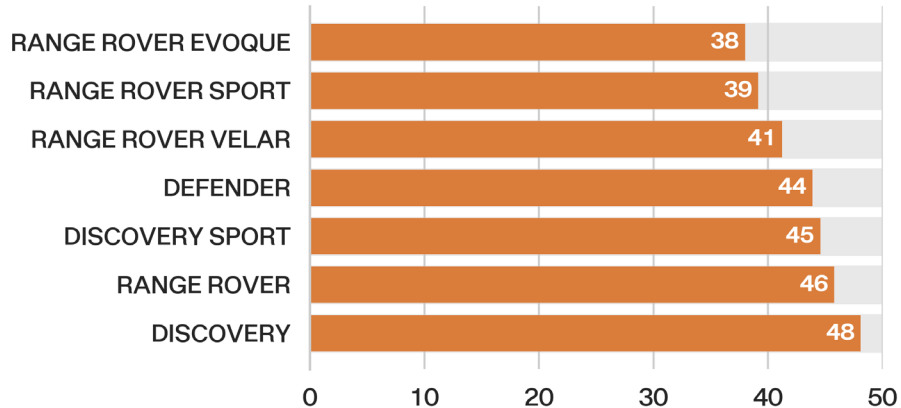
NC (MoM)
-6% Markdown
Price Reduction

-1% (MoM)
46% Sold
With Markdown

NC (MoM)
+5% (YoY)
39% of Listings
Not Viewed

NC (MoM)
Demand
Change

Day Supply



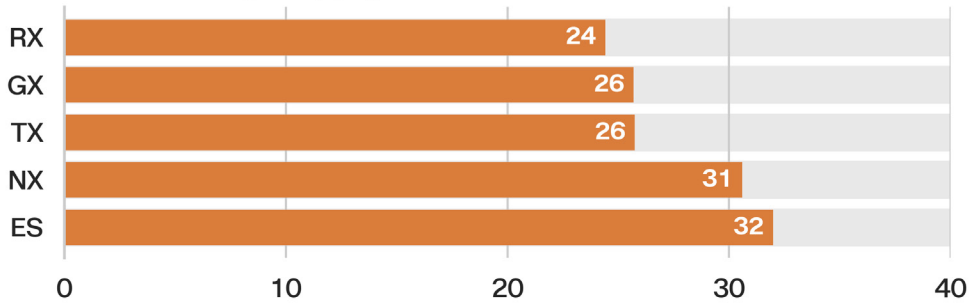


- › TX sales rebounded, growing by 78% MoM to the previous year's volume thanks to an increase in available inventory.
- › GX sales fell by 25% with a constrained supply that saw some replenishment at the end of the month.

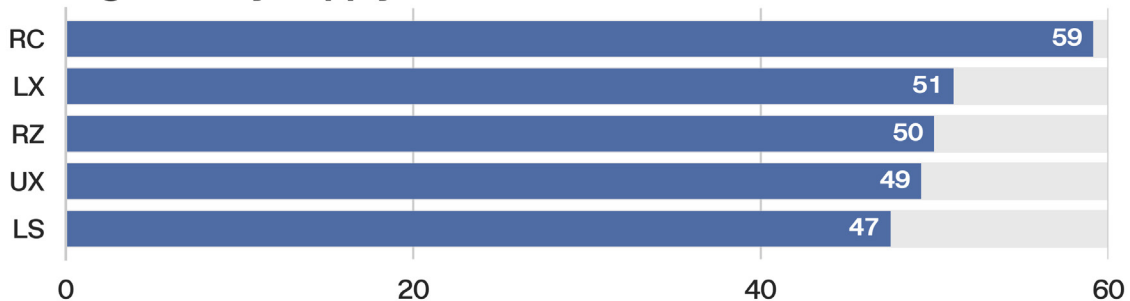
NEW

+8% (MoM) Sales Volume Change	+2 Days (MoM) -17 Days (YoY) 30 Day Supply	-5% (MoM) -28% (YoY) 12% Aged Inventory Over 45 Days Ending 02/28/25	-3% (MoM) -16% (YoY) 12% Aged Sales Over 45 Days as of 02/28/25	-2% (MoM) -22% (YoY) 17% Carryover Over 45 Days as of 02/01/25
+2% (MoM) +2% (YoY) \$59,299 Price Avg Last Listed	NC (MoM) -2% Markdown Price Reduction	NC (MoM) 8% Sold With Markdown	+6% (MoM) -10% (YoY) 43% of Listings Not Viewed	-17% (MoM) Demand

Lowest Day Supply



Highest Day Supply

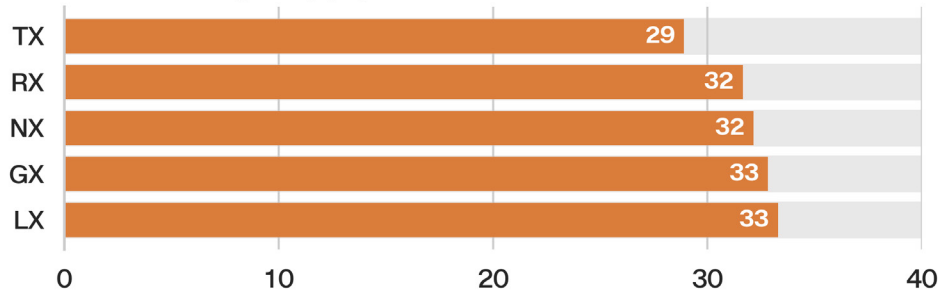


- › Lexus continues to run the most constrained day supply in the market, dropping another 2 days to 33 days.
- › Lexus had the largest increase in list price YoY of 4% but saw the largest decrease in aged inventory of 4% YoY down to 39%.

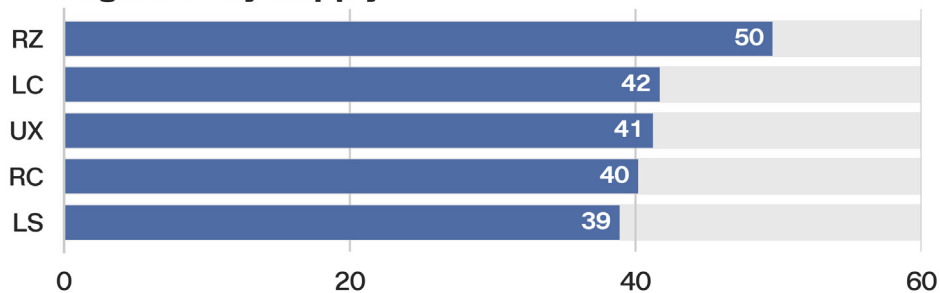
USED

-1% (MoM) Sales Volume Change	-2 Days (MoM) +1 Days (YoY) 33 Day Supply	-1% (MoM) -4% (YoY) 38% Aged Inventory Over 45 Days Ending 02/28/25	+1% (MoM) -4% (YoY) 39% Aged Sales Over 45 Days as of 02/28/25	+3% (MoM) -6% (YoY) 41% Carryover Over 45 Days as of 02/01/25
NC (MoM) +4% (YoY) \$38,484 Price Avg Last Listed	NC (MoM) -4% Markdown Price Reduction	-1% (MoM) 43% Sold With Markdown	+1% (MoM) +1% (YoY) 34% of Listings Not Viewed	-4% (MoM) Demand Change

Lowest Day Supply



Highest Day Supply

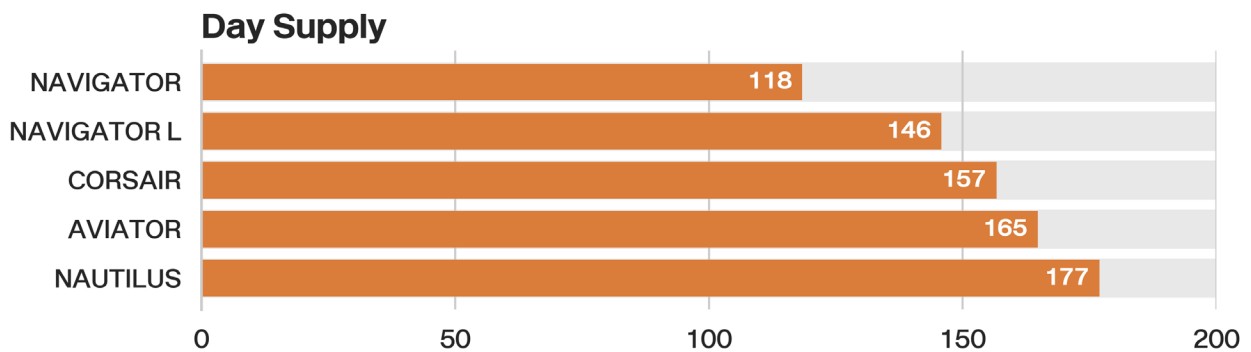




- › Lincoln saw an 18 day correction in day supply but continues to have the highest day supply in the market of 161 days.
- › Lincoln saw the largest decrease in hybrid sales MoM of 43% as day supply soared by 72 days to 189 days.

NEW

-2% (MoM) Sales Volume Change	-18 Days (MoM) +45 Days (YoY) 161 Day Supply	NC (MoM) +17% (YoY) 79% Aged Inventory Over 45 Days Ending 02/28/25	NC (MoM) +9% (YoY) 81% Aged Sales Over 45 Days as of 02/28/25	+9% (MoM) +17% (YoY) 79% Carryover Over 45 Days as of 02/01/25
NC (MoM) +6% (YoY) \$62,605 Price Avg Last Listed	NC (MoM) -4% Markdown Price Reduction	+2% (MoM) 42% Sold With Markdown	-2% (MoM) -7% (YoY) 48% of Listings Not Viewed	NC (MoM) Demand Change





› Lincoln saw the largest decrease in last listed price among hybrids of 6% MoM.

USED

-3% (MoM)
Sales Volume
Change

-3 Days (MoM)
NC Days (YoY)
44 Day Supply

-1% (MoM)
+1% (YoY)
51% Aged Inventory
Over 45 Days Ending
02/28/25

-2% (MoM)
-1% (YoY)
49% Aged Sales
Over 45 Days as of
02/28/25

-2% (MoM)
-4% (YoY)
53% Carryover
Over 45 Days as of
02/01/25

-1% (MoM)
-1% (YoY)
\$29,998 Price
Avg Last Listed

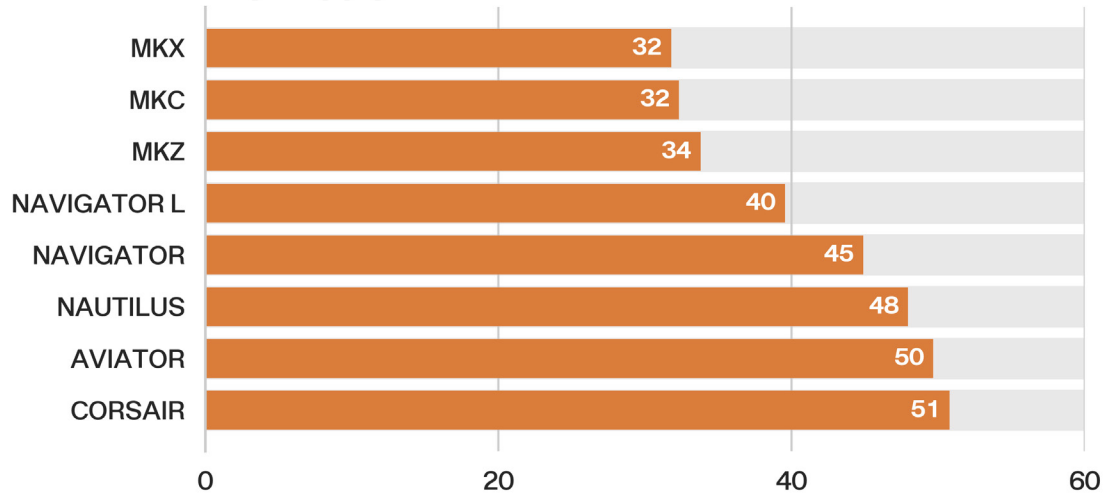
NC (MoM)
-6% Markdown
Price Reduction

-2% (MoM)
47% Sold
With Markdown

NC (MoM)
-6% (YoY)
37% of Listings
Not Viewed

-5% (MoM)
Demand
Change

Day Supply

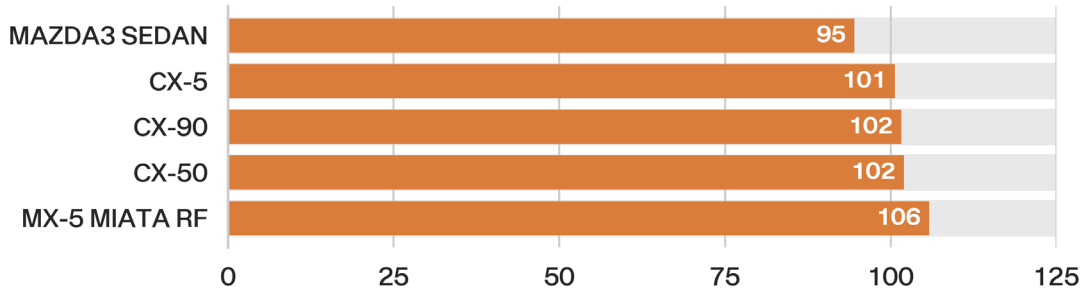


- Mazda saw the largest increase in day supply MoM of 31 days and 46 days YoY to 111 days as ending inventory grew by 43% MoM. It held the top 4 spots of model day supply increases MoM, all increasing by over 35 days.

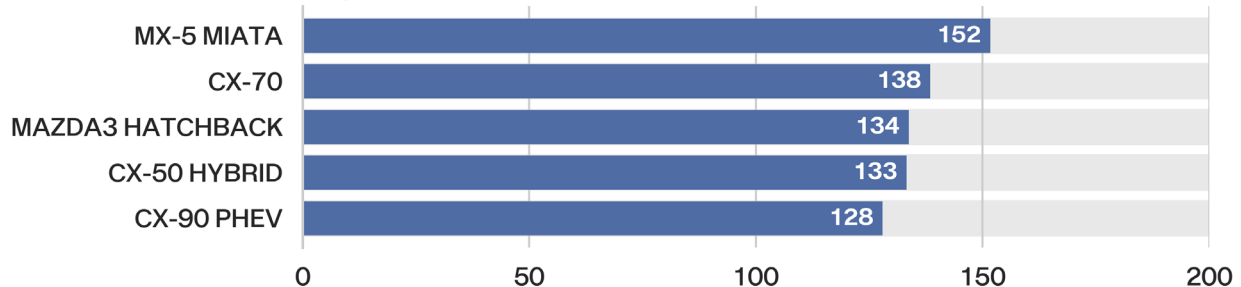
NEW

-12% (MoM) Sales Volume Change	+31 Days (MoM) +46 Days (YoY) 111 Day Supply	-10% (MoM) -5% (YoY) 36% Aged Inventory Over 45 Days Ending 02/28/25	-1% (MoM) +7% (YoY) 43% Aged Sales Over 45 Days as of 02/28/25	-3% (MoM) +7% (YoY) 47% Carryover Over 45 Days as of 02/01/25
NC (MoM) +4% (YoY) \$34,592 Price Avg Last Listed	NC (MoM) -3% Markdown Price Reduction	+1% (MoM) 23% Sold With Markdown	+3% (MoM) NC (YoY) 58% of Listings Not Viewed	-35% (MoM) Demand

Lowest Day Supply



Highest Day Supply

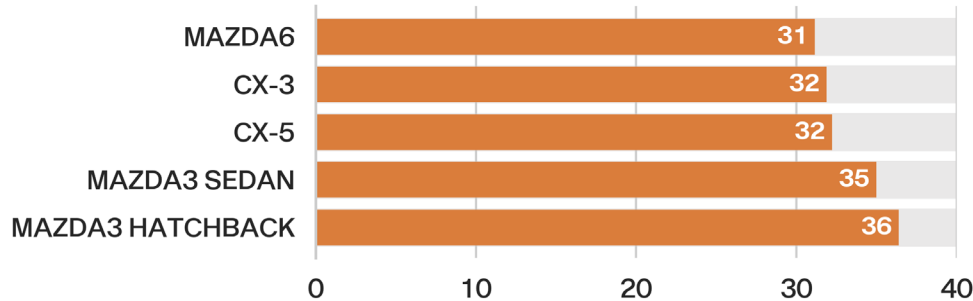


- Mazda had the highest percent of hybrid units sold with a markdown at 54% compared to the market average of 48%.

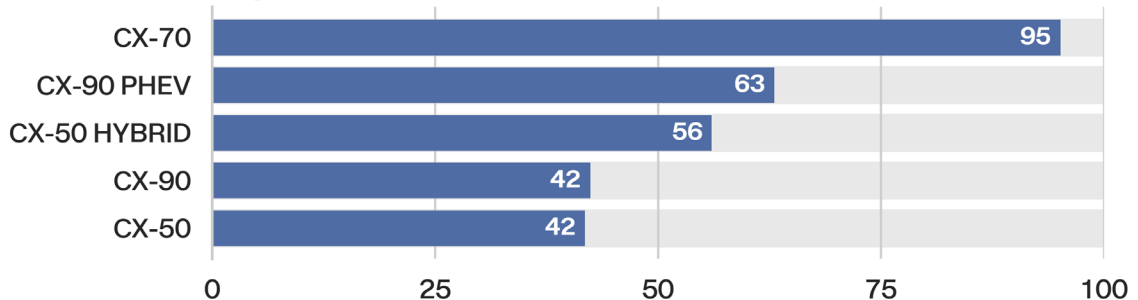
USED

+1% (MoM) Sales Volume Change	-2 Days (MoM) -1 Days (YoY) 35 Day Supply	-2% (MoM) -2% (YoY) 37% Aged Inventory Over 45 Days Ending 02/28/25	-2% (MoM) -3% (YoY) 41% Aged Sales Over 45 Days as of 02/28/25	-2% (MoM) -6% (YoY) 41% Carryover Over 45 Days as of 02/01/25
+1% (MoM) +1% (YoY) \$23,144 Price Avg Last Listed	NC (MoM) -5% Markdown Price Reduction	-1% (MoM) 42% Sold With Markdown	NC (MoM) -3% (YoY) 34% of Listings Not Viewed	-5% (MoM) Demand Change

Lowest Day Supply



Highest Day Supply





- › EV market share continues to fall to below 4%, half of Mercedes' share from a year ago.
- › The EQE had the largest increase in markdown magnitude in the market, increasing by 7% to 14%.

NEW

-9% (MoM)
Sales Volume
Change

NC Days
(MoM)
+33 Days
(YoY)
99 Day Supply

-6% (MoM)
+12% (YoY)
63% Aged Inventory
Over 45 Days Ending
02/28/25

NC (MoM)
+14% (YoY)
59% Aged Sales
Over 45 Days as of
02/28/25

+6% (MoM)
+15% (YoY)
69% Carryover
Over 45 Days as of
02/01/25

+2% (MoM)
-7% (YoY)
\$71,685 Price
Avg Last Listed

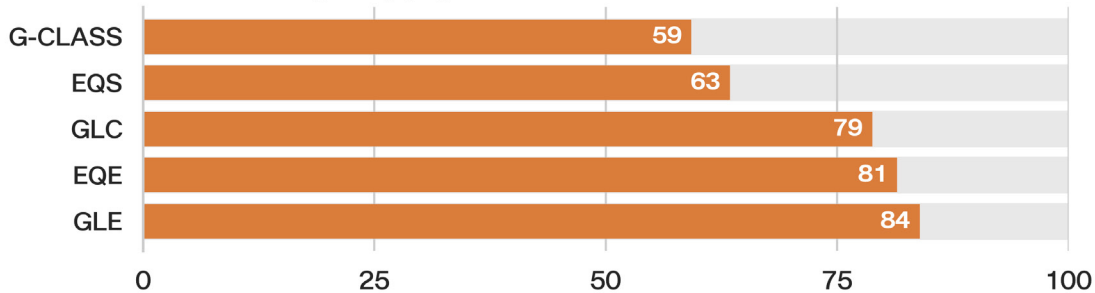
-1% (MoM)
-8% Markdown
Price Reduction

NC (MoM)
4% Sold
With Markdown

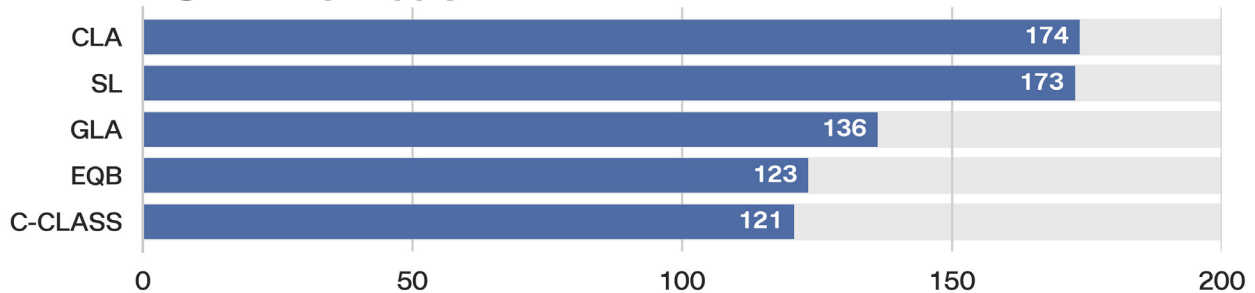
+1% (MoM)
+8% (YoY)
46% of Listings
Not Viewed

-10%
(MoM)
Demand

Lowest Day Supply



Highest Day Supply





› The EQS saw the largest decrease in day supply MoM of 19 days down to 34 days.

USED

+2% (MoM)
Sales Volume
Change

-6 Days (MoM)
-2 Days (YoY)
42 Day Supply

NC (MoM)
+1% (YoY)
51% Aged Inventory
Over 45 Days Ending
02/28/25

+1% (MoM)
-2% (YoY)
48% Aged Sales
Over 45 Days as of
02/28/25

NC (MoM)
-2% (YoY)
53% Carryover
Over 45 Days as of
02/01/25

-1% (MoM)
-4% (YoY)
\$36,500 Price
Avg Last Listed

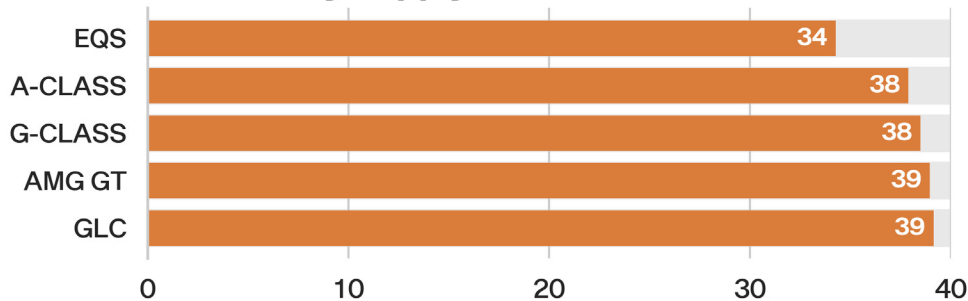
NC (MoM)
-6% Markdown
Price Reduction

NC (MoM)
44% Sold
With Markdown

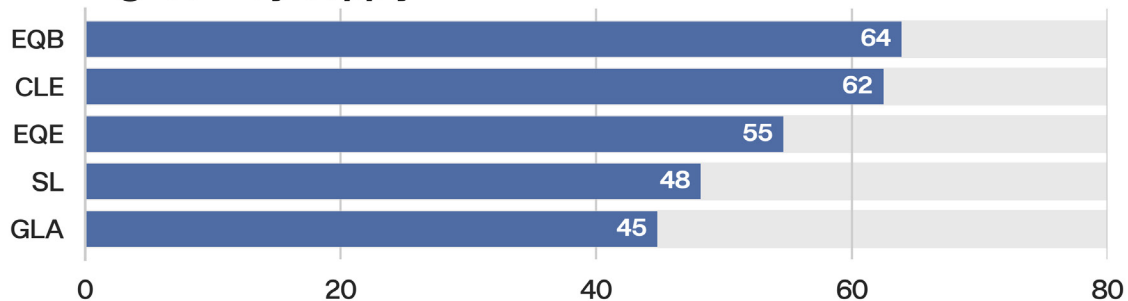
NC (MoM)
+1% (YoY)
34% of Listings
Not Viewed

+3% (MoM)
Demand
Change

Lowest Day Supply



Highest Day Supply

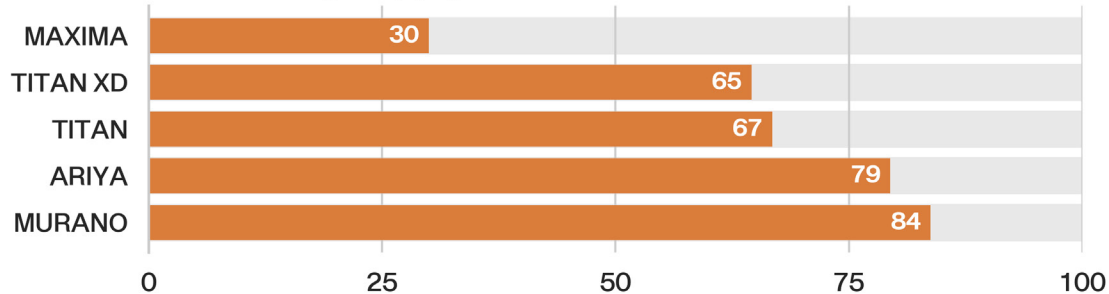


- Nissan had the largest drop in day supply MoM down 20 days to 114 days.
- The Armada saw the largest increase in sales MoM of 91% as inventory continues to grow by over 60% for the second month.

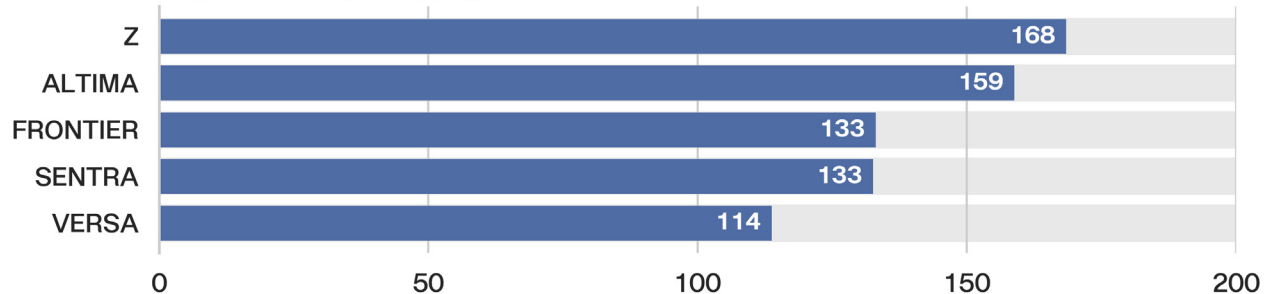
NEW

+4% (MoM) Sales Volume Change	-20 Days (MoM) +18 Days (YoY) 114 Day Supply	NC (MoM) +13% (YoY) 70% Aged Inventory Over 45 Days Ending 02/28/25	+2% (MoM) +6% (YoY) 71% Aged Sales Over 45 Days as of 02/28/25	+5% (MoM) +8% (YoY) 70% Carryover Over 45 Days as of 02/01/25
-1% (MoM) -1% (YoY) \$31,965 Price Avg Last Listed	+1% (MoM) -6% Markdown Price Reduction	NC (MoM) 42% Sold With Markdown	-3% (MoM) -4% (YoY) 57% of Listings Not Viewed	+4% (MoM) Demand Change

Lowest Day Supply



Highest Day Supply

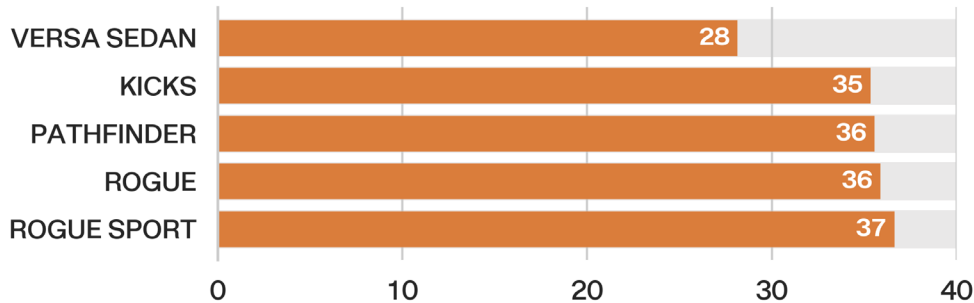


➤ All metrics move in line with the market.

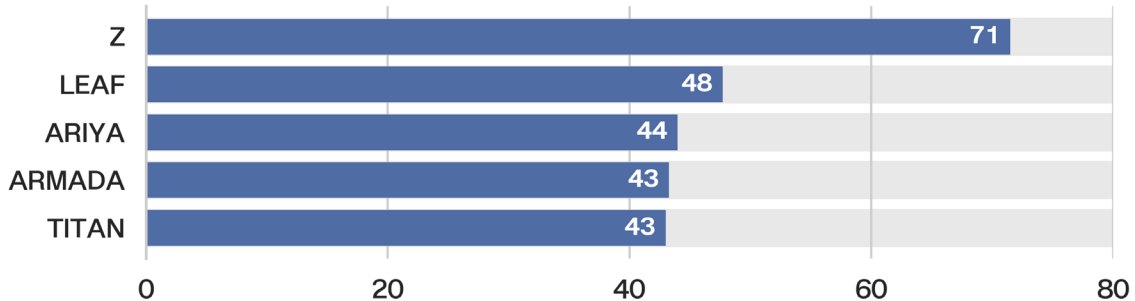
USED

+3% (MoM) Sales Volume Change	-4 Days (MoM) +3 Days (YoY) 39 Day Supply	NC (MoM) +1% (YoY) 45% Aged Inventory Over 45 Days Ending 02/28/25	-2% (MoM) +1% (YoY) 45% Aged Sales Over 45 Days as of 02/28/25	-3% (MoM) -3% (YoY) 47% Carryover Over 45 Days as of 02/01/25
-1% (MoM) -1% (YoY) \$19,890 Price Avg Last Listed	NC (MoM) -6% Markdown Price Reduction	-1% (MoM) 45% Sold With Markdown	NC (MoM) -3% (YoY) 44% of Listings Not Viewed	-1% (MoM) Demand Change

Lowest Day Supply



Highest Day Supply





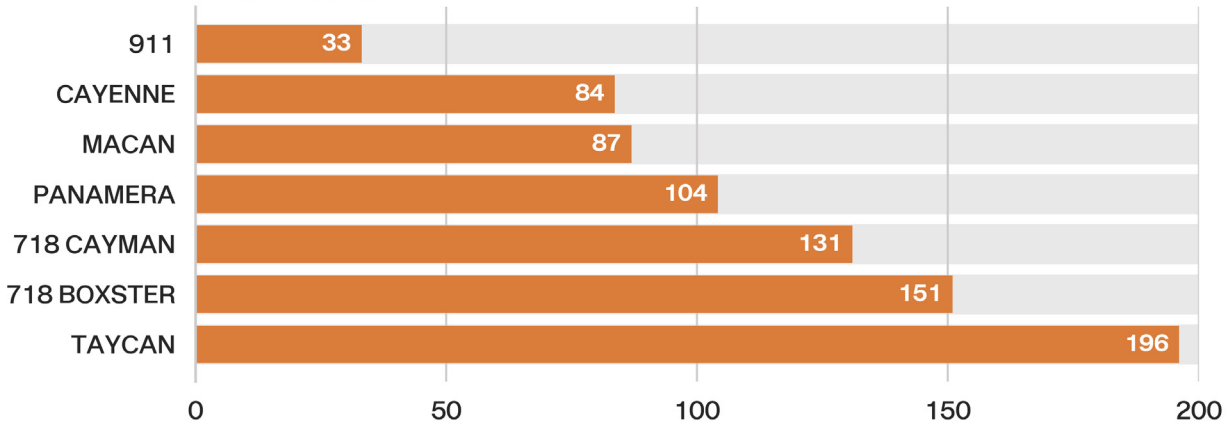
PORSCHE

- Porsche saw the largest increase in sales MoM of 11% led by the Macan growing by 28%.
- Porsche had the largest decrease in EV day supply MoM of 47 days down to 112 as the Macan Electric sales grew by over 50%.

NEW

+11% (MoM) Sales Volume Change	-15 Days (MoM) +12 Days (YoY) 93 Day Supply	-5% (MoM) -12% (YoY) 59% Aged Inventory Over 45 Days Ending 02/28/25	+4% (MoM) -13% (YoY) 57% Aged Sales Over 45 Days as of 02/28/25	+7% (MoM) -13% (YoY) 64% Carryover Over 45 Days as of 02/01/25
-1% (MoM) +12% (YoY) \$105,365 Price Avg Last Listed	+1% (MoM) -3% Markdown Price Reduction	NC (MoM) 3% Sold With Markdown	+6% (MoM) +18% (YoY) 48% of Listings Not Viewed	+4% (MoM) Demand Change

Day Supply



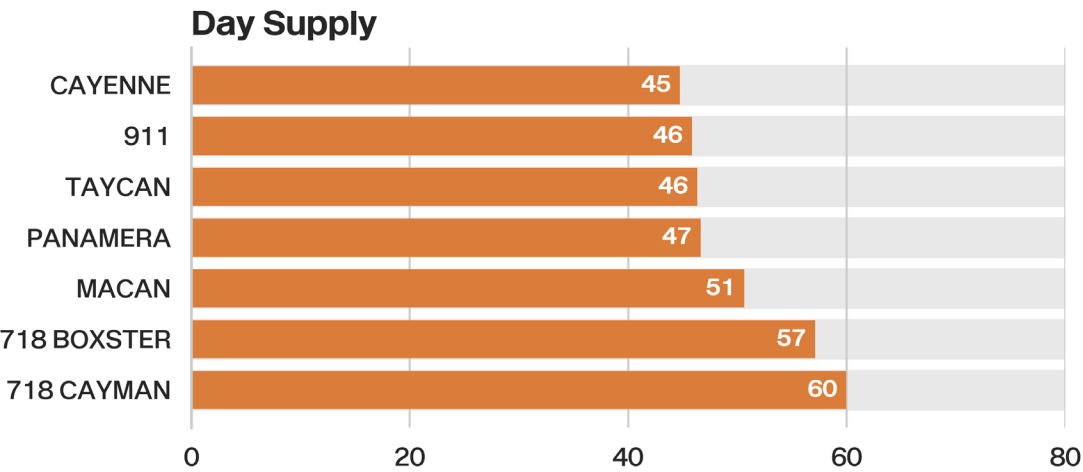


PORSCHE

> Demand for the Macan continued to slip as the Taycan grew.

USED

-1% (MoM) Sales Volume Change	-4 Days (MoM) +3 Days (YoY) 48 Day Supply	NC (MoM) +3% (YoY) 56% Aged Inventory Over 45 Days Ending 02/28/25	+1% (MoM) -1% (YoY) 50% Aged Sales Over 45 Days as of 02/28/25	+1% (MoM) +1% (YoY) 57% Carryover Over 45 Days as of 02/01/25
-1% (MoM) NC (YoY) \$63,888 Price Avg Last Listed	NC (MoM) -5% Markdown Price Reduction	+1% (MoM) 43% Sold With Markdown	+3% (MoM) +6% (YoY) 35% of Listings Not Viewed	-3% (MoM) Demand Change





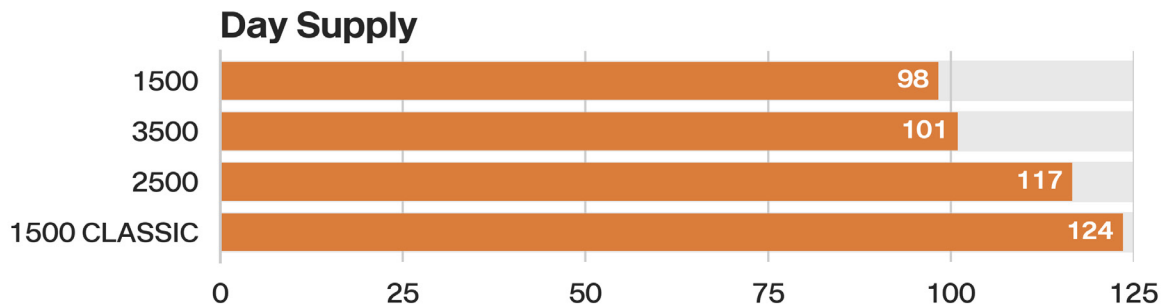
RAM

February 2025

- > The 3500 saw the largest decrease in last listed price YoY of 16%, down 3% MoM.
- > RAM saw the largest decrease YoY in last listed price among hybrids of 20%.

NEW

-1% (MoM) Sales Volume Change	-6 Days (MoM) +1 Days (YoY) 107 Day Supply	-2% (MoM) -1% (YoY) 60% Aged Inventory Over 45 Days Ending 02/28/25	+4% (MoM) +2% (YoY) 67% Aged Sales Over 45 Days as of 02/28/25	-6% (MoM) NC (YoY) 62% Carryover Over 45 Days as of 02/01/25
-2% (MoM) -8% (YoY) \$58,963 Price Avg Last Listed	NC (MoM) -7% Markdown Price Reduction	+3% (MoM) 51% Sold With Markdown	+5% (MoM) -2% (YoY) 46% of Listings Not Viewed	-7% (MoM) Demand Change





RAM

February 2025

› All metrics move in line with the market.

USED

+2% (MoM)
Sales Volume
Change

-4 Days (MoM)
+1 Days (YoY)
44 Day Supply

-2% (MoM)
-1% (YoY)
48% Aged Inventory
Over 45 Days Ending
02/28/25

-2% (MoM)
-3% (YoY)
47% Aged Sales
Over 45 Days as of
02/28/25

NC (MoM)
-5% (YoY)
52% Carryover
Over 45 Days as of
02/01/25

NC (MoM)
-3% (YoY)
\$33,887 Price
Avg Last Listed

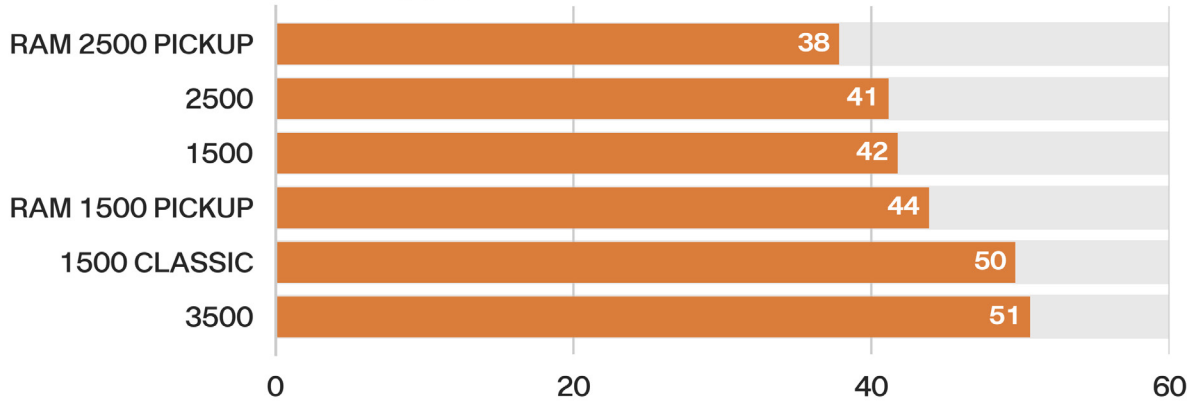
NC (MoM)
-5% Markdown
Price Reduction

NC (MoM)
47% Sold
With Markdown

+1% (MoM)
-4% (YoY)
34% of Listings
Not Viewed

-2% (MoM)
Demand
Change

Day Supply





SUBARU

February 2025

- The redesigned Forester 2025 model has spurred demand to overtake the Crosstrek as Subaru's top model. The Forester saw sales rise by 4% MoM and day supply decreased to 72 days while the Crosstrek saw sales fall by 7%, contributing to a 6 day increase in day supply MoM to 86 days.

NEW

-2% (MoM)
Sales Volume
Change

NC Days (MoM)
+3 Days (YoY)
70 Day Supply

-7% (MoM)
+2% (YoY)
41% Aged Inventory
Over 45 Days Ending
02/28/25

-3% (MoM)
+8% (YoY)
55% Aged Sales
Over 45 Days as of
02/28/25

+4% (MoM)
+8% (YoY)
48% Carryover
Over 45 Days as of
02/01/25

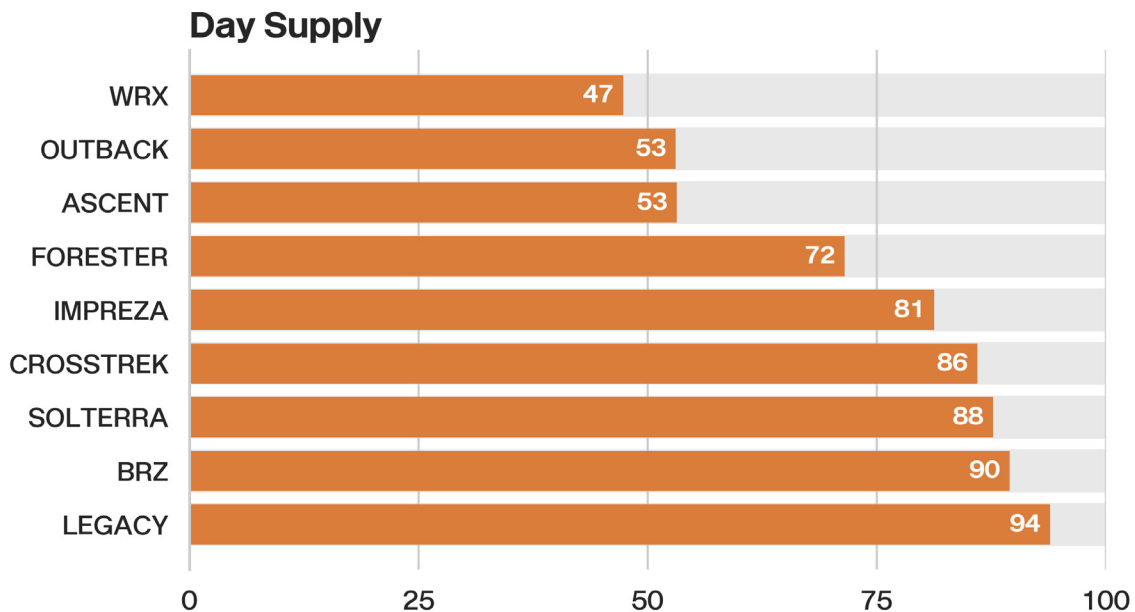
NC (MoM)
+1% (YoY)
\$35,564 Price
Avg Last Listed

NC (MoM)
-5% Markdown
Price Reduction

NC (MoM)
30% Sold
With Markdown

NC (MoM)
-13% (YoY)
40% of Listings
Not Viewed

-12%
(MoM)
Demand





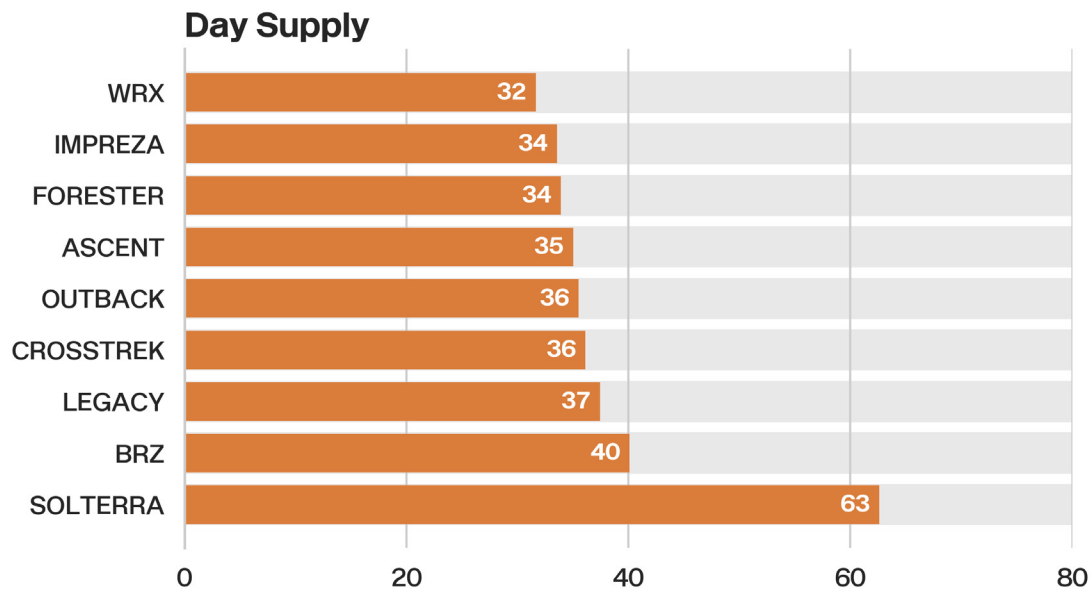
SUBARU

February 2025

› The Crosstrek and Forester increased their shares of Subaru monthly sales while the Outback fell.

USED SUBARU

-3% (MoM) Sales Volume Change	-3 Days (MoM) -2 Days (YoY) 35 Day Supply	-3% (MoM) -2% (YoY) 41% Aged Inventory Over 45 Days Ending 02/28/25	-2% (MoM) -1% (YoY) 42% Aged Sales Over 45 Days as of 02/28/25	-1% (MoM) -4% (YoY) 45% Carryover Over 45 Days as of 02/01/25
+1% (MoM) -3% (YoY) \$24,499 Price Avg Last Listed	NC (MoM) -5% Markdown Price Reduction	-2% (MoM) 44% Sold With Markdown	NC (MoM) -6% (YoY) 40% of Listings Not Viewed	-3% (MoM) Demand Change





TOYOTA

- › Fresh inventory spurred sales growth of the Highlander and Grand Highlander, both increasing by 49% MoM.
- › Rav4 sales fell by 8% MoM coming off a very tight 21 day supply in January and nearly 50% of fresh inventory hitting the front line in the last third of February.

NEW

+6% (MoM)
Sales Volume
Change

+1 Days (MoM)
+2 Days (YoY)
33 Day Supply

-8% (MoM)
-5% (YoY)
14% Aged Inventory
Over 45 Days Ending
02/28/25

-2% (MoM)
-4% (YoY)
16% Aged Sales
Over 45 Days as of
02/28/25

-1% (MoM)
+1% (YoY)
23% Carryover
Over 45 Days as of
02/01/25

+2% (MoM)
+5% (YoY)
\$40,179 Price
Avg Last Listed

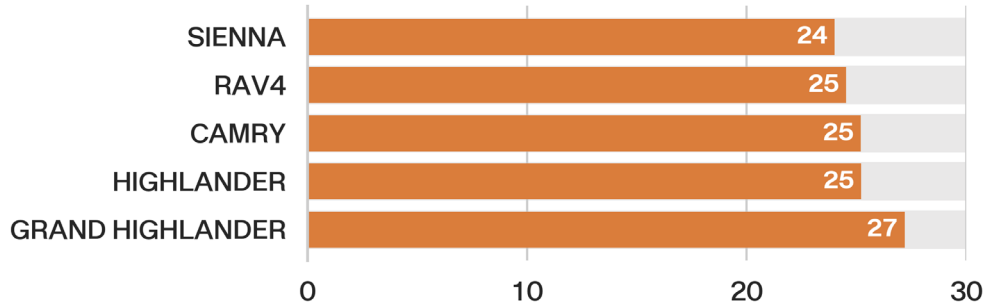
NC (MoM)
-3% Markdown
Price Reduction

-1% (MoM)
11% Sold
With Markdown

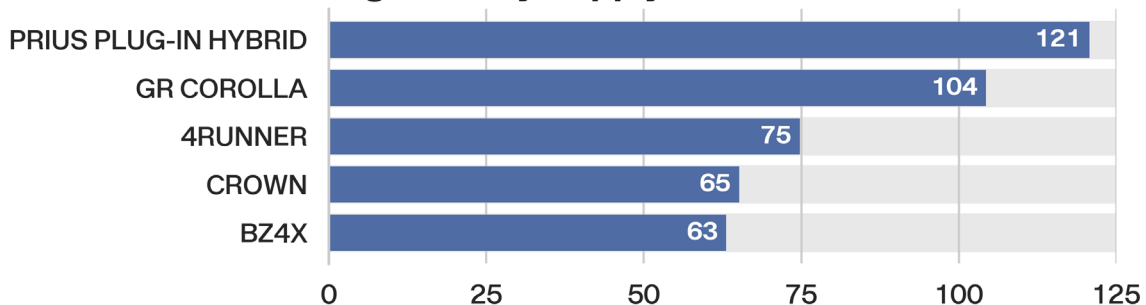
+1% (MoM)
-7% (YoY)
43% of Listings
Not Viewed

-14%
(MoM)
Demand

Lowest Day Supply



Highest Day Supply





TOYOTA

- › Toyota had the largest increase in day supply YoY of 5 days up to 36 days.
- › The CH-R had the tightest day supply in the market of 30 days.

USED

-3% (MoM)
Sales Volume
Change

-2 Day (MoM)
+5 Days (YoY)
36 Day Supply

-3% (MoM)
+4% (YoY)
42% Aged Inventory
Over 45 Days Ending
02/28/25

-2% (MoM)
+4% (YoY)
42% Aged Sales
Over 45 Days as of
02/28/25

-1% (MoM)
+2% (YoY)
46% Carryover
Over 45 Days as of
02/01/25

-1% (MoM)
NC (YoY)
\$27,500 Price
Avg Last Listed

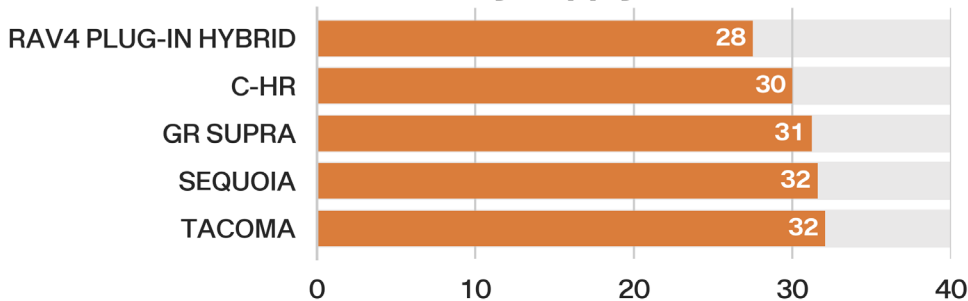
NC (MoM)
-5% Markdown
Price Reduction

-2% (MoM)
44% Sold
With Markdown

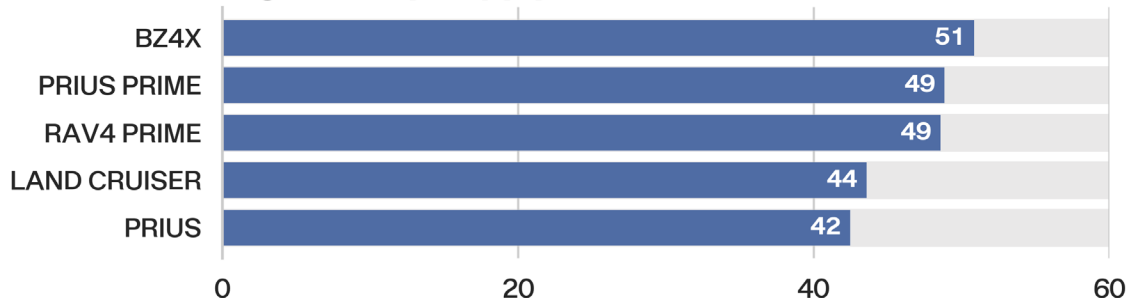
+1% (MoM)
-2% (YoY)
36% of Listings
Not Viewed

-4% (MoM)
Demand
Change

Lowest Day Supply



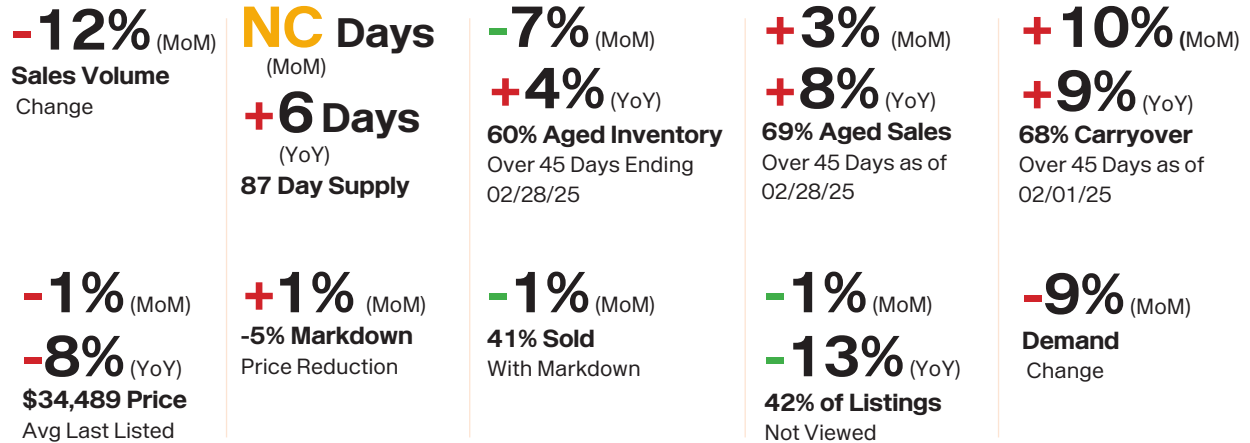
Highest Day Supply



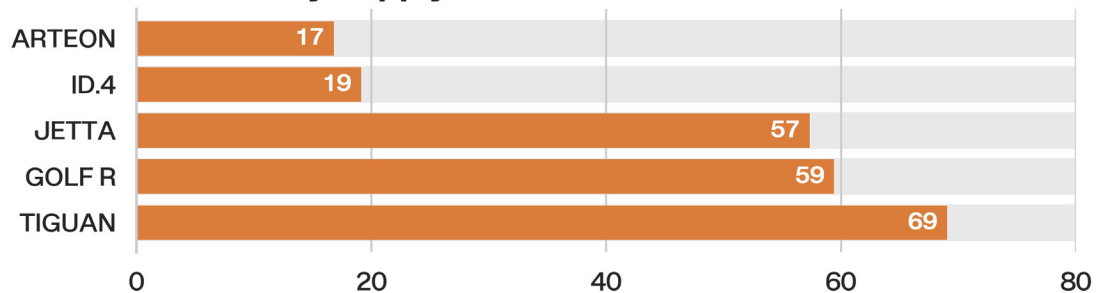


- › Volkswagen saw the largest decrease in EV sales as ID.4 sales fell by 56% due to a very constrained inventory. The ID.Buzz has shown lackluster performance in 2025 as sales continued to fall in February with a large day supply of 160 days, up 53 days MoM.

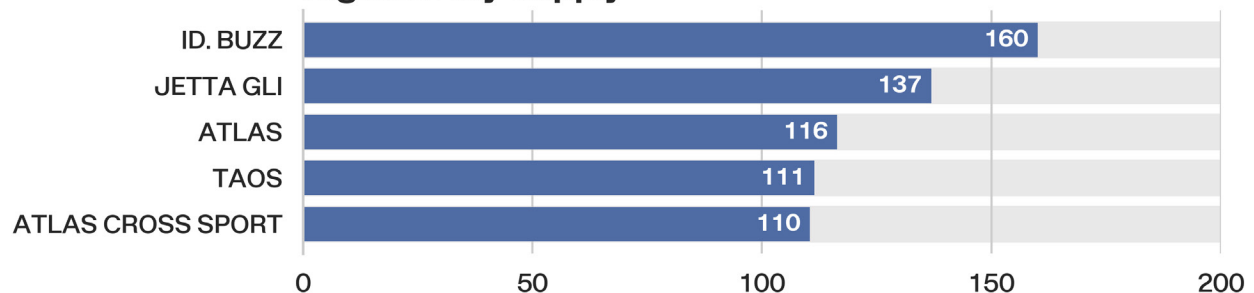
NEW



Lowest Day Supply



Highest Day Supply





> All metrics move in line with the market.

USED

+3% (MoM)
Sales Volume
Change

-5 Days (MoM)
+1 Days (YoY)
37 Day Supply

-2% (MoM)
-2% (YoY)
44% Aged Inventory
Over 45 Days Ending
02/28/25

-2% (MoM)
-1% (YoY)
47% Aged Sales
Over 45 Days as of
02/28/25

NC (MoM)
-4% (YoY)
48% Carryover
Over 45 Days as of
02/01/25

+1% (MoM)
-3% (YoY)
\$21,298 Price
Avg Last Listed

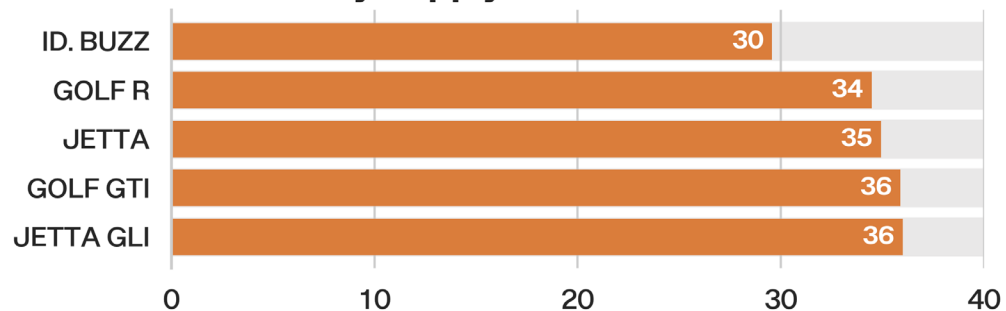
NC (MoM)
-6% Markdown
Price Reduction

-3% (MoM)
46% Sold
With Markdown

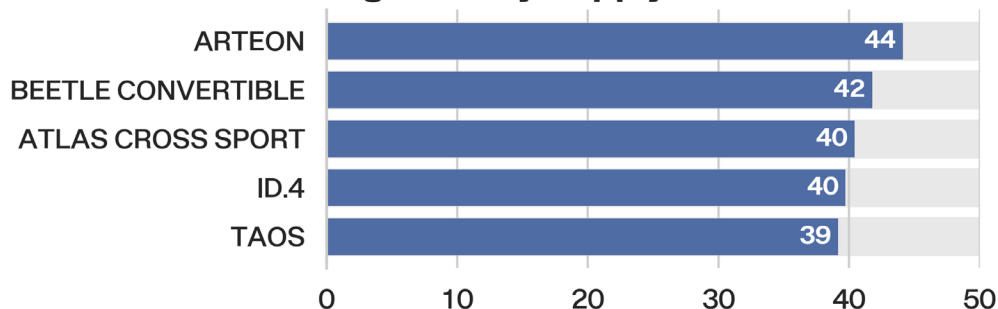
+1% (MoM)
-1% (YoY)
43% of Listings
Not Viewed

+3% (MoM)
Demand
Change

Lowest Day Supply



Highest Day Supply





- › EV sales grew by 34% while hybrids were unable to recoup drastic sales declines in January and saw no growth YoY in February.

NEW

+4% (MoM)
Sales Volume
Change

-7 Days (MoM)
+42 Days (YoY)
146 Day Supply

-5% (MoM)
+1% (YoY)
61% Aged Inventory
Over 45 Days Ending
02/28/25

-1% (MoM)
-4% (YoY)
64% Aged Sales
Over 45 Days as of
02/28/25

-1% (MoM)
NC (YoY)
67% Carryover
Over 45 Days as of
02/01/25

-1% (MoM)
+1% (YoY)
\$60,800 Price
Avg Last Listed

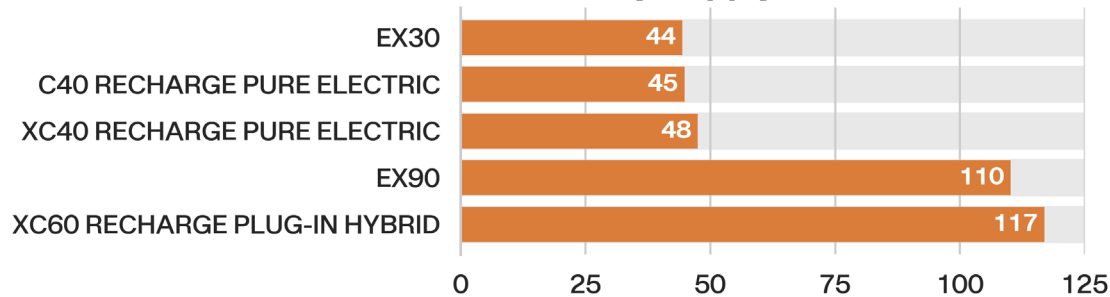
NC (MoM)
-3% Markdown
Price Reduction

+5% (MoM)
20% Sold
With Markdown

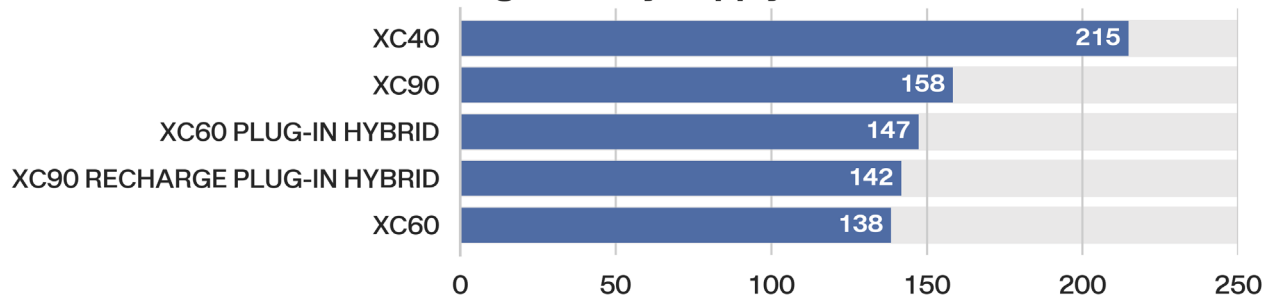
-2% (MoM)
-10% (YoY)
35% of Listings
Not Viewed

-5% (MoM)
Demand
Change

Lowest Day Supply



Highest Day Supply





› Volvo saw the largest decrease in sales MoM of 8% as ending inventory also fell by a market high of 9%.

USED

-8% (MoM)
Sales Volume
Change

-3 Day
(MoM)
-2 Days
(YoY)
39 Day Supply

+1% (MoM)
+1% (YoY)
47% Aged Inventory
Over 45 Days Ending
02/28/25

+2% (MoM)
-2% (YoY)
50% Aged Sales
Over 45 Days as of
02/28/25

+3% (MoM)
-3% (YoY)
47% Carryover
Over 45 Days as of
02/01/25

NC (MoM)
NC (YoY)
\$32,945 Price
Avg Last Listed

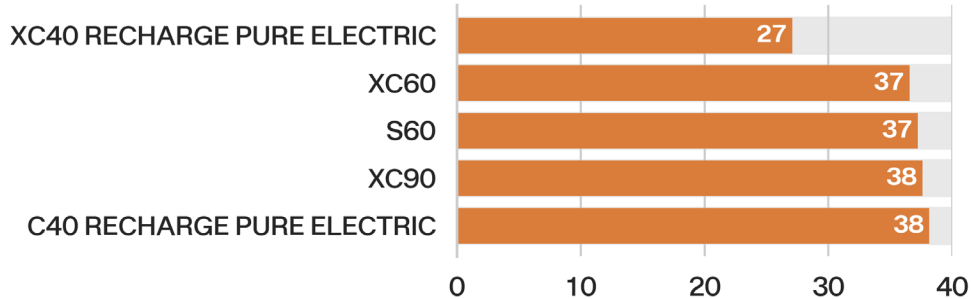
NC (MoM)
-5% Markdown
Price Reduction

-2% (MoM)
49% Sold
With Markdown

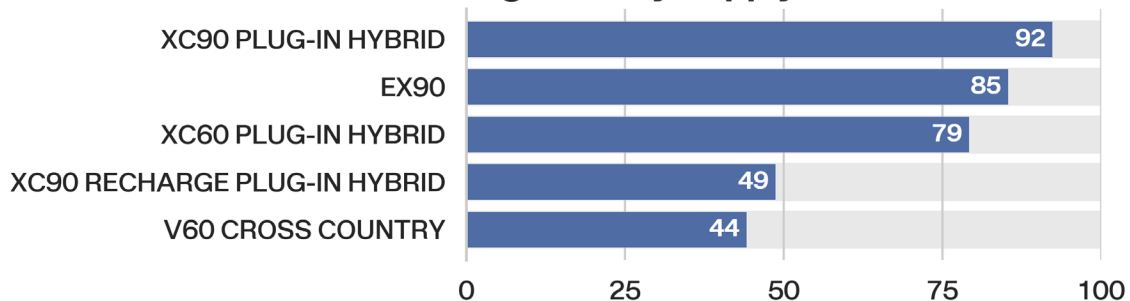
NC (MoM)
NC (YoY)
36% of Listings
Not Viewed

-3% (MoM)
Demand
Change

Lowest Day Supply



Highest Day Supply





GLOSSARY

Carryover

Units with days on lot over 30 for used and 45 for new at the beginning of the period

Day Supply

Period ending inventory divided by the avg daily retail sales rate over the period (ending inventory/total sales/number of days in period)

Demand

Index based on sold units versus live listings at the time of sale for the segment

Last Listed Price

The last price a unit was seen listed with before it sold

Markdown Price Reduction

The percent difference between the first listed price and last listed price before being sold

NC

No change was observed between prior and current period for the metric

Percent Aged Inventory

Percent of ending inventory units that had days on lot over 30 for used and 45 for new

Percent Aged Sales

Percent of sales over the period that had days on lot over 30 for used and 45 for new

Percent Of Listings Not Viewed

The average daily percent of inventory without a single VDP

Percent Sold With Markdown

Percent of units sold in the period that had a last listed price less than first listed price

Sales Volume Change

Total previous period sold unit count compared to current period sales



VINCENSUS

» THE LOTLINX VINCENSUS REPORT

The Lotlinx Vincensus is a monthly/quarterly syndicated report crafted to demonstrate the state of automotive inventory across major OEMs. It serves as a detailed comparative analysis that shows how each OEM is performing against industry benchmarks, so dealers can see where they rank amongst their competition. This approach not only highlights relative performance metrics but will also demonstrate where buyer demand is. It will also show how their data has changed each month, month over month, and quarter over quarter.

The report covers a range of indicators, including month-to-date sales volumes, inventory duration, unviewed online vehicle listings, and pricing adjustments, among others. Lotlinx is the only company that provides this data.

This report was developed using Lotlinx's proprietary Lexaca data, the largest inventory specific data set in the United States that leverages machine learning models that have been evolving for the past 10 years.

We are the only company that is sharing data such as the percent of aged sales, calculating a demand index, identifying the percent of inventory VDPs that are not seen daily, and the percent of sales that are discounted and how they compare to the average discounts.

Thousands of dealers are successfully leveraging Lotlinx to significantly reduce inventory days on lot by 7-10 days, are increasing their profit per car sold by \$350, and implementing more effective and efficient advertising plans that are generating more conversions.

If you are interested in receiving this information specific to your dealership, we would be happy to provide it to you at no charge.

**Sign up for your free report at
lotlinx.com/freeinventoryreport**

SIGN UP

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