

FORECAST

State New Vehicle Market Predicted to Hold Steady in 2nd Half of Year

Year-to-date results in state market

Arkansas new retail light vehicle registrations declined 3.1% during the first six months of this year versus a year earlier, better than the 6% drop in the nation. Second quarter registrations this year were off 3.9% 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 115,000 units and decline 1.9% from 2025.

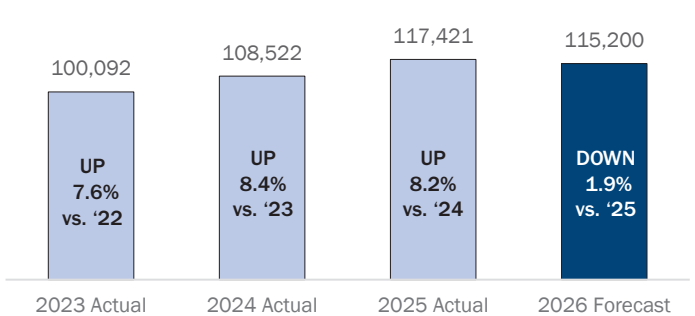
Tracking alternative powertrain sales

Battery electric vehicle registrations declined 7.1% during the first half of this year versus year earlier. BEV share in the state was just 2.0%, well below the U.S. share of 6.9%. Hybrid vehicles continued to post gains, with registrations improving 8.7% in the first half of this year and market share reaching 10.9%.

Monitoring brand sales performance

State new vehicle registrations for Nissan, Tesla, Mercedes-Benz, Jeep, Lexus, and Ram increased by more than 5% so far this year versus year earlier. Ford, Chevrolet, Toyota, GMC, and Nissan were top selling brands (see page 4). Based on a comparison to U.S. market share, GMC, Ford, Nissan, Chevrolet, and Ram are strong performing brands in the Arkansas 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	58,659	56,869	-3.1%	
Car	6,983	6,847	-1.9%	12.0%
Light Truck	51,676	50,022	-3.2%	88.0%
Domestic	30,447	28,760	-5.5%	50.6%
European	2,895	2,496	-13.8%	4.4%
Japanese	17,655	18,031	2.1%	31.7%
Other Asian	7,662	7,582	-1.0%	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 June
vs. YTD '25

Arkansas

DOWN 3.1%

U.S.

DOWN 6.0%

New retail light vehicle registrations in Arkansas declined 3.1% during the first six months of this year versus year earlier, better than the 6% fall in the Nation.

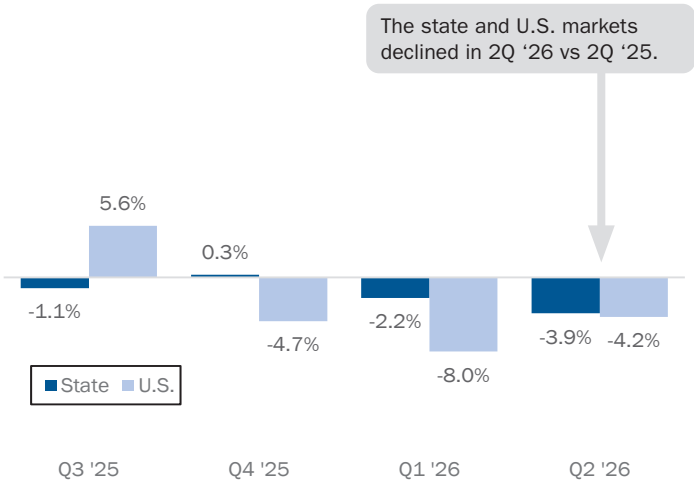
Data sourced from Experian Automotive.



QUARTERLY RESULTS

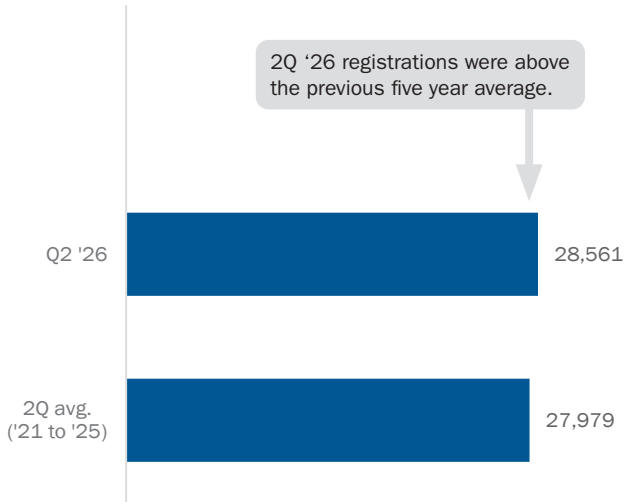
QUARTERLY TREND

Percent Change in Registrations vs. Year Earlier



QUARTERLY PERSPECTIVE

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



Data sourced from Experian Automotive.

Arkansas Auto Outlook

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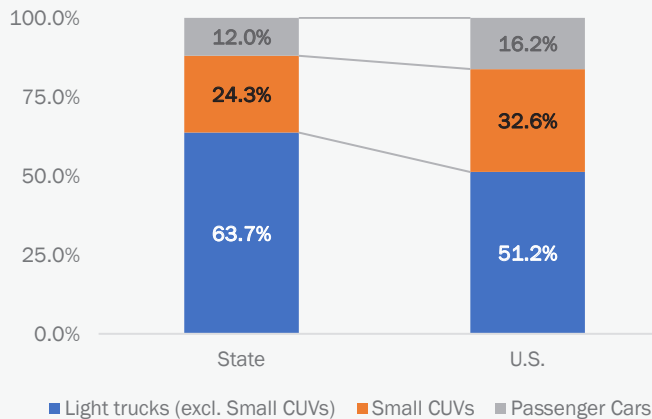
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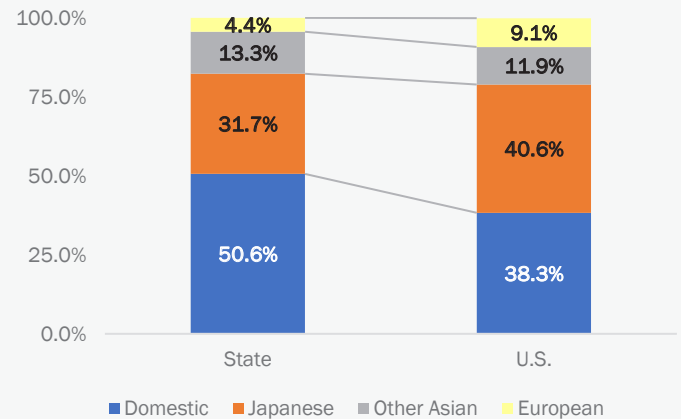
VEHICLE AND BRAND SEGMENTS - STATE AND U.S. (YTD '26 THRU JUNE)

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 cross-overs are broken out, however, since many are more similar to compact hatchbacks than to trucks. Small CUV share was **24.3%** during the first half of this year, well below the **32.6%** share in the U.S. Data sourced from Experian Automotive.

Domestic, European, Japanese, & Other Asian Share



Domestic brand market share in Arkansas was higher than U.S. levels: **50.6%** vs. **38.3%**. State Japanese brand share was **31.7%** in the first half of this year. Other Asian brands accounted for a higher share of the state 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

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

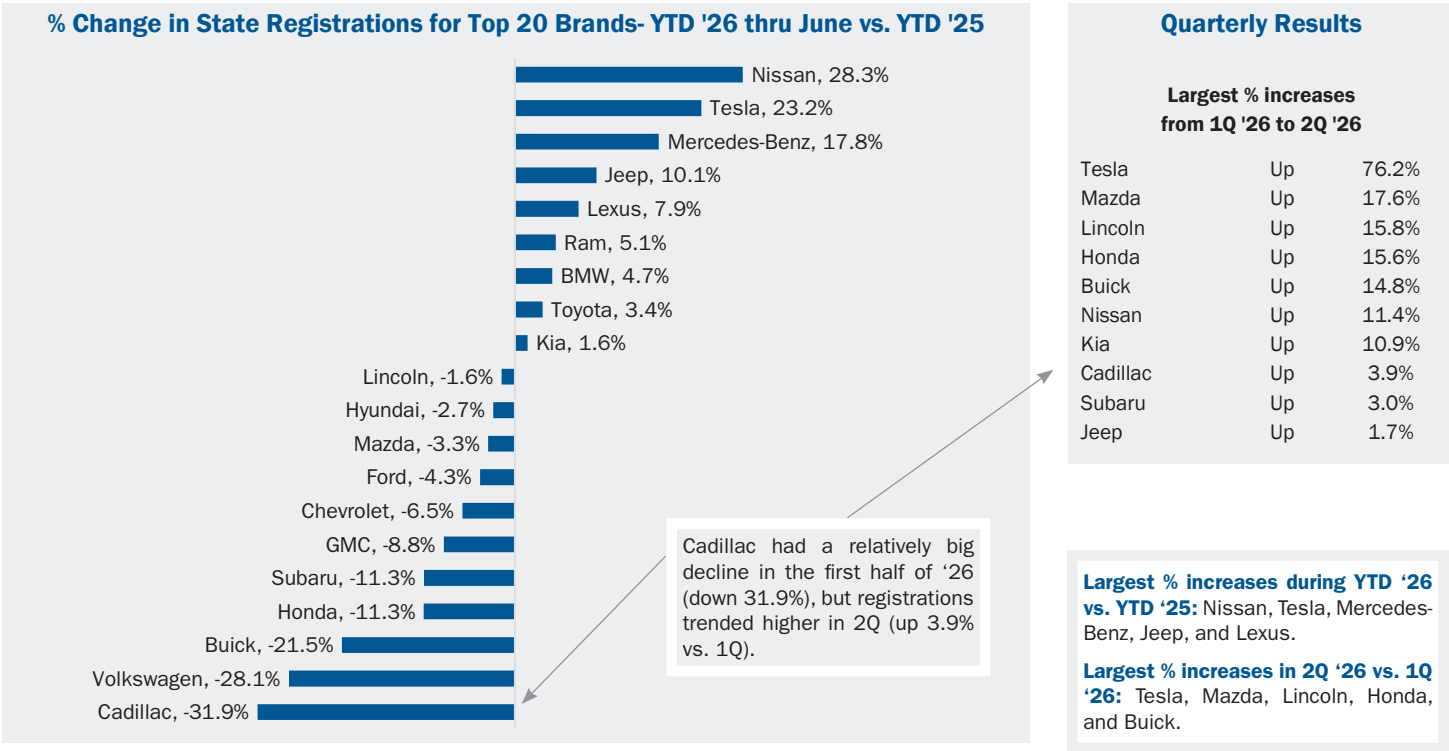
The table above shows percent market share for five primary segments in 24 selected state markets during the first half of this year. Data sourced from Experian Automotive.

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 Tesla 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.

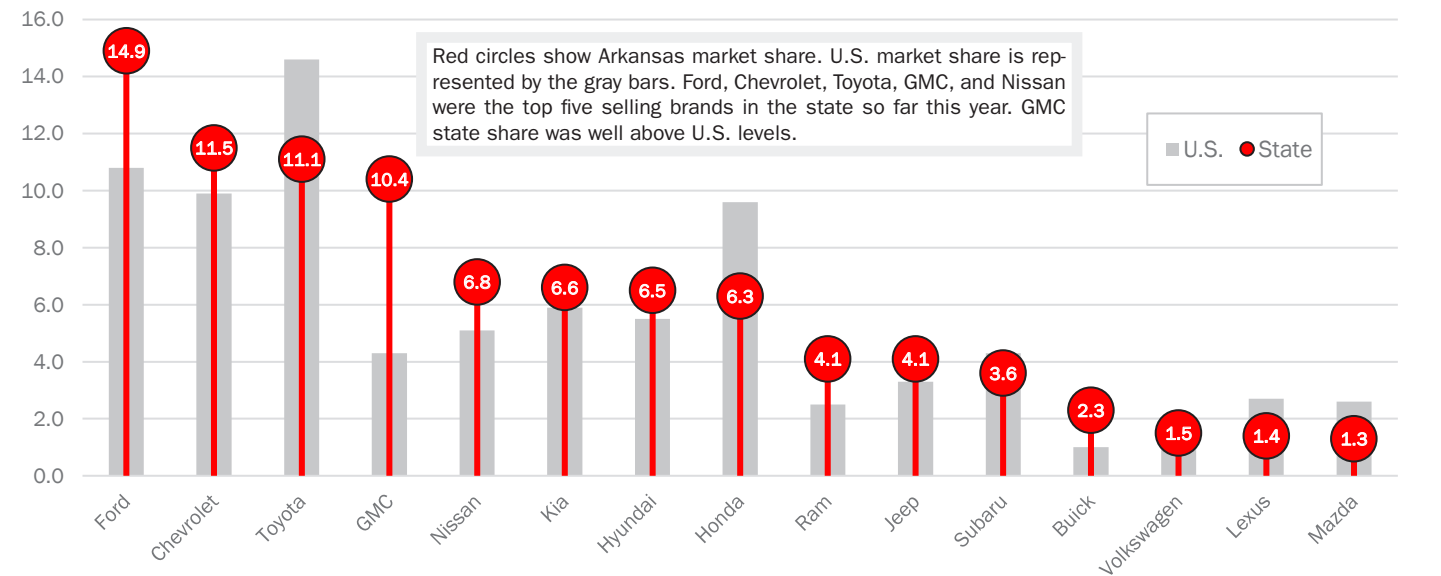


Data sourced from Experian Automotive.



TOP SELLING BRANDS

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



Data sourced from Experian Automotive.

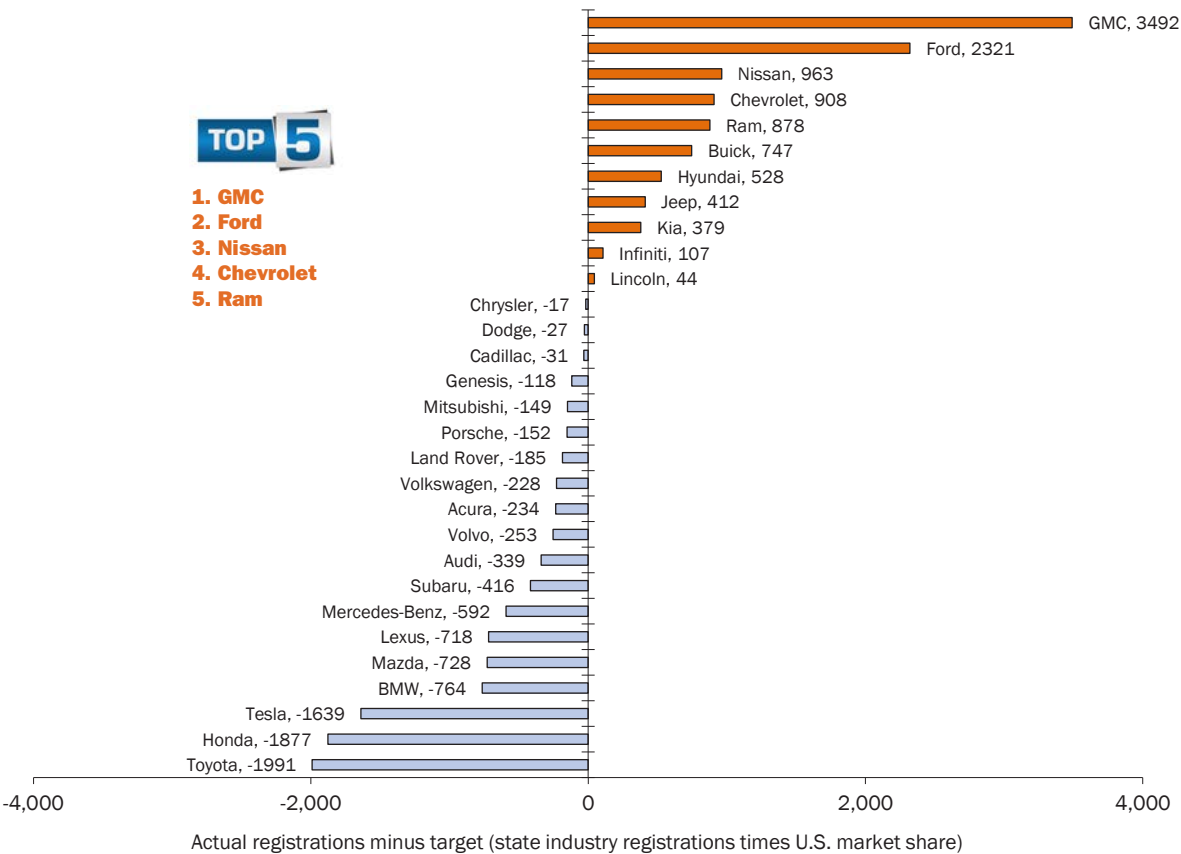
BRANDS AND MODELS



BRAND SALES PERFORMANCE

The graph below provides an indicator of brands that are popular in Arkansas (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., GMC, Ford, Nissan, Chevrolet, and Ram) are relatively strong sellers in the state, with actual registrations exceeding calculated targets by large margins. For instance, GMC registrations exceeded the target by 3,492 units.

Arkansas 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 %
1	Ford F-Series	6.4	-7.3	11	Ford Explorer	1.4
2	GMC Sierra	6.0	-4.8	12	Toyota RAV4	1.4
3	Chevrolet Silverado	4.3	-3.0	13	Ford Bronco	1.4
4	Ram Pickup	3.9	5.1	14	Toyota Tundra	1.4
5	Honda CR-V	2.0	-15.4	15	Chevrolet Equinox	1.4
6	Nissan Rogue	1.9	49.2	16	Hyundai Elantra	1.4
7	Toyota Tacoma	1.7	20.8	17	Toyota Camry	1.3
8	Hyundai Tucson	1.6	1.6	18	Chevrolet Traverse	1.3
9	Chevrolet Trax	1.6	-7.6	19	Kia Telluride	1.3
10	Kia K4	1.5	27.1	20	Ford Expedition	1.3

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.

**TOP
SELLER**

BEST SELLERS IN PRIMARY SEGMENTS

Small Cars: Kia K4	Compact SUV: Honda CR-V
Mid Size & Large Cars: Toyota Camry	3 Row Mid Size SUV: Ford Explorer
Full Size Pickup: Ford F-Series	Luxury Compact SUV: Tesla Model Y
Subcompact SUV: Chevrolet Trax	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
Kia K4	843	22.0	Toyota Camry	764	38.6	Ford Mustang	203	68.8	Tesla Model 3	68	15.7
Hyundai Elantra	768	20.1	Kia K5	394	19.9	Mazda MX5	22	7.5	Cadillac CT5	55	12.7
Honda Civic	590	15.4	Honda Accord	390	19.7	Toyota 86	21	7.1	Acura Integra	45	10.4
Toyota Corolla	479	12.5	Hyundai Sonata	205	10.4	Nissan Z	15	5.1	Lexus ES	41	9.5
Nissan Sentra	472	12.3	Nissan Altima	113	5.7	Subaru BRZ	14	4.7	BMW 4-Series	34	7.9
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	110	34.9	Toyota Tacoma	983	24.9	Ford F-Series	3617	28.7	Kia Carnival	277	32.4
Porsche 911	33	10.5	Ford Maverick	652	16.5	GMC Sierra	3426	27.2	Toyota Sienna	223	26.1
Mercedes CLE-Class	24	7.6	Nissan Frontier	476	12.1	Chevrolet Silverado	2427	19.3	Honda Odyssey	210	24.6
Mercedes E-Class	22	7.0	Chevrolet Colorado	474	12.0	Ram Pickup	2223	17.7	Chrysler Pacifica	115	13.5
Tesla Model S	18	5.7	Ford Ranger	436	11.1	Toyota Tundra	782	6.2	Chrysler Voyager	22	2.6
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	182	44.4	Chevrolet Trax	885	22.0	Honda CR-V	1128	11.7	Toyota 4Runner	702	21.0
Ram Promaster	77	18.8	Subaru Crosstrek	502	12.5	Nissan Rogue	1092	11.3	Hyundai Santa Fe	641	19.1
Mercedes Sprinter	56	13.7	Nissan Kicks	433	10.8	Hyundai Tucson	889	9.2	Subaru Outback	598	17.9
Chevrolet Express	36	8.8	Buick Encore GX	383	9.5	Toyota RAV4	809	8.4	Jeep Grand Cherokee	522	15.6
Ford E-Series	33	8.0	Chevrolet TrailBlazer	360	8.9	Chevrolet Equinox	776	8.0	Honda Passport	223	6.7
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
Ford Explorer	814	11.1	Ford Bronco	800	21.4	Acura ADX	56	36.6	Tesla Model Y	426	35.7
Chevrolet Traverse	746	10.1	Ford Expedition	717	19.2	BMW X1	32	20.9	BMW X3	146	12.2
Kia Telluride	744	10.1	GMC Yukon	661	17.7	Audi Q3	17	11.1	Mercedes GLC-Class	110	9.2
Nissan Pathfinder	710	9.7	Chevrolet Tahoe	470	12.6	Mercedes GLA-Class	14	9.2	Lexus NX	80	6.7
Hyundai Palisade	577	7.8	GMC Yukon XL	324	8.7	BMW X2	11	7.2	Lincoln Corsair	69	5.8
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	281	15.5	Cadillac Escalade	218	23.7	Kia K4	843	12.3	Ford F-Series	3617	7.2
BMW X5	182	10.0	Lexus TX	163	17.7	Hyundai Elantra	768	11.2	GMC Sierra	3426	6.8
Infiniti QX60	171	9.4	Infiniti QX80	103	11.2	Toyota Camry	764	11.2	Chevrolet Silverado	2427	4.9
Lincoln Nautilus	160	8.8	Lincoln Navigator	95	10.3	Honda Civic	590	8.6	Ram Pickup	2223	4.4
Lincoln Aviator	153	8.4	BMW X7	88	9.6	Toyota Corolla	479	7.0	Honda CR-V	1128	2.3

Data sourced from Experian Automotive.

POWERTRAINS

FIVE KEY TRENDS

1.

BEV registrations declined 7.1% during the first six months of 2026 vs. year earlier.
2.

BEV market share was 2.3% in 2Q '26, up from 1.6% in the first quarter.
3.

Hybrid vehicle registrations increased 8.7% so far this year vs. the 3.1% drop in the overall market.
4.

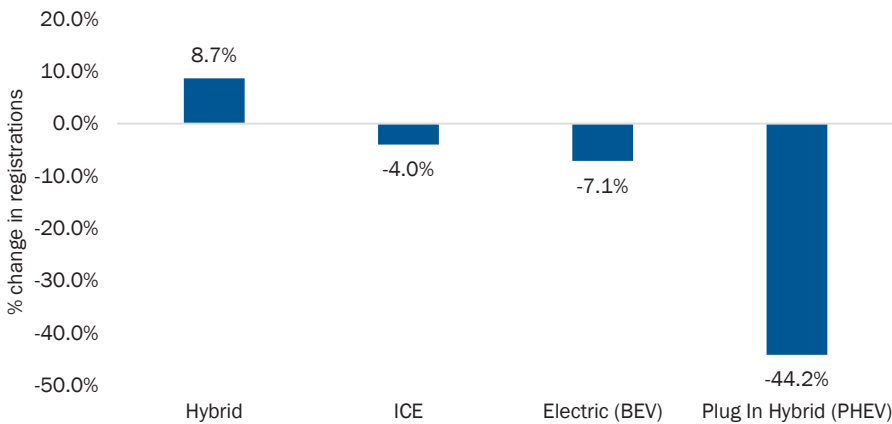
ICE vehicle market share slipped from 87.6% in the first half of 2025 to 86.8% this year.
5.

Franchised dealerships accounted for 92.2% 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



% Share of Industry Registrations
by Powertrain Type

YTD thru June			
	YTD '25	YTD '26	
ICE	87.6%	86.8%	↓
Hybrid	9.7%	10.9%	↑
Electric (BEV)	2.1%	2.0%	↓
Plug In Hybrid (PHEV)	0.6%	0.3%	↓

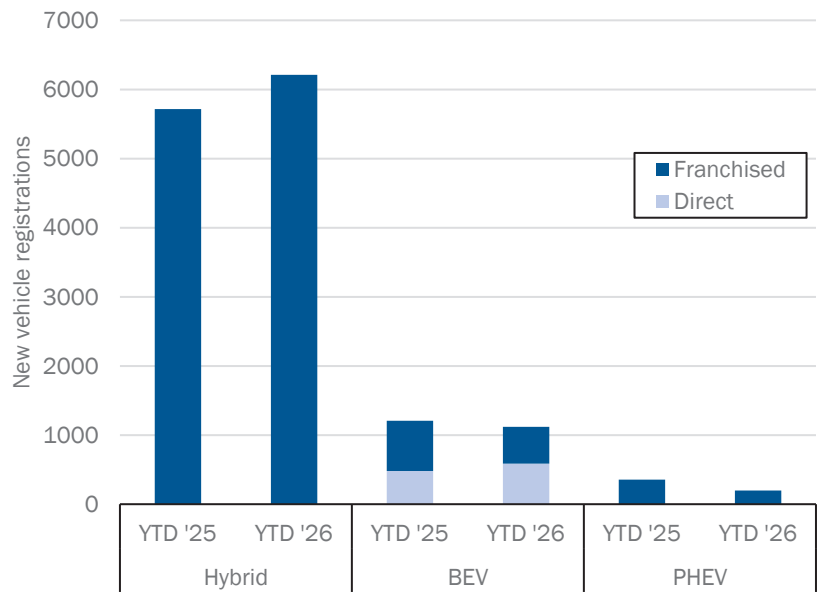
Quarterly			
	1Q '26	2Q '26	
ICE	88.0%	85.6%	↓
Hybrid	10.1%	11.7%	↑
Electric (BEV)	1.6%	2.3%	↑
Plug In Hybrid (PHEV)	0.3%	0.4%	↑

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



FRANCHISED DEALERSHIPS AND DIRECT SELLERS

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



Registrations and Market Share		
	Franchised Dealerships	Direct Sellers
YTD '25 thru June		
Hybrid registrations	5,714	0
BEV registrations	725	480
PHEV registrations	353	0
TOTAL	6,792	480
YTD '25 Share of total	93.4%	6.6%
YTD '26 thru June		
Hybrid registrations	6,209	0
BEV registrations	531	588
PHEV registrations	197	0
TOTAL	6,937	588
YTD '26 Share of total	92.2%	7.8%

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 6,937 units, 92.2% of the overall total, down slightly during the same period in 2025.

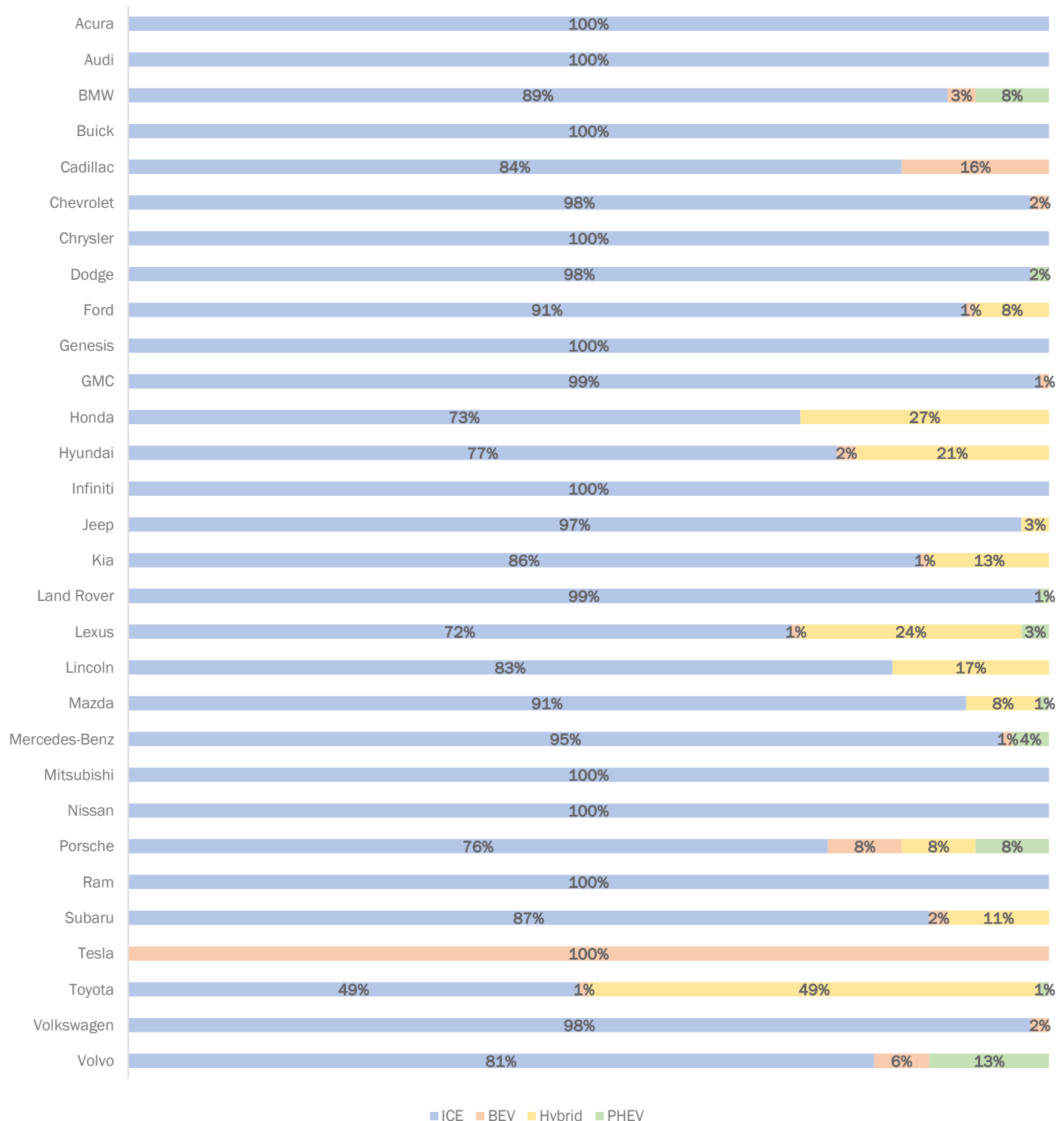
Data sourced from Experian Automotive. Hybrid registrations exclude mild hybrids.

POWERTRAINS



POWERTRAIN MARKET SHARES

Share of Brand Registrations by Type of Powertrain - Second Quarter 2026 (top 30 brands)



The graph above shows the breakdown of new vehicle registrations by powertrain type for each of the top 30 selling brands in the state during the second quarter of 2026. Data sourced from Experian Automotive.

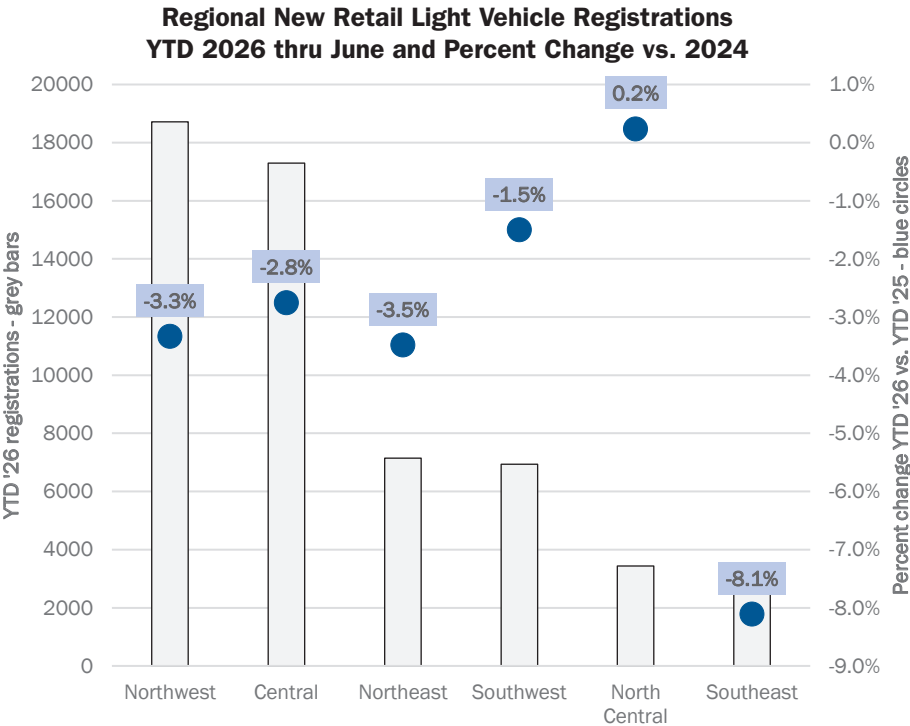
Brand Registrations Report												
Arkansas New Retail Car and Light Truck Registrations												
	Second Quarter						Year to date thru June					
	Registrations			Market Share (%)			Registrations			Market Share (%)		
	2Q '25	2Q '26	% change	2Q '25	2Q '26	Change	YTD '25	YTD '26	% change	YTD '25	YTD '26	Change
TOTAL	29,711	28,561	-3.9				58,659	56,869	-3.1			
Cars	3,505	3,569	1.8	11.8	12.5	0.7	6,983	6,847	-1.9	11.9	12.0	0.1
Light Trucks	26,206	24,992	-4.6	88.2	87.5	-0.7	51,676	50,022	-3.2	88.1	88.0	-0.1
Domestic Brands	15,285	14,236	-6.9	51.4	49.8	-1.6	30,447	28,760	-5.5	51.9	50.6	-1.3
European Brands	1,313	1,197	-8.8	4.4	4.2	-0.2	2,895	2,496	-13.8	4.9	4.4	-0.5
Japanese Brands	9,176	9,285	1.2	30.9	32.5	1.6	17,655	18,031	2.1	30.1	31.7	1.6
Other Asian Brands	3,937	3,843	-2.4	13.3	13.5	0.2	7,662	7,582	-1.0	13.1	13.3	0.2
Acura	179	182	1.7	0.6	0.6	0.0	309	318	2.9	0.5	0.6	0.1
Alfa Romeo	1	0		0.0	0.0	0.0	1	0	-100.0	0.0	0.0	0.0
Audi	77	72	-6.5	0.3	0.3	0.0	173	159	-8.1	0.3	0.3	0.0
BMW	266	312	17.3	0.9	1.1	0.2	602	630	4.7	1.0	1.1	0.1
Buick	863	712	-17.5	2.9	2.5	-0.4	1,696	1,332	-21.5	2.9	2.3	-0.6
Cadillac	347	264	-23.9	1.2	0.9	-0.3	761	518	-31.9	1.3	0.9	-0.4
Chevrolet	3,630	3,216	-11.4	12.2	11.3	-0.9	6,977	6,523	-6.5	11.9	11.5	-0.4
Chrysler	67	57	-14.9	0.2	0.2	0.0	138	137	-0.7	0.2	0.2	0.0
Dodge	122	88	-27.9	0.4	0.3	-0.1	273	181	-33.7	0.5	0.3	-0.2
Ferrari	1	1	0.0	0.0	0.0	0.0	1	1	0.0	0.0	0.0	0.0
Ford	4,532	4,085	-9.9	15.3	14.3	-1.0	8,833	8,450	-4.3	15.1	14.9	-0.2
Genesis	99	88	-11.1	0.3	0.3	0.0	220	184	-16.4	0.4	0.3	-0.1
GMC	3,103	2,879	-7.2	10.4	10.1	-0.3	6,502	5,928	-8.8	11.1	10.4	-0.7
Honda	2,131	1,930	-9.4	7.2	6.8	-0.4	4,059	3,600	-11.3	6.9	6.3	-0.6
Hyundai	1,967	1,795	-8.7	6.6	6.3	-0.3	3,773	3,671	-2.7	6.4	6.5	0.1
Ineos	6	1	-83.3	0.0	0.0	0.0	11	6	-45.5	0.0	0.0	0.0
Infiniti	142	133	-6.3	0.5	0.5	0.0	284	294	3.5	0.5	0.5	0.0
Jeep	1,068	1,163	8.9	3.6	4.1	0.5	2,095	2,307	10.1	3.6	4.1	0.5
Kia	1,871	1,960	4.8	6.3	6.9	0.6	3,669	3,727	1.6	6.3	6.6	0.3
Land Rover	103	68	-34.0	0.3	0.2	-0.1	224	137	-38.8	0.4	0.2	-0.2
Lexus	382	351	-8.1	1.3	1.2	-0.1	733	791	7.9	1.2	1.4	0.2
Lincoln	277	256	-7.6	0.9	0.9	0.0	485	477	-1.6	0.8	0.8	0.0
Lucid	1	1	0.0	0.0	0.0	0.0	3	2	-33.3	0.0	0.0	0.0
Mazda	392	395	0.8	1.3	1.4	0.1	756	731	-3.3	1.3	1.3	0.0
Mercedes-Benz	215	236	9.8	0.7	0.8	0.1	437	515	17.8	0.7	0.9	0.2
MINI	7	4	-42.9	0.0	0.0	0.0	13	16	23.1	0.0	0.0	0.0
Mitsubishi	37	24	-35.1	0.1	0.1	0.0	71	46	-35.2	0.1	0.1	0.0
Nissan	1,564	2,045	30.8	5.3	7.2	1.9	3,025	3,881	28.3	5.2	6.8	1.6
Porsche	45	38	-15.6	0.2	0.1	-0.1	109	85	-22.0	0.2	0.1	-0.1
Ram	1,054	1,143	8.4	3.5	4.0	0.5	2,207	2,319	5.1	3.8	4.1	0.3
Rivian	6	9	50.0	0.0	0.0	0.0	15	17	13.3	0.0	0.0	0.0
Subaru	1,139	1,032	-9.4	3.8	3.6	-0.2	2,293	2,034	-11.3	3.9	3.6	-0.3
Tesla	215	363	68.8	0.7	1.3	0.6	462	569	23.2	0.8	1.0	0.2
Toyota	3,210	3,193	-0.5	10.8	11.2	0.4	6,125	6,336	3.4	10.4	11.1	0.7
Volkswagen	500	407	-18.6	1.7	1.4	-0.3	1,155	831	-28.1	2.0	1.5	-0.5
Volvo	79	52	-34.2	0.3	0.2	-0.1	141	102	-27.7	0.2	0.2	0.0
Other	13	6	-53.8	0.0	0.0	0.0	28	14	-50.0	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 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.

REGIONAL MARKETS

North Central Regional Market Increased by Less Than 1% in First Half of '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 six 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	North Central	Northeast
Benton	Baxter	Clay
Boone	Cleburne	Craighead
Carroll	Fulton	Crittenden
Crawford	Independence	Cross
Franklin	Izard	Greene
Johnson	Marion	Jackson
Logan	Searcy	Lawrence
Madison	Sharp	Mississippi
Newton	Stone	Poinsett
Pope	Van Buren	Randolph
Scott		St. Francis
Sebastian	Southwest	Woodruff
Washington	Calhoun	
Yell	Clark	Southeast
	Columbia	Arkansas
	Dallas	Ashley
Central	Garland	Bradley
Conway	Grant	Chicot
Faulkner	Hempstead	Cleveland
Lonoke	Hot Spring	Desha
Perry	Howard	Drew
Prairie	Lafayette	Jefferson
Pulaski	Little River	Lee
Saline	Miller	Lincoln
White	Montgomery	Monroe
	Nevada	Phillips
	Ouachita	
	Pike	
	Polk	
	Sevier	
	Union	

REGIONAL MARKETS REVIEW									
	Industry Registrations			Battery Electric Vehicle Market Share (%)			Luxury Brand Market Share (%)		
	YTD '25 thru June	YTD '26 thru June	% change '26 vs. '25	YTD '25 thru June	YTD '26 thru June	change '26 vs. '25	YTD '25 thru June	YTD '26 thru June	change '26 vs. '25
Central	17,781	17,291	-2.8%	2.1	2.1	0.0	10.1	10.5	0.4
North Central	3,428	3,436	0.2%	0.9	1.1	0.2	3.9	3.6	-0.3
Northeast	7,404	7,146	-3.5%	1.0	1.1	0.1	6.1	6.1	0.0
Northwest	19,364	18,718	-3.3%	3.3	2.9	-0.4	9.7	9.7	0.0
Southeast	3,637	3,342	-8.1%	0.6	0.7	0.1	5.7	5.5	-0.2
Southwest	7,043	6,937	-1.5%	1.0	1.0	0.0	7.4	6.4	-1.0

Top Regional Markets

Biggest Market

Northwest Region:
18,718 registrations

Only % Increase

North Central:
Up 0.2%

Highest BEV Share

Northwest Region:
2.9%

REGIONAL MARKETS

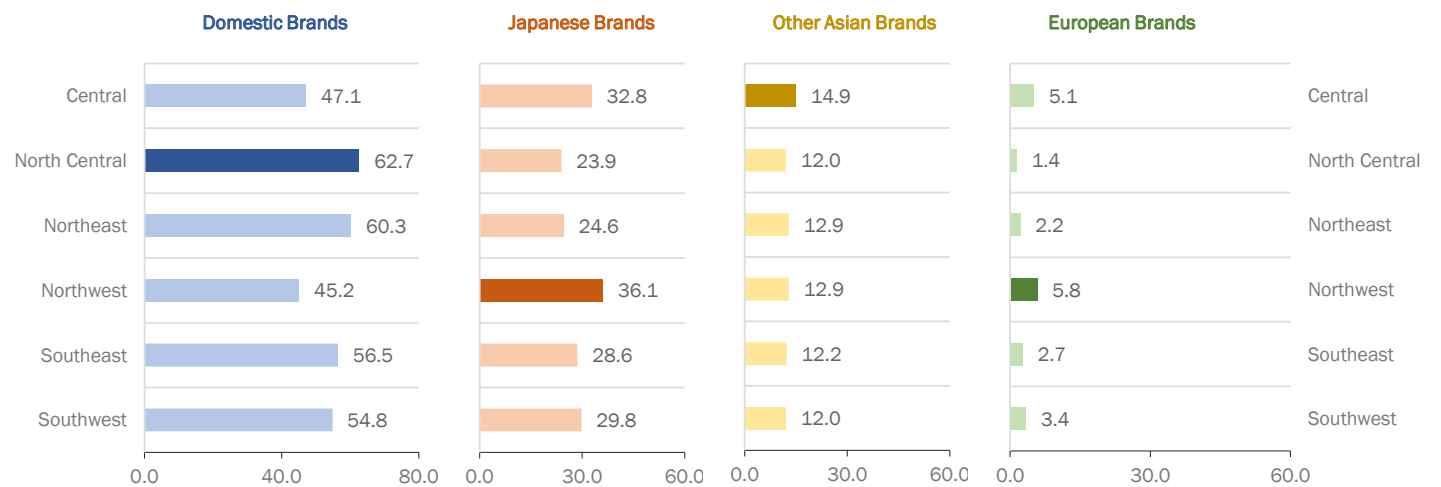
Hyundai Market Share Was 7.4% in Central Region

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

County	Ford	Chevrolet	Toyota	GMC	Nissan	Kia	Hyundai	Honda	Ram	Jeep
Central	13.7	9.7	12.2	10.0	5.8	7.0	7.4	6.2	3.9	4.0
North Central	17.3	16.7	9.1	11.0	6.7	7.5	4.4	3.1	6.6	6.2
Northeast	17.6	15.3	9.5	13.0	7.4	7.4	5.2	4.8	3.5	4.1
Northwest	14.2	9.1	11.2	8.9	7.5	6.4	6.2	7.5	3.6	3.7
Southeast	14.2	13.8	12.6	15.1	6.8	5.4	6.6	5.9	4.2	3.8
Southwest	15.6	14.7	10.4	10.4	7.0	4.8	7.0	7.0	4.9	4.2

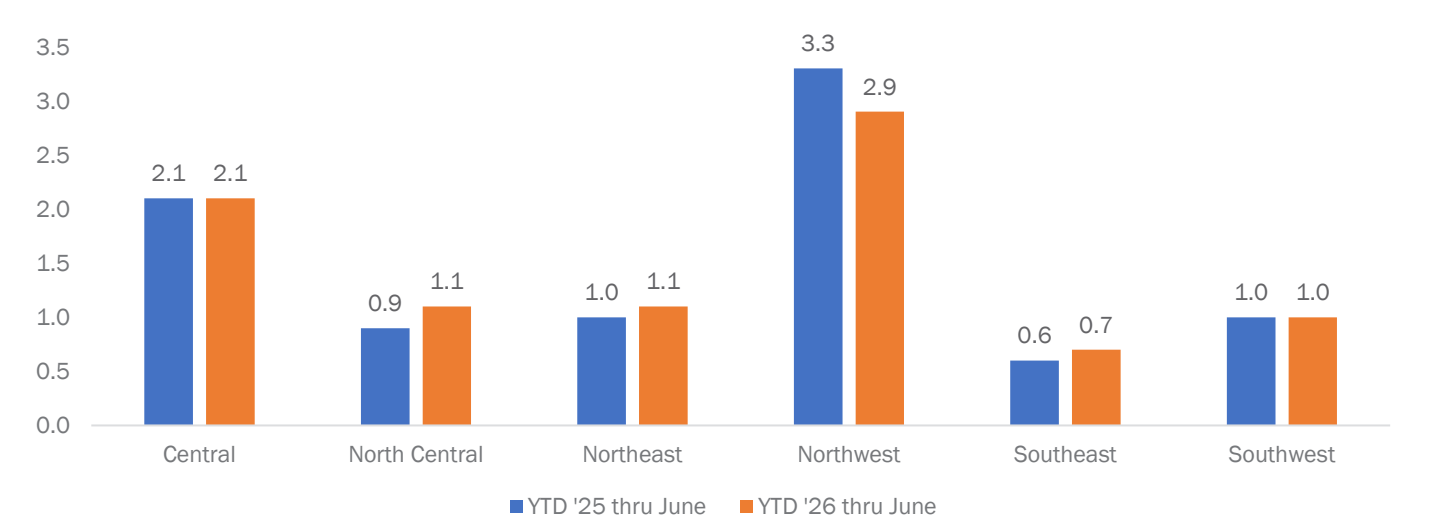
The table above shows brand market shares in each of the six regional markets. (Includes top ten selling brands in the state.) Highest market share for each brand is shaded grey. Data sourced from Experian Automotive.

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



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 June

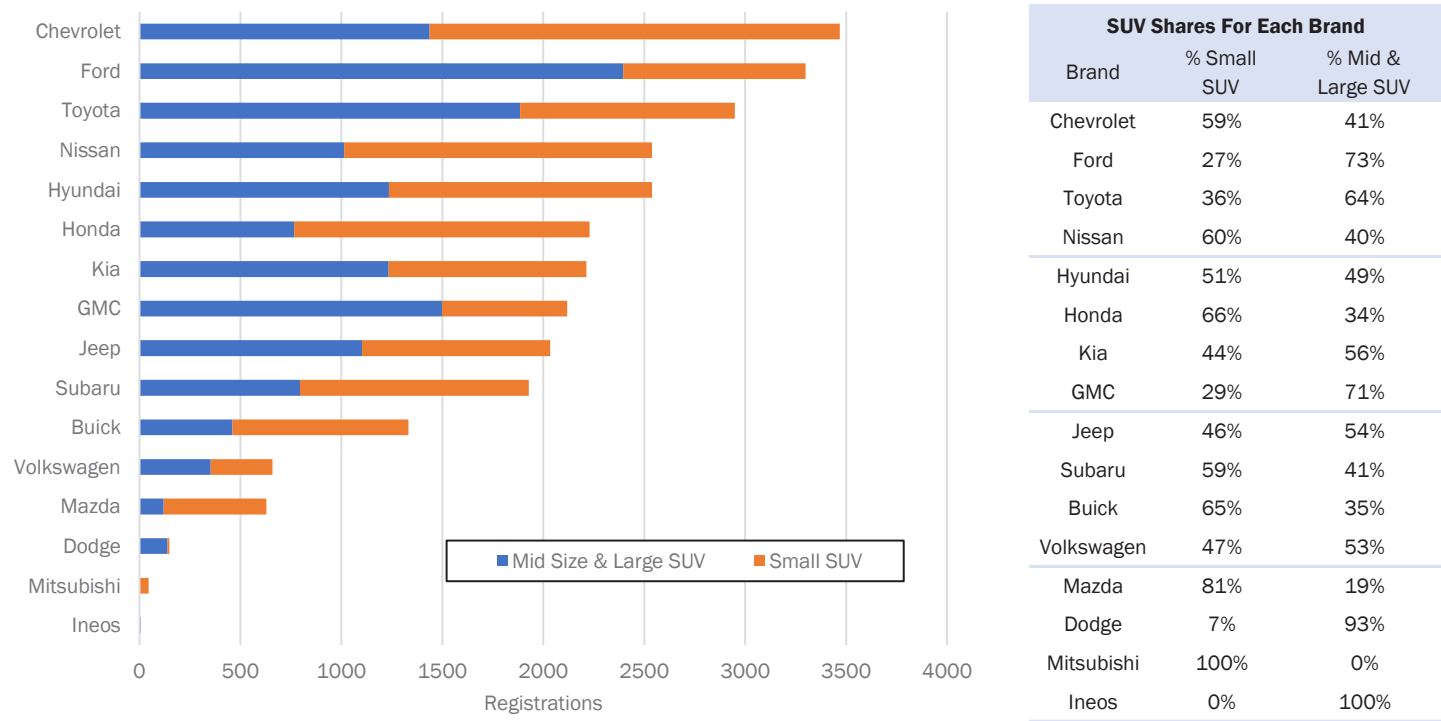


SUV RANKINGS

Chevrolet is Best-Selling Non-Luxury SUV Brand in State



New Registrations by Brand for Mid Size/Large and Small Non-Luxury SUVs in Arkansas Market - YTD 2026 thru June



The graph above shows new vehicle registrations by brand for Non-luxury Mid Size/Large SUVs (blue bar on the graph) and Small SUVs (orange bar) during the first six months of this year. The table shows the percentage breakdown for each brand. Chevrolet was the best-selling non-luxury SUV brand, with Small SUV registrations accounting for 59% of its total. Data source: AutoCount data from Experian.

Arkansas Auto Outlook

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