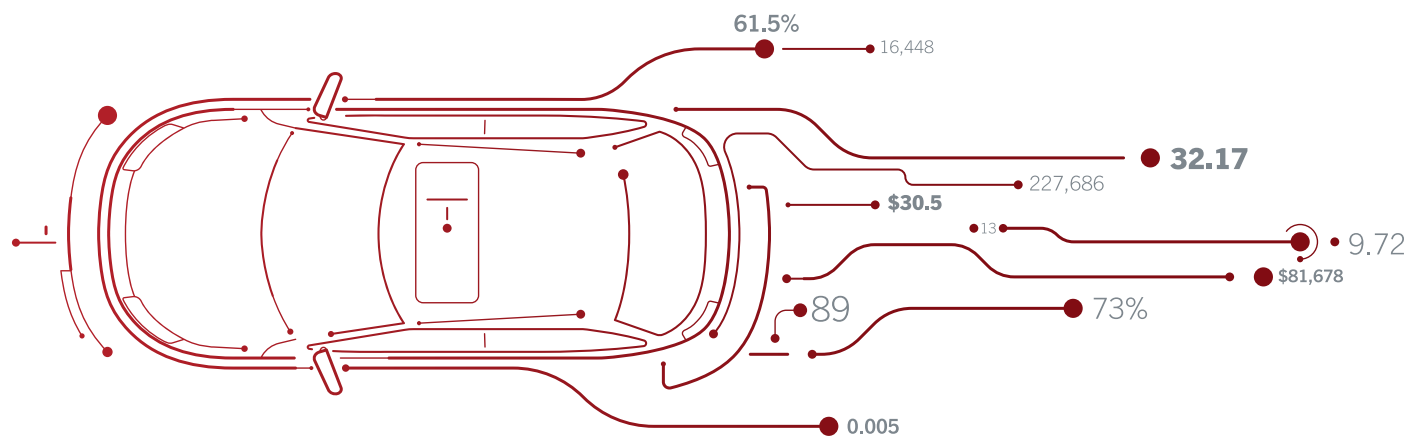


NADA DATA

MIDYEAR
REPORT

2026

ANNUAL FINANCIAL PROFILE
OF AMERICA'S FRANCHISED
NEW-CAR DEALERSHIPS



NATIONAL
AUTOMOBILE
DEALERS
ASSOCIATION

Overview



Patrick Manzi
Chief Economist, NADA

The *NADA Data* financial profile of new-car dealerships is published twice a year—as a full annual review at year-end and as a midyear update.

This midyear review features the many major milestones achieved by the retail auto industry during the first half of 2026, including such highlights as:

- The nation’s 16,991 franchised light-vehicle dealers sold 7.9 million light-duty vehicles.
- Total franchised light-vehicle dealership sales topped \$640 billion.
- Dealerships wrote more than 136 million repair orders, with service and parts sales of nearly \$83 billion.

In the first half of 2026, the average franchised dealership saw its revenue decrease by 0.9% as both new- and used-vehicle volumes declined slightly year over year. Revenue was up by 2.2% in the fixed operations department, despite a slight decline in repair order counts. Across the industry, new light-vehicle sales fell by 2.6% compared to the first half of 2025. This decline was expected at the start of the year, and our expectation remains that dealers will sell 16.0 million new light-vehicle units in 2026.

The federal tax credit for electric vehicles expired at the end of September 2025, and alternative-fuel market share has shifted significantly since. Battery electric vehicle (BEV) market share totaled 11.8% in September 2025, an all-time high. Since then, BEV market share has fallen significantly, representing just 6.2% of new light-vehicle sales in June 2026. Meanwhile, conventional hybrid vehicle sales have increased significantly. Through the first six months of 2026, hybrid vehicle market share was 15.4%, an increase of 2.9 percentage points year-over-year.

New light-vehicle inventory ended June 2026 with 2.7 million units on the ground and in transit, up 1.6% year over year. Inventory should hover around this level for the rest of the year. We expect year-end inventory in 2026 to be flat compared to 2025.

To improve the breadth of information provided in *NADA Data*, we offer a section focusing on the new- and used-vehicle consumer, with in-depth data from Experian. These stats include average monthly payment, average loan term, leasing and more.

Note: *NADA Data* was first published in 1979, and some of the methodologies and data sources have naturally changed along the way. Therefore, previous reports may not be directly comparable with the current version.

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Franchised Dealership Workforce

Average Weekly Earnings

Data resource	2021	2022	2023	2024	2025	Growth 2024-2025
Total sample, franchised dealerships	\$1,987	\$2,045	\$1,929	\$1,895	\$1,934	▲ 2.1%
Franchised dealers, same stores	\$2,026	\$2,071	\$1,965	\$1,904	\$1,947	▲ 2.3%
Franchised dealers, same employees	\$2,126	\$2,218	\$2,025	\$1,913	\$1,970	▲ 3.0%
BLS franchised dealerships	\$1,601	\$1,681	\$1,609	\$1,575	\$1,626	▲ 3.2%
BLS U.S. private sector	\$1,063	\$1,114	\$1,160	\$1,201	\$1,247	▲ 3.8%

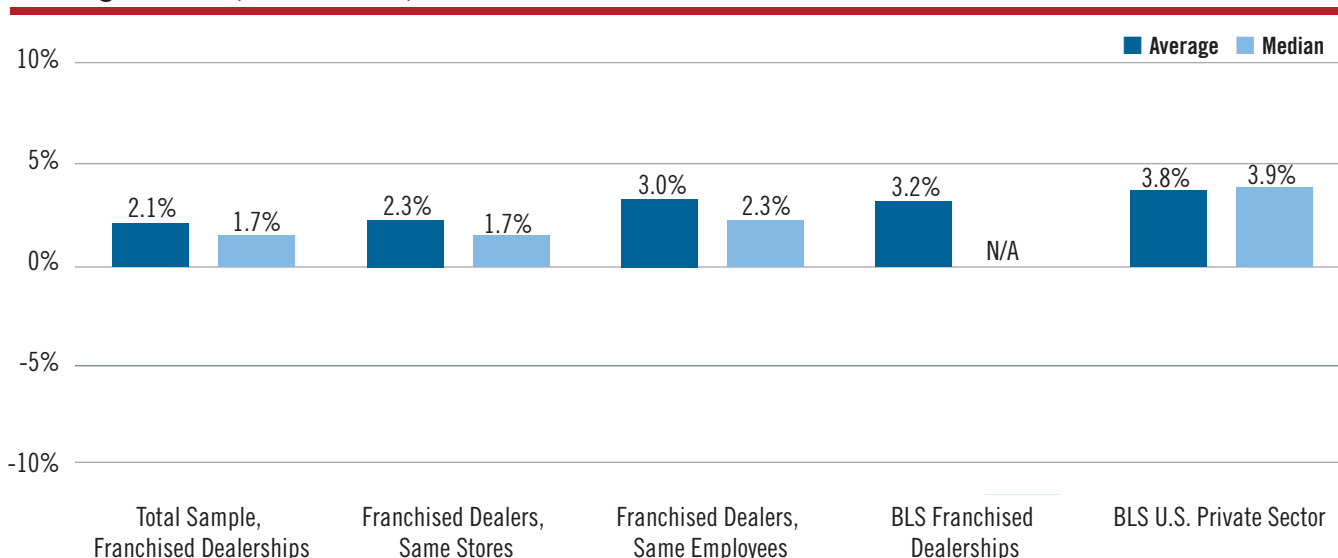
Source: Bureau of Labor Statistics (BLS), NADA

Median Weekly Earnings

Data resource	2021	2022	2023	2024	2025	Growth 2024-2025
Total sample, franchised dealerships	\$1,392	\$1,461	\$1,464	\$1,460	\$1,485	▲ 1.7%
Franchised dealers, same stores	\$1,428	\$1,483	\$1,489	\$1,484	\$1,509	▲ 1.7%
Franchised dealers, same employees	\$1,450	\$1,551	\$1,536	\$1,498	\$1,533	▲ 2.3%
BLS franchised dealerships	NA	NA	NA	NA	NA	N/A
BLS U.S. private sector	\$988	\$1,059	\$1,117	\$1,159	\$1,204	▲ 3.9%

Source: Bureau of Labor Statistics (BLS), NADA

Earnings Growth, 2024-2025, June YTD



Source: Bureau of Labor Statistics (BLS), NADA

New Light-Vehicle Dealerships

New Light-Vehicle Dealerships by State, June YTD 2026

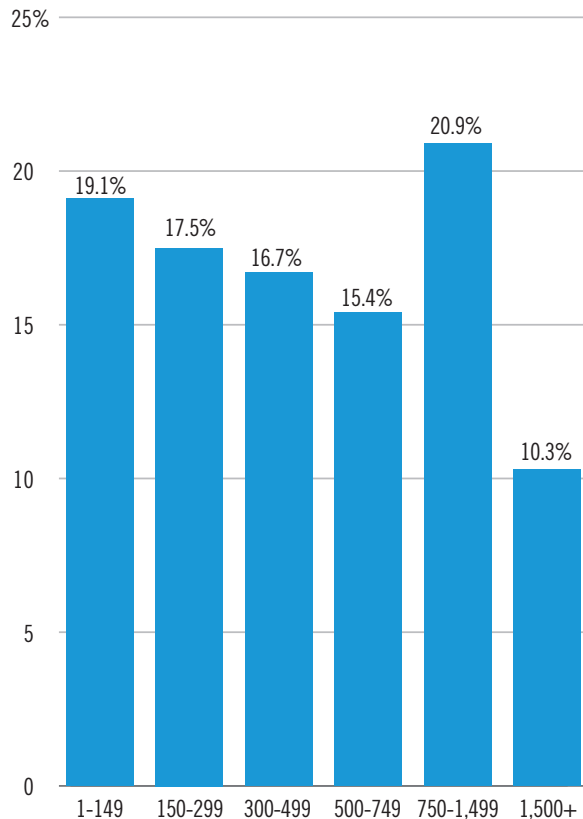
Alabama	277	Nebraska	152
Alaska	27	Nevada	107
Arizona	260	New Hampshire	133
Arkansas	211	New Jersey	477
California	1,335	New Mexico	111
Colorado	249	New York	860
Connecticut	252	North Carolina	585
Delaware	54	North Dakota	71
Florida	954	Ohio	712
Georgia	501	Oklahoma	248
Hawaii	71	Oregon	222
Idaho	103	Pennsylvania	858
Illinois	697	Rhode Island	51
Indiana	403	South Carolina	267
Iowa	259	South Dakota	83
Kansas	206	Tennessee	345
Kentucky	230	Texas	1,285
Louisiana	289	Utah	144
Maine	111	Vermont	79
Maryland	311	Virginia	474
Massachusetts	383	Washington	310
Michigan	619	West Virginia	135
Minnesota	333	Wisconsin	463
Mississippi	183	Wyoming	48
Missouri	361		
Montana	92		
		Total U.S.	16,991

Source: NADA



Share of Dealerships by Volume of New-Vehicle Sales, June YTD 2026

Percent of dealerships



Source: NADA

New Light-Vehicle Dealerships *(continued)*

Share of Owners by Number of Stores Operated, June YTD

Number of stores	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026
1-5	94.4%	94.3%	94.0%	93.8%	93.7%	93.2%	92.7%	92.2%	91.4%	90.7%	90.4%
6-10	3.8%	3.9%	4.1%	4.2%	4.2%	4.4%	4.8%	5.0%	5.3%	5.8%	5.9%
11-25	1.5%	1.5%	1.5%	1.6%	1.7%	1.9%	2.1%	2.2%	2.6%	2.8%	2.8%
26-50	0.1%	0.2%	0.2%	0.3%	0.3%	0.3%	0.3%	0.4%	0.5%	0.6%	0.7%
Greater than 50	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.2%	0.2%	0.2%	0.2%

Source: NADA

Dealership Financial Trends

Total Sales by State, June YTD 2026

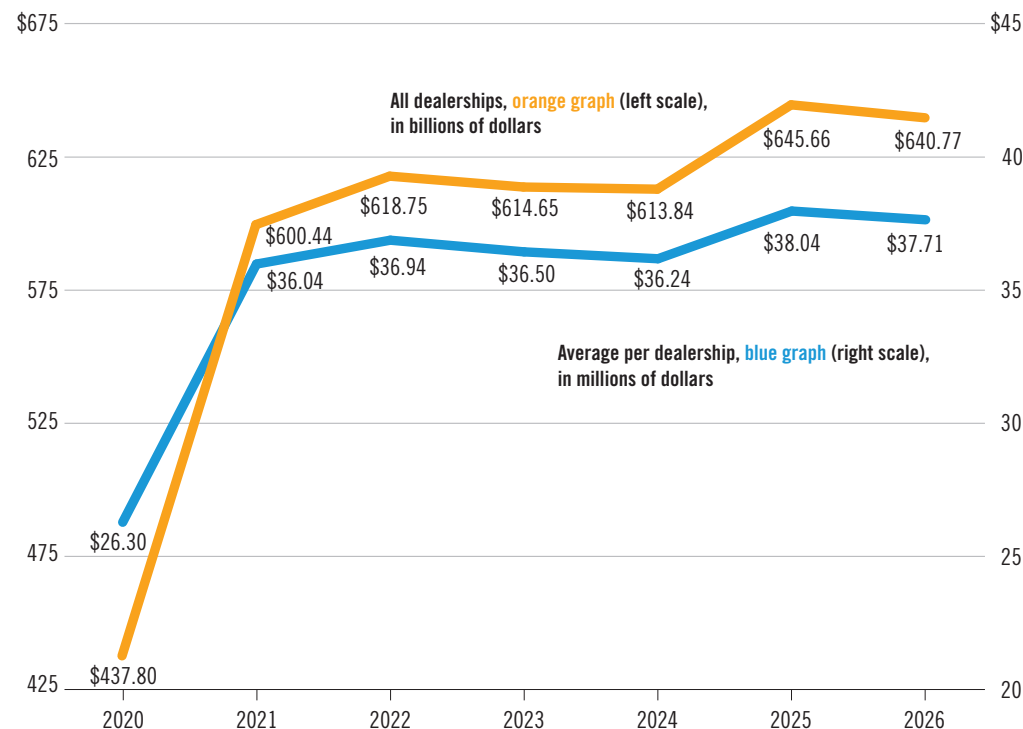
State	All dealerships (\$ millions)	Average per dealership (\$ thousands)
Alabama	\$9,167	\$33,093
Alaska	\$980	\$36,314
Arizona	\$13,838	\$53,223
Arkansas	\$5,927	\$28,088
California	\$73,840	\$55,311
Colorado	\$9,068	\$36,417
Connecticut	\$6,829	\$27,100
Delaware	\$2,061	\$38,176
Florida	\$61,072	\$64,017
Georgia	\$19,193	\$38,309
Hawaii	\$2,353	\$33,143
Idaho	\$3,160	\$30,679
Illinois	\$21,613	\$31,008
Indiana	\$10,402	\$25,811
Iowa	\$5,179	\$19,997
Kansas	\$4,132	\$20,056
Kentucky	\$6,493	\$28,232
Louisiana	\$8,777	\$30,372
Maine	\$3,009	\$27,104
Maryland	\$10,632	\$34,185
Massachusetts	\$13,391	\$34,963
Michigan	\$22,005	\$35,550
Minnesota	\$8,908	\$26,751
Mississippi	\$4,912	\$26,843
Missouri	\$10,282	\$28,481
Montana	\$2,221	\$24,138

Source: NADA

State	All dealerships (\$ millions)	Average per dealership (\$ thousands)
Nebraska	\$3,320	\$21,842
Nevada	\$6,175	\$57,710
New Hampshire	\$3,968	\$29,838
New Jersey	\$21,469	\$45,008
New Mexico	\$3,774	\$34,003
New York	\$38,359	\$44,603
North Carolina	\$19,404	\$33,169
North Dakota	\$1,629	\$22,940
Ohio	\$23,776	\$33,393
Oklahoma	\$6,850	\$27,621
Oregon	\$5,827	\$26,246
Pennsylvania	\$24,629	\$28,706
Rhode Island	\$2,117	\$41,516
South Carolina	\$10,238	\$38,345
South Dakota	\$1,697	\$20,444
Tennessee	\$11,558	\$33,502
Texas	\$69,218	\$53,866
Utah	\$4,789	\$33,257
Vermont	\$1,803	\$22,817
Virginia	\$14,748	\$31,113
Washington	\$10,655	\$34,371
West Virginia	\$3,790	\$28,073
Wisconsin	\$10,557	\$22,802
Wyoming	\$980	\$20,421
Total U.S.	\$640,772	\$37,712

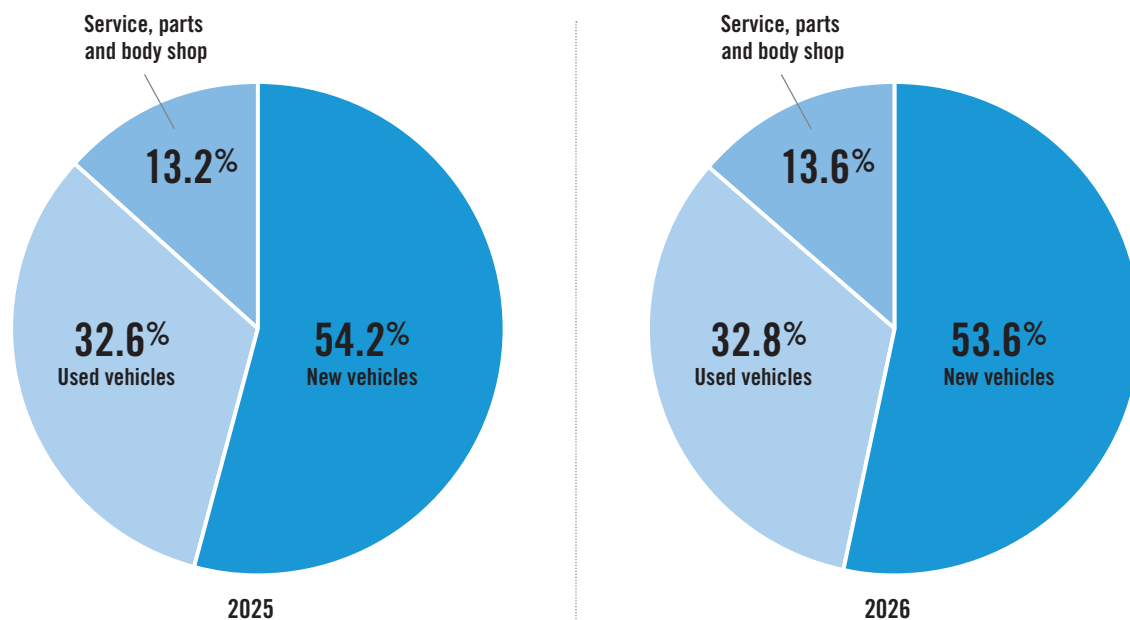
Dealership Financial Trends *(continued)*

Total Sales by Year, June YTD



Source: NADA

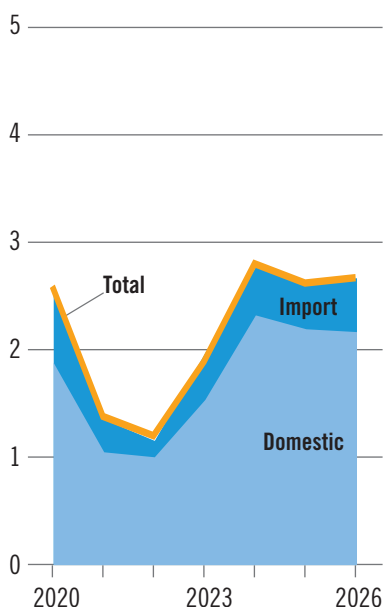
Share of Total Dealership Sales Dollars, 2025 vs. 2026, June YTD



Source: NADA

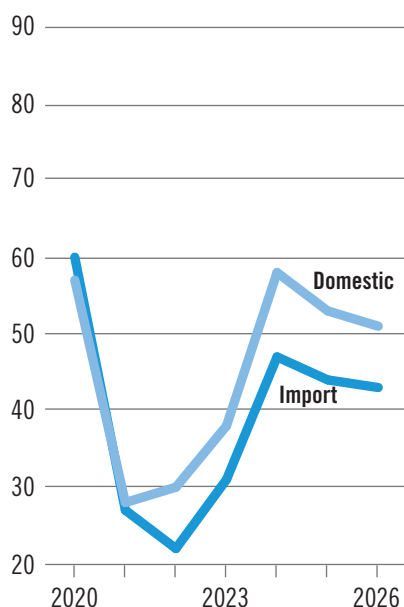
New-Vehicle Inventory and Days' Supply by Year, June YTD

Inventory (in millions)



Source: Automotive News, Wards Intelligence

Days' supply



domestic
2,138,261
import
+ 546,817

NEW-VEHICLE INVENTORY

2,685,078



NEW-VEHICLE
DAYS' SUPPLY

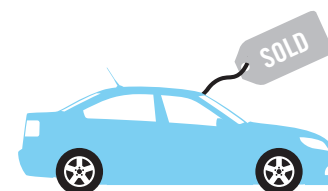
51
domestic

43
import

Average Number of New Vehicles Sold Per Dealership and Selling Price, by Year, June YTD

Year	Average new vehicles sold	Average retail selling price
2020	386	\$38,043
2021	498	\$40,232
2022	404	\$45,646
2023	455	\$47,331
2024	461	\$47,278
2025	477	\$47,971
2026	464	\$48,990

Source: NADA



\$48,990

AVERAGE SELLING PRICE OF
NEW VEHICLES SOLD
(by new-vehicle dealerships)

New Light-Vehicle Department *(continued)*

New Light-Duty Vehicle Sales by Year, June YTD

Year	New cars	Light-duty trucks	Total light-duty vehicles	Light-duty trucks as % of total
2016	3,531,924	5,061,876	8,593,600	58.9%
2017	3,105,855	5,295,860	8,401,715	63.0%
2018	2,747,165	5,827,103	8,574,268	68.0%
2019	2,502,253	5,910,663	8,412,916	70.3%
2020	1,589,042	4,839,992	6,429,034	75.3%
2021	1,917,037	6,377,070	8,294,107	76.9%
2022	1,430,545	5,336,957	6,767,502	78.9%
2023	1,577,118	6,081,044	7,658,162	79.4%
2024	1,506,372	6,304,370	7,810,742	80.7%
2025	1,442,470	6,652,432	8,094,902	82.2%
2026	1,314,351	6,569,307	7,883,658	83.3%

Source: Automotive News, Wards Intelligence

Market Share by Manufacturer, June 2026 YTD

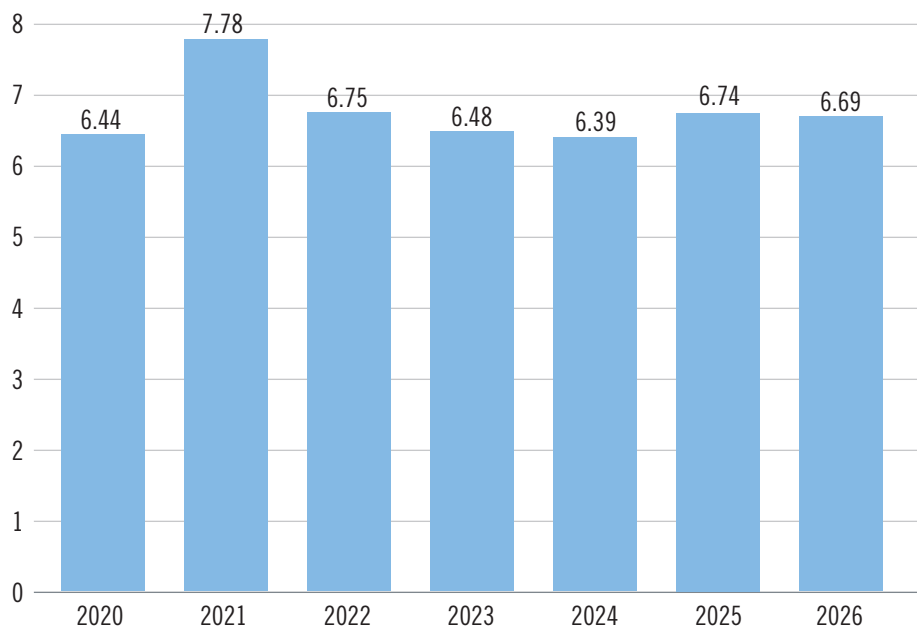
	YTD market share	YTD market share change
BMW	2.4%	0.0%
Mercedes-Benz	2.0%	0.1%
Stellantis	8.0%	0.6%
Ford	12.3%	1.0%
General Motors	16.9%	0.8%
Honda	9.6%	0.5%
Hyundai	11.7%	0.7%
Mazda	2.6%	0.0%
Nissan	6.2%	0.2%
Subaru	3.9%	0.1%
Tesla	3.0%	0.3%
Toyota	15.8%	0.6%
Volkswagen	3.6%	0.1%
Other*	2.0%	0.4%

*Includes Jaguar/Land Rover, Lucid, Mitsubishi, Rivian and Volvo

Source: Wards Intelligence

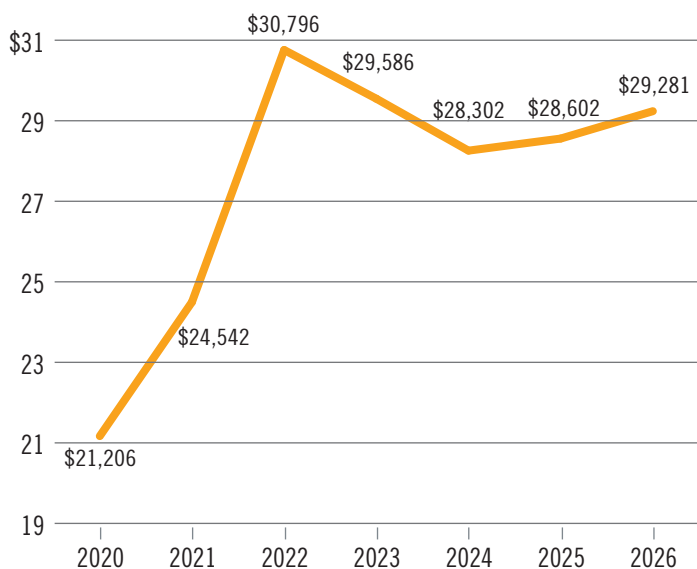
Total Used-Vehicle Sales, by Year, June YTD

In millions (units)

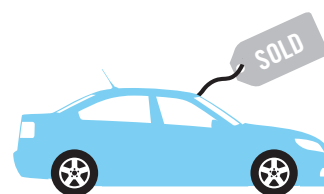


Source: NADA

Average Retail Selling Price of Used Vehicles Sold by New-Vehicle Dealerships, by Year, June YTD



Source: NADA



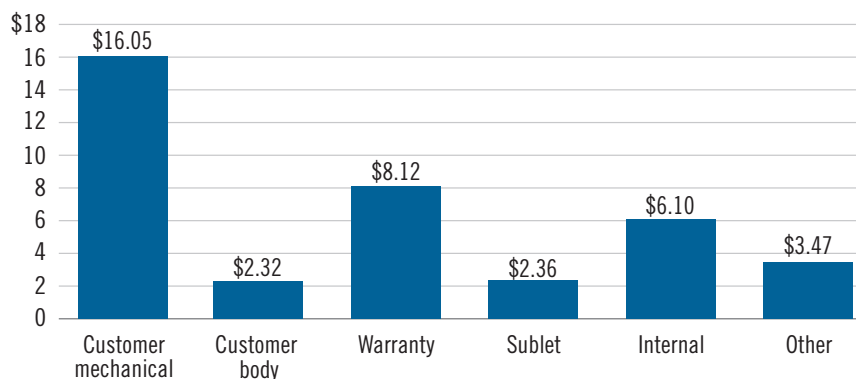
\$29,281

AVERAGE RETAIL SELLING PRICE
OF USED VEHICLES SOLD
(by new-vehicle dealerships)

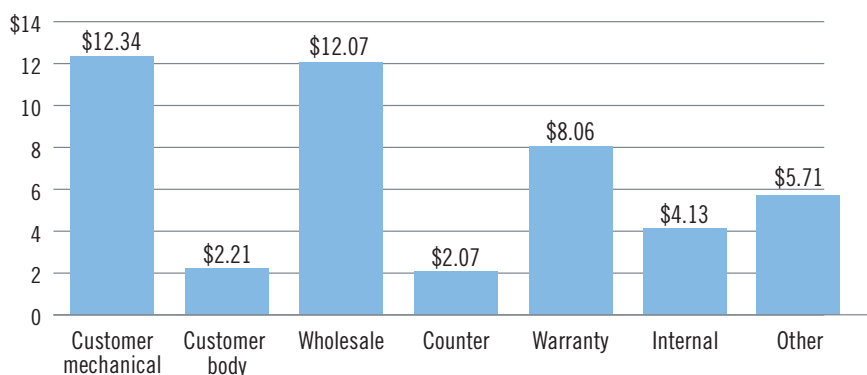
Service and Parts Department

Dealerships' Total Service and Parts Sales, June YTD 2026

Service labor sales (in billions of dollars)



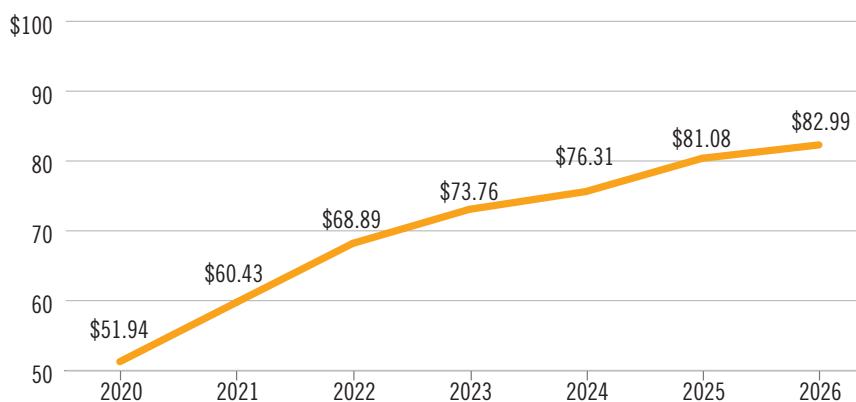
Parts sales (in billions of dollars)



Source: NADA

Dealerships' Total Service and Parts Sales by Year, June YTD

In billions of dollars



Source: NADA

Dealerships' Total Service and Parts Sales, June YTD 2026

(in billions of dollars)

Service labor sales

Customer mechanical	\$16.05
Customer body	\$2.32
Warranty	\$8.12
Sublet	\$2.36
Internal	\$6.10
Other	\$3.47

Total service labor	\$38.43
----------------------------	----------------

Parts sales

Customer mechanical	\$12.34
Customer body	\$2.21
Wholesale	\$12.07
Counter	\$2.07
Warranty	\$8.06
Internal	\$4.13
Other	\$5.71

Total parts	\$46.59
--------------------	----------------

Source: NADA

\$82.99 billion

SERVICE AND PARTS SALES
(for all new-vehicle dealerships)



Service and Parts Department *(continued)*

Profile of Dealerships' Service and Parts Operations, June YTD 2026

	Average dealership	All dealers
Total service and parts sales	\$4,884,237	\$82,988,062,866
Total number of repair orders written	8,016	136,205,329
Total service and parts sales per customer repair order	\$508	
Total service and parts sales per warranty repair order	\$554	
Number of technicians (including body shop)	16	272,624
Parts sales per service labor sale	\$1.39	
Total parts inventory	\$564,565	\$9,592,529,324
Average customer mechanical labor rate	\$192	

Source: NADA



\$4.88 million

SERVICE AND PARTS SALES
(per new-vehicle dealership)



16

TECHNICIANS
(per new-vehicle dealership)



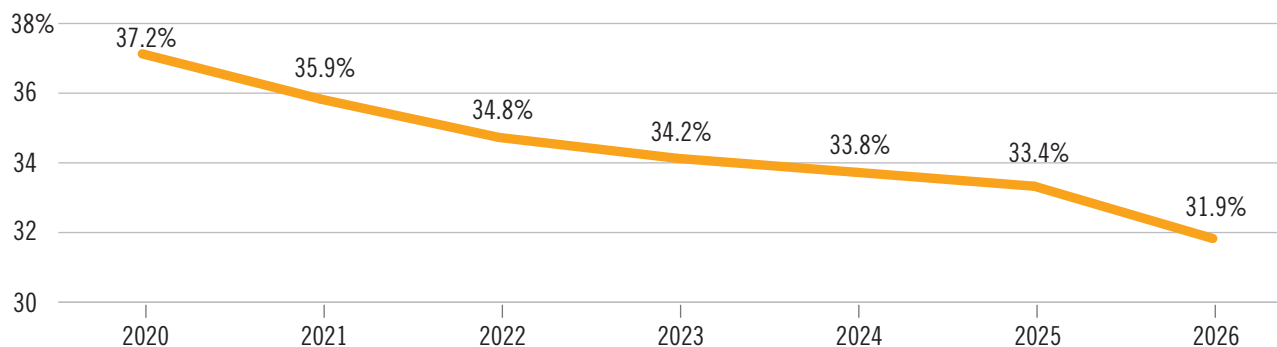
8,016

REPAIR ORDERS WRITTEN
(per new-vehicle dealership)

Body Shop Department

Dealerships Operating On-Site Body Shops by Year, June YTD

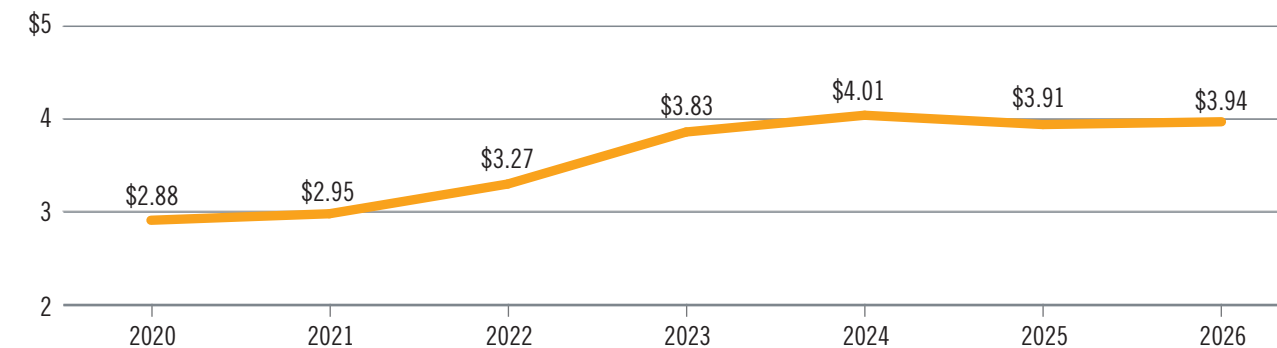
Percent of total dealership population



Source: NADA

Total Dealership Body Shop Sales by Year, June YTD

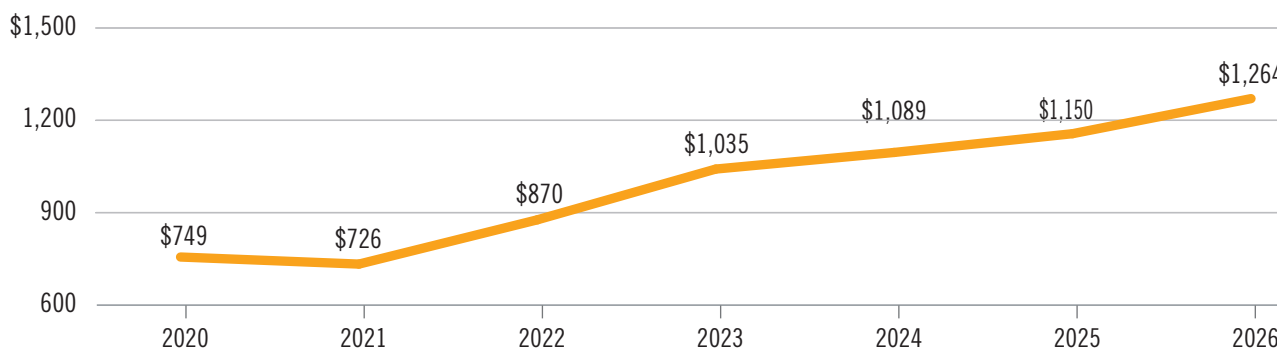
In billions of dollars



Source: NADA

Body Shop Sales per Repair Order by Year, June YTD

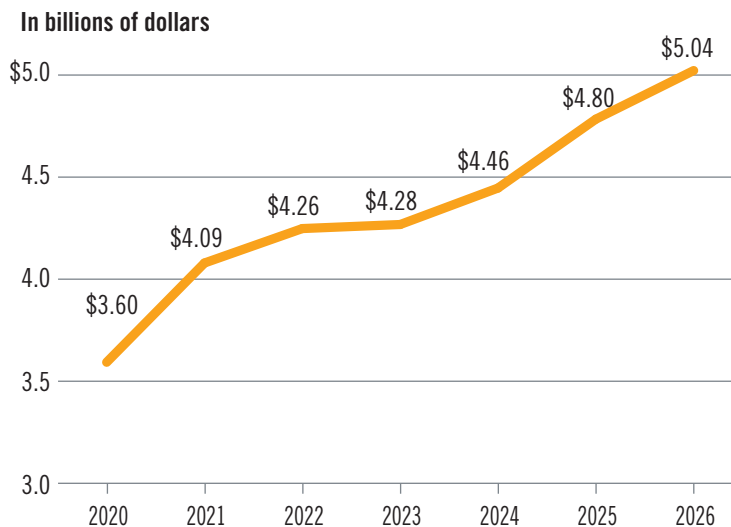
In dollars



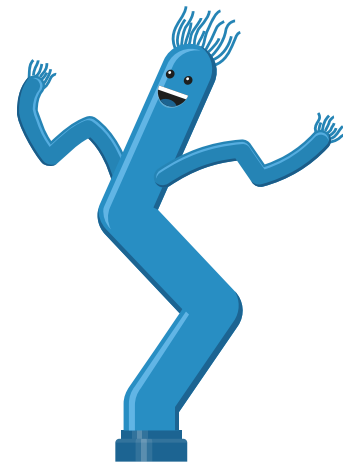
Source: NADA

Dealership Advertising

Total Franchised Dealership Advertising Expenditures by Year, June YTD*

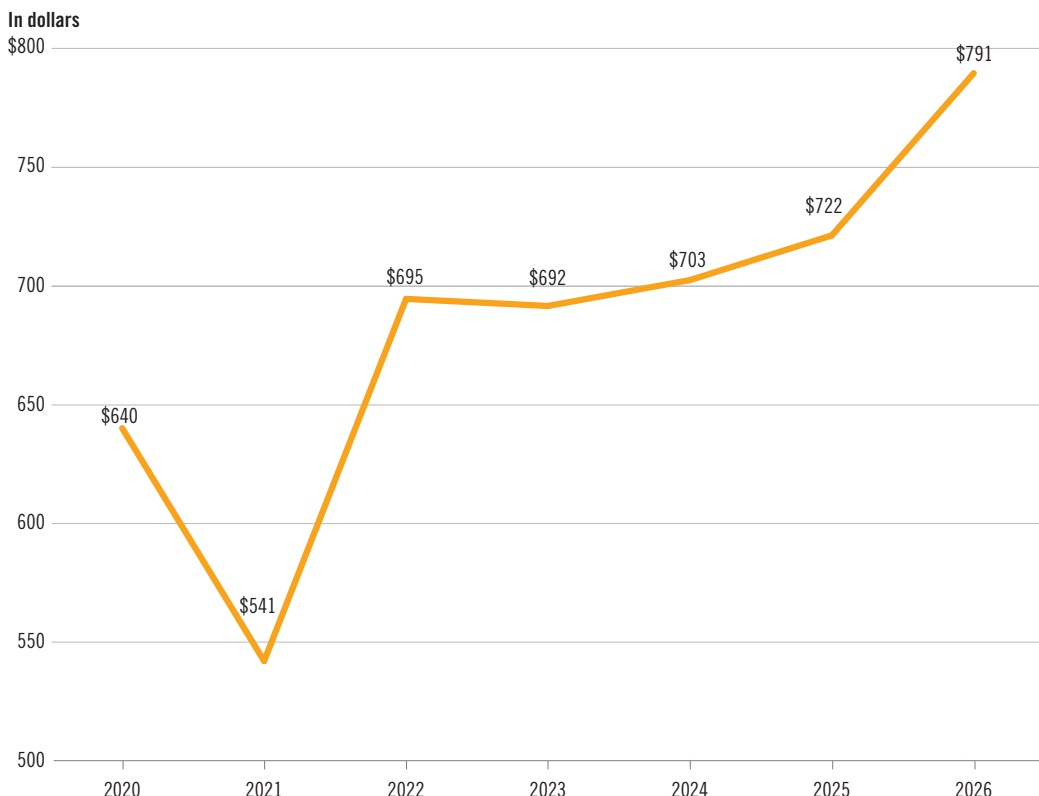


Source: NADA



\$5.04 billion
TOTAL DEALERSHIP
ADVERTISING EXPENDITURES

Average Dealership Advertising Expenditures per New Vehicle Sold by Year, June YTD*



Source: NADA

*Advertising expense includes advertising and sales promotion minus advertising rebates. Some advertising data is reported in one account that includes sales promotion and already is minus advertising rebates.

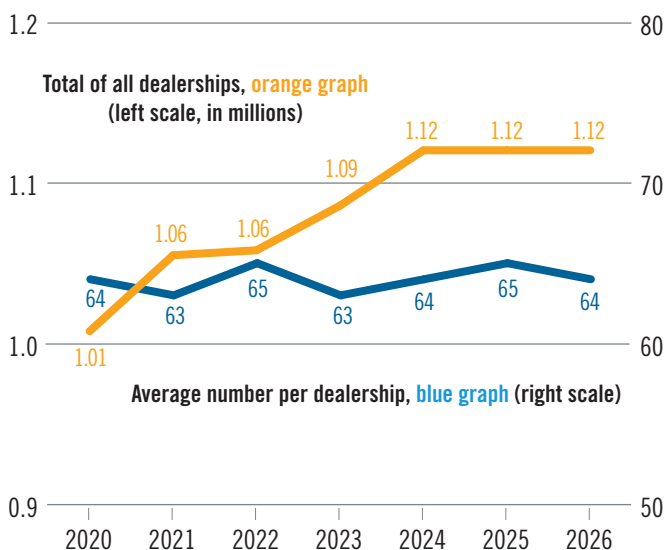
Employment and Payroll

Average Weekly Earnings of New Light-Vehicle Dealership Employees by State, Year-End 2025

Alabama	\$1,582	Indiana	\$1,446	Nebraska	\$1,390	South Carolina	\$1,602
Alaska	\$1,606	Iowa	\$1,413	Nevada	\$1,808	South Dakota	\$1,387
Arizona	\$1,622	Kansas	\$1,425	New Hampshire	\$1,849	Tennessee	\$1,660
Arkansas	\$1,425	Kentucky	\$1,459	New Jersey	\$1,808	Texas	\$1,747
California	\$1,850	Louisiana	\$1,447	New Mexico	\$1,517	Utah	\$1,554
Colorado	\$1,715	Maine	\$1,531	New York	\$1,700	Vermont	\$1,530
Connecticut	\$1,682	Maryland	\$1,621	North Carolina	\$1,559	Virginia	\$1,596
Delaware	\$1,490	Massachusetts	\$1,843	North Dakota	\$1,403	Washington	\$1,686
Florida	\$1,745	Michigan	\$1,569	Ohio	\$1,484	West Virginia	\$1,301
Georgia	\$1,675	Minnesota	\$1,432	Oklahoma	\$1,445	Wisconsin	\$1,344
Hawaii	\$1,783	Mississippi	\$1,333	Oregon	\$1,555	Wyoming	\$1,352
Idaho	\$1,506	Missouri	\$1,499	Pennsylvania	\$1,434	Total U.S. \$1,626	
Illinois	\$1,504	Montana	\$1,474	Rhode Island	\$1,564		

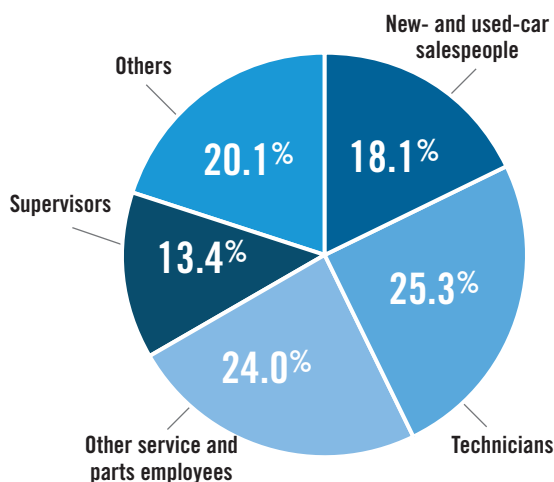
Source: Bureau of Labor Statistics, NADA

Estimated Number of Dealership Employees by Year, June YTD



Source: NADA

Dealership Employment by Position, June YTD 2026



Source: NADA

Employment and Payroll *(continued)*

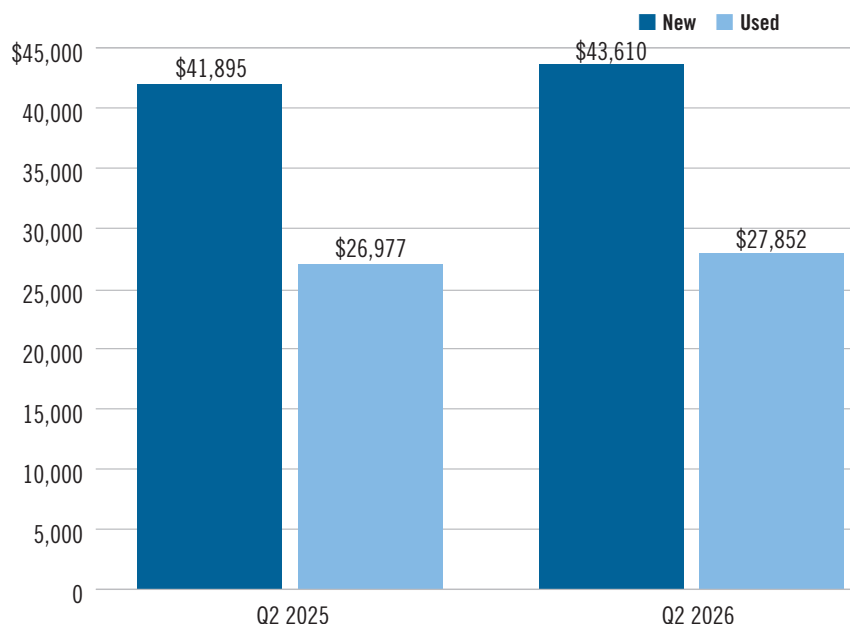
Annual Payroll of New-Vehicle Dealerships by State, Year-end 2025

State	Total, all dealers (billions)	Average per dealership (millions)	State	Total, all dealers (billions)	Average per dealership (millions)	State	Total, all dealers (billions)	Average per dealership (millions)
Alabama	\$1.28	\$4.62	Louisiana	\$1.19	\$4.10	Ohio	\$3.30	\$4.63
Alaska	\$0.11	\$4.18	Maine	\$0.46	\$4.13	Oklahoma	\$1.09	\$4.38
Arizona	\$2.17	\$8.33	Maryland	\$1.92	\$6.17	Oregon	\$1.06	\$4.80
Arkansas	\$0.74	\$3.51	Massachusetts	\$2.15	\$5.61	Pennsylvania	\$3.52	\$4.10
California	\$10.64	\$7.97	Michigan	\$2.96	\$4.79	Rhode Island	\$0.27	\$5.28
Colorado	\$1.72	\$6.89	Minnesota	\$1.50	\$4.51	South Carolina	\$1.39	\$5.22
Connecticut	\$1.16	\$4.59	Mississippi	\$0.62	\$3.36	South Dakota	\$0.30	\$3.63
Delaware	\$0.29	\$5.43	Missouri	\$1.72	\$4.76	Tennessee	\$1.97	\$5.72
Florida	\$8.24	\$8.64	Montana	\$0.32	\$3.46	Texas	\$9.92	\$7.72
Georgia	\$3.07	\$6.12	Nebraska	\$0.55	\$3.63	Utah	\$0.88	\$6.09
Hawaii	\$0.36	\$5.03	Nevada	\$0.96	\$9.01	Vermont	\$0.24	\$3.04
Idaho	\$0.54	\$5.22	New Hampshire	\$0.66	\$4.95	Virginia	\$2.51	\$5.29
Illinois	\$3.41	\$4.90	New Jersey	\$2.94	\$6.17	Washington	\$1.95	\$6.30
Indiana	\$1.69	\$4.19	New Mexico	\$0.52	\$4.67	West Virginia	\$0.43	\$3.15
Iowa	\$0.94	\$3.63	New York	\$4.36	\$5.07	Wisconsin	\$1.67	\$3.61
Kansas	\$0.73	\$3.55	North Carolina	\$3.04	\$5.19	Wyoming	\$0.10	\$2.07
Kentucky	\$1.03	\$4.47	North Dakota	\$0.30	\$4.16			
						Total U.S.	\$94.95	\$5.59

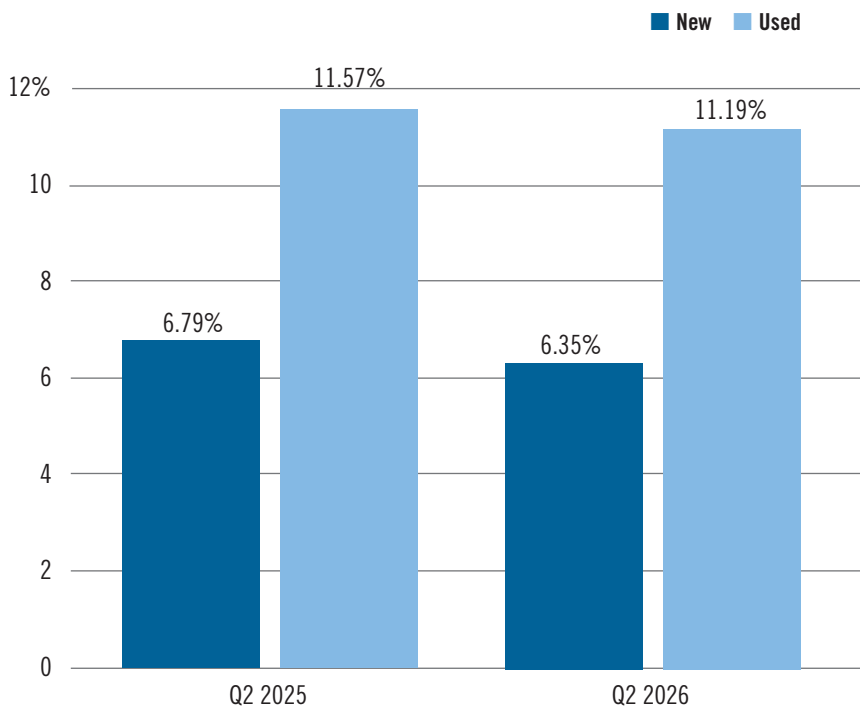
Source: Bureau of Labor Statistics

New- and Used-Vehicle Consumer

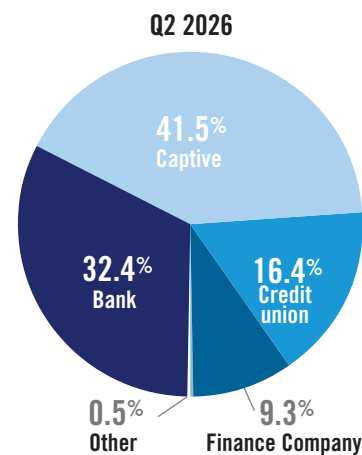
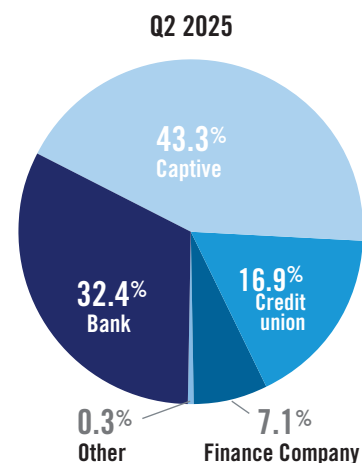
Average Amount Financed



Average Interest Rate on Vehicle Financing



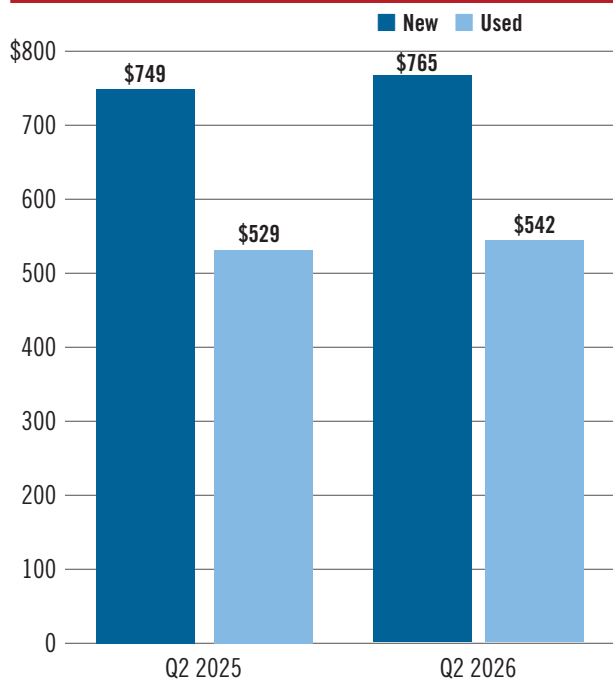
Market Share of New-Vehicle Financing by Lender Type



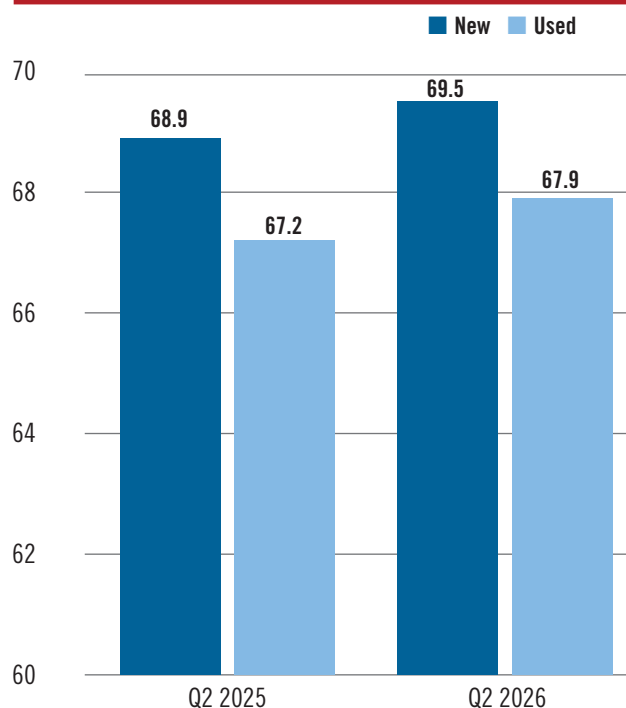
Source for all charts on this page: Experian Automotive. For more information, visit experian.com/automotive.

New- and Used-Vehicle Consumer *(continued)*

Average Monthly Loan Payment

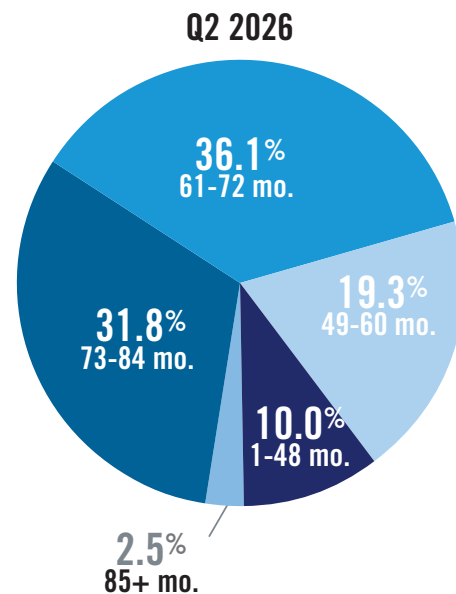
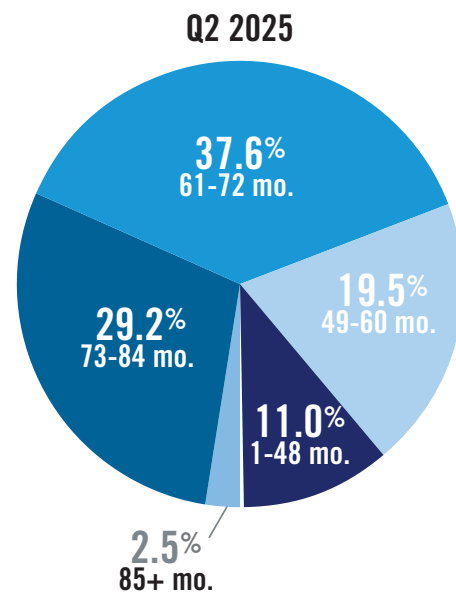


Average Loan Term in Months



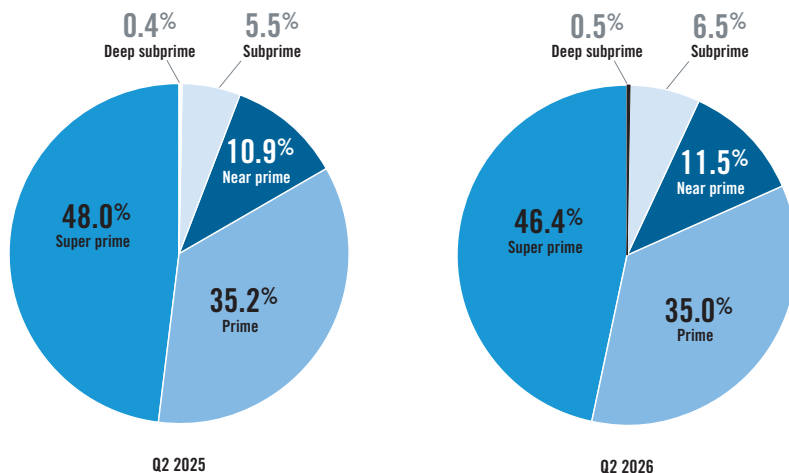
Source for all charts on this page: Experian Automotive. For more information, visit experian.com/automotive.

Share of New-Vehicle Loans by Term Length in Months



New- and Used-Vehicle Consumer *(continued)*

New-Vehicle Loans by Risk Segment



Source for all charts on this page: Experian Automotive. For more information, visit experian.com/automotive.

Credit Score Range

Category	Score range
Super prime	781-850
Prime	661-780
Near prime	601-660
Subprime	501-600
Deep subprime	300-500