

VINCENSUS

April 2025



We are pleased to present you with the April 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

The market continued to be significantly shaped by the anticipation of tariffs, and while sales fell overall MoM, there was still a temporary surge in demand for both new and used vehicles YoY. Brands with oversupplied aged inventories found themselves unexpectedly well-positioned to capitalize on the sudden increase in buyer interest with overstock fulfilling the unplanned increase in demand. Brands with leaner inventory strategies also experienced positive sales growth due to the overall market enthusiasm, but their gains were comparatively more moderate. In this dynamic market, dealers need to be prepared to adjust their strategies quickly in response to changing conditions using data informed decisions.

New Vehicles:

- New vehicle sales saw a 3% decrease MoM.
- Overall, last listed price of sold units increased by 1% MoM, up 3% for ICEs.
- Day supply decreased by 2 days MoM to 58 days, down 1 day YoY.
- EVs saw the largest increase in day supply this year of 13 days to 91 days. Hybrids continue to have the tightest day supply at 47 days while ICEs had a day supply of 60 days.

Used Vehicles:

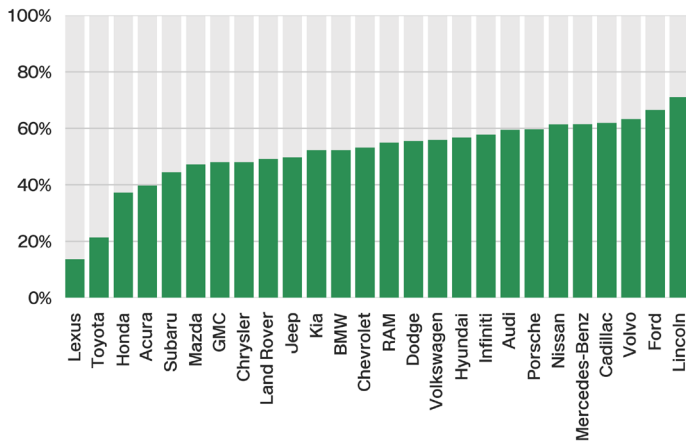
- Sales fell by 6% after a surge in March with ICEs falling by 7%, hybrids by 6% and EVs holding steady.
- Units sold with a list price markdown saw a decrease of 4% MoM down to 37% with an average markdown of 4%.
- Aged ending inventory held steady at 43%.

Recommended action steps for upcoming months:

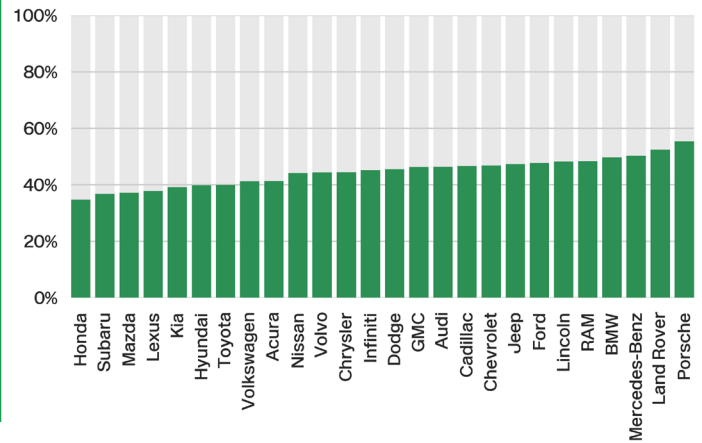
- Dealers will need to manage economic pressures, rising inventories, and shifting market dynamics while adapting to a more digital, consumer-centric business environment. Proactive inventory management, competitive pricing strategies, and a focus on customer engagement will be critical to navigating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

- › Carryover for new decreased by 3% MoM to 52%, 6% higher than last year.
- › Carryover for used fell by 3% MoM to 44%, inline with last year.
- › Percent of units sold with a markdown held fell by 4% MoM for both new and used

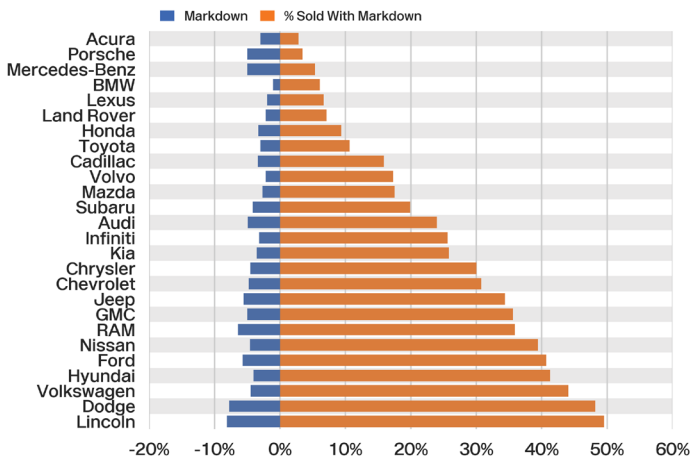
NEW % Carryover



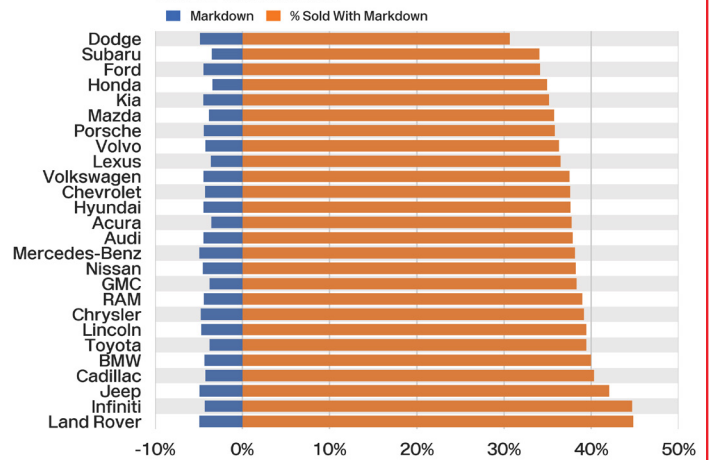
USED % Carryover



NEW Markdown

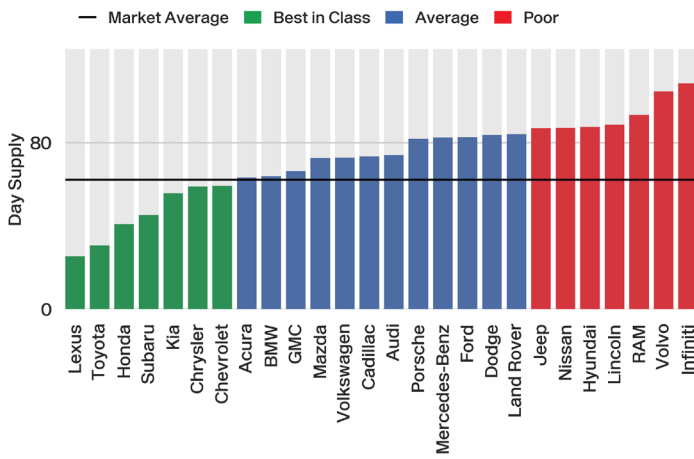


USED Markdown

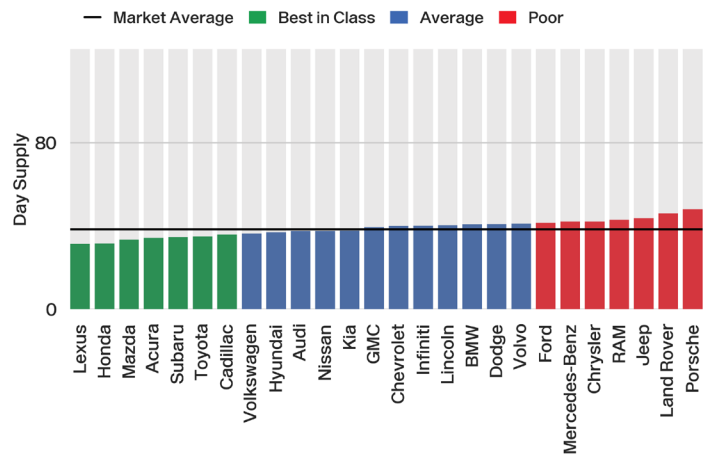


- New day supply dropped by 2 days MoM to 58 days, a 1 decrease YoY.
- Used day supply increased by 2 days MoM to 37 days, a 1 day decrease YoY.

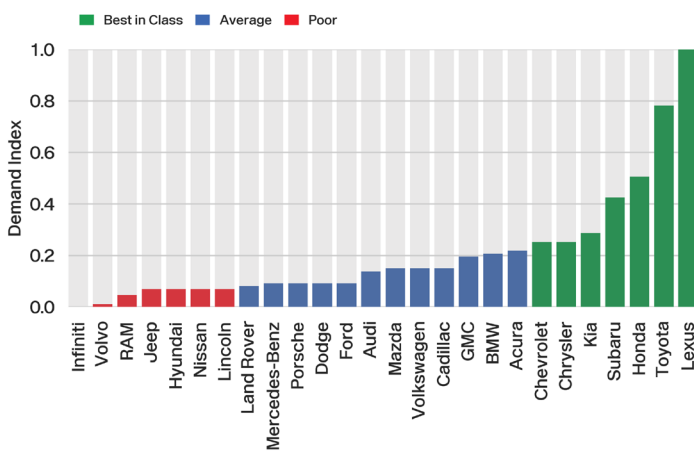
NEW - Day Supply



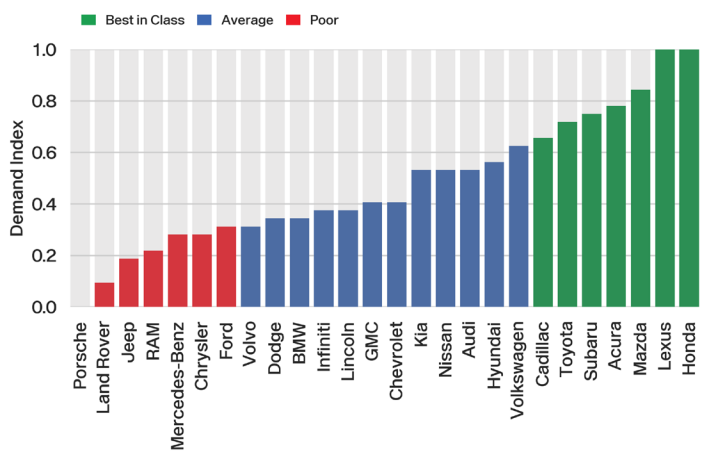
USED - Day Supply



NEW DEMAND - Color Coded by Day Supply

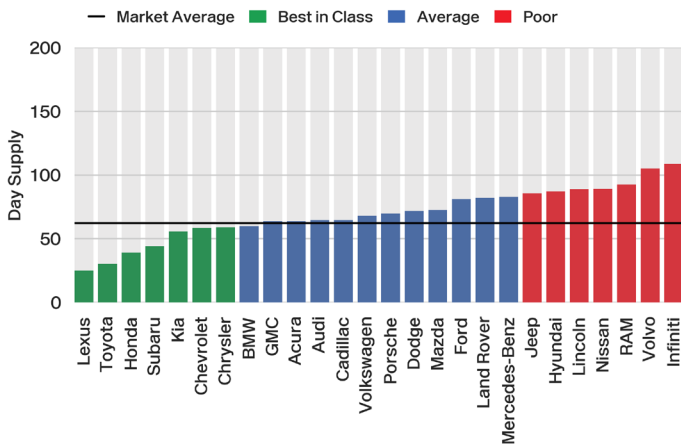


USED DEMAND - Color Coded by Day Supply

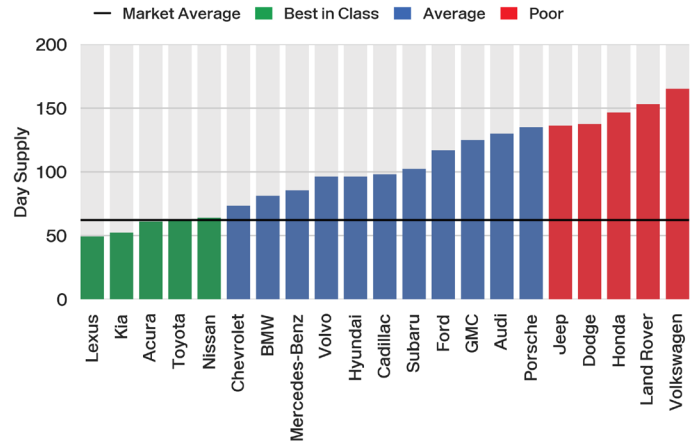


- › All engine types saw sales fall MoM with EVs taking the biggest hit at 10%.
- › EV sales penetration continued to fall as hybrids increased.
- › ICE and hybrid day supply both fell by 2 days MoM while EVs increased by 13 days to 91 days.
- › Both ICEs and EVs saw last listed price increase by 3% and 6% YoY respectively, while hybrids fell by 6%.

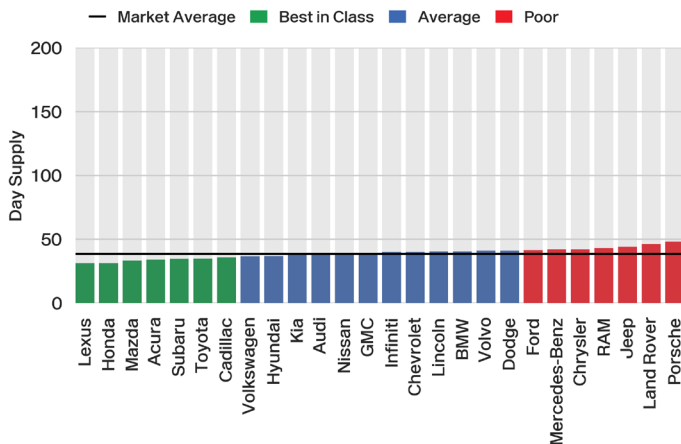
NEW NON-EV Day Supply



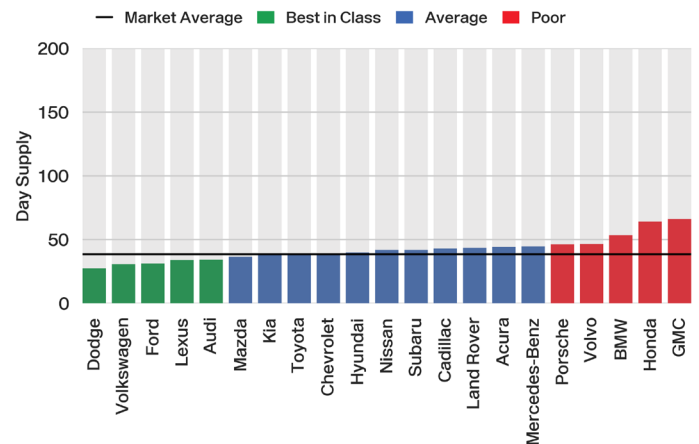
NEW EV Day Supply



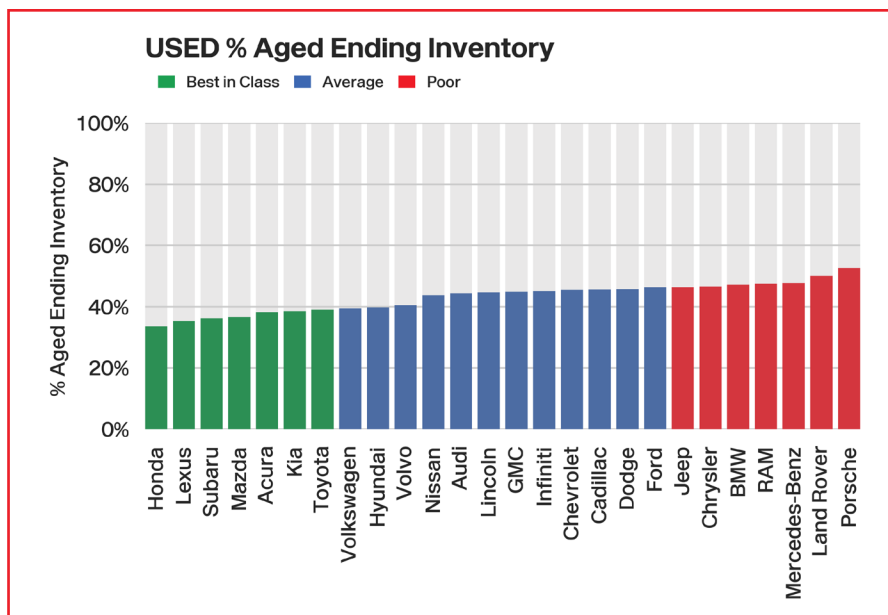
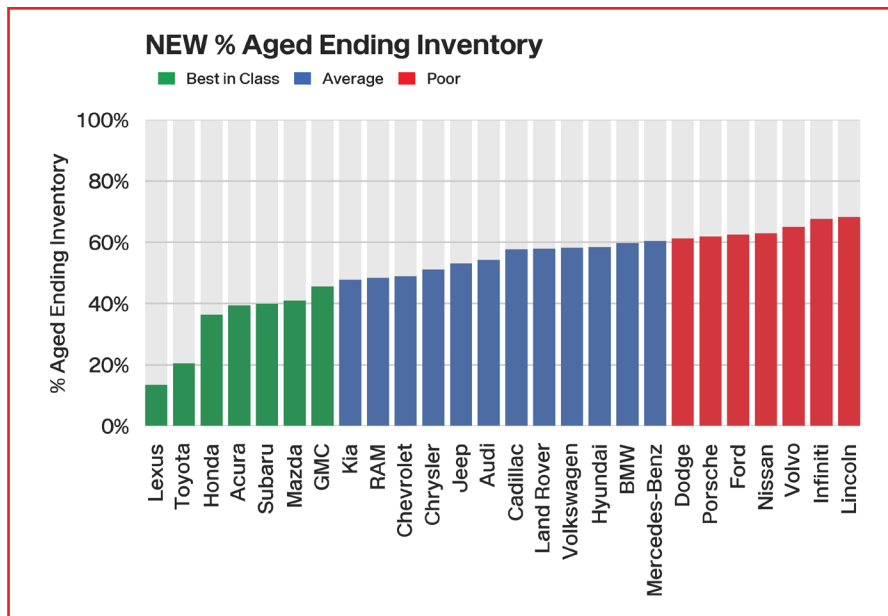
USED NON-EV Day Supply



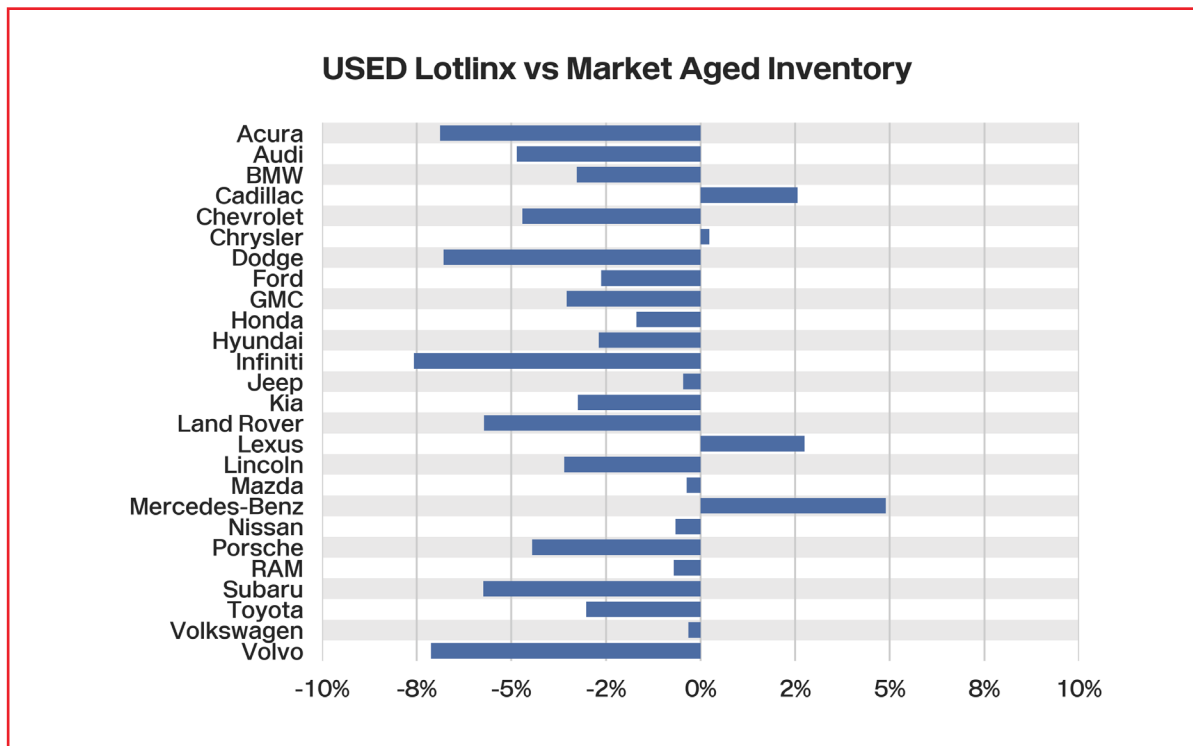
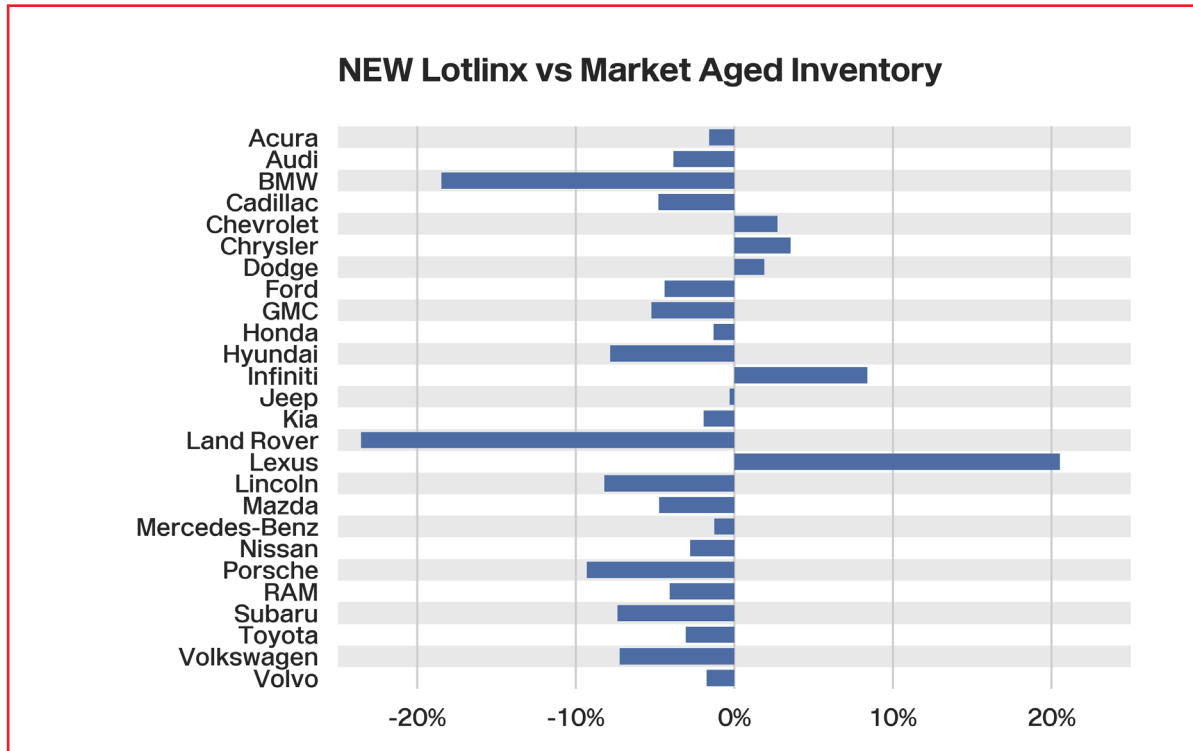
USED EV Day Supply



- › New aged ending inventory decreased by 1% MoM while used held steady at 43%.
- › Used aged inventory increased by 4% YoY while new fell by 1%



- On average, Lotlinx customers had 4% less aged inventory than the rest of the market for new vehicles and 4% less for used.
- 81% of new vehicle brands and 89% of used vehicle brands outperformed the market as Lotlinx customers.



* Negative values indicate Lotlinx out performing the market

- › New vehicle sales saw a 3% decrease MoM.
- › Overall, last listed price of sold units increased by 1% MoM, up 3% for ICEs.
- › Day supply decreased by 2 days MoM to 58 days, down 1 day YoY.
- › EVs saw the largest increase in day supply this year of 13 days to 91 days. Hybrids continue to have the tightest day supply at 47 days while ICEs had a day supply of 60 days.

NEW

-3% (MoM)
Sales Volume
Change

-2 Days (MoM)
-1 Days (YoY)
58 Day Supply

-1% (MoM)
+4% (YoY)
50% Aged Inventory
Over 45 Days Ending
04/30/25

-2% (MoM)
+2% (YoY)
41% Aged Sales
Over 45 Days as of
04/30/25

-3% (MoM)
+6% (YoY)
52% Carryover
Over 45 Days as of
04/01/25

+1% (MoM)
+1% (YoY)
\$44,000 Price
Avg Last Listed

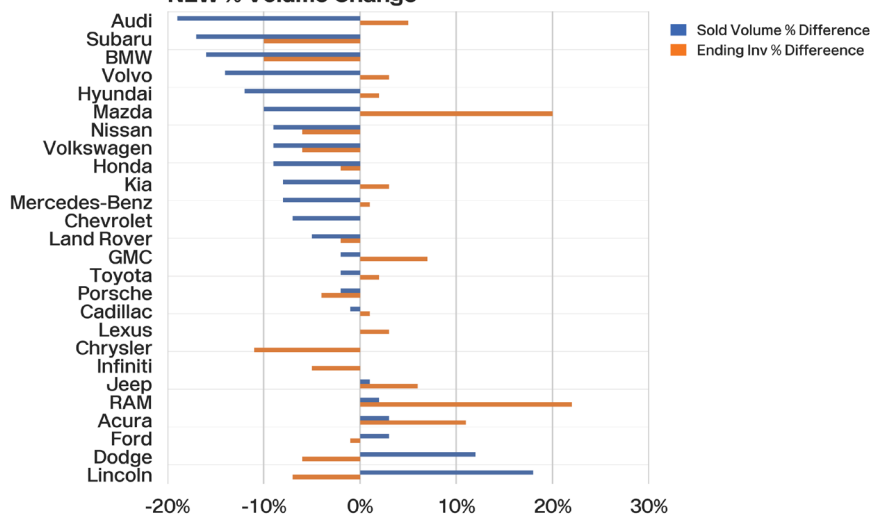
NC (MoM)
-5% Markdown
Price Reduction

-4% (MoM)
24% Sold
With Markdown

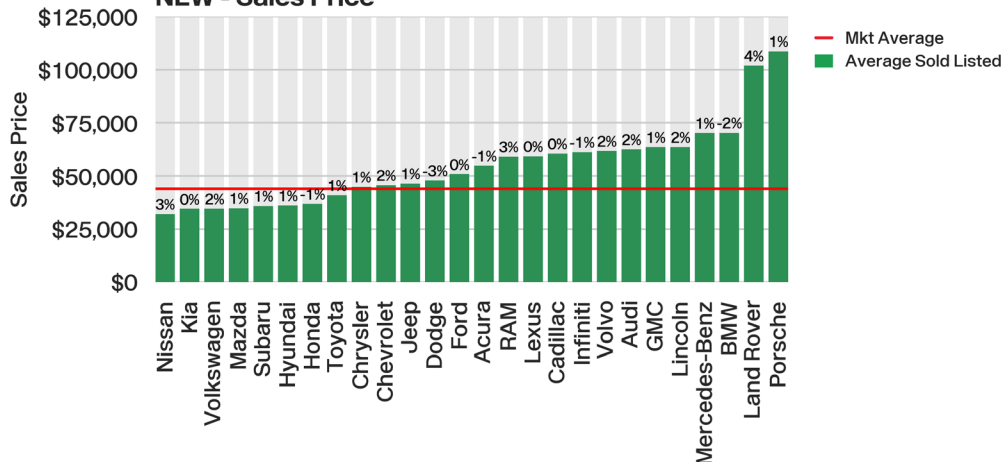
-2% (MoM)
-9% (YoY)
44% of Listings
Not Viewed

NC (MoM)
Demand
Change

NEW % Volume Change



NEW - Sales Price



- › Sales fell by 6% after a surge in March with ICEs falling by 7%, hybrids by 6% and EVs holding steady.
- › Units sold with a list price markdown saw a decrease of 4% MoM down to 37% with an average markdown of 4%.
- › Aged ending inventory held steady at 43%.

USED INVENTORY

-6% (MoM)
Sales Volume
Change

+2 Day
(MoM)
-1 Days
(YoY)
37 Day Supply

NC (MoM)
-1% (YoY)
43% Aged Inventory
Over 30 Days Ending
04/30/25

-3% (MoM)
-2% (YoY)
40% Aged Sales
Over 30 Days as of
04/30/25

-3% (MoM)
NC (YoY)
44% Carryover
Over 30 Days as of
04/01/25

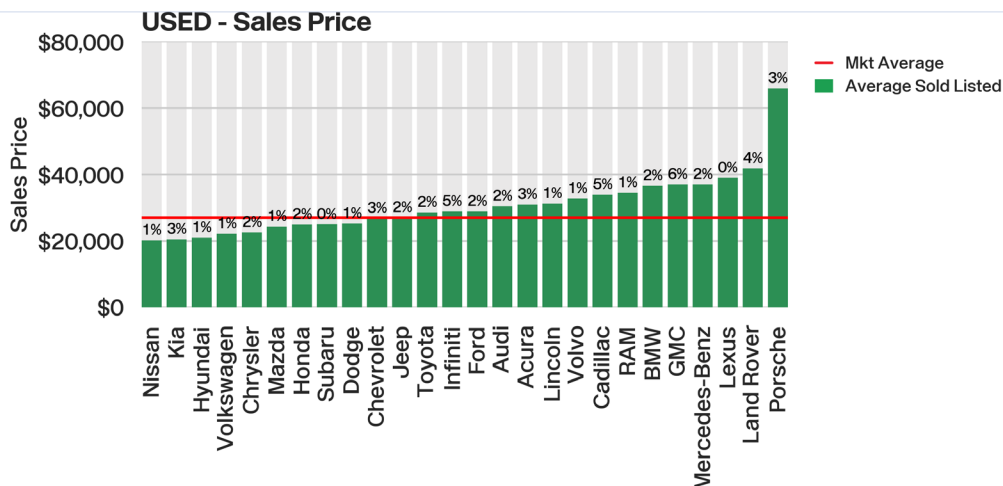
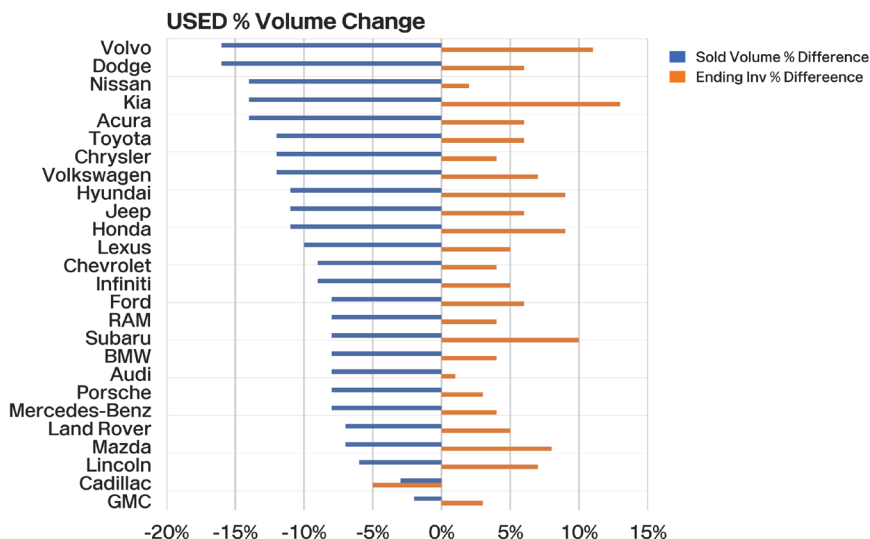
+3% (MoM)
-1% (YoY)
\$26,984 Price
Avg Last Listed

+1% (MoM)
-4% Markdown
Price Reduction

-4% (MoM)
37% Sold
With Markdown

NC (MoM)
-7% (YoY)
38% of Listings
Not Viewed

-10%
(MoM)
Demand





- › Acura had the largest decrease in percent of inventory not seen per day, down 6% MoM to 39%.
- › The ADX had a solid second month, making up over 5% of Acura's April sales.

NEW

+7% (MoM)
Sales Volume
Change

NC Days
(MoM)
-2 Days
(YoY)
60 Day Supply

+1% (MoM)
-10% (YoY)
40% Aged Inventory
Over 45 Days Ending
04/30/25

-4% (MoM)
-15% (YoY)
36% Aged Sales
Over 45 Days as of
04/30/25

-15% (MoM)
-10% (YoY)
40% Carryover
Over 45 Days as of
04/01/25

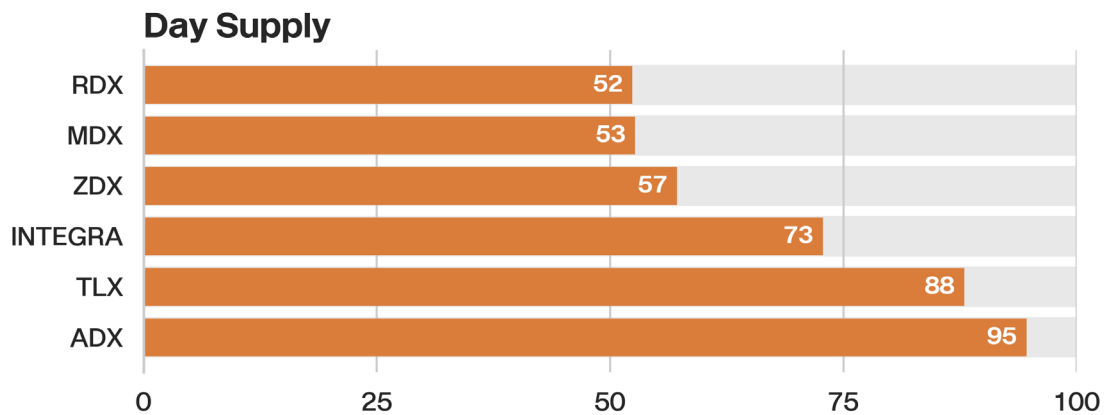
-1% (MoM)
+5% (YoY)
\$54,750 Price
Avg Last Listed

NC (MoM)
-3% Markdown
Price Reduction

NC (MoM)
3% Sold
With Markdown

-6% (MoM)
-4% (YoY)
39% of Listings
Not Viewed

-4% (MoM)
Demand
Change





› All metrics move in line with the market.

USED

-11% (MoM)
Sales Volume
Change

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

-1% (MoM)
-4% (YoY)
38% Aged Inventory
Over 30 Days Ending
04/30/25

-5% (MoM)
-5% (YoY)
36% Aged Sales
Over 30 Days as of
04/30/25

-4% (MoM)
-1% (YoY)
41% Carryover
Over 30 Days as of
04/01/25

+3% (MoM)
NC (YoY)
\$30,979 Price
Avg Last Listed

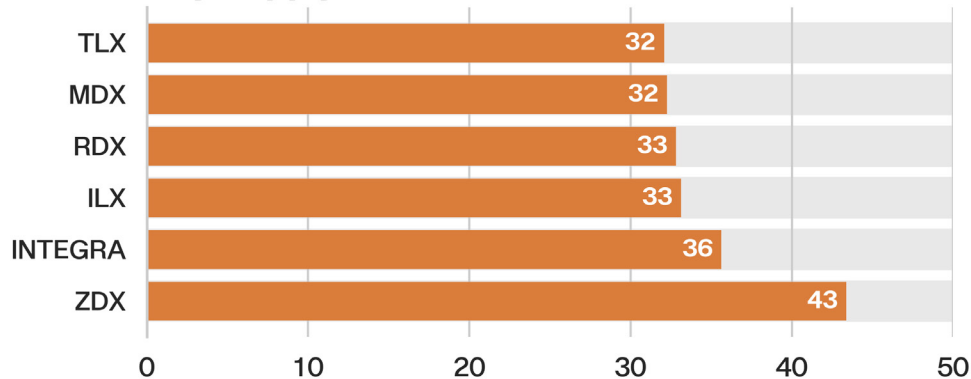
+1% (MoM)
-4% Markdown
Price Reduction

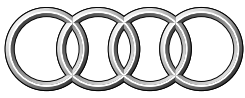
-3% (MoM)
36% Sold
With Markdown

-2% (MoM)
-7% (YoY)
35% of Listings
Not Viewed

-10%
(MoM)
Demand

Day Supply





Audi

April 2025

- › Audi saw the most substantial decrease in sold units, down 16% MoM.
- › The Q5 had the most significant decrease in aged ending inventory MoM falling by 46% to 22% with an influx of fresh inventory.
- › The Q4 E-TRON has the largest increase in percent of inventory not seen daily MoM of 13% up to 38%.

NEW

-16% (MoM)
Sales Volume
Change

+4 Days (MoM)
+4 Days (YoY)
70 Day Supply

-5% (MoM)
+13% (YoY)
54% Aged Inventory
Over 45 Days Ending
04/30/25

+1% (MoM)
+10% (YoY)
61% Aged Sales
Over 45 Days as of
04/30/25

-2% (MoM)
+16% (YoY)
59% Carryover
Over 45 Days as of
04/01/25

+2% (MoM)
-1% (YoY)
\$62,580 Price
Avg Last Listed

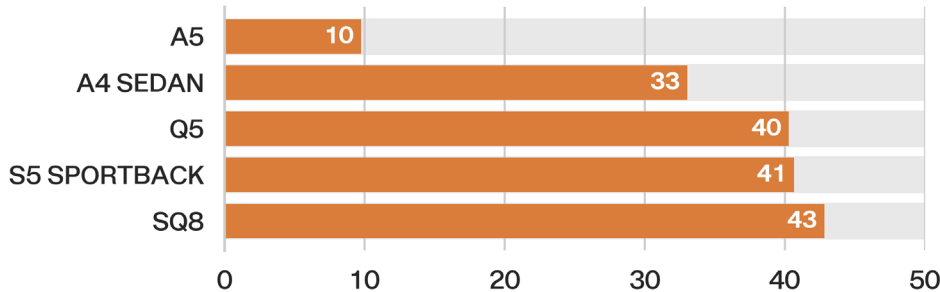
NC (MoM)
-5% Markdown
Price Reduction

-6% (MoM)
24% Sold
With Markdown

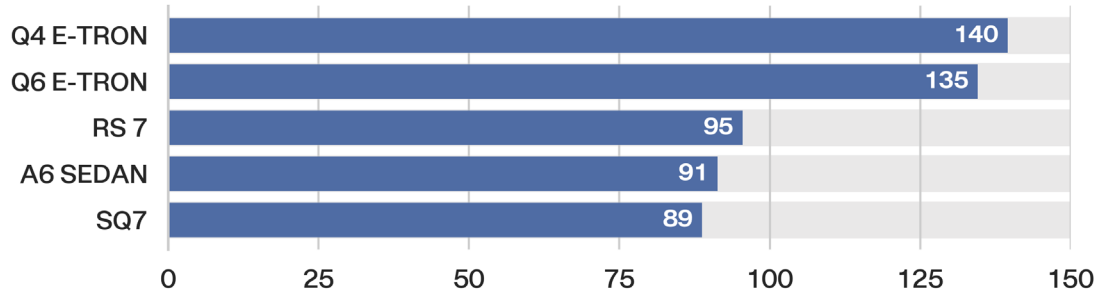
+2% (MoM)
-8% (YoY)
31% of Listings
Not Viewed

-9% (MoM)
Demand
Change

Lowest Day Supply



Highest Day Supply

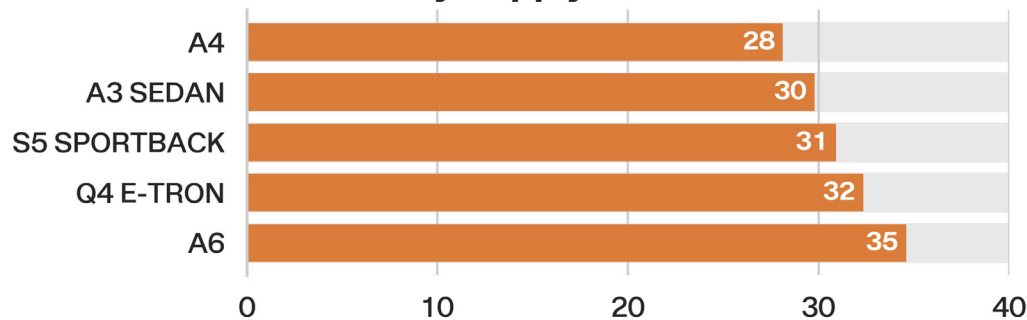


- › Ending inventory fell by 2% MoM while most brands grew.
- › Average EV ending inventory list price fell by a market high of 4% to \$36,881

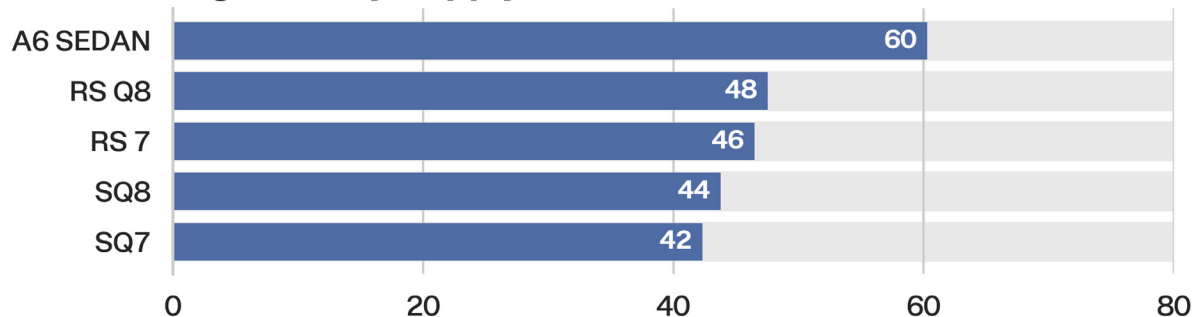
USED

-5% (MoM) Sales Volume Change	+1 Days (MoM) NC Days (YoY) 36 Day Supply	NC (MoM) NC (YoY) 44% Aged Inventory Over 30 Days Ending 04/30/25	-3% (MoM) -2% (YoY) 41% Aged Sales Over 30 Days as of 04/30/25	-1% (MoM) +1% (YoY) 46% Carryover Over 30 Days as of 04/01/25
+2% (MoM) -4% (YoY) \$30,490 Price Avg Last Listed	+1% (MoM) -4% Markdown Price Reduction	-4% (MoM) 38% Sold With Markdown	+1% (MoM) -2% (YoY) 35% of Listings Not Viewed	-5% (MoM) Demand Change

Lowest Day Supply



Highest Day Supply



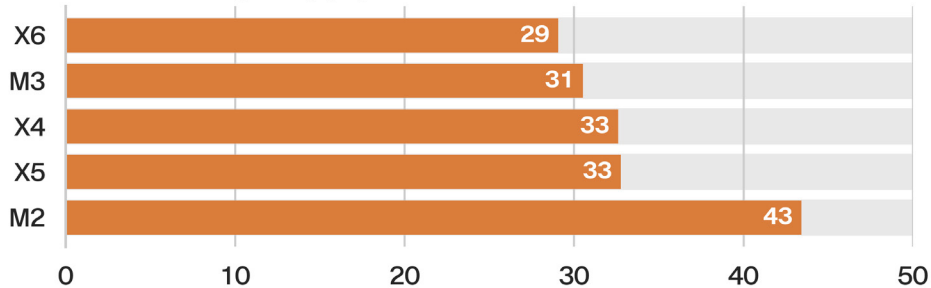


- › BMW saw the largest decrease in list price of ending inventory, down 6% YoY.
- › BMW had the largest decrease in EV inventory MoM, falling by 10%.
- › X3 sales continue to grow with inventory volumes becoming more stable.

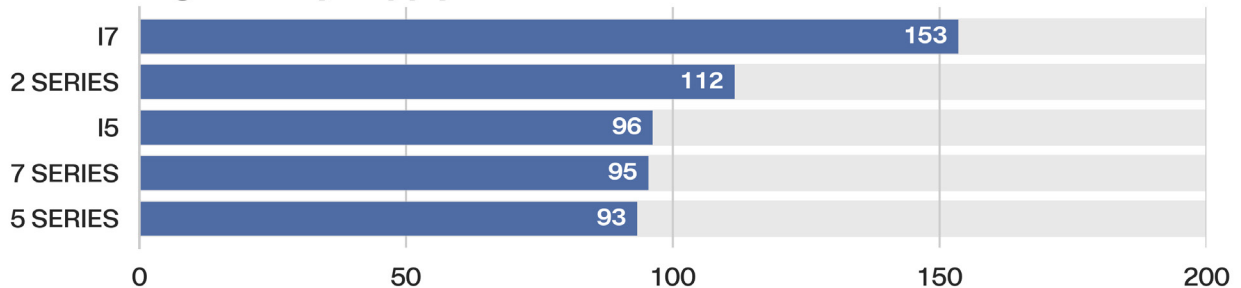
NEW

-12% (MoM) Sales Volume Change	+2 Days (MoM) -3 Days (YoY) 61 Day Supply	+8% (MoM) +15% (YoY) 60% Aged Inventory Over 45 Days Ending 04/30/25	+5% (MoM) +5% (YoY) 45% Aged Sales Over 45 Days as of 04/30/25	-3% (MoM) +8% (YoY) 52% Carryover Over 45 Days as of 04/01/25
-2% (MoM) +2% (YoY) \$70,185 Price Avg Last Listed	+1% (MoM) -1% Markdown Price Reduction	+2% (MoM) 6% Sold With Markdown	-1% (MoM) +2% (YoY) 36% of Listings Not Viewed	-6% (MoM) Demand Change

Lowest Day Supply



Highest Day Supply





➤ All metrics move in line with the market.

USED

-4% (MoM)
Sales Volume
Change

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

-1% (MoM)
+2% (YoY)
47% Aged Inventory
Over 30 Days Ending
04/30/25

-4% (MoM)
-1% (YoY)
40% Aged Sales
Over 30 Days as of
04/30/25

-2% (MoM)
+6% (YoY)
50% Carryover
Over 30 Days as of
04/01/25

+2% (MoM)
NC (YoY)
\$36,589 Price
Avg Last Listed

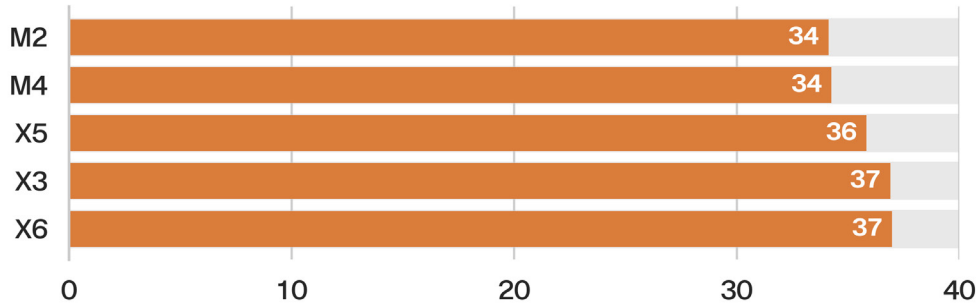
+1% (MoM)
-4% Markdown
Price Reduction

-4% (MoM)
40% Sold
With Markdown

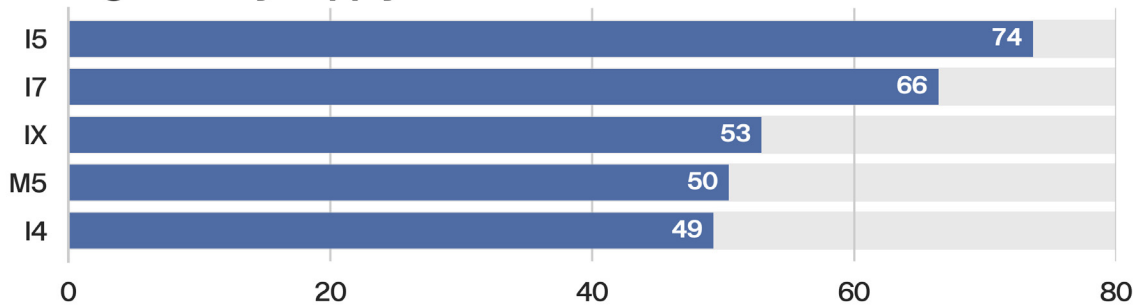
NC (MoM)
-3% (YoY)
33% of Listings
Not Viewed

-5% (MoM)
Demand
Change

Lowest Day Supply



Highest Day Supply



- > The debut of the all-electric Vistiq SUV accounted for nearly 2% of Cadillac's April sales.
- > Cadillac saw the largest YoY increase in aged inventory, up 20% to 58%

NEW

+3% (MoM)
Sales Volume
Change

-6 Days (MoM)
+7 Days (YoY)
70 Day Supply

-3% (MoM)
+20% (YoY)
58% Aged Inventory
Over 45 Days Ending
04/30/25

-2% (MoM)
+15% (YoY)
48% Aged Sales
Over 45 Days as of
04/30/25

+3% (MoM)
+30% (YoY)
62% Carryover
Over 45 Days as of
04/01/25

NC (MoM)
+1% (YoY)
\$60,490 Price
Avg Last Listed

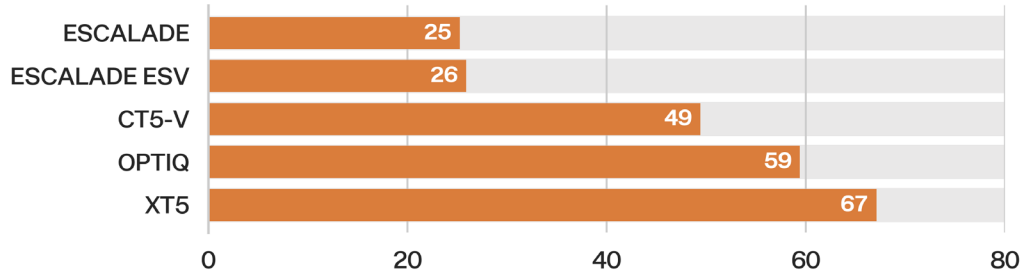
NC (MoM)
-3% Markdown
Price Reduction

-2% (MoM)
16% Sold
With Markdown

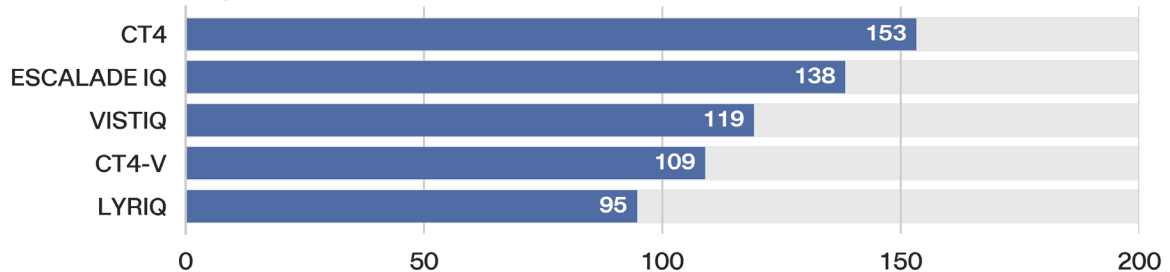
-1% (MoM)
-2% (YoY)
48% of Listings
Not Viewed

+3% (MoM)
Demand
Change

Lowest Day Supply



Highest Day Supply



- › Cadillac saw some sales growth as the majority of the market fell after a strong March.
- › Ending inventory fell by a market high of 7% MoM while most brands grew, driven in part by a substantial 23% MoM drop in Escalade ESVs.
- › Cadillac was the only brand to see day supply fall MoM, down 2 days to 35 days.
- › The Escalade surpassed the XT5 as the number one selling Cadillac model.

USED

+1% (MoM)
Sales Volume
Change

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

NC (MoM)
-2% (YoY)
46% Aged Inventory
Over 30 Days Ending
04/30/25

-2% (MoM)
-3% (YoY)
43% Aged Sales
Over 30 Days as of
04/30/25

-1% (MoM)
-1% (YoY)
47% Carryover
Over 30 Days as of
04/01/25

+5% (MoM)
+1% (YoY)
\$33,900 Price
Avg Last Listed

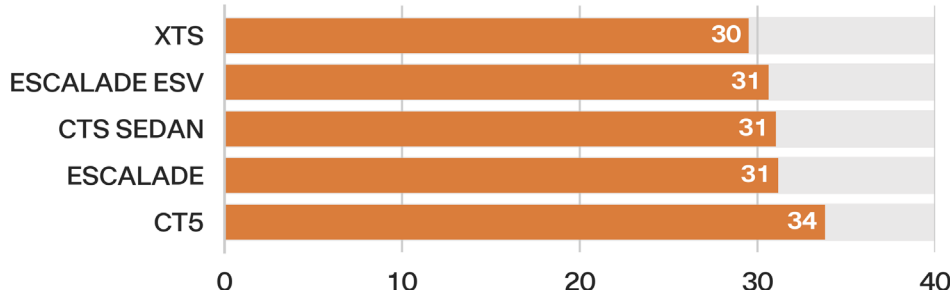
+1% (MoM)
-4% Markdown
Price Reduction

-2% (MoM)
41% Sold
With Markdown

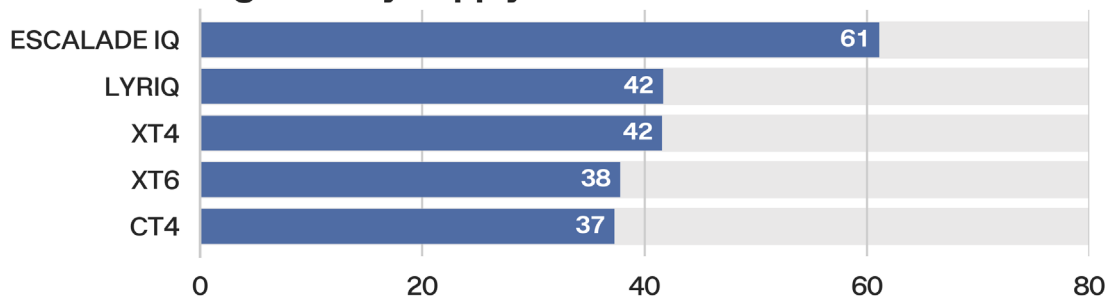
-1% (MoM)
-4% (YoY)
40% of Listings
Not Viewed

+2% (MoM)
Demand
Change

Lowest Day Supply



Highest Day Supply



> The Silverado MD had the largest day supply in the market at 270 days, down 18 days MoM.

NEW

-3% (MoM)
Sales Volume
Change

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

-3% (MoM)
+4% (YoY)
48% Aged Inventory
Over 45 Days Ending
04/30/25

-2% (MoM)
+4% (YoY)
46% Aged Sales
Over 45 Days as of
04/30/25

NC (MoM)
+8% (YoY)
53% Carryover
Over 45 Days as of
04/01/25

+2% (MoM)
+3% (YoY)
\$45,698 Price
Avg Last Listed

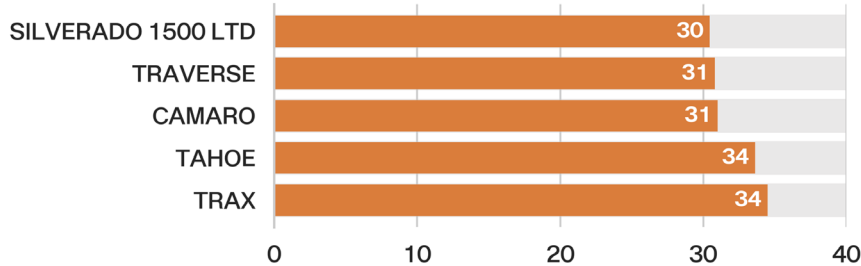
NC (MoM)
-5% Markdown
Price Reduction

-4% (MoM)
31% Sold
With Markdown

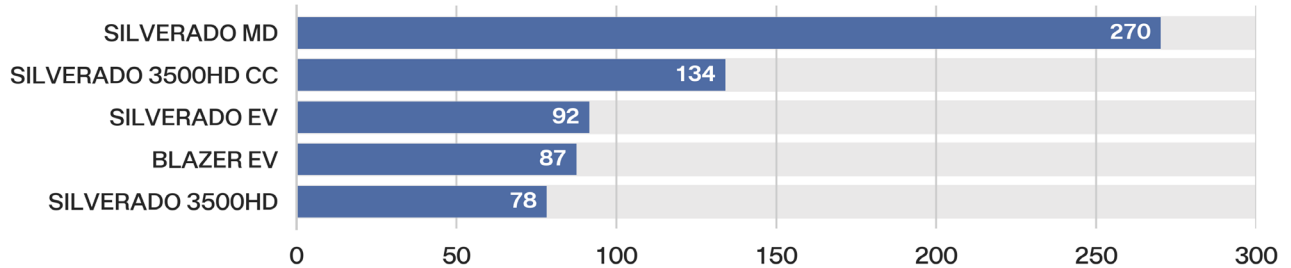
-2% (MoM)
NC (YoY)
44% of Listings
Not Viewed

+2% (MoM)
Demand
Change

Lowest Day Supply



Highest Day Supply

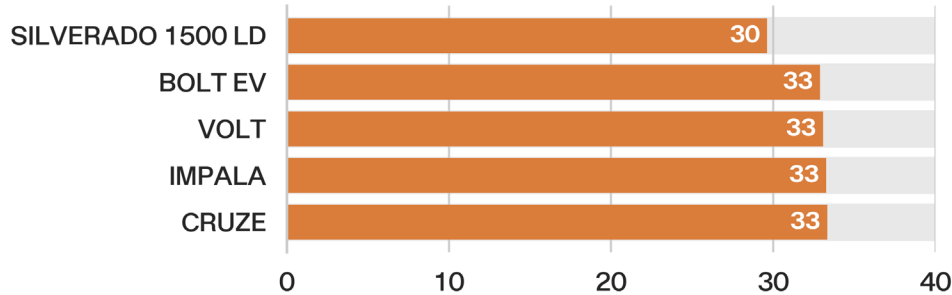


› The Bolt EV had the largest decrease in day supply MoM, down 11 days to 33 days.

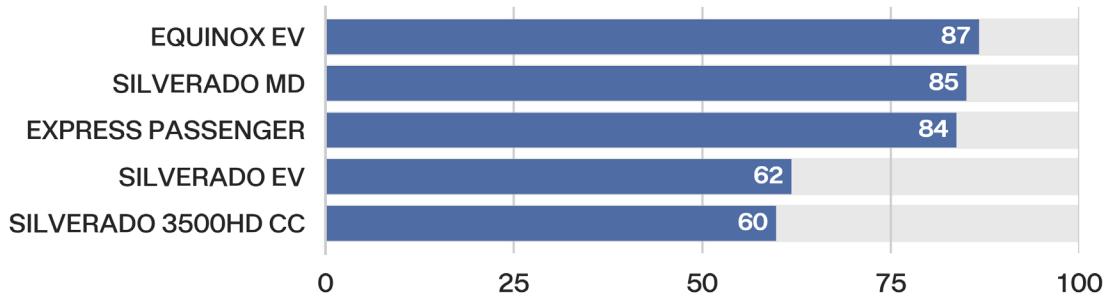
USED

-6% (MoM) Sales Volume Change	+2 Day (MoM) -1 Days (YoY) 38 Day Supply	NC (MoM) -1% (YoY) 45% Aged Inventory Over 30 Days Ending 04/30/25	-2% (MoM) -2% (YoY) 42% Aged Sales Over 30 Days as of 04/30/25	-3% (MoM) NC (YoY) 47% Carryover Over 30 Days as of 04/01/25
+3% (MoM) -3% (YoY) \$26,800 Price Avg Last Listed	+1% (MoM) -4% Markdown Price Reduction	-3% (MoM) 37% Sold With Markdown	NC (MoM) -6% (YoY) 40% of Listings Not Viewed	-9% (MoM) Demand Change

Lowest Day Supply



Highest Day Supply





- Chrysler led the market with the largest correction in day supply YoY, dropping by 46 days down to 57 days, a 5 day decrease from March.

NEW

+4% (MoM)
Sales Volume
Change

-5 Days (MoM)
-46 Days (YoY)
57 Day Supply

+3% (MoM)
-29% (YoY)
50% Aged Inventory
Over 45 Days Ending
04/30/25

+1% (MoM)
-24% (YoY)
47% Aged Sales
Over 45 Days as of
04/30/25

NC (MoM)
-21% (YoY)
48% Carryover
Over 45 Days as of
04/01/25

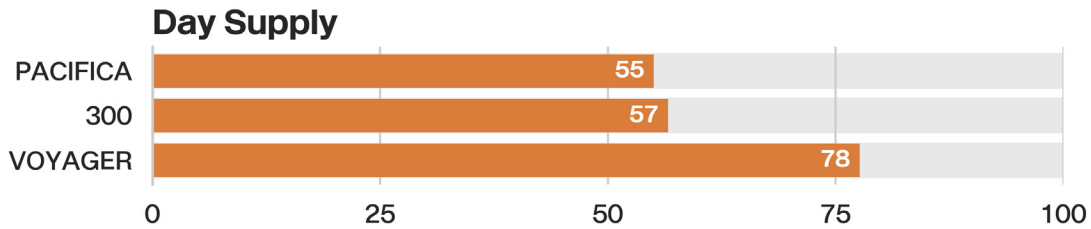
+1% (MoM)
-4% (YoY)
\$44,820 Price
Avg Last Listed

+1% (MoM)
-5% Markdown

-4% (MoM)
30% Sold
With Markdown

-1% (MoM)
-19% (YoY)
38% of Listings
Not Viewed

+6% (MoM)
Demand
Change

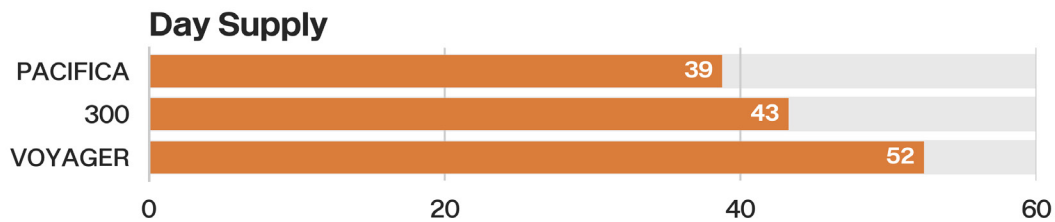




- › Chrysler saw the decrease in last listed price of sold units YoY of 6%.
- › The 200 saw the largest increase in day supply MoM, up 13 days to 46 days.

USED

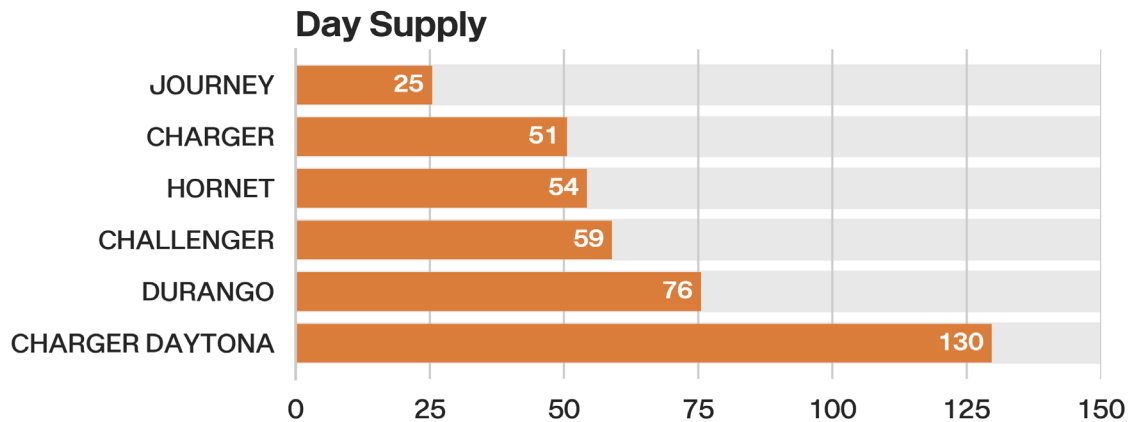
-9% (MoM) Sales Volume Change	+4 Days (MoM) +4 Day (YoY) 41 Day Supply	+3% (MoM) +2% (YoY) 46% Aged Inventory Over 30 Days Ending 04/30/25	-2% (MoM) NC (YoY) 43% Aged Sales Over 30 Days as of 04/30/25	-2% (MoM) +1% (YoY) 45% Carryover Over 30 Days as of 04/01/25
+2% (MoM) -6% (YoY) \$22,499 Price Avg Last Listed	+1% (MoM) -5% Markdown Price Reduction	-2% (MoM) 39% Sold With Markdown	-1% (MoM) -4% (YoY) 43% of Listings Not Viewed	-13% (MoM) Demand



- > Dodge hybrid sales more than doubled MoM, driving day supply to drop by a market high of 71 days MoM to 33 days. However, it continues to have the largest markdown in the market of 10% on over 40% of sales.
- > Hornet sales increased by 45% MoM, nearly taking over the Charger Daytona as the second highest selling Dodge model.

NEW

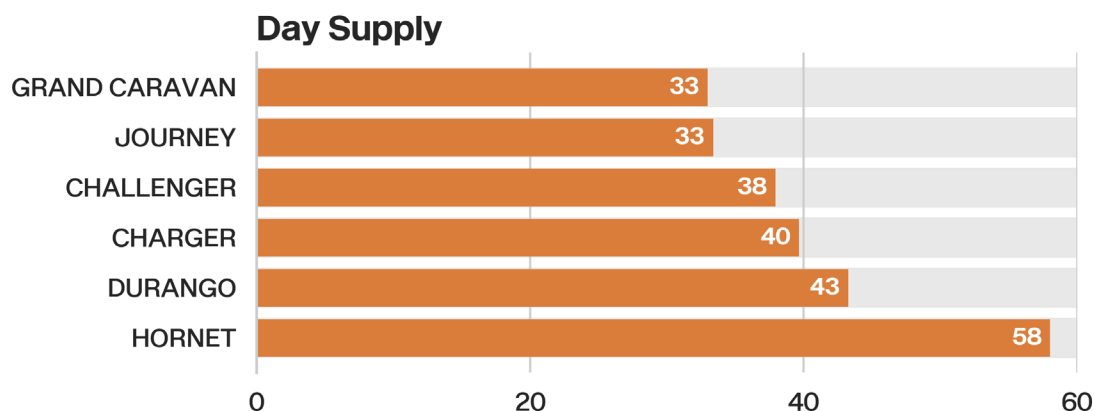
+15% (MoM) Sales Volume Change	-14 Days (MoM) -31 Days (YoY) 80 Day Supply	+8% (MoM) -18% (YoY) 61% Aged Inventory Over 45 Days Ending 04/30/25	+3% (MoM) -25% (YoY) 58% Aged Sales Over 45 Days as of 04/30/25	-2% (MoM) -27% (YoY) 56% Carryover Over 45 Days as of 04/01/25
-2% (MoM) +12% (YoY) \$47,980 Price Avg Last Listed	NC (MoM) -8% Markdown Price Reduction	NC (MoM) 48% Sold With Markdown	-3% (MoM) -16% (YoY) 31% of Listings Not Viewed	+13% (MoM) Demand



› Sales fell by a market high of 12% MoM but hybrid sales grew by a market high of 25%.

USED

-12% (MoM) Sales Volume Change	+5 Days (MoM) +2 Days (YoY) 39 Day Supply	+1% (MoM) +1% (YoY) 45% Aged Inventory Over 30 Days Ending 04/30/25	-2% (MoM) -1% (YoY) 41% Aged Sales Over 30 Days as of 04/30/25	-4% (MoM) -1% (YoY) 46% Carryover Over 30 Days as of 04/01/25
+1% (MoM) -3% (YoY) \$25,299 Price Avg Last Listed	+1% (MoM) -5% Markdown Price Reduction	-1% (MoM) 30% Sold With Markdown	NC (MoM) -5% (YoY) 34% of Listings Not Viewed	-15% (MoM) Demand





- › Ford had one the largest increases in EV inventory, up 40% MoM as well as the largest decrease in EV units sold with a markdown of 11% down to 25%.
- › The Mustang Mache-E had the largest drop in sales MoM of 43% and currently sits on a very high day supply of 149 days, increasing by a market high of 61 days MoM.
- › The F150 Lightning saw the largest drop in aged ending inventory YoY of 81% down to 13% on a 67 day supply.
- › The Expedition saw the largest decrease in units sold with a markdown MoM of 33% down to 30%.

NEW

+6% (MoM)
Sales Volume
Change

-11 Days (MoM)
+1 Days (YoY)
79 Day Supply

-3% (MoM)
+11% (YoY)
62% Aged Inventory
Over 45 Days Ending
04/30/25

-8% (MoM)
+9% (YoY)
59% Aged Sales
Over 45 Days as of
04/30/25

-2% (MoM)
+12% (YoY)
66% Carryover
Over 45 Days as of
04/01/25

NC (MoM)
-1% (YoY)
\$50,968 Price
Avg Last Listed

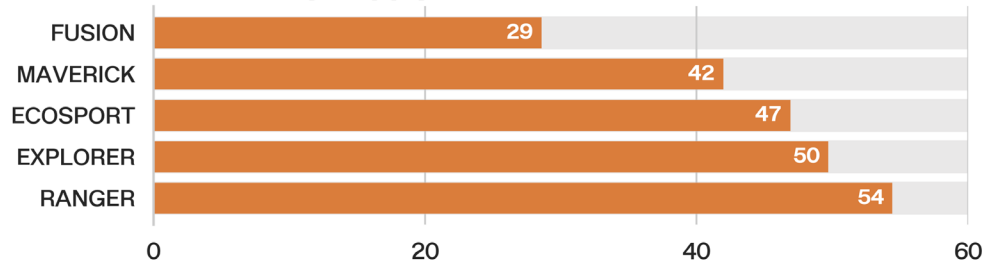
NC (MoM)
-6% Markdown
Price Reduction

-5% (MoM)
36% Sold
With Markdown

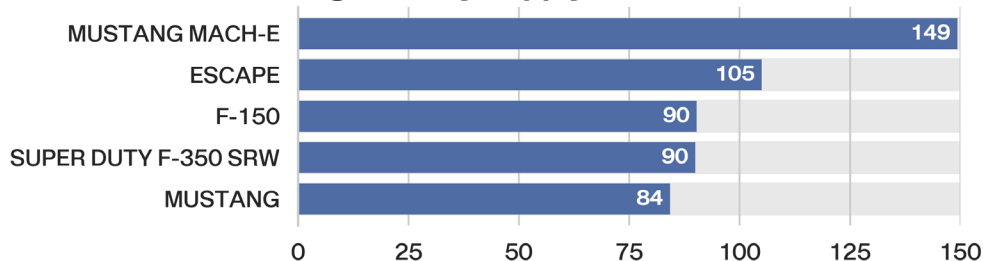
-3% (MoM)
-11% (YoY)
44% of Listings
Not Viewed

+12%
(MoM)
Demand

Lowest Day Supply



Highest Day Supply



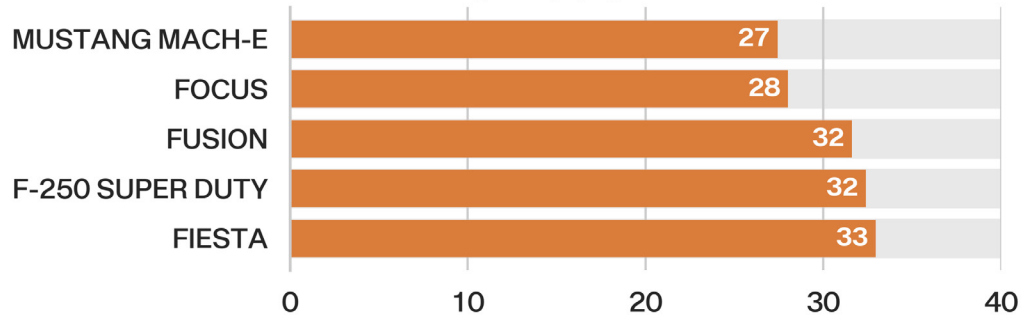


› All metrics move in line with the market.

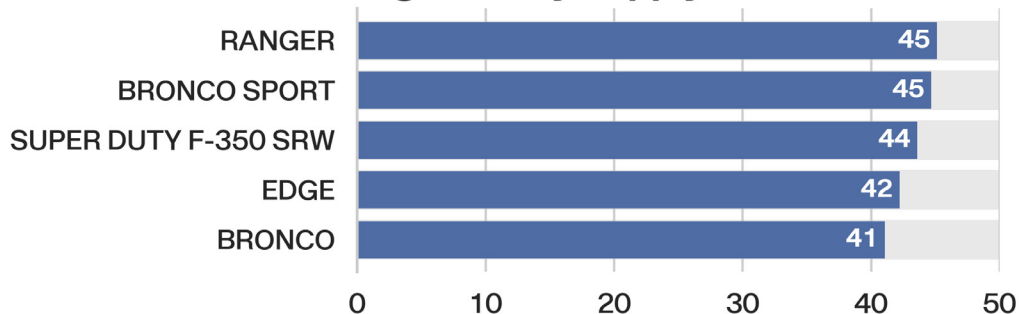
USED

-5% (MoM) Sales Volume Change	+2 Days (MoM) -1 Days (YoY) 40 Day Supply	NC (MoM) -2% (YoY) 46% Aged Inventory Over 30 Days Ending 04/30/25	-2% (MoM) -4% (YoY) 42% Aged Sales Over 30 Days as of 04/30/25	-3% (MoM) -2% (YoY) 48% Carryover Over 30 Days as of 04/01/25
+2% (MoM) -4% (YoY) \$28,900 Price Avg Last Listed	+1% (MoM) -4% Markdown Price Reduction	-2% (MoM) 34% Sold With Markdown	-1% (MoM) -6% (YoY) 41% of Listings Not Viewed	-8% (MoM) Demand Change

Lowest Day Supply



Highest Day Supply



- Yukon inventory remains tightly constrained at 25 days, down another 2 days MoM.
- GMC saw a 7% increase in EV sales MoM with the Hummer EV SUV increasing by 17%.

NEW

+ 3% (MoM)
Sales Volume
Change

- 1 Days (MoM)
NC Days (YoY)
63 Day Supply

- 2% (MoM)
+ 2% (YoY)
46% Aged Inventory
Over 45 Days Ending
04/30/25

- 4% (MoM)
+ 3% (YoY)
43% Aged Sales
Over 45 Days as of
04/30/25

- 6% (MoM)
+ 7% (YoY)
48% Carryover
Over 45 Days as of
04/01/25

+ 1% (MoM)
+ 1% (YoY)
\$63,565 Price
Avg Last Listed

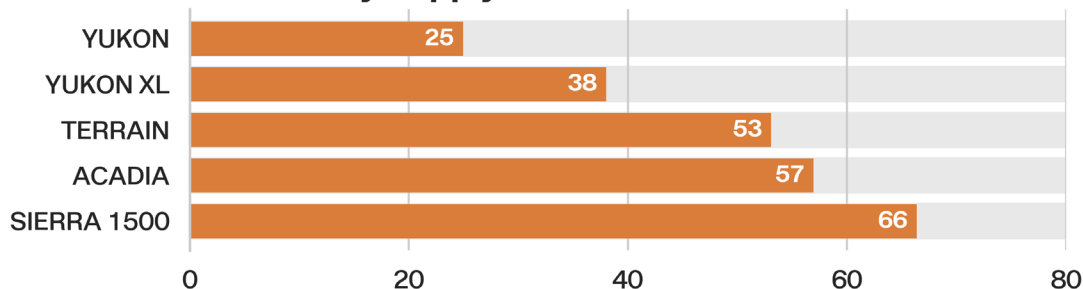
NC (MoM)
- 5% Markdown
Price Reduction

- 5% (MoM)
36% Sold
With Markdown

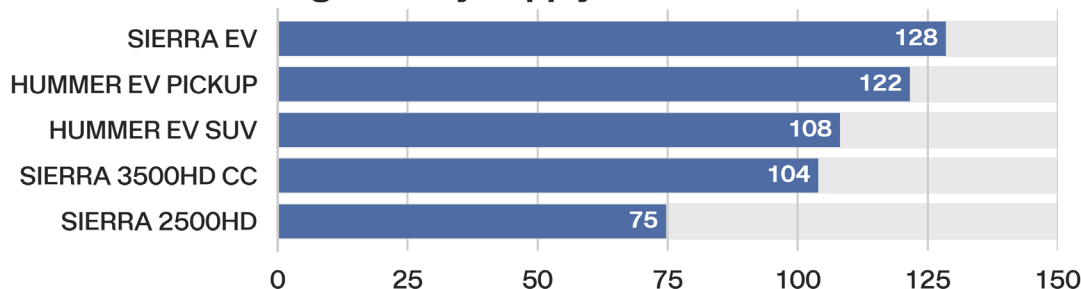
NC (MoM)
- 1% (YoY)
38% of Listings
Not Viewed

- 2% (MoM)
Demand
Change

Lowest Day Supply



Highest Day Supply



- GMC saw some sales growth as the majority of the market fell after a strong March.
- The Yukon XL had the largest drop in ending inventory list price of 4% MoM to \$50,000.

USED

+1% (MoM)
Sales Volume
Change

NC Day
(MoM)
-2 Days
(YoY)
38 Day Supply

NC (MoM)
-1% (YoY)
45% Aged Inventory
Over 30 Days Ending
04/30/25

-1% (MoM)
-2% (YoY)
43% Aged Sales
Over 30 Days as of
04/30/25

-3% (MoM)
NC (YoY)
46% Carryover
Over 30 Days as of
04/01/25

+5% (MoM)
+3% (YoY)
\$36,900 Price
Avg Last Listed

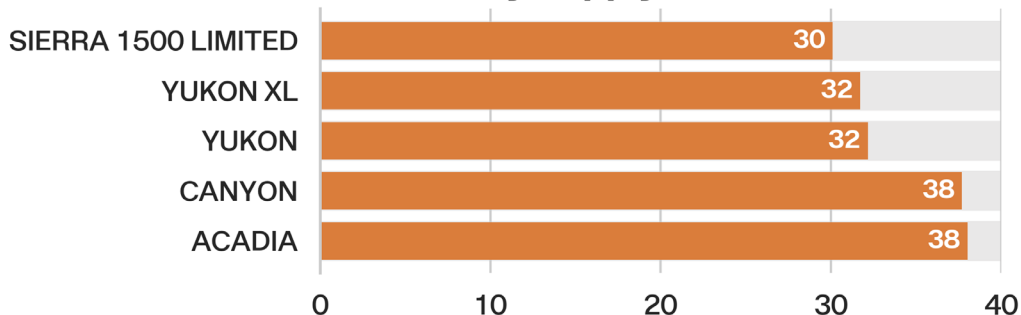
NC (MoM)
-4% Markdown
Price Reduction

-2% (MoM)
38% Sold
With Markdown

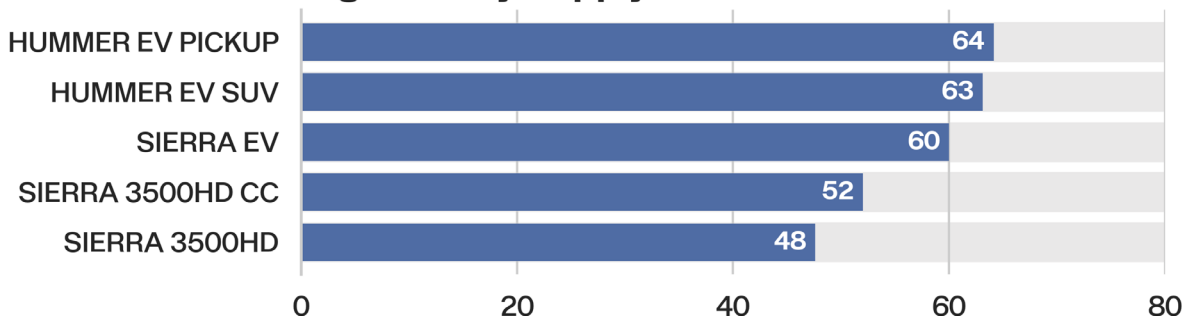
+1% (MoM)
-7% (YoY)
38% of Listings
Not Viewed

-4% (MoM)
Demand
Change

Lowest Day Supply



Highest Day Supply



- › The Prologue had the largest increase in aged ending inventory in the market MoM of 34% to 57% with sales dropping by 29% and day supply increasing by 56 days to 142 days.
- › The Passport saw list price of sold units increase by 12% as the 2026 model year made up over 60% of sales

NEW

-5% (MoM)
Sales Volume
Change

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

NC (MoM)
+4% (YoY)
36% Aged Inventory
Over 45 Days Ending
04/30/25

-2% (MoM)
+4% (YoY)
33% Aged Sales
Over 45 Days as of
04/30/25

-4% (MoM)
+10% (YoY)
37% Carryover
Over 45 Days as of
04/01/25

-1% (MoM)
+3% (YoY)
\$36,850 Price
Avg Last Listed

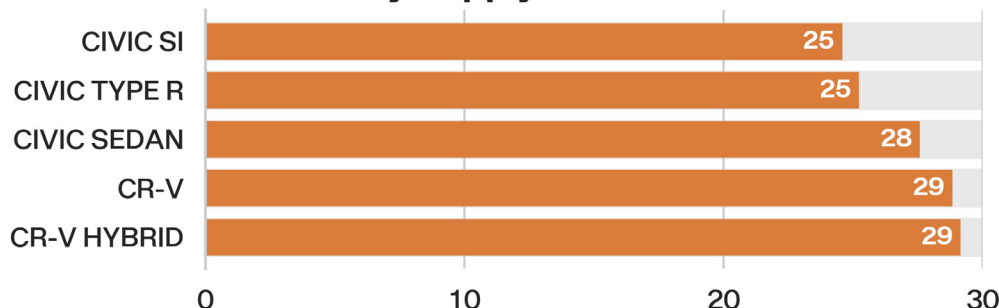
NC (MoM)
-3% Markdown
Price Reduction

-2% (MoM)
9% Sold
With Markdown

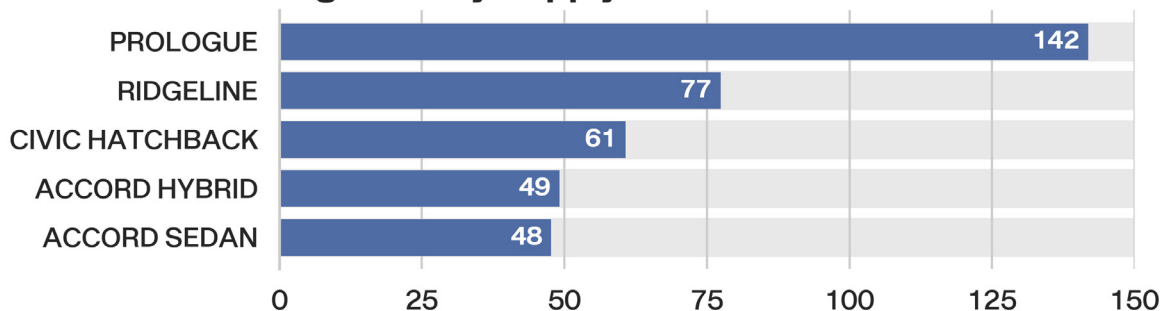
-5% (MoM)
-5% (YoY)
43% of Listings
Not Viewed

+4% (MoM)
Demand
Change

Lowest Day Supply



Highest Day Supply



➤ Honda had the largest increase in aged ending inventory among EVs at 15% to 57%.

USED

-8% (MoM)
Sales Volume
Change

+2% (MoM)
+1% (YoY)
\$24,886 Price
Avg Last Listed

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

+1% (MoM)
-3% Markdown
Price Reduction

NC (MoM)
-2% (YoY)
33% Aged Inventory
Over 30 Days Ending
04/30/25

-4% (MoM)
35% Sold
With Markdown

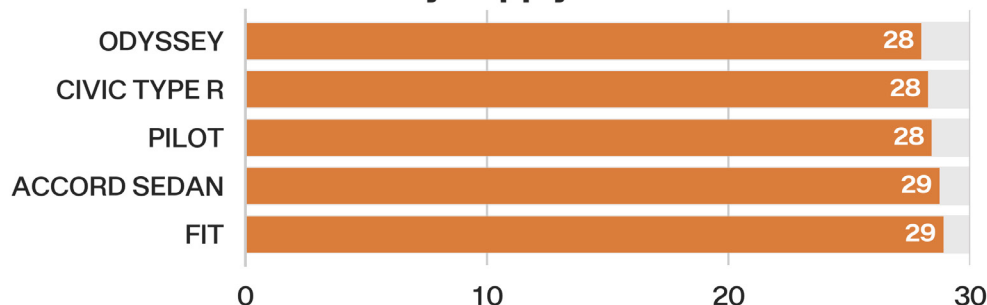
-4% (MoM)
-4% (YoY)
32% Aged Sales
Over 30 Days as of
04/30/25

NC (MoM)
-7% (YoY)
36% of Listings
Not Viewed

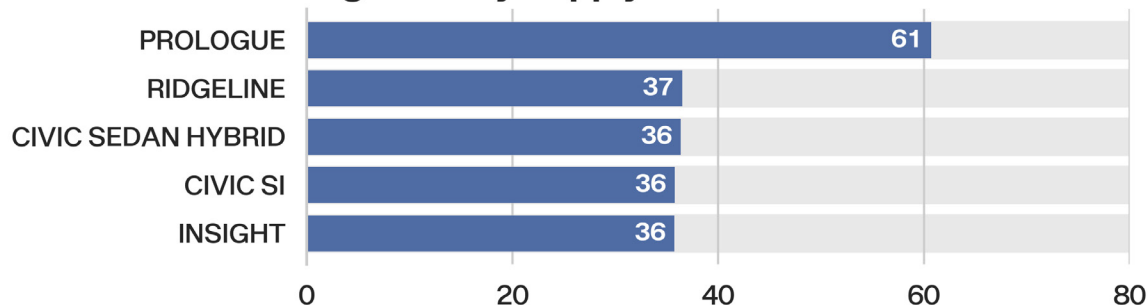
-5% (MoM)
-1% (YoY)
35% Carryover
Over 30 Days as of
04/01/25

-13% (MoM)
Demand
Change

Lowest Day Supply



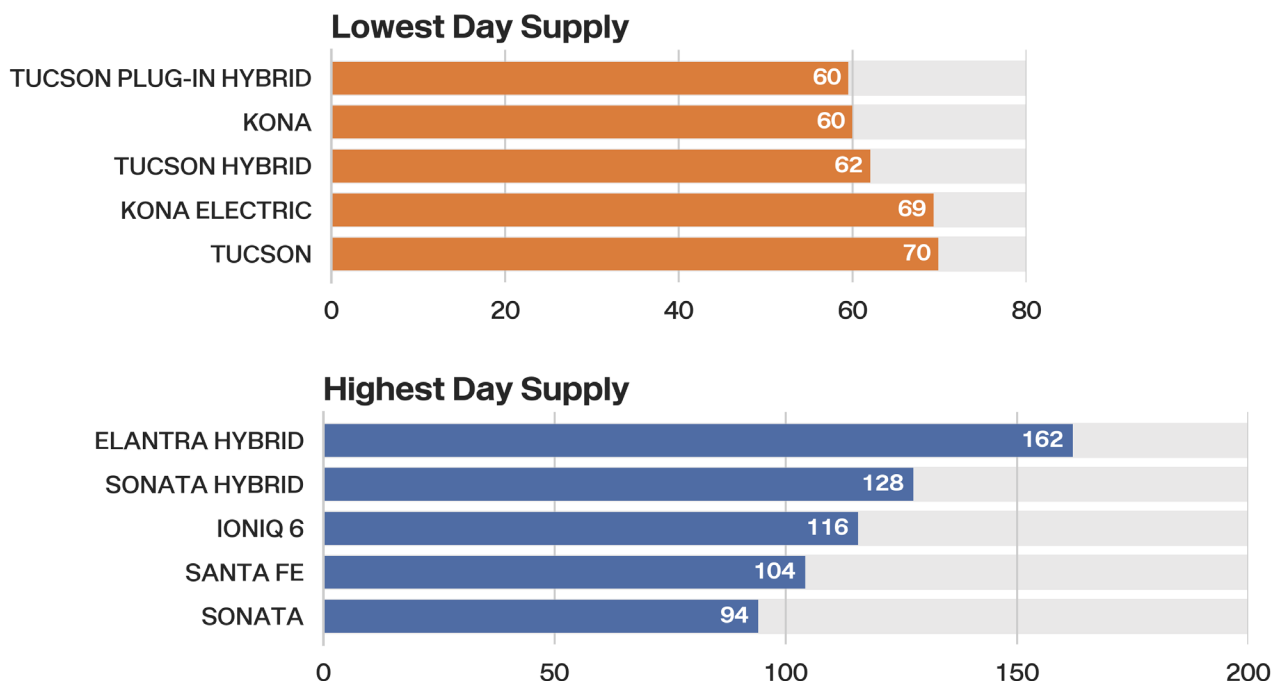
Highest Day Supply



- › The Kona Electric had the largest markdown in the market of 19% applied to a third of sold units.
- › While IONIQ 6 reduced aged inventory by 7% MoM, it still remains the highest aged Hyundai model at 72%.

NEW

-9% (MoM) Sales Volume Change	+3 Days (MoM) +18 Days (YoY) 84 Day Supply	+3% (MoM) +14% (YoY) 58% Aged Inventory Over 45 Days Ending 04/30/25	NC (MoM) +12% (YoY) 56% Aged Sales Over 45 Days as of 04/30/25	-2% (MoM) +10% (YoY) 57% Carryover Over 45 Days as of 04/01/25
+1% (MoM) +2% (YoY) \$36,070 Price Avg Last Listed	+1% (MoM) -4% Markdown Price Reduction	-8% (MoM) 41% Sold With Markdown	-2% (MoM) -10% (YoY) 44% of Listings Not Viewed	-5% (MoM) Demand Change





HYUNDAI

April 2025

> The Santa Fe Sport had one of the lowest percent of sales over 30 days on lot at 23%.

USED

-7% (MoM)
Sales Volume
Change

+4 Day (MoM)
-2 Days (YoY)
36 Day Supply

+1% (MoM)
-2% (YoY)
39% Aged Inventory
Over 30 Days Ending
04/30/25

-4% (MoM)
-4% (YoY)
37% Aged Sales
Over 30 Days as of
04/30/25

-5% (MoM)
-2% (YoY)
40% Carryover
Over 30 Days as of
04/01/25

+1% (MoM)
+2% (YoY)
\$21,000 Price
Avg Last Listed

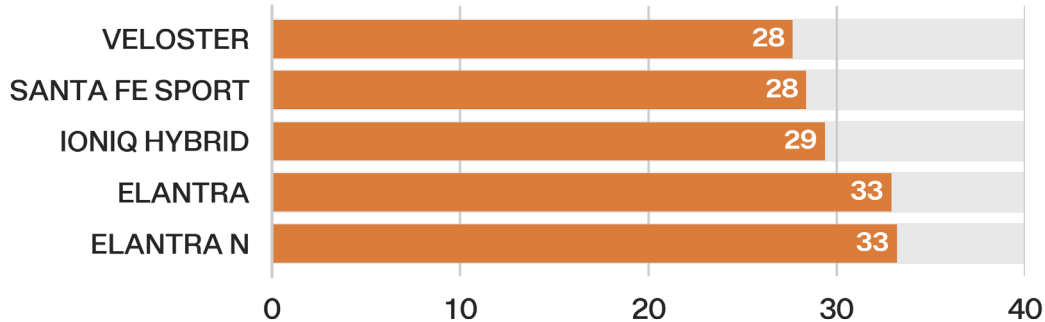
+1% (MoM)
-4% Markdown
Price Reduction

-4% (MoM)
38% Sold
With Markdown

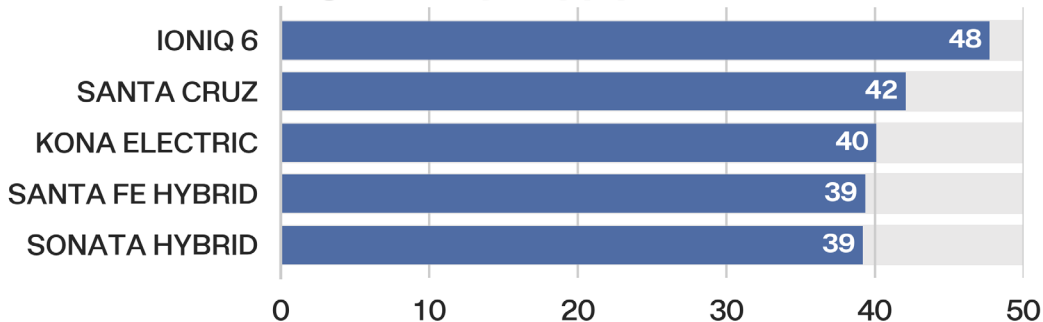
-1% (MoM)
-8% (YoY)
41% of Listings
Not Viewed

-14%
(MoM)
Demand

Lowest Day Supply



Highest Day Supply



- › While day supply dropped by 4 days MoM to 103 days, it is now the highest in the market.
- › QX60 sales increased by 27% MoM to make up over 50% of Infiniti's April sales.

NEW

+5% (MoM)
Sales Volume
Change

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

+10% (MoM)
NC (YoY)
68% Aged Inventory
Over 45 Days Ending
04/30/25

+1% (MoM)
-5% (YoY)
56% Aged Sales
Over 45 Days as of
04/30/25

-5% (MoM)
+2% (YoY)
58% Carryover
Over 45 Days as of
04/01/25

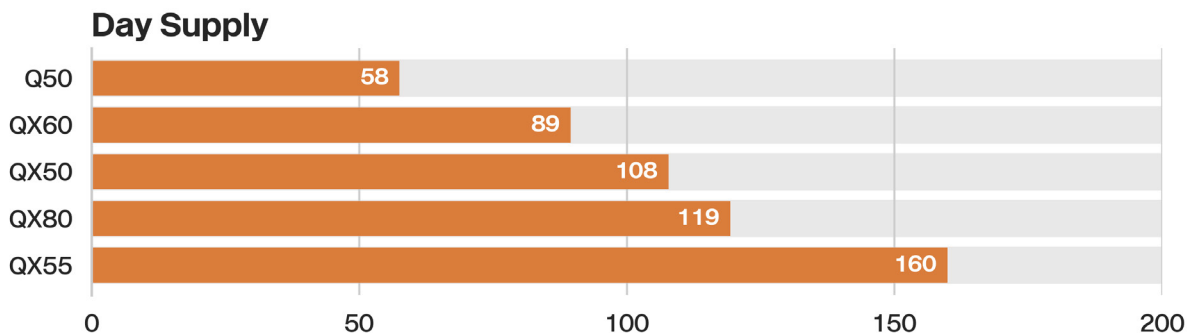
-1% (MoM)
+6% (YoY)
\$61,285 Price
Avg Last Listed

NC (MoM)
-3% Markdown
Price Reduction

+1% (MoM)
26% Sold
With Markdown

-2% (MoM)
-6% (YoY)
56% of Listings
Not Viewed

NC (MoM)
Demand
Change

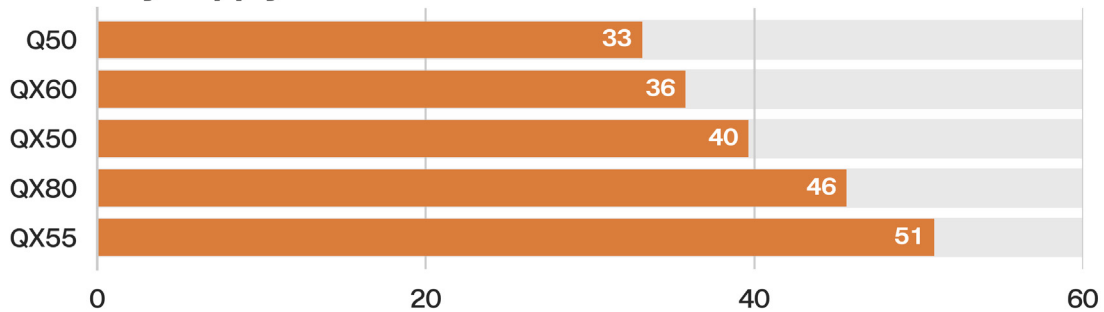


- > The QX60 saw the largest increase in last listed price of sold units, up 26% to \$34,769.
- > The QX55 had the highest percent of units sold with a markdown at 59% with an average markdown of 5%.

USED

-5% (MoM) Sales Volume Change	+2 Days (MoM) +1 Days (YoY) 39 Day Supply	+1% (MoM) -2% (YoY) 45% Aged Inventory Over 30 Days Ending 04/30/25	-2% (MoM) -1% (YoY) 41% Aged Sales Over 30 Days as of 04/30/25	-1% (MoM) -2% (YoY) 45% Carryover Over 30 Days as of 04/01/25
+5% (MoM) +3% (YoY) \$28,799 Price Avg Last Listed	+1% (MoM) -4% Markdown Price Reduction	-2% (MoM) 45% Sold With Markdown	NC (MoM) -7% (YoY) 30% of Listings Not Viewed	-9% (MoM) Demand Change

Day Supply

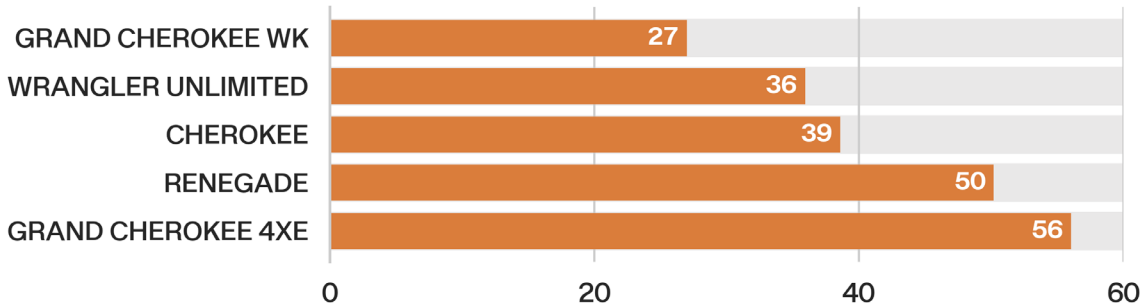


- › Jeep continues to see the largest YoY decline in last listed prices, down 8%, affecting all models.
- › The Grand Wagoneer L saw the largest decrease in markdown on sold units, dropping by 4% MoM to 8% on 46% of sold units.

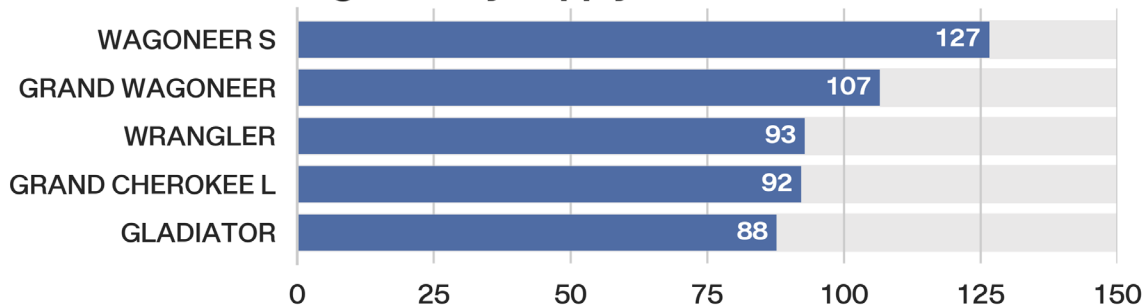
NEW

+5% (MoM) Sales Volume Change	+2 Days (MoM) -10 Days (YoY) 83 Day Supply	+4% (MoM) -4% (YoY) 53% Aged Inventory Over 45 Days Ending	-3% (MoM) -2% (YoY) 51% Aged Sales Over 45 Days as of 04/30/25	-7% (MoM) -1% (YoY) 50% Carryover Over 45 Days as of 04/01/25
+1% (MoM) -8% (YoY) \$46,464 Price Avg Last Listed	+1% (MoM) -6% Markdown Price Reduction	-5% (MoM) 34% Sold With Markdown	-1% (MoM) -20% (YoY) 39% of Listings Not Viewed	-5% (MoM) Demand Change

Lowest Day Supply



Highest Day Supply

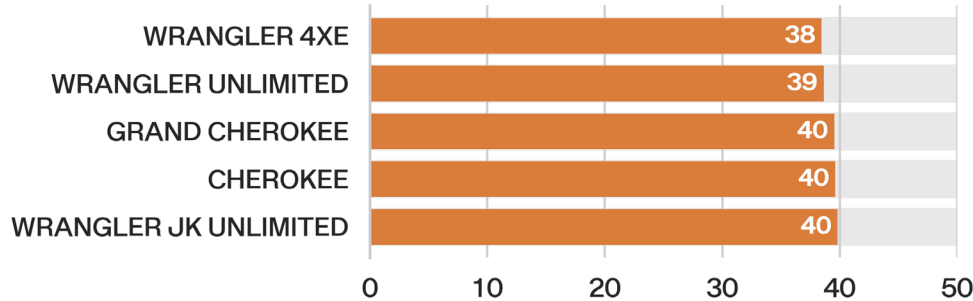


➤ Jeep had the highest decrease in list price of ending inventory among hybrids YoY, down 17%.

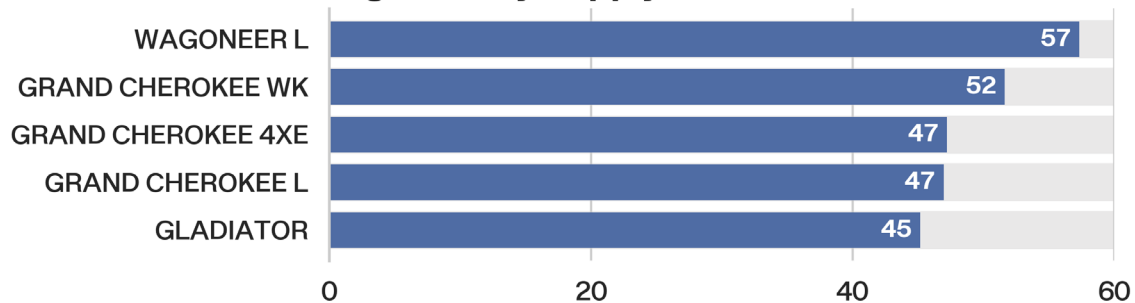
USED

-7% (MoM) Sales Volume Change	+3 Days (MoM) -2 Days (YoY) 42 Day Supply	NC (MoM) -3% (YoY) 46% Aged Inventory Over 30 Days Ending 04/30/25	-3% (MoM) -3% (YoY) 46% Aged Sales Over 30 Days as of 04/30/25	-4% (MoM) -1% (YoY) 47% Carryover Over 30 Days as of 04/01/25
+2% (MoM) NC (YoY) \$26,995 Price Avg Last Listed	+1% (MoM) -5% Markdown Price Reduction	-4% (MoM) 42% Sold With Markdown	NC (MoM) -9% (YoY) 36% of Listings Not Viewed	-10% (MoM) Demand

Lowest Day Supply



Highest Day Supply





- › Kia saw the largest decrease in EV sales MoM of nearly 50% with low EV6 and EV9 inventories. 2025 EV6 inventory did start hitting dealer sites in April while EV9s are nearly nonexistent.
- › The Carnival had the largest decrease in list price of ending inventory, down 9% MoM to \$42,793

NEW

-4% (MoM)
Sales Volume
Change

-2 Days (MoM)
+4 Days (YoY)
53 Day Supply

-4% (MoM)
+7% (YoY)
47% Aged Inventory
Over 45 Days Ending
04/30/25

-1% (MoM)
+12% (YoY)
43% Aged Sales
Over 45 Days as of
04/30/25

+1% (MoM)
+14% (YoY)
52% Carryover
Over 45 Days as of
04/01/25

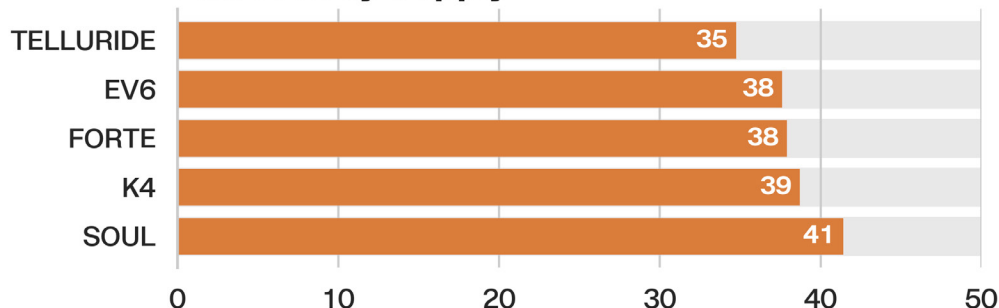
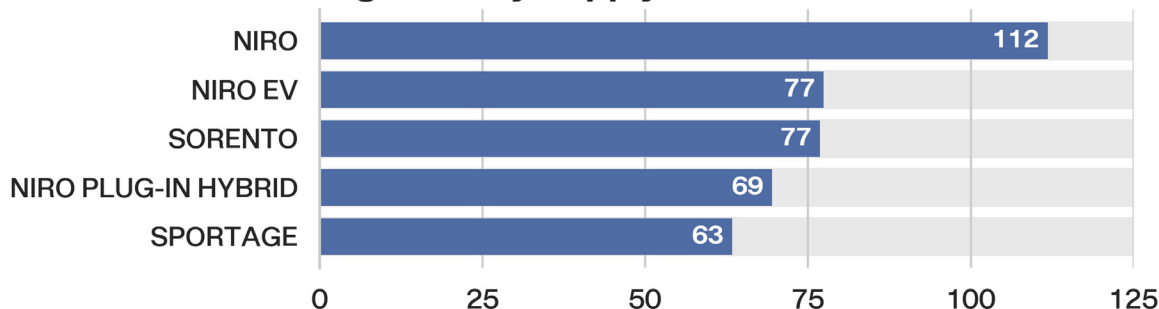
NC (MoM)
-1% (YoY)
\$34,488 Price
Avg Last Listed

NC (MoM)
-4% Markdown
Price Reduction

-7% (MoM)
26% Sold
With Markdown

-2% (MoM)
-4% (YoY)
45% of Listings
Not Viewed

+2% (MoM)
Demand
Change

Lowest Day Supply**Highest Day Supply**

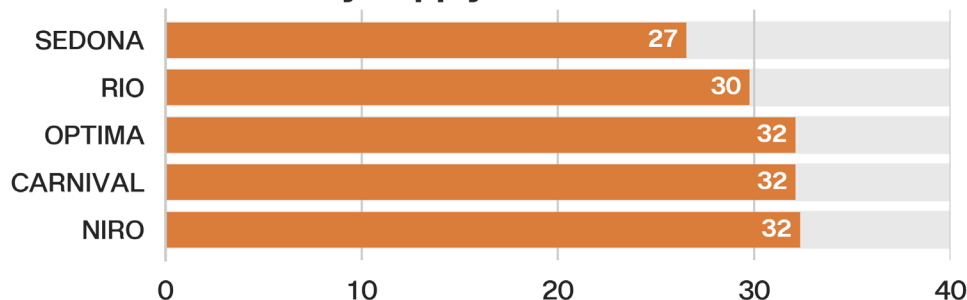


- Ending inventory volume grew by a market high of 11% MoM causing day supply to increase by a market high of 6 days MoM to 36 days.
- The K5 had one of the largest drops in sales MoM of 21% while the K4 had one of the largest at 43%.

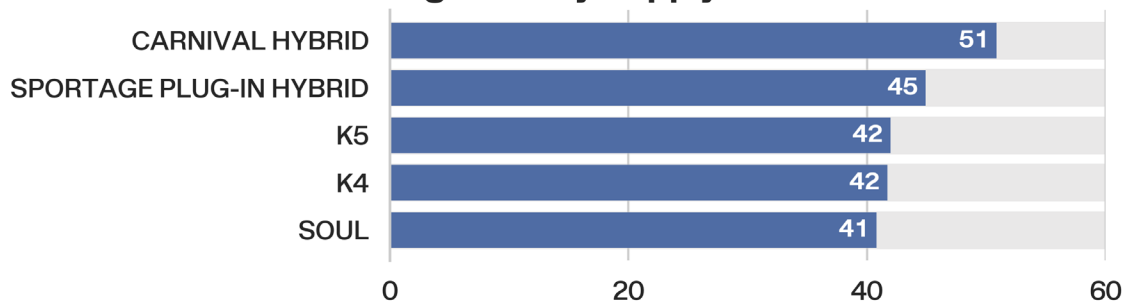
USED

-11% (MoM) Sales Volume Change	+6 Days (MoM) NC Days (YoY) 36 Day Supply	+1% (MoM) -3% (YoY) 38% Aged Inventory Over 30 Days Ending 04/30/25	-4% (MoM) -2% (YoY) 36% Aged Sales Over 30 Days as of 04/30/25	-6% (MoM) NC (YoY) 39% Carryover Over 30 Days as of 04/01/25
+3% (MoM) +3% (YoY) \$20,499 Price Avg Last Listed	+1% (MoM) -5% Markdown Price Reduction	-3% (MoM) 35% Sold With Markdown	NC (MoM) -6% (YoY) 39% of Listings Not Viewed	-18% (MoM) Demand

Lowest Day Supply



Highest Day Supply



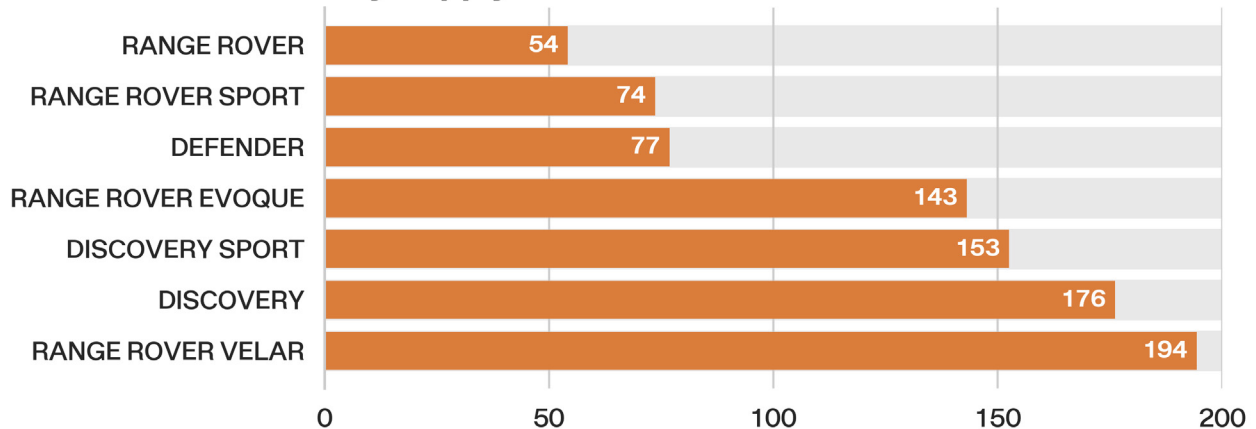


- › Land Rover had the largest increase in last listed price of sold units, up 4% MoM, 14% YoY. This was due in part to Range Rover sales making up 3% more of Land Rover Sales in April compared to March and 10% compared to April last year.
- › Land Rover had the largest increase in day supply YoY, up 28 days to 81 days, 2 days higher than last month

NEW

-3% (MoM) Sales Volume Change	+2 Days (MoM) +28 Days (YoY) 81 Day Supply	+10% (MoM) +14% (YoY) 58% Aged Inventory Over 45 Days Ending 04/30/25	-1% (MoM) +17% (YoY) 48% Aged Sales Over 45 Days as of 04/30/25	-1% (MoM) +13% (YoY) 49% Carryover Over 45 Days as of 04/01/25
+4% (MoM) +14% (YoY) \$101,864 Price Avg Last Listed	+1% (MoM) -2% Markdown Price Reduction	NC (MoM) 7% Sold With Markdown	NC (MoM) +15% (YoY) 42% of Listings Not Viewed	-5% (MoM) Demand Change

Day Supply





› The Discovery saw the largest decrease in last listed price of sold units, down 7% MoM to \$29,261.

USED

-3% (MoM)
Sales Volume
Change

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

NC (MoM)
+2% (YoY)
50% Aged Inventory
Over 30 Days Ending
04/30/25

-3% (MoM)
-2% (YoY)
44% Aged Sales
Over 30 Days as of
04/30/25

-1% (MoM)
+3% (YoY)
52% Carryover
Over 30 Days as of
04/01/25

+4% (MoM)
-3% (YoY)
\$41,895 Price
Avg Last Listed

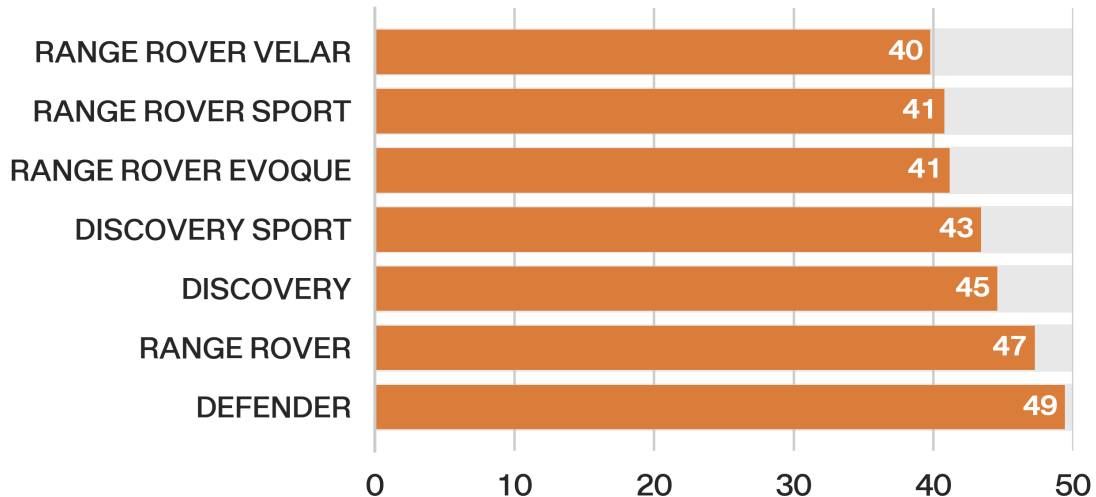
+1% (MoM)
-5% Markdown
Price Reduction

-5% (MoM)
45% Sold
With Markdown

NC (MoM)
+2% (YoY)
39% of Listings
Not Viewed

-6% (MoM)
Demand
Change

Day Supply



- › Lexus continues to carry the freshest inventory by far with just 13% of ending inventory over 45 days on lot.
- › Lexus ran the tightest hybrid day supply of 23 days, 5 days below the next competitor.

NEW

-2% (MoM)
Sales Volume
Change

-1 Days (MoM)
-14 Days (YoY)
25 Day Supply

+1% (MoM)
-25% (YoY)
13% Aged Inventory
Over 45 Days Ending
04/30/25

NC (MoM)
-20% (YoY)
11% Aged Sales
Over 45 Days as of
04/30/25

NC (MoM)
-29% (YoY)
13% Carryover
Over 45 Days as of
04/01/25

NC (MoM)
+2% (YoY)
\$59,195 Price
Avg Last Listed

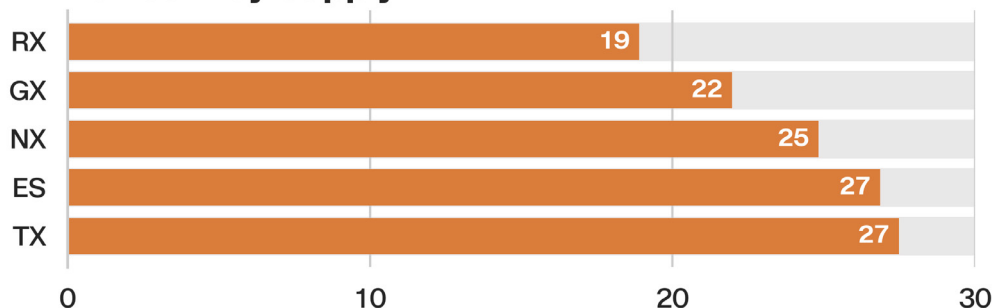
NC (MoM)
-2% Markdown
Price Reduction

-2% (MoM)
7% Sold
With Markdown

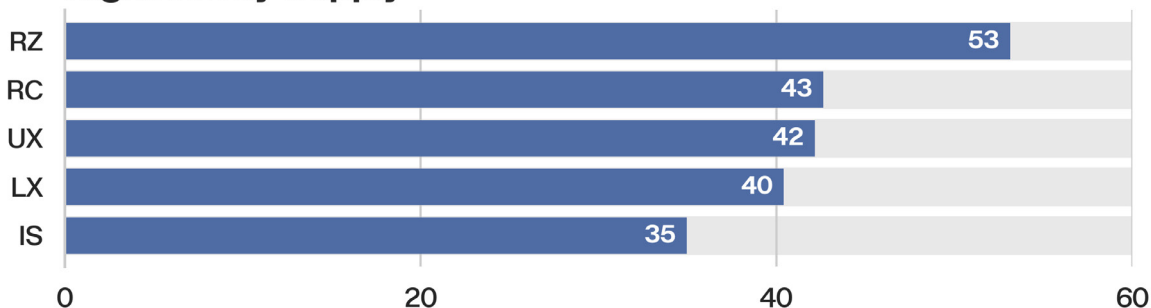
+1% (MoM)
-13% (YoY)
40% of Listings
Not Viewed

+2% (MoM)
Demand
Change

Lowest Day Supply



Highest Day Supply

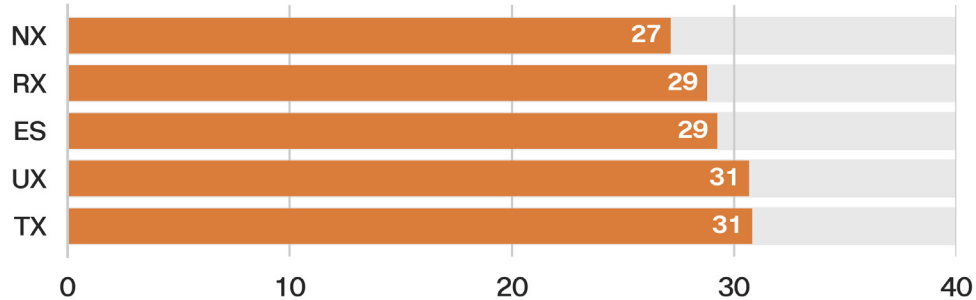


- > Lexus had the largest increase in list price YoY of 5%.
- > Lexus continues to run the tightest day supply among hybrids at 28 days, 5 days below the next brand.

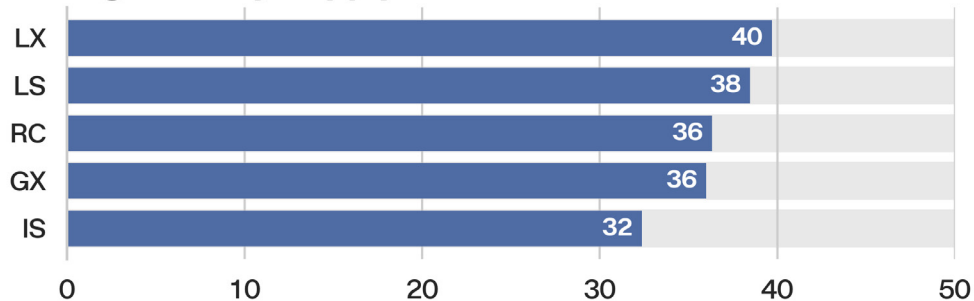
USED

-6% (MoM) Sales Volume Change	+1 Days (MoM) -1 Days (YoY) 30 Day Supply	-1% (MoM) -2% (YoY) 35% Aged Inventory Over 30 Days Ending 04/30/25	-2% (MoM) -2% (YoY) 35% Aged Sales Over 30 Days as of 04/30/25	-2% (MoM) -2% (YoY) 38% Carryover Over 30 Days as of 04/01/25
NC (MoM) +5% (YoY) \$38,998 Price Avg Last Listed	NC (MoM) -4% Markdown Price Reduction	-6% (MoM) 37% Sold With Markdown	-1% (MoM) -4% (YoY) 33% of Listings Not Viewed	-6% (MoM) Demand Change

Lowest Day Supply



Highest Day Supply

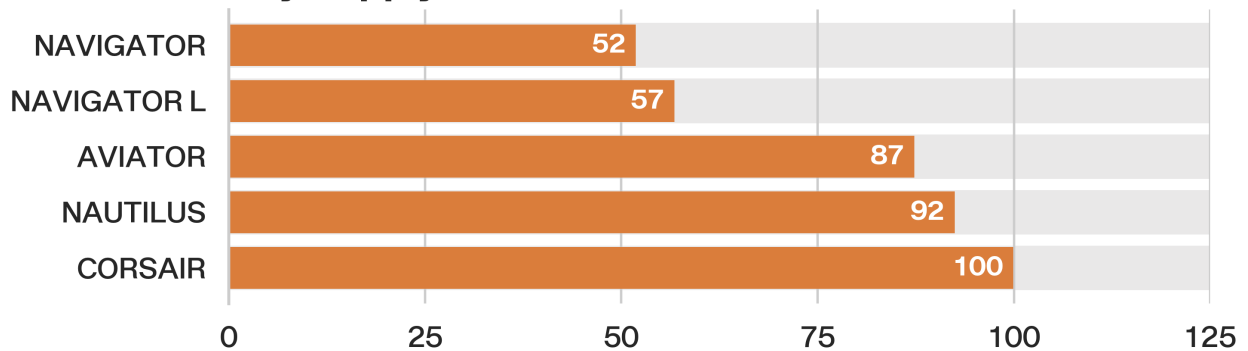




- › Lincoln saw a market high increase in sales MoM of 18%, driven by a 42% increase in Aviators.
- › Sales were spurred by a doubling in markdown magnitude MoM to a market high of 8% on 50% of sales, a 9% increase from last month.
- › The Aviator sold the most units with a markdown in April at 61%, up a market high of 29% MoM. Increased sales resulted in the highest decrease of day supply, down 25 days MoM to 85 days, down 22 days YoY.
- › While aged ending inventory decreased by 2% MoM, it remains the highest in the market at 69%.

NEW

+18% (MoM) Sales Volume Change	-24 Days (MoM) -22 Days (YoY) 85 Day Supply	-2% (MoM) +6% (YoY) 69% Aged Inventory Over 45 Days Ending 04/30/25	-11% (MoM) +1% (YoY) 67% Aged Sales Over 45 Days as of 04/30/25	-7% (MoM) +10% (YoY) 71% Carryover Over 45 Days as of 04/01/25
+2% (MoM) +5% (YoY) \$63,557 Price Avg Last Listed	-4% (MoM) -8% Markdown Price Reduction	+9% (MoM) 50% Sold With Markdown	-3% (MoM) -19% (YoY) 43% of Listings Not Viewed	+26% (MoM) Demand

Day Supply



> Lincoln had the highest increase in list price of ending inventory among hybrids, up 7% MoM.

USED

-2% (MoM)
Sales Volume
Change

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

-2% (MoM)
-6% (YoY)
45% Aged Inventory
Over 30 Days Ending
04/30/25

-4% (MoM)
-10% (YoY)
41% Aged Sales
Over 30 Days as of
04/30/25

-4% (MoM)
-4% (YoY)
48% Carryover
Over 30 Days as of
04/01/25

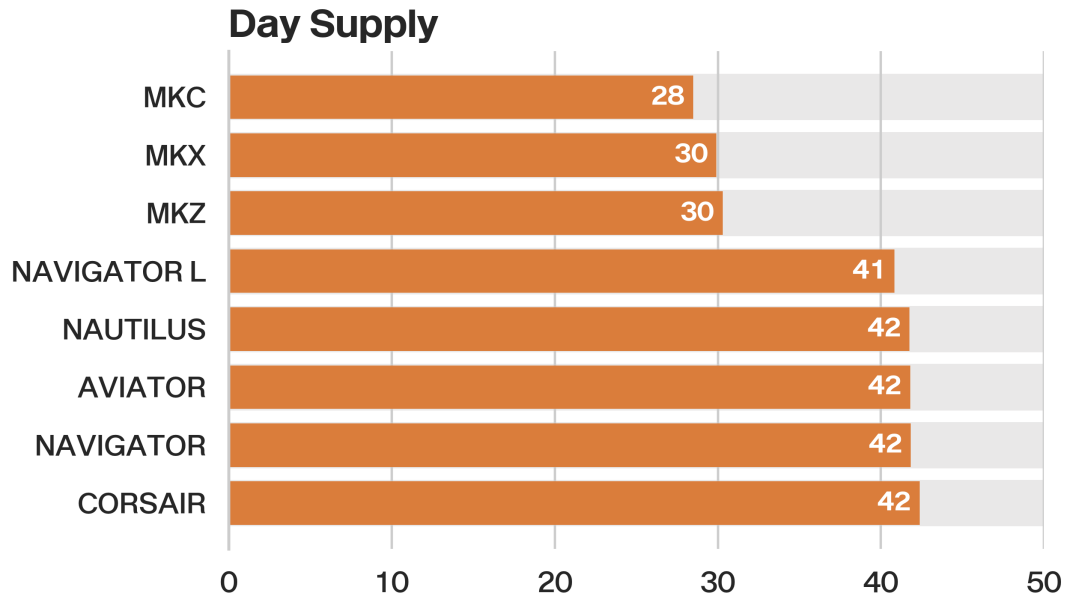
+3% (MoM)
+2% (YoY)
\$31,484 Price
Avg Last Listed

+1% (MoM)
-5% Markdown
Price Reduction

-5% (MoM)
40% Sold
With Markdown

+1% (MoM)
-9% (YoY)
41% of Listings
Not Viewed

-6% (MoM)
Demand
Change



- Mazda saw the largest increase in day supply, up 8 days MoM to 69 days, 1 day higher than last year.
- The CX-50 Hybrid continues to gain momentum, making over 9% of Mazda's April sales and nearly passing the CX-90 to be the 4th highest selling Mazda model.

NEW

-6% (MoM)
Sales Volume
Change

+8 Days (MoM)
+1 Days (YoY)
69 Day Supply

-6% (MoM)
-8% (YoY)
41% Aged Inventory
Over 45 Days Ending
04/30/25

-1% (MoM)
-4% (YoY)
43% Aged Sales
Over 45 Days as of
04/30/25

-2% (MoM)
-4% (YoY)
48% Carryover
Over 45 Days as of
04/01/25

+1% (MoM)
+6% (YoY)
\$34,795 Price
Avg Last Listed

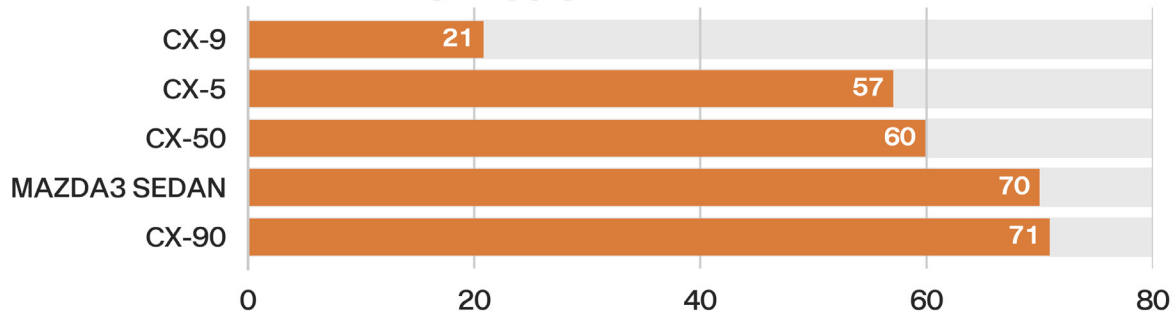
NC (MoM)
-3% Markdown
Price Reduction

-5% (MoM)
18% Sold
With Markdown

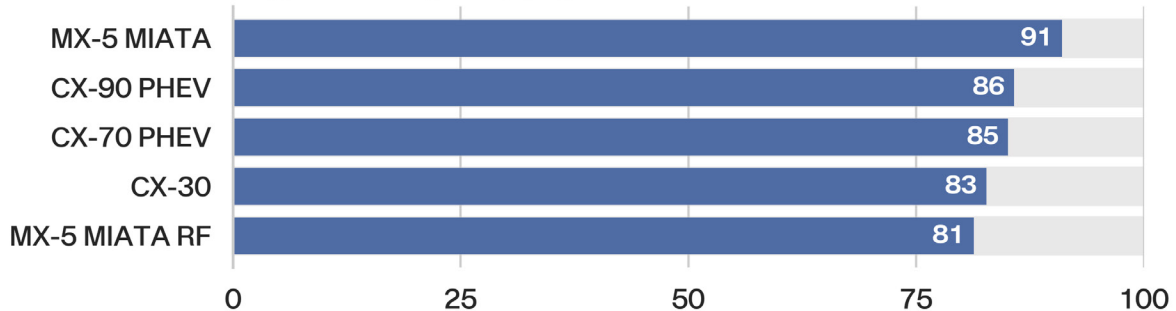
NC (MoM)
-8% (YoY)
53% of Listings
Not Viewed

-14% (MoM)
Demand

Lowest Day Supply



Highest Day Supply

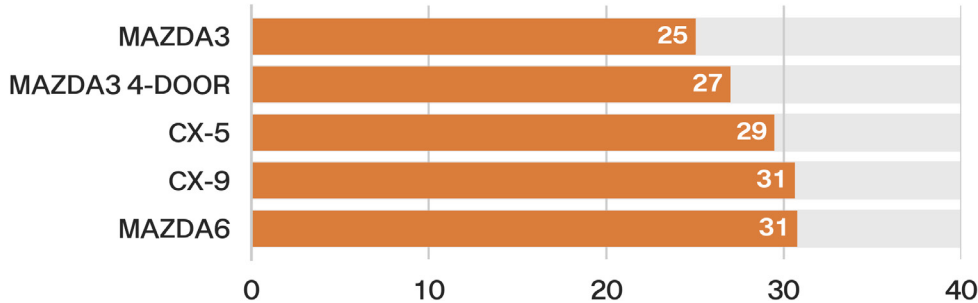


› Mazda hybrid inventory grew by a market high of 15% MoM

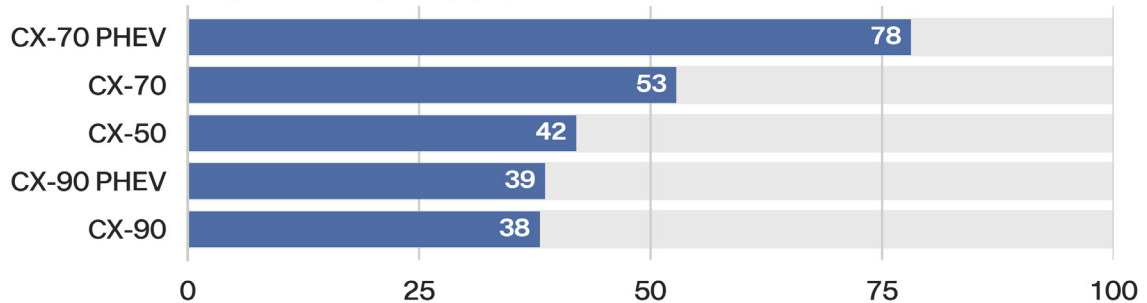
USED

-4% (MoM) Sales Volume Change	+2 Days (MoM) -3 Days (YoY) 32 Day Supply	+1% (MoM) -1% (YoY) 37% Aged Inventory Over 30 Days Ending 04/30/25	-5% (MoM) -4% (YoY) 35% Aged Sales Over 30 Days as of 04/30/25	-3% (MoM) -2% (YoY) 37% Carryover Over 30 Days as of 04/01/25
+1% (MoM) +2% (YoY) \$24,302 Price Avg Last Listed	NC (MoM) -4% Markdown Price Reduction	-6% (MoM) 36% Sold With Markdown	-1% (MoM) -7% (YoY) 32% of Listings Not Viewed	-7% (MoM) Demand Change

Lowest Day Supply



Highest Day Supply



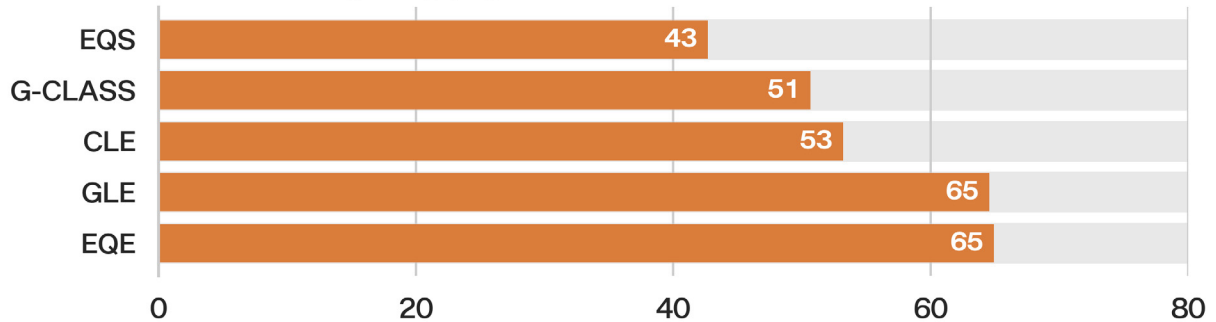


While sales only fell by 3% MoM for ICEs and Hybrids, EV sales fell by 22% to make up less than 7% of Mercedes April sales, the lowest percentage YTD.

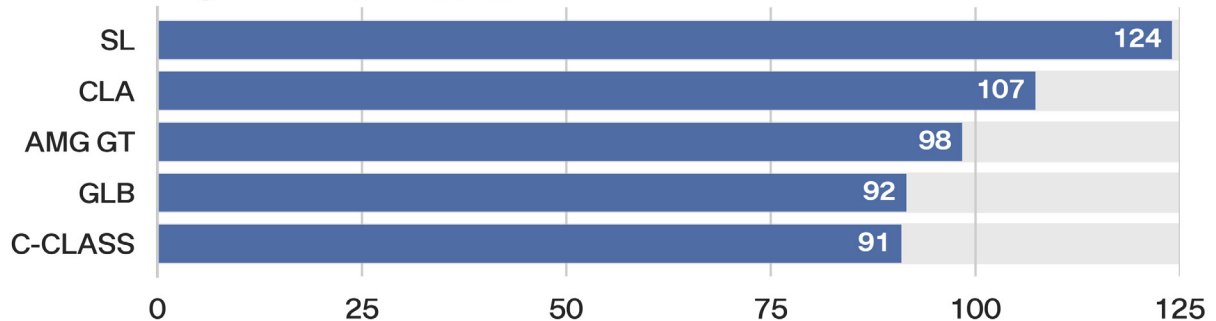
NEW

-4% (MoM) Sales Volume Change	NC Days (MoM) +10 Days (YoY) 79 Day Supply	NC (MoM) +10% (YoY) 60% Aged Inventory Over 45 Days Ending 04/30/25	-2% (MoM) +7% (YoY) 49% Aged Sales Over 45 Days as of 04/30/25	-4% (MoM) +12% (YoY) 61% Carryover Over 45 Days as of 04/01/25
+1% (MoM) -4% (YoY) \$70,180 Price Avg Last Listed	+1% (MoM) -5% Markdown Price Reduction	-1% (MoM) 5% Sold With Markdown	-2% (MoM) -2% (YoY) 48% of Listings Not Viewed	-3% (MoM) Demand Change

Lowest Day Supply



Highest Day Supply



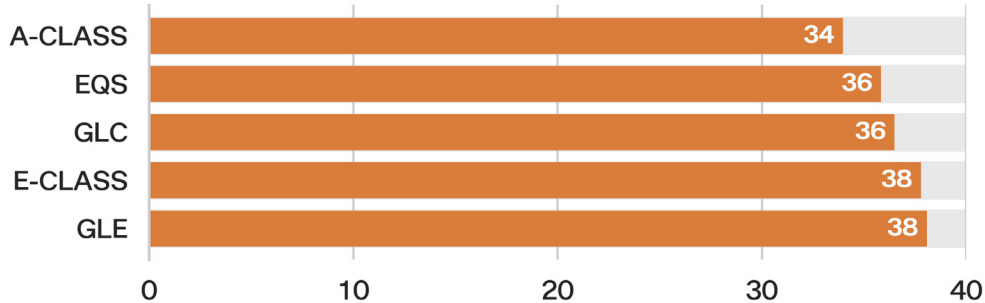


› The EQB ended the month with the highest percentage of inventory with a markdown at 58%, with an average markdown of 9%. In contrast, the EQS had the least at 6% but increased markdown magnitude by a market high of 7% to 11%.

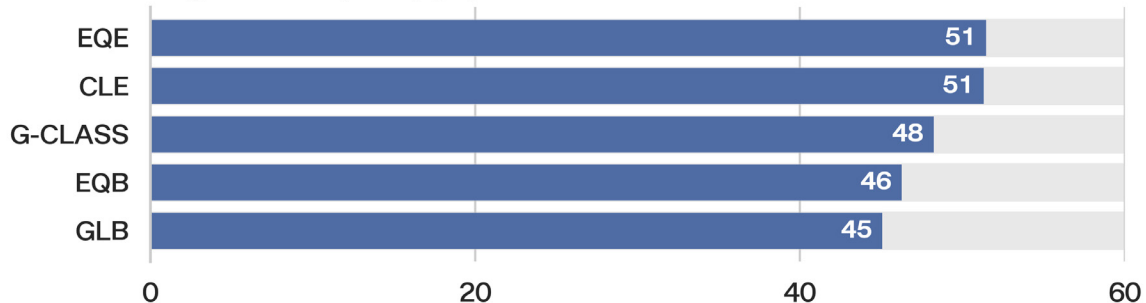
USED

-4% (MoM) Sales Volume Change	+1 Days (MoM) -1 Days (YoY) 40 Day Supply	-1% (MoM) -2% (YoY) 48% Aged Inventory Over 30 Days Ending 04/30/25	-3% (MoM) -3% (YoY) 43% Aged Sales Over 30 Days as of 04/30/25	-3% (MoM) NC (YoY) 50% Carryover Over 30 Days as of 04/01/25
+2% (MoM) -5% (YoY) \$36,998 Price Avg Last Listed	NC (MoM) -5% Markdown Price Reduction	-4% (MoM) 37% Sold With Markdown	NC (MoM) -7% (YoY) 34% of Listings Not Viewed	-5% (MoM) Demand Change

Lowest Day Supply



Highest Day Supply

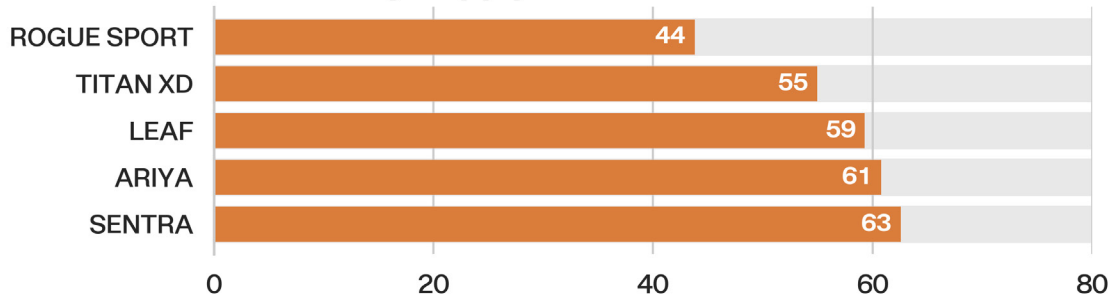


- › Nissan saw the largest increase in EV sales MoM of over 40% as sales of the Ariya more than doubled with aggressive pricing options, decreasing their EV day supply by a market high of 22 days MoM to 61 days. This increased their EV market share by 2% to nearly 6%.
- › The Frontier ended the month with the highest percent of inventory with a markdown of 63%.

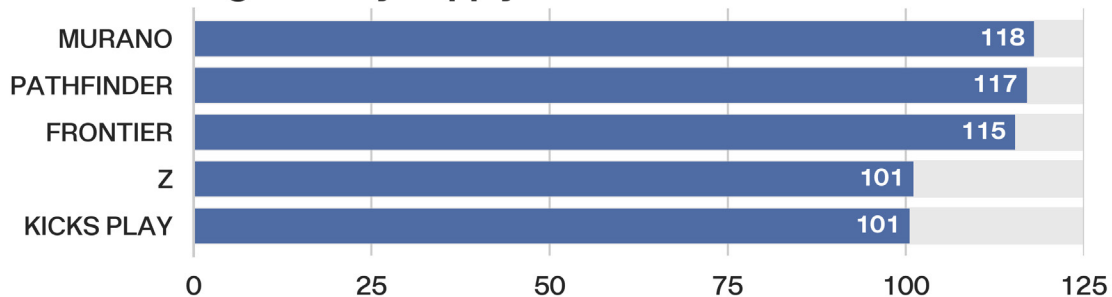
NEW

- 6% (MoM) Sales Volume Change	-2 Days (MoM) -12 Days (YoY) 83 Day Supply	+2% (MoM) +6% (YoY) 63% Aged Inventory Over 45 Days Ending 04/30/25	-8% (MoM) +2% (YoY) 60% Aged Sales Over 45 Days as of 04/30/25	-9% (MoM) +9% (YoY) 61% Carryover Over 45 Days as of 04/01/25
+3% (MoM) +1% (YoY) \$32,145 Price Avg Last Listed	+1% (MoM) -5% Markdown Price Reduction	-7% (MoM) 39% Sold With Markdown	-3% (MoM) -10% (YoY) 53% of Listings Not Viewed	NC (MoM) Demand Change

Lowest Day Supply



Highest Day Supply

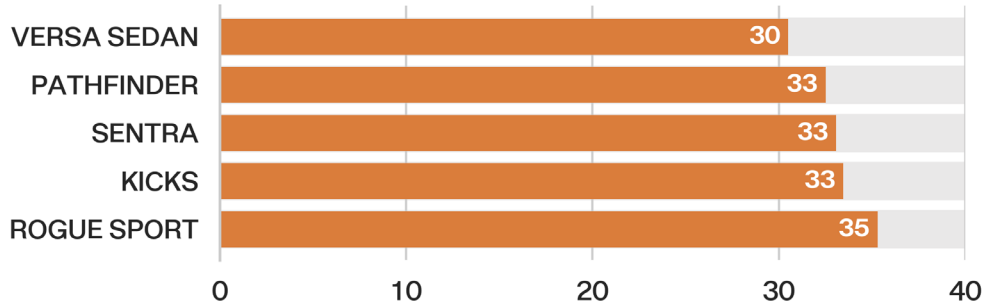


› Nissan had the largest increase in last listed price of sold EV units of 6% up to \$33,600.

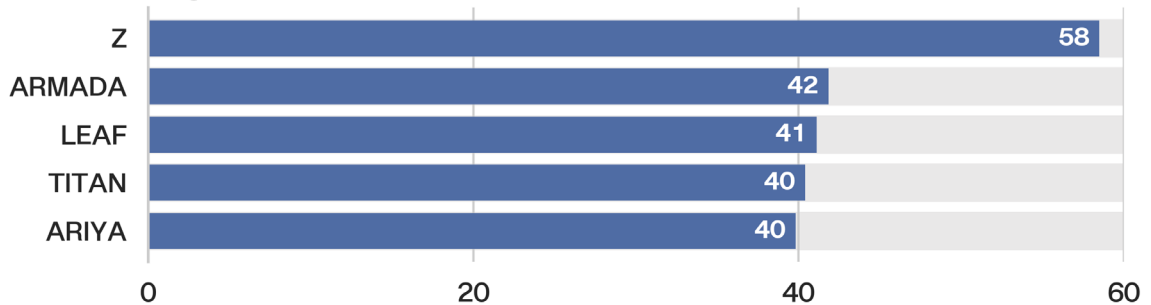
USED

-10% (MoM) Sales Volume Change	+3 Days (MoM) -2 Days (YoY) 36 Day Supply	+1% (MoM) -1% (YoY) 43% Aged Inventory Over 30 Days Ending 04/30/25	-2% (MoM) -1% (YoY) 40% Aged Sales Over 30 Days as of 04/30/25	-2% (MoM) +1% (YoY) 44% Carryover Over 30 Days as of 04/01/25
+1% (MoM) -4% (YoY) \$20,195 Price Avg Last Listed	+1% (MoM) -5% Markdown Price Reduction	-4% (MoM) 38% Sold With Markdown	NC (MoM) -7% (YoY) 43% of Listings Not Viewed	-11% (MoM) Demand

Lowest Day Supply



Highest Day Supply





PORSCHE

- › The 911 had the largest increase in ending inventory list price in the market of 11% MoM.
- › The Taycan had the largest drop in day supply in the market MoM of 59 days down to 149 days.

NEW

+3% (MoM)
Sales Volume
Change

-7 Days (MoM)
+11 Days (YoY)
78 Day Supply

+3% (MoM)
+12% (YoY)
62% Aged Inventory
Over 45 Days Ending
04/30/25

+2% (MoM)
+5% (YoY)
54% Aged Sales
Over 45 Days as of
04/30/25

+1% (MoM)
+7% (YoY)
60% Carryover
Over 45 Days as of
04/01/25

+1% (MoM)
+10% (YoY)
\$108,195 Price
Avg Last Listed

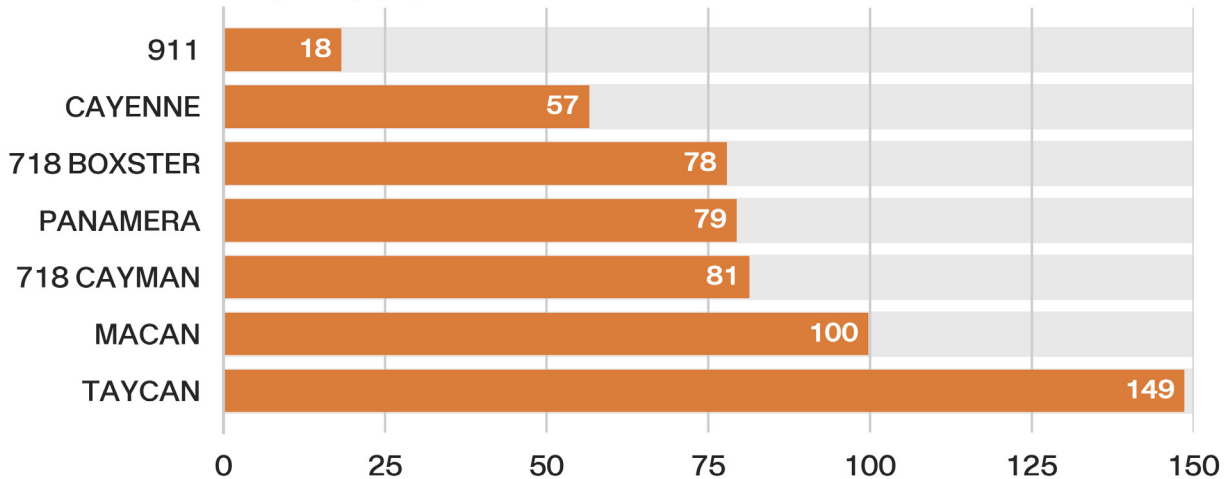
+1% (MoM)
-5% Markdown
Price Reduction

-1% (MoM)
3% Sold
With Markdown

-1% (MoM)
+6% (YoY)
39% of Listings
Not Viewed

+3% (MoM)
Demand
Change

Day Supply





PORSCHE

➤ Porsche had the largest increase in last listed price of sold units for hybrids, up 11% to \$72,900.

USED

-4% (MoM)
Sales Volume
Change

NC Days (MoM)
NC Days (YoY)
46 Day Supply

-1% (MoM)
+2% (YoY)
53% Aged Inventory
Over 30 Days Ending
04/30/25

-3% (MoM)
+1% (YoY)
48% Aged Sales
Over 30 Days as of
04/30/25

-2% (MoM)
+4% (YoY)
55% Carryover
Over 30 Days as of
04/01/25

+3% (MoM)
+3% (YoY)
\$65,940 Price
Avg Last Listed

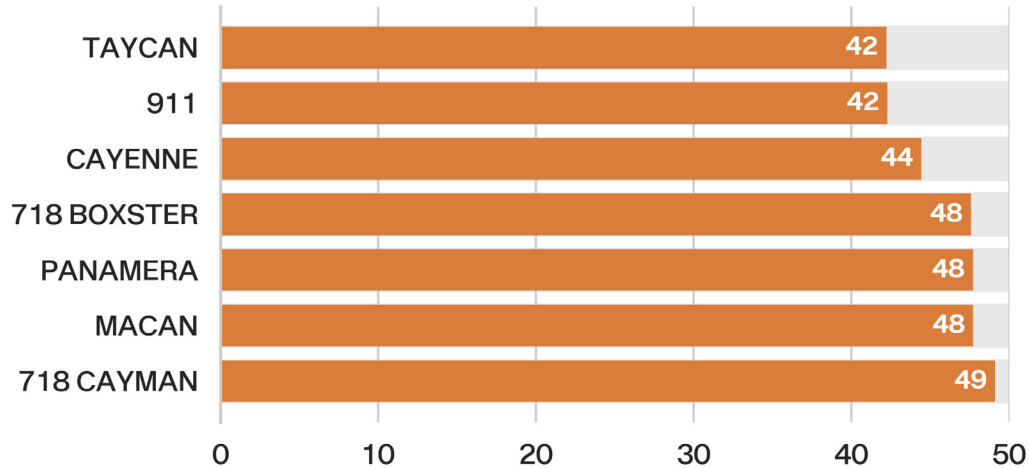
NC (MoM)
-4% Markdown
Price Reduction

-6% (MoM)
36% Sold
With Markdown

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

-5% (MoM)
Demand
Change

Day Supply





RAM

April 2025

- RAM saw the largest decrease in last listed price YoY of sold hybrids of 21% down to \$45,595 with an average ending inventory list price of \$48,160.

NEW

+6% (MoM)
Sales Volume
Change

+6 Days (MoM)
-21 Days (YoY)
88 Day Supply

-6% (MoM)
-11% (YoY)
48% Aged Inventory
Over 45 Days Ending
04/30/25

-15% (MoM)
-17% (YoY)
45% Aged Sales
Over 45 Days as of
04/30/25

-9% (MoM)
-6% (YoY)
55% Carryover
Over 45 Days as of
04/01/25

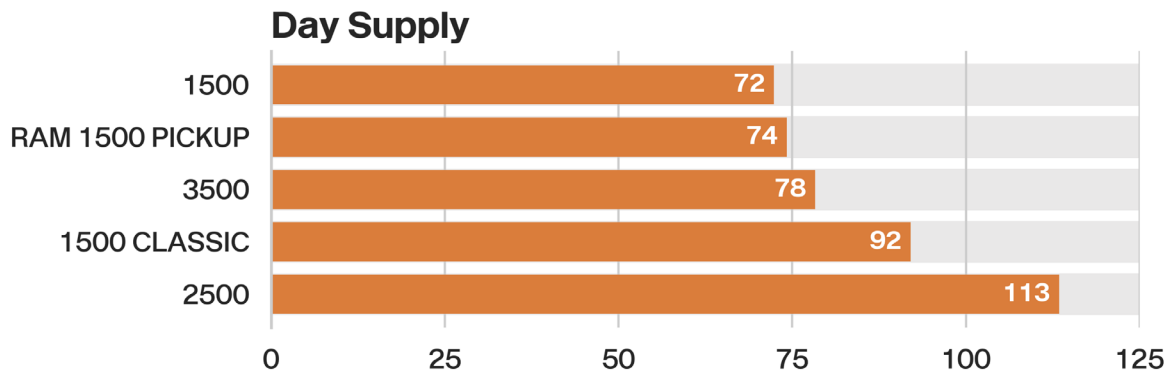
+3% (MoM)
-5% (YoY)
\$59,161 Price
Avg Last Listed

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

-9% (MoM)
36% Sold
With Markdown

+1% (MoM)
-14% (YoY)
41% of Listings
Not Viewed

-11%
(MoM)
Demand





RAM

April 2025

> All metrics move in line with the market.

USED

-5% (MoM)
Sales Volume
Change

+2 Days (MoM)
+2 Days (YoY)
41 Day Supply

NC (MoM)
-2% (YoY)
47% Aged Inventory
Over 30 Days Ending
04/30/25

-1% (MoM)
-3% (YoY)
44% Aged Sales
Over 30 Days as of
04/30/25

NC (MoM)
-2% (YoY)
48% Carryover
Over 30 Days as of
04/01/25

+1% (MoM)
-4% (YoY)
\$34,468 Price
Avg Last Listed

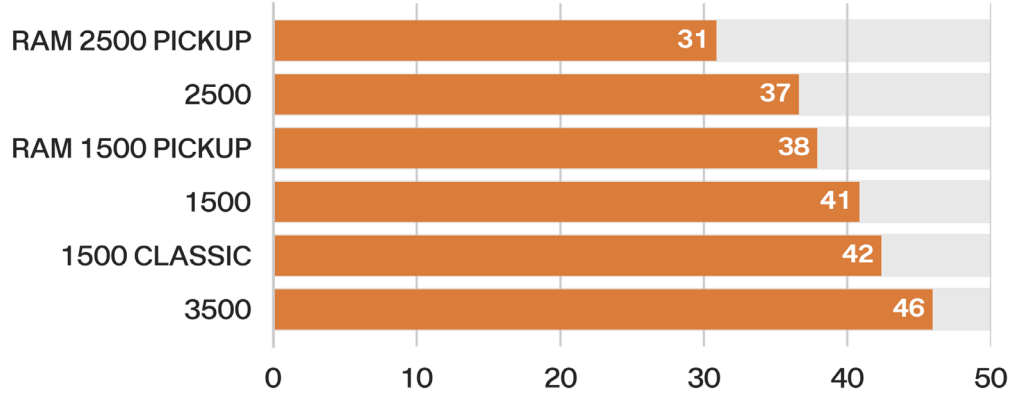
NC (MoM)
-4% Markdown
Price Reduction

-3% (MoM)
39% Sold
With Markdown

NC (MoM)
-7% (YoY)
35% of Listings
Not Viewed

-8% (MoM)
Demand
Change

Day Supply





SUBARU

April 2025

- › Sales slowed by 14% MoM as 10% fewer units sold with a markdown.
- › The Forester Hybrid had its first full month of sales, making up 0.8% of the market's hybrid sales

NEW

-14% (MoM)
Sales Volume
Change

-4 Days (MoM)
-10 Days (YoY)
43 Day Supply

-3% (MoM)
-3% (YoY)
39% Aged Inventory
Over 45 Days Ending
04/30/25

-5% (MoM)
-2% (YoY)
47% Aged Sales
Over 45 Days as of
04/30/25

NC (MoM)
+3% (YoY)
44% Carryover
Over 45 Days as of
04/01/25

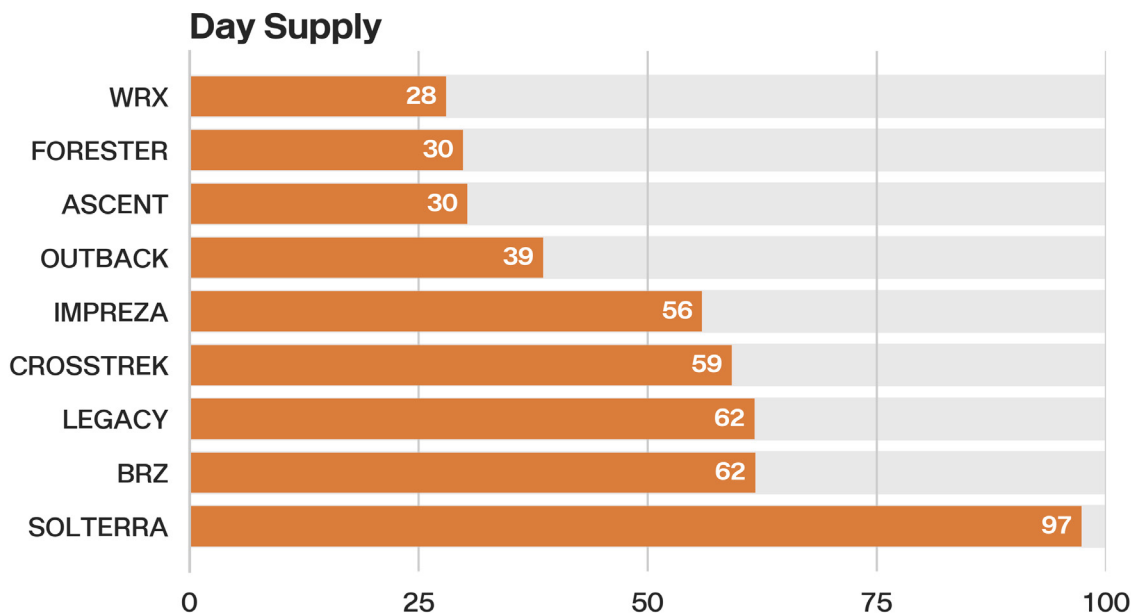
+1% (MoM)
+1% (YoY)
\$35,860 Price
Avg Last Listed

+1% (MoM)
-4% Markdown
Price Reduction

-10% (MoM)
20% Sold
With Markdown

NC (MoM)
-13% (YoY)
39% of Listings
Not Viewed

+5% (MoM)
Demand
Change





SUBARU

April 2025

> All metrics move in line with the market.

USED

-4% (MoM)
Sales Volume
Change

+3 Days (MoM)
-5 Days (YoY)
34 Day Supply

+1% (MoM)
-6% (YoY)
36% Aged Inventory
Over 30 Days Ending
04/30/25

-5% (MoM)
-8% (YoY)
33% Aged Sales
Over 30 Days as of
04/30/25

-6% (MoM)
-5% (YoY)
37% Carryover
Over 30 Days as of
04/01/25

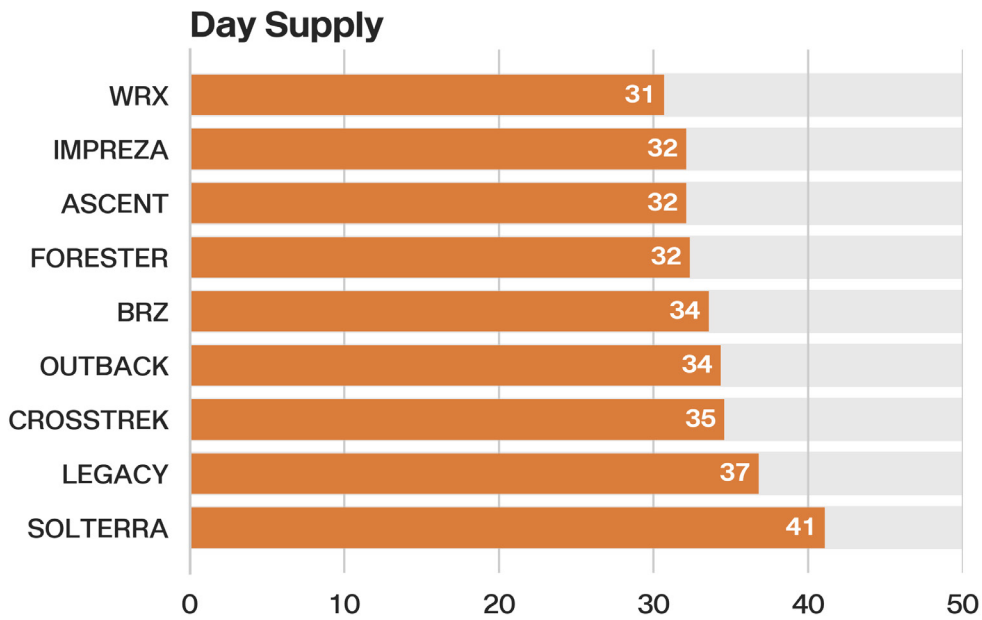
NC (MoM)
NC (YoY)
\$24,998 Price
Avg Last Listed

+1% (MoM)
-4% Markdown
Price Reduction

-6% (MoM)
34% Sold
With Markdown

NC (MoM)
-9% (YoY)
41% of Listings
Not Viewed

-11%
(MoM)
Demand





TOYOTA

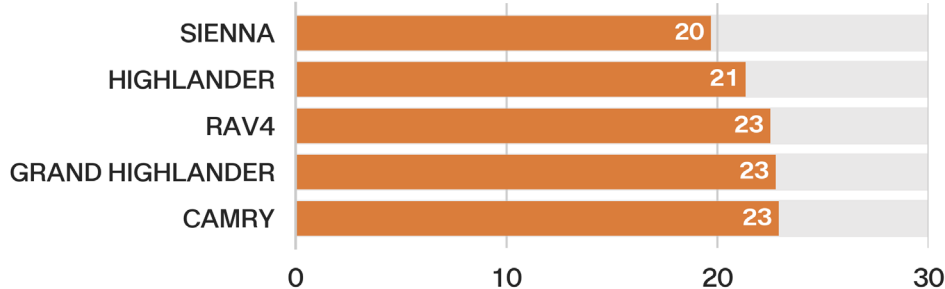
April 2025

- › Toyota saw the largest decrease in aged inventory for EVs MoM of 33% to 36% with increased deliveries of the BZ4X.
- › The Sienna and Grand Highlander had the lowest percentage of aged inventory in the market at just 6% over 45 days on lot.

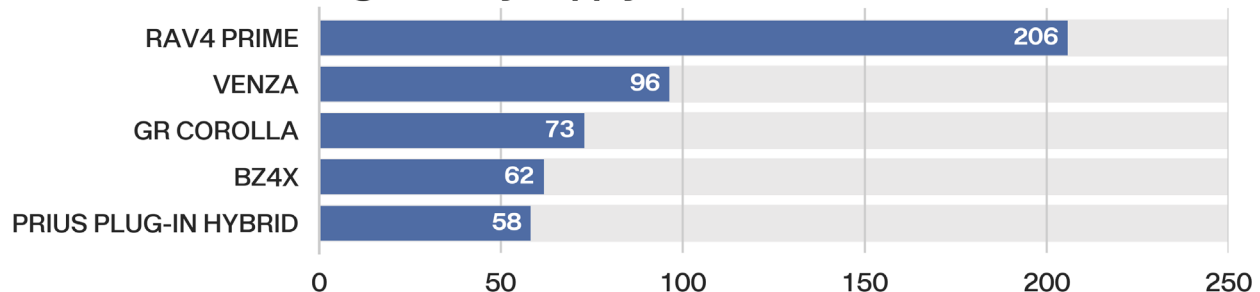
NEW

-3% (MoM) Sales Volume Change	-1 Days (MoM) +1 Days (YoY) 29 Day Supply	NC (MoM) +2% (YoY) 19% Aged Inventory Over 45 Days Ending 04/30/25	+1% (MoM) -4% (YoY) 14% Aged Sales Over 45 Days as of 04/30/25	+2% (MoM) NC (YoY) 20% Carryover Over 45 Days as of 04/01/25
+1% (MoM) +1% (YoY) \$40,849 Price Avg Last Listed	NC (MoM) -3% Markdown Price Reduction	-1% (MoM) 11% Sold With Markdown	NC (MoM) -2% (YoY) 44% of Listings Not Viewed	+2% (MoM) Demand Change

Lowest Day Supply



Highest Day Supply



VINCENSUS

April 2025



TOYOTA

April 2025

- › The Sequoia had the largest increase YoY of last listed price of sold units, up 27% to \$69,995.
- › The GR86 had the largest decrease in units sold with a markdown MoM of 14% down to 33%.

USED

-9% (MoM)
Sales Volume
Change

+3 Day
(MoM)
+2 Days
(YoY)
34 Day Supply

NC (MoM)
+3% (YoY)
39% Aged Inventory
Over 30 Days Ending
04/30/25

-3% (MoM)
+1% (YoY)
37% Aged Sales
Over 30 Days as of
04/30/25

-3% (MoM)
+5% (YoY)
40% Carryover
Over 30 Days as of
04/01/25

+2% (MoM)
+1% (YoY)
\$28,577 Price
Avg Last Listed

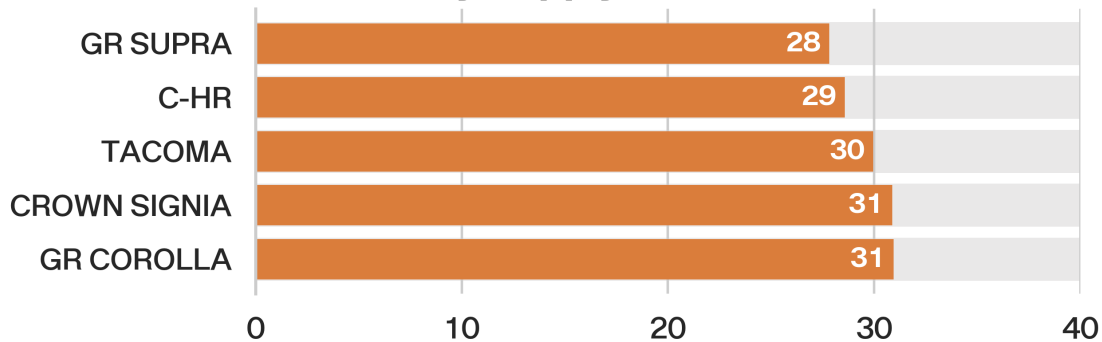
+1% (MoM)
-4% Markdown
Price Reduction

-4% (MoM)
39% Sold
With Markdown

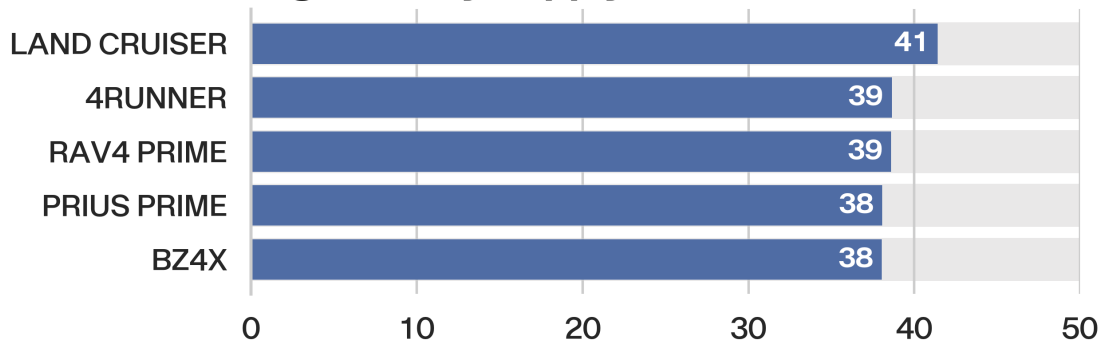
NC (MoM)
-7% (YoY)
35% of Listings
Not Viewed

-10%
(MoM)
Demand

Lowest Day Supply



Highest Day Supply





- > Volkswagen saw the largest increase of last listed price of ending inventory, up 13% MoM, nearly 30% YoY. This was largely driven by mix as the Tiguan makes up just 6% of inventory ahead of the 2025 release while the Atlas now makes up a third.
- > Volkswagen had the highest day supply for EVs in the market of 163 days, up 61 days MoM and 96 days YoY as the ID.4 had a very slow past 3 months coming off a hot January.

NEW

-6% (MoM)
Sales Volume
Change

-4 Days (MoM)
+5 Days (YoY)
70 Day Supply

+4% (MoM)
+11% (YoY)
58% Aged Inventory
Over 45 Days Ending
04/30/25

-3% (MoM)
+8% (YoY)
59% Aged Sales
Over 45 Days as of
04/30/25

-6% (MoM)
+4% (YoY)
56% Carryover
Over 45 Days as of
04/01/25

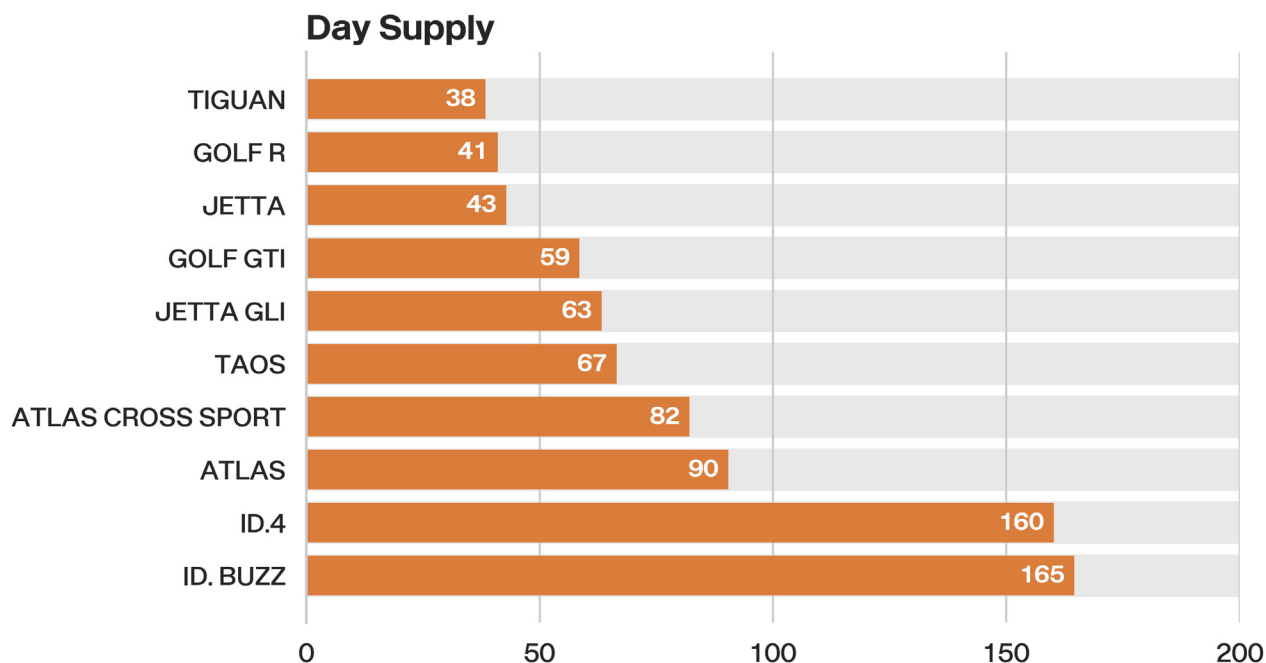
+2% (MoM)
-6% (YoY)
\$34,609 Price
Avg Last Listed

NC (MoM)
-4% Markdown
Price Reduction

-5% (MoM)
44% Sold
With Markdown

-5% (MoM)
-16% (YoY)
33% of Listings
Not Viewed

+2% (MoM)
Demand
Change





- > The ID.4 had the highest increase in sales MoM up 31%.
- > Volkswagen sold the most EV units in under 30 days on lot at 66%

USED

-8% (MoM)
Sales Volume
Change

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

NC (MoM)
-4% (YoY)
39% Aged Inventory
Over 30 Days Ending
04/30/25

-5% (MoM)
-5% (YoY)
39% Aged Sales
Over 30 Days as of
04/30/25

-5% (MoM)
-4% (YoY)
41% Carryover
Over 30 Days as of
04/01/25

+1% (MoM)
-4% (YoY)
\$22,140 Price
Avg Last Listed

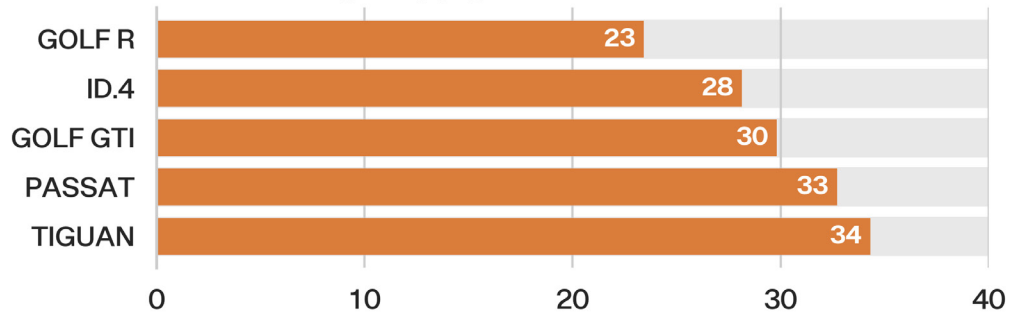
+1% (MoM)
-4% Markdown
Price Reduction

-6% (MoM)
38% Sold
With Markdown

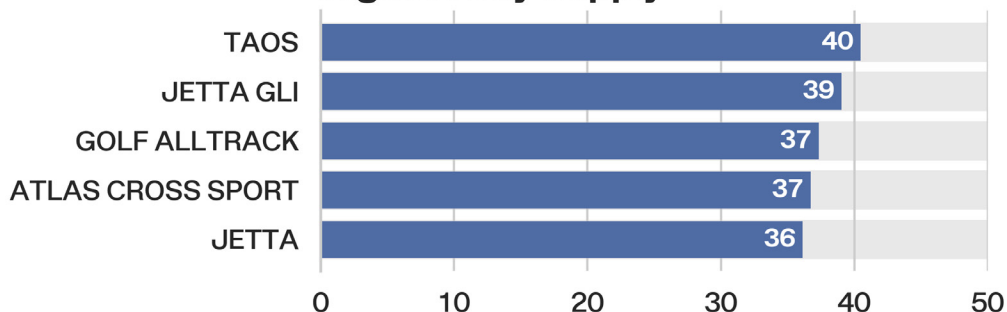
-2% (MoM)
-5% (YoY)
41% of Listings
Not Viewed

-12%
(MoM)
Demand

Lowest Day Supply



Highest Day Supply



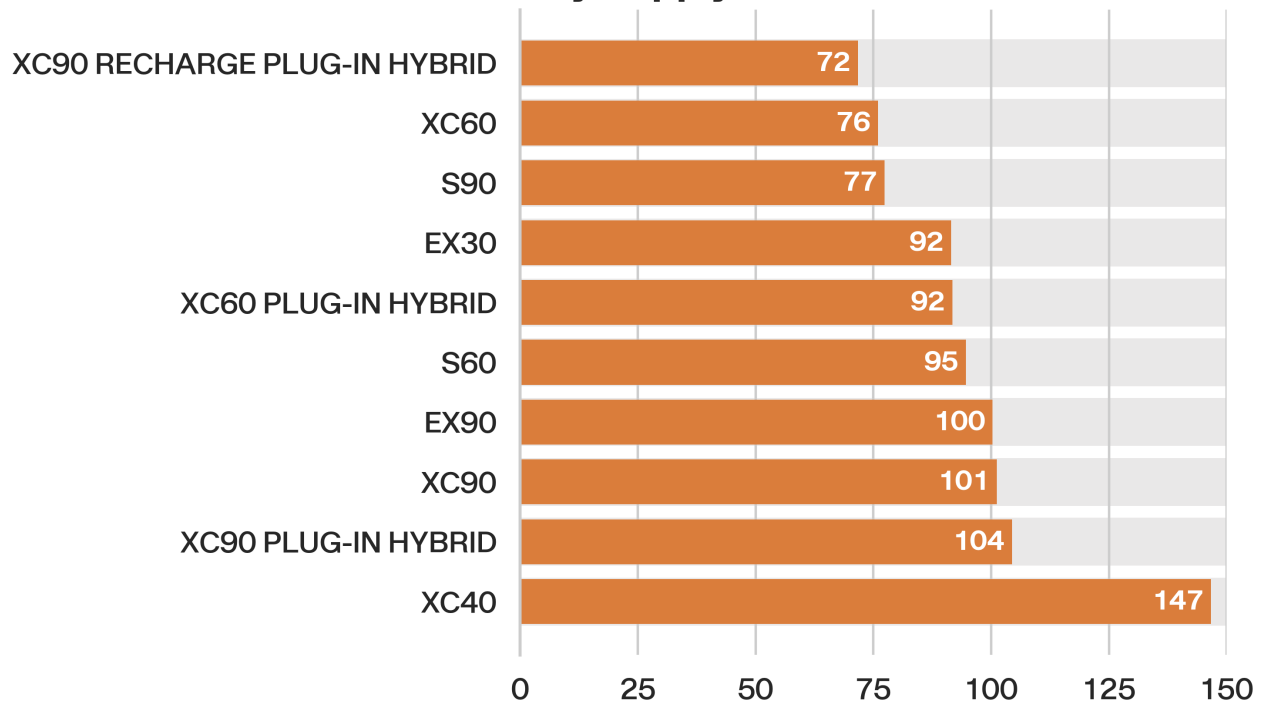


- › Sales slowed by 10% MoM as 10% fewer units sold with a markdown.
- › Volvo saw the largest decrease in inventory price for EVs as fresh EX30s now make up over 50% of its EV inventory.

NEW

-10% (MoM) Sales Volume Change	+5 Days (MoM) +3 Days (YoY) 99 Day Supply	+3% (MoM) +4% (YoY) 65% Aged Inventory Over 45 Days Ending 04/30/25	-4% (MoM) -4% (YoY) 60% Aged Sales Over 45 Days as of 04/30/25	-1% (MoM) +4% (YoY) 63% Carryover Over 45 Days as of 04/01/25
+2% (MoM) -1% (YoY) \$61,795 Price Avg Last Listed	+1% (MoM) -2% Markdown Price Reduction	-10% (MoM) 17% Sold With Markdown	-1% (MoM) -9% (YoY) 33% of Listings Not Viewed	-9% (MoM) Demand Change

Day Supply

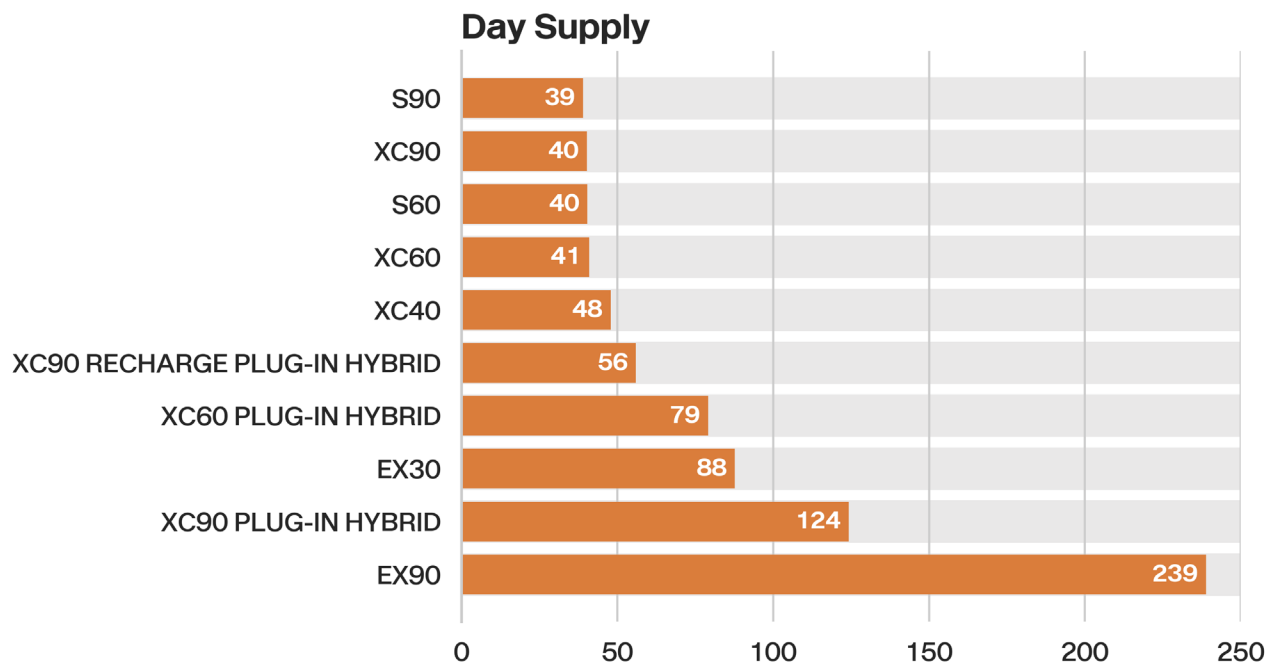




- › Sales fell by a market high of 12% MoM with ending inventory seeing a market high increase of 6% MoM in list price.
- › Volvo saw the largest decrease in sold aged units YoY, down 8% to 44%.
- › Volvo had the largest drop in percentage of hybrid units sold with a markdown, down 12% to 40%.

USED

-12% (MoM) Sales Volume Change	+5 Day (MoM) -4 Days (YoY) 39 Day Supply	-3% (MoM) -4% (YoY) 40% Aged Inventory Over 30 Days Ending 04/30/25	-8% (MoM) -6% (YoY) 44% Aged Sales Over 30 Days as of 04/30/25	-4% (MoM) NC (YoY) 44% Carryover Over 30 Days as of 04/01/25
+1% (MoM) -3% (YoY) \$32,778 Price Avg Last Listed	NC (MoM) -4% Markdown Price Reduction	-11% (MoM) 36% Sold With Markdown	NC (MoM) -2% (YoY) 36% of Listings Not Viewed	-15% (MoM) Demand





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

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