



Arkansas Auto OutlookTM

Coverage of the Arkansas new vehicle market

FORECAST

State New Vehicle Market Predicted to Decline 2.2% 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.

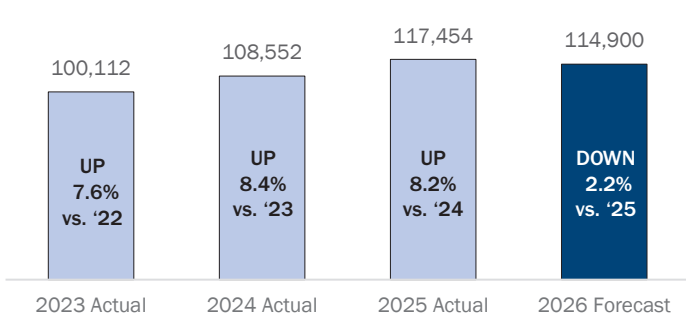
Tariffs. Higher tariffs will negatively impact new vehicle sales in 2026. Up until now, manufacturers and dealers have largely absorbed the costs, but eventually, consumers will feel the effects. Tariffs also lead to increasing inflation in the economy, which reduces disposable household income.

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 Arkansas Market

- » State new retail light vehicle registrations are predicted to decline 2.2% for all of this year versus 2025.
- » Registrations in the first quarter of 2026 slipped to 28,496 units, off by 1.6% from a year earlier but above the previous five year average (see page 2). The U.S. market declined 8.5%.
- » BEV and PHEV registrations fell by more than 30% in the first quarter of this year (see page 6). BEV market share fell to 1.6%.
- » Among top 25 sellers, Nissan, Toyota, Jeep, Lexus, Hyundai, and Ford had the largest increases in registrations so far this year (see page 5).
- » Yukon and Expedition are relatively strong performers in the state market (see page 7).

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 Mar.	YTD '26 thru Mar.	% Chg. '25 to '26	Mkt. Share YTD '26
TOTAL	28,954	28,496	-1.6%	
Car	3,480	3,311	-4.9%	11.6%
Light Truck	25,474	25,185	-1.1%	88.4%
Domestic	15,163	14,620	-3.6%	51.2%
European	1,582	1,300	-17.8%	4.6%
Japanese	8,482	8,795	3.7%	30.9%
Other Asian	3,727	3,781	1.4%	13.3%

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

KEY TRENDS IN ARKANSAS NEW VEHICLE MARKET



STATE MARKET VS. U.S.

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

Arkansas
DOWN 1.6%

U.S.
DOWN 8.5%

New retail light vehicle registrations in Arkansas declined 1.6% during the first three months of this year versus year earlier, better than the 8.5% fall in the Nation.

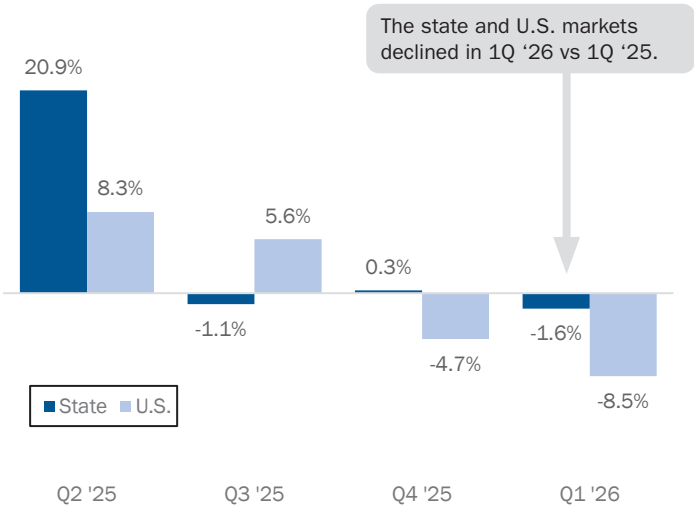
Data sourced from Experian Automotive.



QUARTERLY RESULTS

QUARTERLY TREND

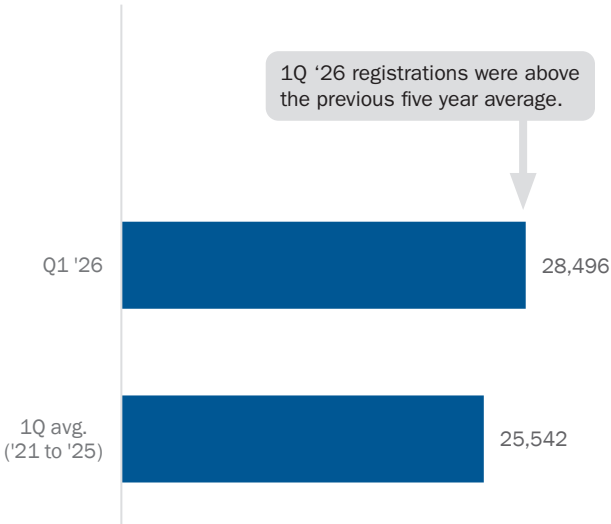
Percent Change in Registrations vs. Year Earlier



Data sourced from Experian Automotive.

QUARTERLY PERSPECTIVE

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



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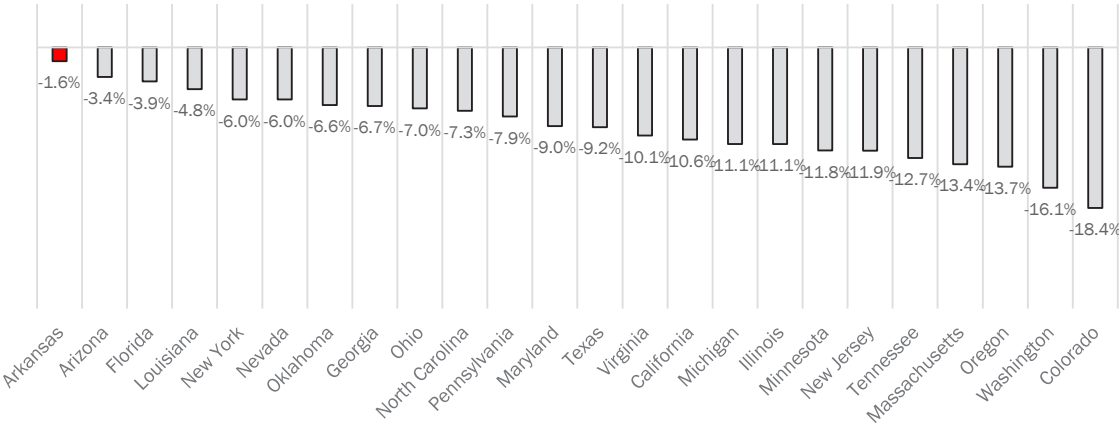
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COMPARISON OF STATE MARKETS



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. Arkansas registrations fell 1.6% in the first quarter of this year, the smallest drop among the 24 states.

Data sourced from Experian Automotive.



MARKET SHARE BY BRAND CATEGORY

Market Share by Brand Type in 24 Selected State Markets - YTD 2026 thru March								
Domestic Brands			European Brands		Japanese Brands		Other Asian Brands	
Rank	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

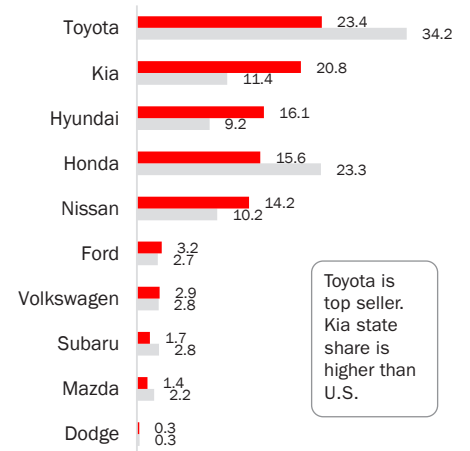
The seven graphs on this page show brand market share in seven key segments during the first three months of 2026 in both the Arkansas and U.S. markets. State percent share is depicted by the red bars, U.S. share is light gray. Top ten brands in each segment are ranked from top to bottom based on Arkansas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

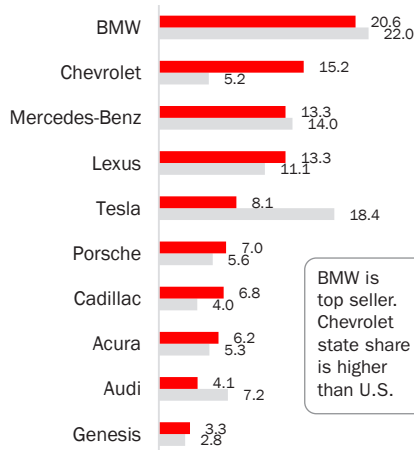
Legend for all graphs



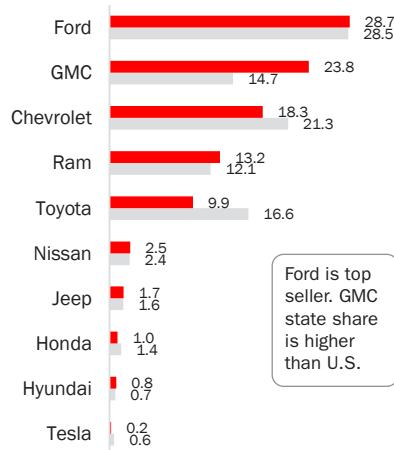
Mainstream Cars



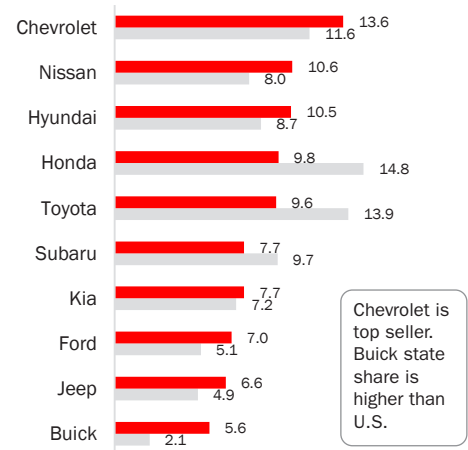
Luxury and Sports Cars



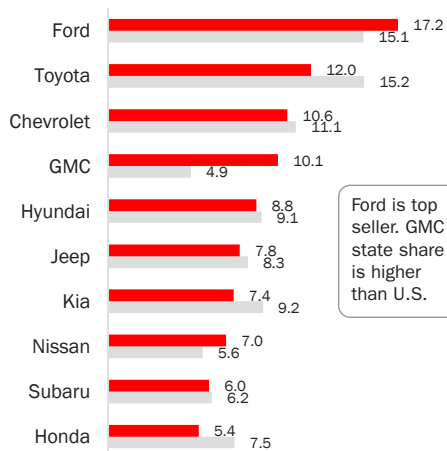
Pickups



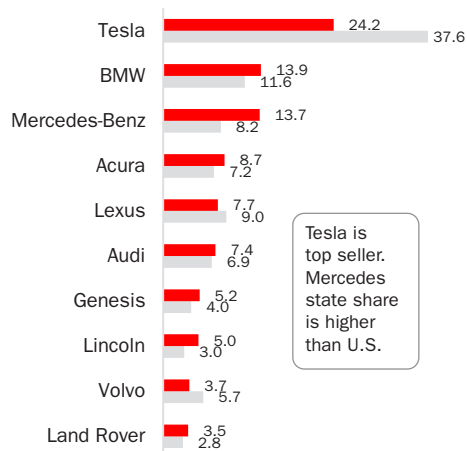
Small Mainstream SUVs



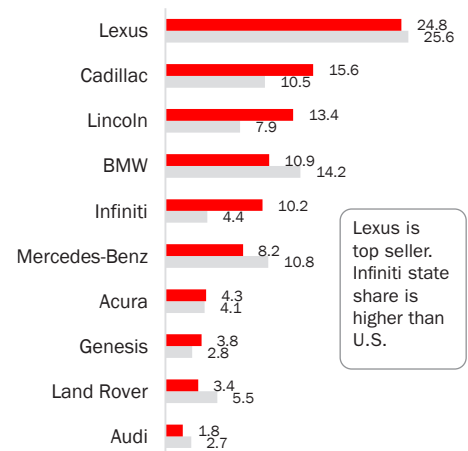
Mid and Full Size Mainstream SUVs



Small Luxury SUVs



Mid and Full Size Luxury SUVs



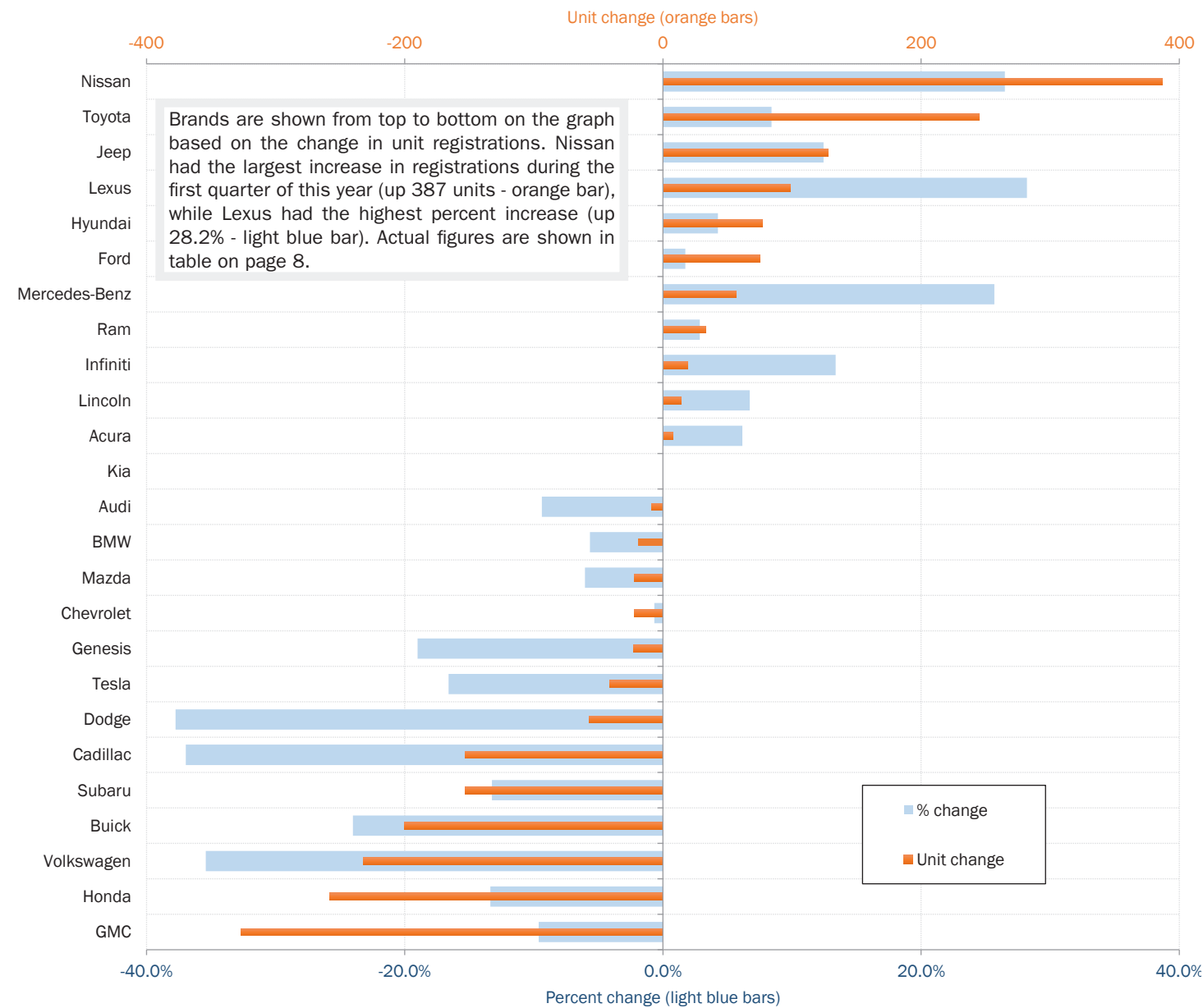
BRANDS



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 Arkansas.

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.

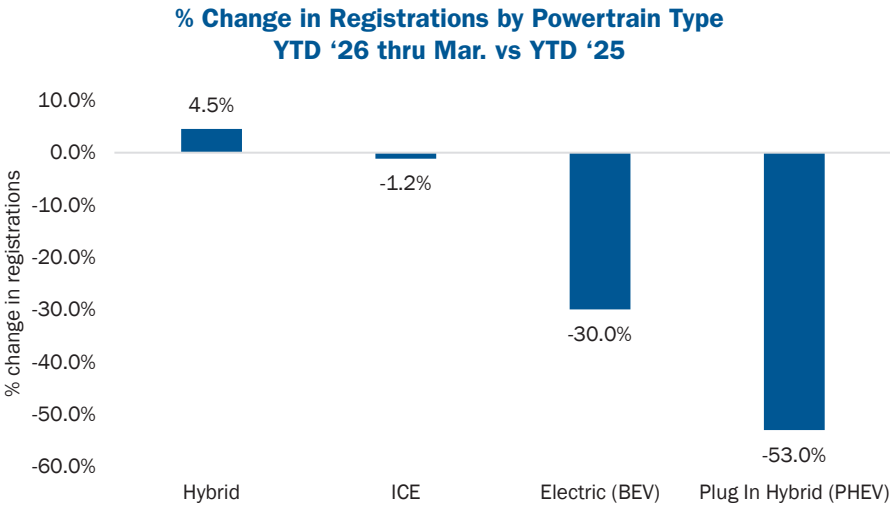
POWERTRAINS

FIVE KEY TRENDS

1. BEV registrations declined 30% during the first three months of 2026 vs. year earlier.
2. BEV market share fell to 1.6% in 1Q '26, down from 2.2%.
3. Hybrid vehicle registrations increased 4.5% so far this year vs. the 1.6% 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



% Share of Industry Registrations by Powertrain Type

YTD thru March			
	YTD '25	YTD '26	
Hybrid	9.5%	10.1%	↑
Electric (BEV)	2.2%	1.6%	↓
Plug In Hybrid (PHEV)	0.6%	0.3%	↓

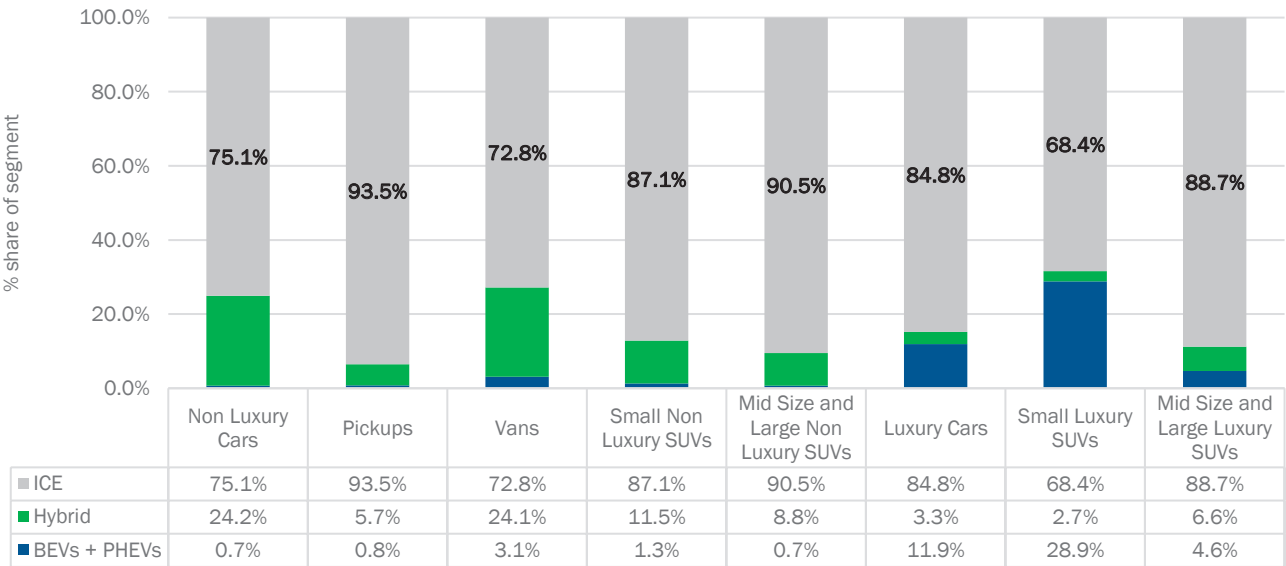
Quarterly			
	4Q '25	1Q '26	
Hybrid	10.1%	10.1%	FLAT
Electric (BEV)	2.1%	1.6%	↓
Plug In Hybrid (PHEV)	0.5%	0.3%	↓

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 11% for Luxury Cars and Small Luxury SUVs. Hybrids accounted for 24.2% 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 Arkansas 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 Arkansas and in the Nation. GMC Yukon was a relatively strong performer in the state, with state ranking exceeding U.S. by 44 positions, the largest positive differential.

Arkansas 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	
GMC Sierra	2	5	3	
Chevrolet Silverado	3	2	-1	
Ram Pickup	4	7	3	
Toyota RAV4	5	4	-1	
Honda CR-V	6	3	-3	
Nissan Rogue	7	14	7	
Hyundai Tucson	8	13	5	
Toyota Tacoma	9	8	-1	
Ford Explorer	10	16	6	
Kia K4	11	35	24	
Ford Bronco	12	23	11	
Chevrolet Equinox	13	10	-3	
Toyota Tundra	14	19	5	
Toyota Camry	15	9	-6	
Hyundai Elantra	16	40	24	
Chevrolet Traverse	17	21	4	
Chevrolet Trax	18	25	7	
Nissan Pathfinder	19	44	25	
Ford Expedition	20	59	39	
Kia Telluride	21	20	-1	
Toyota 4Runner	22	26	4	
Hyundai Palisade	23	34	11	
Ford Maverick	24	39	15	
Subaru Outback	25	33	8	
Kia Sportage	26	17	-9	
GMC Yukon	27	71	44	
Hyundai Santa Fe	28	37	9	
Ford Bronco Sport	29	36	7	
GMC Terrain	30	56	26	

Brand Registrations Report												
Arkansas 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	28,954	28,496	-1.6				108,552	117,454	8.2			
Cars	3,480	3,311	-4.9	12.0	11.6	-0.4	15,410	13,786	-10.5	14.2	11.7	-2.5
Light Trucks	25,474	25,185	-1.1	88.0	88.4	0.4	93,142	103,668	11.3	85.8	88.3	2.5
Domestic Brands	15,163	14,620	-3.6	52.3	51.2	-1.1	53,295	60,223	13.0	49.1	51.2	2.1
European Brands	1,582	1,300	-17.8	5.5	4.6	-0.9	5,811	5,528	-4.9	5.4	4.7	-0.7
Japanese Brands	8,482	8,795	3.7	29.3	30.9	1.6	35,937	36,252	0.9	33.1	30.9	-2.2
Other Asian Brands	3,727	3,781	1.4	12.9	13.3	0.4	13,509	15,451	14.4	12.4	13.2	0.8
Acura	130	138	6.2	0.4	0.5	0.1	654	598	-8.6	0.6	0.5	-0.1
Alfa Romeo	0	0		0.0	0.0	0.0	2	2	0.0	0.0	0.0	0.0
Audi	96	87	-9.4	0.3	0.3	0.0	392	340	-13.3	0.4	0.3	-0.1
BMW	336	317	-5.7	1.2	1.1	-0.1	1,237	1,199	-3.1	1.1	1.0	-0.1
Buick	833	633	-24.0	2.9	2.2	-0.7	2,548	3,257	27.8	2.3	2.8	0.5
Cadillac	414	261	-37.0	1.4	0.9	-0.5	1,158	1,409	21.7	1.1	1.2	0.1
Chevrolet	3,347	3,325	-0.7	11.6	11.7	0.1	12,441	13,933	12.0	11.5	11.9	0.4
Chrysler	71	80	12.7	0.2	0.3	0.1	334	286	-14.4	0.3	0.2	-0.1
Dodge	151	94	-37.7	0.5	0.3	-0.2	1,280	473	-63.0	1.2	0.4	-0.8
Ford	4,301	4,376	1.7	14.9	15.4	0.5	14,769	17,177	16.3	13.6	14.6	1.0
Genesis	121	98	-19.0	0.4	0.3	-0.1	425	405	-4.7	0.4	0.3	-0.1
GMC	3,399	3,072	-9.6	11.7	10.8	-0.9	11,223	12,810	14.1	10.3	10.9	0.6
Honda	1,929	1,671	-13.4	6.7	5.9	-0.8	7,998	7,967	-0.4	7.4	6.8	-0.6
Hyundai	1,808	1,885	4.3	6.2	6.6	0.4	6,510	7,634	17.3	6.0	6.5	0.5
Ineos	5	5	0.0	0.0	0.0	0.0	24	24	0.0	0.0	0.0	0.0
Infiniti	142	161	13.4	0.5	0.6	0.1	475	627	32.0	0.4	0.5	0.1
Jeep	1,028	1,156	12.5	3.6	4.1	0.5	3,770	4,322	14.6	3.5	3.7	0.2
Kia	1,798	1,798	0.0	6.2	6.3	0.1	6,574	7,412	12.7	6.1	6.3	0.2
Land Rover	121	71	-41.3	0.4	0.2	-0.2	364	379	4.1	0.3	0.3	0.0
Lexus	351	450	28.2	1.2	1.6	0.4	1,249	1,495	19.7	1.2	1.3	0.1
Lincoln	208	222	6.7	0.7	0.8	0.1	649	904	39.3	0.6	0.8	0.2
Lucid	2	1	-50.0	0.0	0.0	0.0	1	6	500.0	0.0	0.0	0.0
Mazda	364	342	-6.0	1.3	1.2	-0.1	1,621	1,481	-8.6	1.5	1.3	-0.2
Mercedes-Benz	222	279	25.7	0.8	1.0	0.2	965	958	-0.7	0.9	0.8	-0.1
MINI	6	12	100.0	0.0	0.0	0.0	38	39	2.6	0.0	0.0	0.0
Mitsubishi	34	22	-35.3	0.1	0.1	0.0	169	119	-29.6	0.2	0.1	-0.1
Nissan	1,461	1,848	26.5	5.0	6.5	1.5	6,652	6,859	3.1	6.1	5.8	-0.3
Polestar	0	0		0.0	0.0	0.0	2	2	0.0	0.0	0.0	0.0
Porsche	64	48	-25.0	0.2	0.2	0.0	162	203	25.3	0.1	0.2	0.1
Ram	1,153	1,186	2.9	4.0	4.2	0.2	4,094	4,593	12.2	3.8	3.9	0.1
Rivian	9	8	-11.1	0.0	0.0	0.0	80	25	-68.8	0.1	0.0	-0.1
Subaru	1,155	1,002	-13.2	4.0	3.5	-0.5	4,514	4,463	-1.1	4.2	3.8	-0.4
Tesla	247	206	-16.6	0.9	0.7	-0.2	943	1,028	9.0	0.9	0.9	0.0
Toyota	2,916	3,161	8.4	10.1	11.1	1.0	12,605	12,643	0.3	11.6	10.8	-0.8
Volkswagen	655	423	-35.4	2.3	1.5	-0.8	2,357	2,068	-12.3	2.2	1.8	-0.4
Volvo	62	50	-19.4	0.2	0.2	0.0	219	271	23.7	0.2	0.2	0.0
Other	15	8	-46.7	0.1	0.0	-0.1	54	43	-20.4	0.0	0.0	0.0

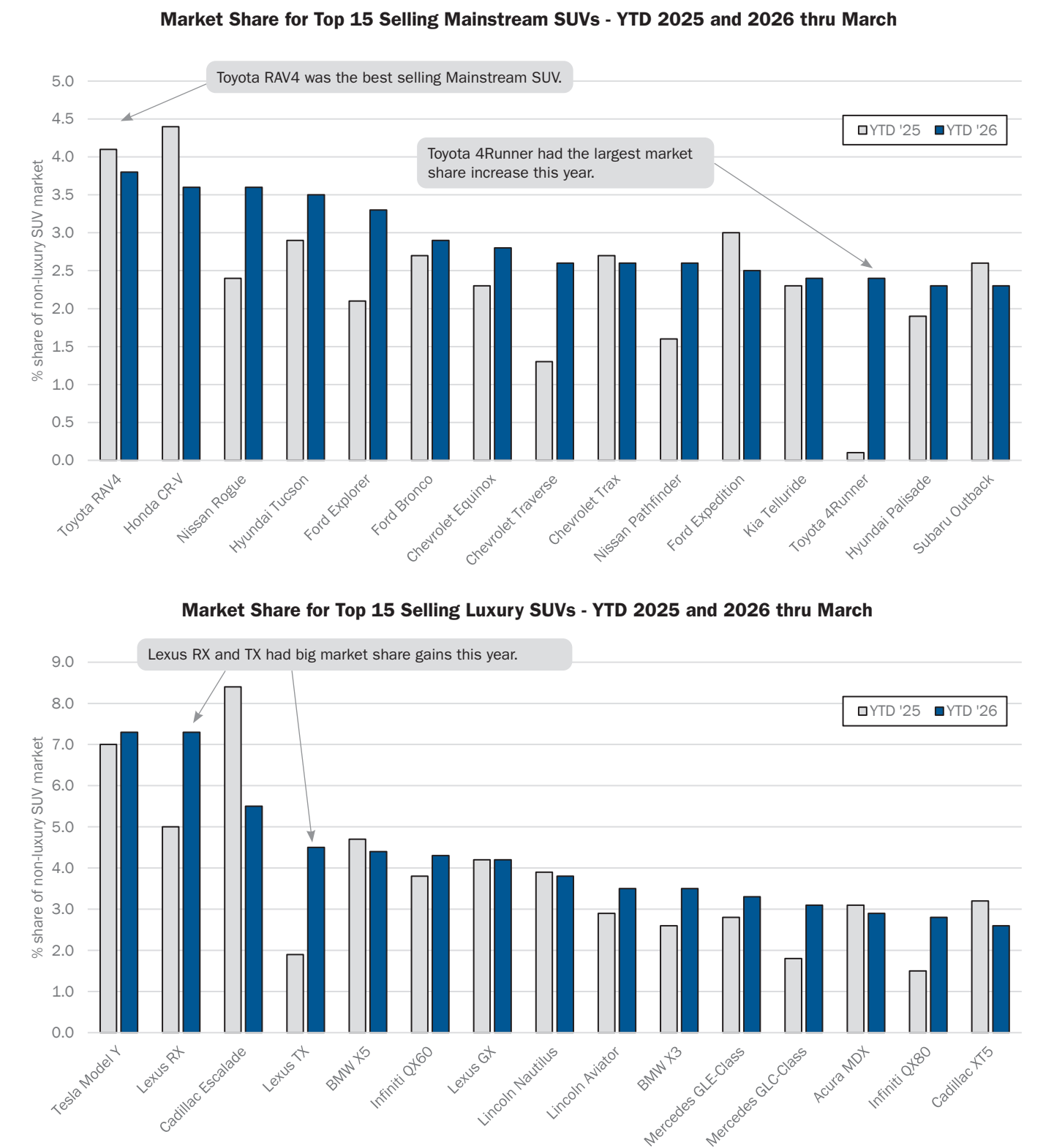
Data sourced from Experian Automotive. Other Asian Brands includes Genesis, Hyundai, Kia, and VinFast.

The table shows new retail light vehicle (car and light truck) registrations in the Arkansas market. Figures are shown for the first quarters of '25 and '26, and annual totals in 2024 and 2025. 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.

SUV MARKET SHARES

RAV4 is On Top for Mainstream SUVs; Model Y Has Small Lead in Luxury Segment

The two graphs below show market share in Arkansas during the first three months of 2025 and 2026 for the top 15 selling Mainstream and Luxury SUV models.

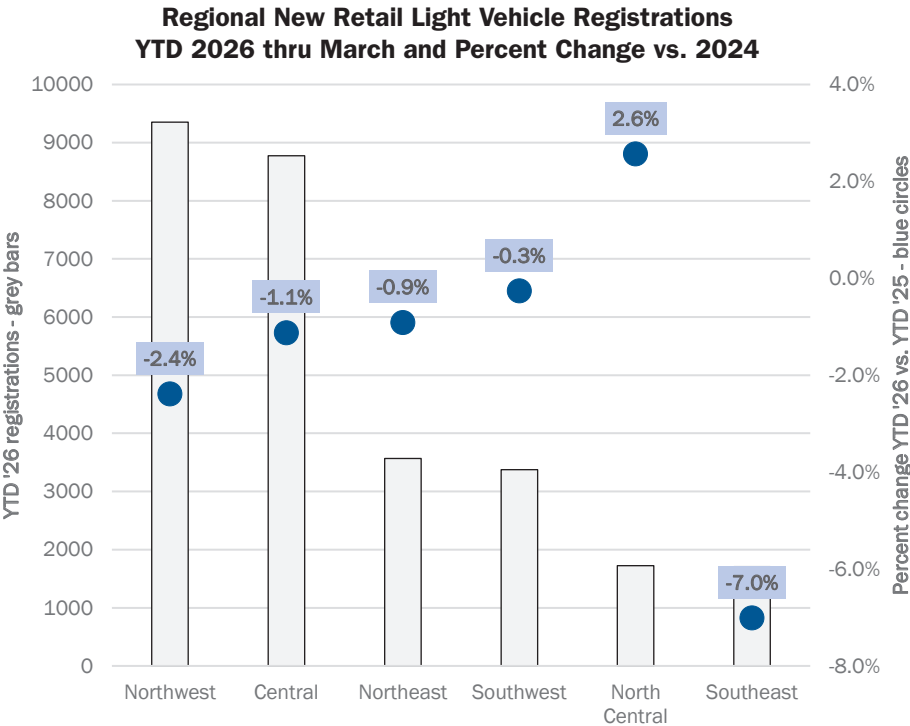


Data sourced from Experian Automotive.

REGIONAL MARKETS

North Central Regional Market Had Small Increase in 1Q '26

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



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

Counties in Regional Markets

Northwest Benton Boone Carroll Crawford Franklin Johnson Logan Madison Newton Pope Scott Sebastian Washington Yell	North Central Baxter Cleburne Fulton Independence Izard Marion Searcy Sharp Stone Van Buren	Northeast Clay Craighead Crittenden Cross Greene Jackson Lawrence Mississippi Poinsett Randolph St. Francis Woodruff
Central Conway Faulkner Lonoke Perry Prairie Pulaski Saline White	Southwest Calhoun Clark Columbia Dallas Garland Grant Hempstead Hot Spring Howard Lafayette Little River Miller Montgomery Nevada Ouachita Pike Polk Sevier Union	Southeast Arkansas Ashley Bradley Chicot Cleveland Desha Drew Jefferson Lee Lincoln Monroe Phillips

REGIONAL MARKETS REVIEW									
	Industry Registrations			Battery Electric Vehicle Market Share (%)			Luxury Brand Market Share (%)		
	YTD '25 thru March	YTD '26 thru March	% change '26 vs. '25	YTD '25 thru March	YTD '26 thru March	change '26 vs. '25	YTD '25 thru March	YTD '26 thru March	change '26 vs. '25
Central	8,872	8,772	-1.1%	2.3	1.6	-0.7	10.7	10.8	0.1
North Central	1,679	1,722	2.6%	1.0	0.7	-0.3	3.6	3.4	-0.2
Northeast	3,601	3,568	-0.9%	1.2	0.9	-0.3	6.4	5.8	-0.6
Northwest	9,580	9,351	-2.4%	3.5	2.4	-1.1	9.8	9.4	-0.4
Southeast	1,839	1,710	-7.0%	0.7	0.7	0.0	5.3	5.8	0.5
Southwest	3,383	3,374	-0.3%	1.0	0.7	-0.3	8.0	6.4	-1.6

Top Regional Markets

Biggest Market

Northwest Region:
9,351 registrations

Largest % Increase

North Central:
Up 2.6%

Highest BEV Share

Northwest Region:
2.4%

REGIONAL MARKETS

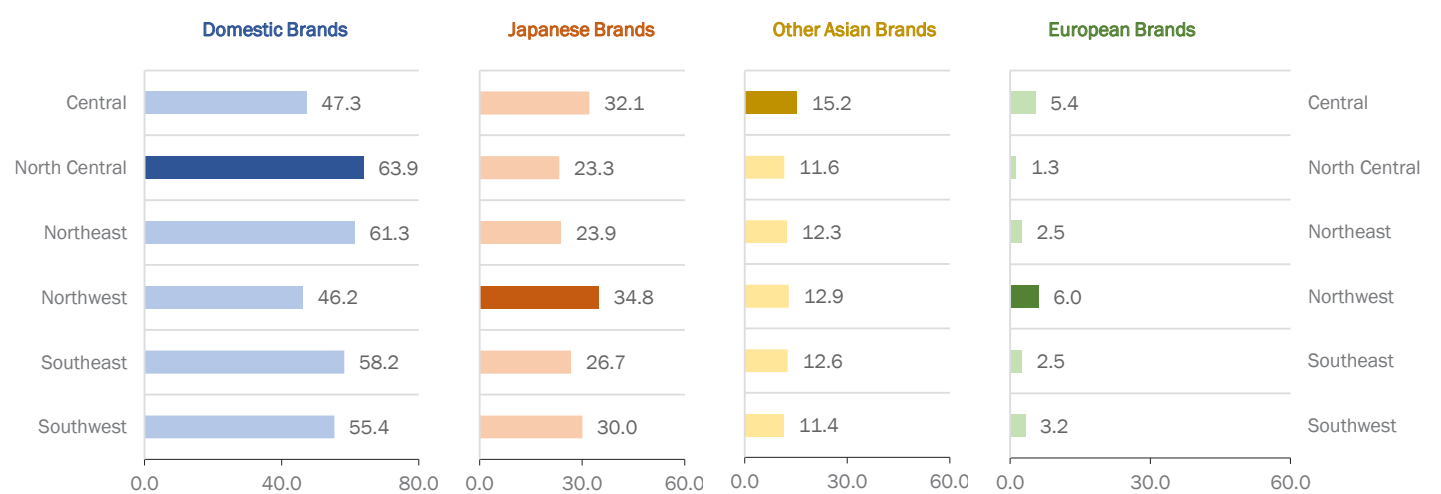
Ford Market Share Exceeded 18% in Northeast Region

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

County	Ford	Chevrolet	Toyota	GMC	Hyundai	Nissan	Kia	Honda	Ram	Jeep
Central	13.8	9.8	11.9	10.4	7.8	5.7	6.9	5.6	4.0	4.0
North Central	17.2	17.8	8.6	11.6	4.5	6.2	6.9	3.0	7.2	5.2
Northeast	18.2	15.2	9.8	13.7	4.8	7.2	7.3	4.1	3.5	4.8
Northwest	15.1	9.3	11.1	9.4	6.4	6.7	6.3	7.2	3.6	3.6
Southeast	15.0	13.7	12.5	14.7	6.8	5.7	5.3	5.6	4.6	4.4
Southwest	16.4	15.0	11.0	10.1	6.9	7.6	4.2	6.3	5.2	4.0

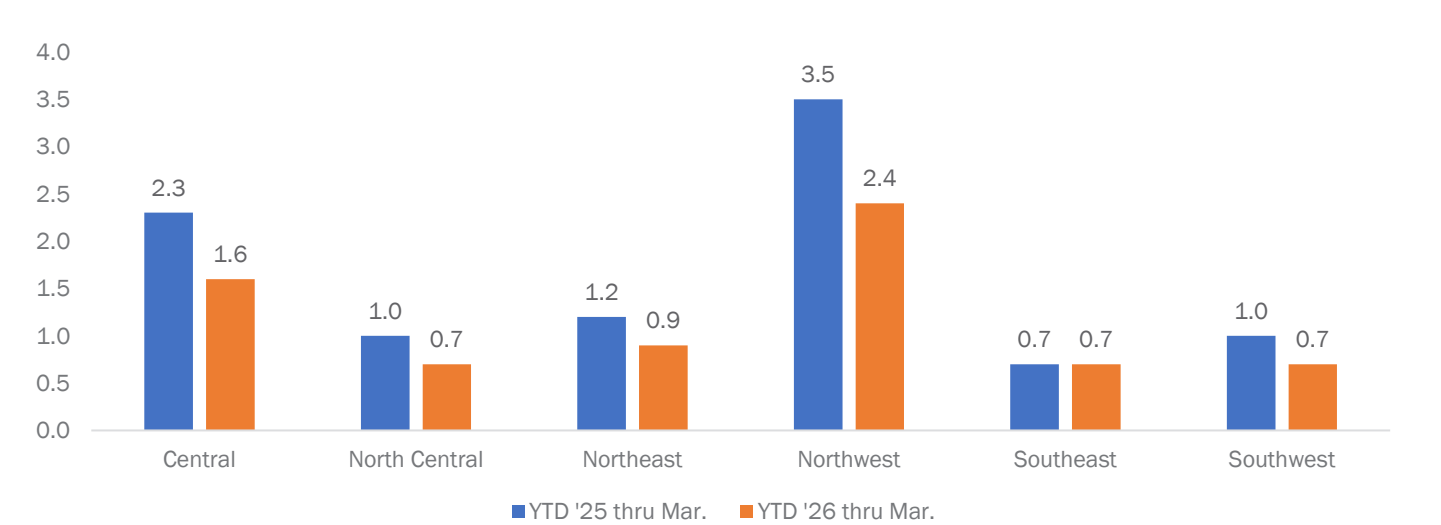
The table above shows brand market shares in each of the six regional markets. (Includes top ten selling brands in the state.) Highest market share for each brand is shaded grey. Data sourced from Experian Automotive.

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



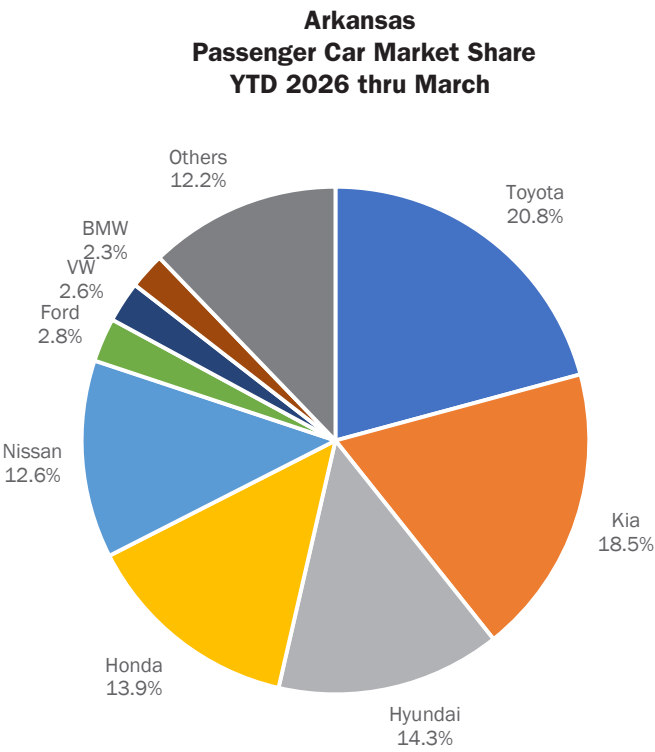
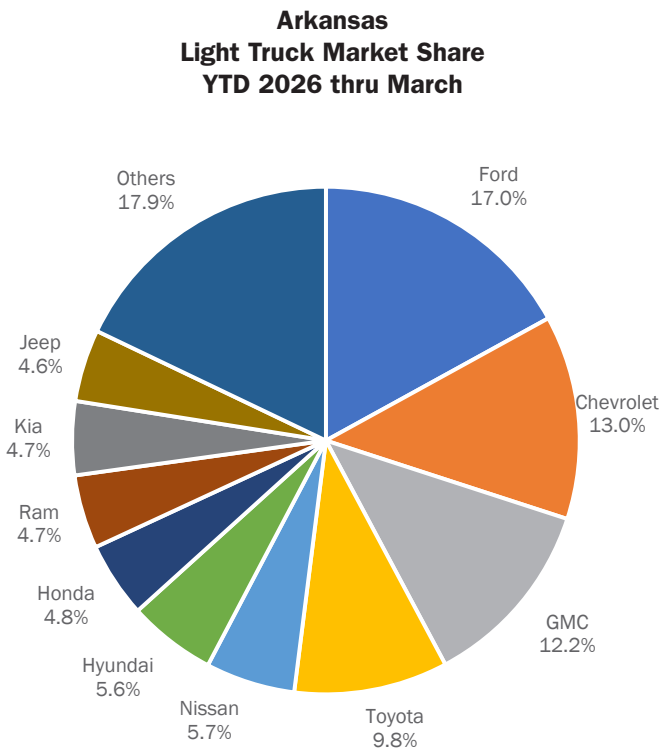
The graphs above show market shares by brand segments. Darker colors show the highest rated county for each segment. Other Asian includes Genesis, Hyundai, Kia, and VinFast. Data sourced from Experian Automotive.

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



BRAND MARKET SHARES

Ford Leads Arkansas Light Truck Market



The two graphs above show the top ten selling brands in the state light truck and passenger car markets during the first three months of 2026. Light trucks consists of all SUVs, pickups, and vans.

Data sourced from Experian Automotive.

Arkansas Auto Outlook

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