



MARKET BEAT

September 2026

Patrick Manzi, NADA Chief Economist

NADA Market Beat: New light-vehicle sales hit 16.0 million unit SAAR in September 2026

New light-vehicle sales in September 2026 reached a SAAR of 16.0 million units, down 3.6% year-over-year. Through three quarters of 2026 the year-to-date SAAR totaled 16.1 million units, down 1.9% compared to the same period last year. Last September was the end of the federal EV tax credits which boosted volume in September 2025. As has been the case for the past several months, the end of the tax credits inflated sales in the months leading up to the end of the EV tax credits. Additionally, the Labor Day sales holiday was included in August 2025’s reporting while this year it was included in September 2026’s sales numbers which helped to provide a boost to sales volume this year. We include this note to provide better context for interpreting the year-over-year comparison of September’s results.

With the end of the federal EV tax credits now a year behind us, we believe that the current sales pace for battery electric vehicles (BEV) is reflective of true current market demand. Through nine months of the year, BEV sales are down 29.2% year-over-year. Year-to-date BEV market share totaled 6.2%, down 2.3 percentage points compared to the same period last year. While BEV sales have fallen significantly since the removal of the federal EV tax credits, conventional hybrid vehicle sales have been red hot. Through three quarters of 2026, hybrid sales are up 22.4% year-over-year. Year-to-date hybrid market share has increased as well reaching 15.6% of all new light-vehicles sold, an increase of 3.1 percentage points year-over-year

Recent upward moves in treasury yields are likely to push borrowing costs and monthly payments higher in the coming months. According to JD Power, the average interest rate on a new vehicle finance contract should be 6.6% in September 2026, roughly flat compared to September 2025. The average monthly payment for a new vehicle finance contract is expected to be \$821, up 3.2% year-over-year and the highest payment on record for any September, JD Power says.

New vehicle demand so far this year has been robust but there are headwinds from rising interest rates, higher gas prices and slowing real wage growth. Despite these challenges we are confident that new light vehicle sales will meet or exceed our new light-vehicle sales forecast of 16.0 million units for 2026.

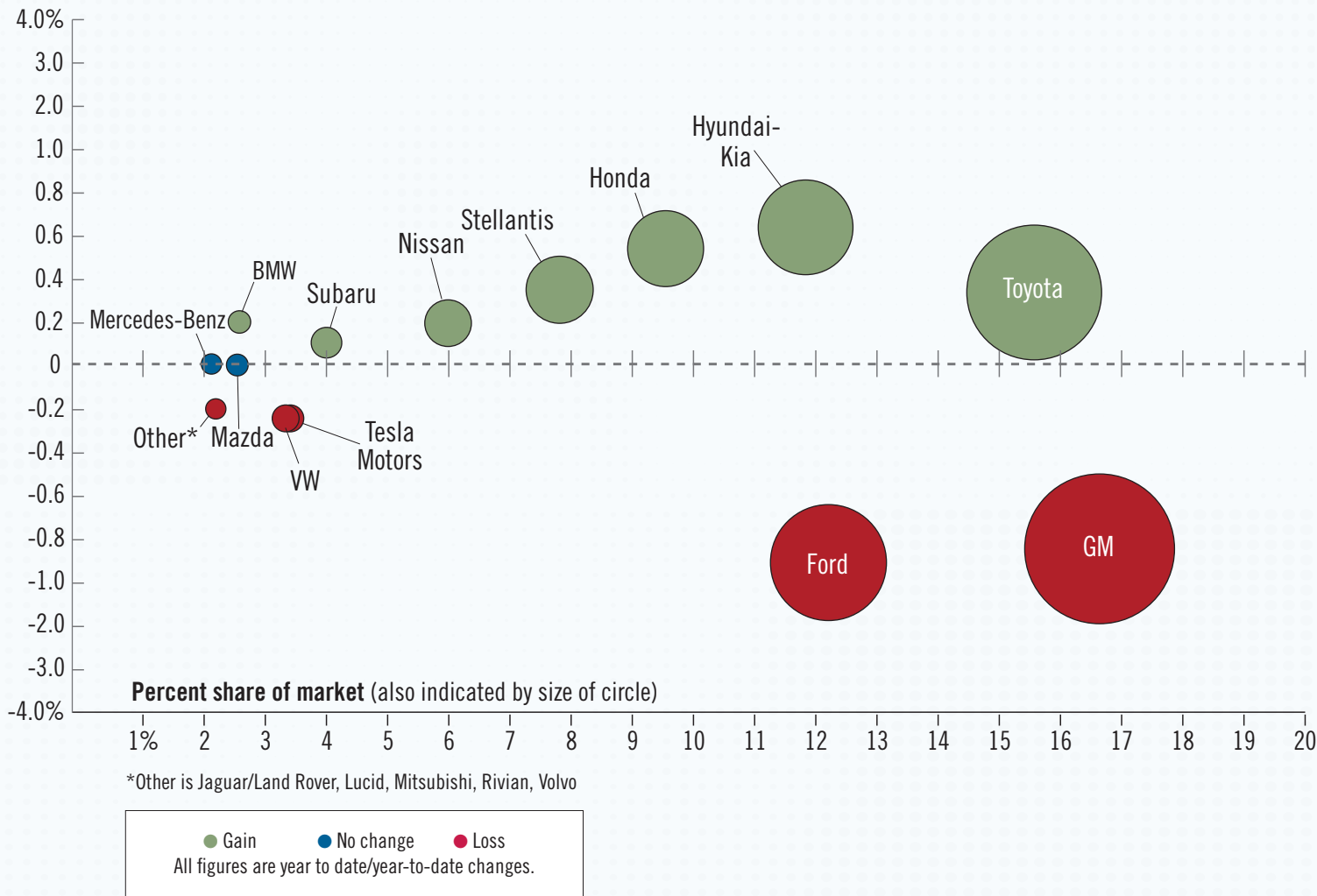
U.S. Light-Vehicle Sales

(Seasonally Adjusted at Annual Rates)

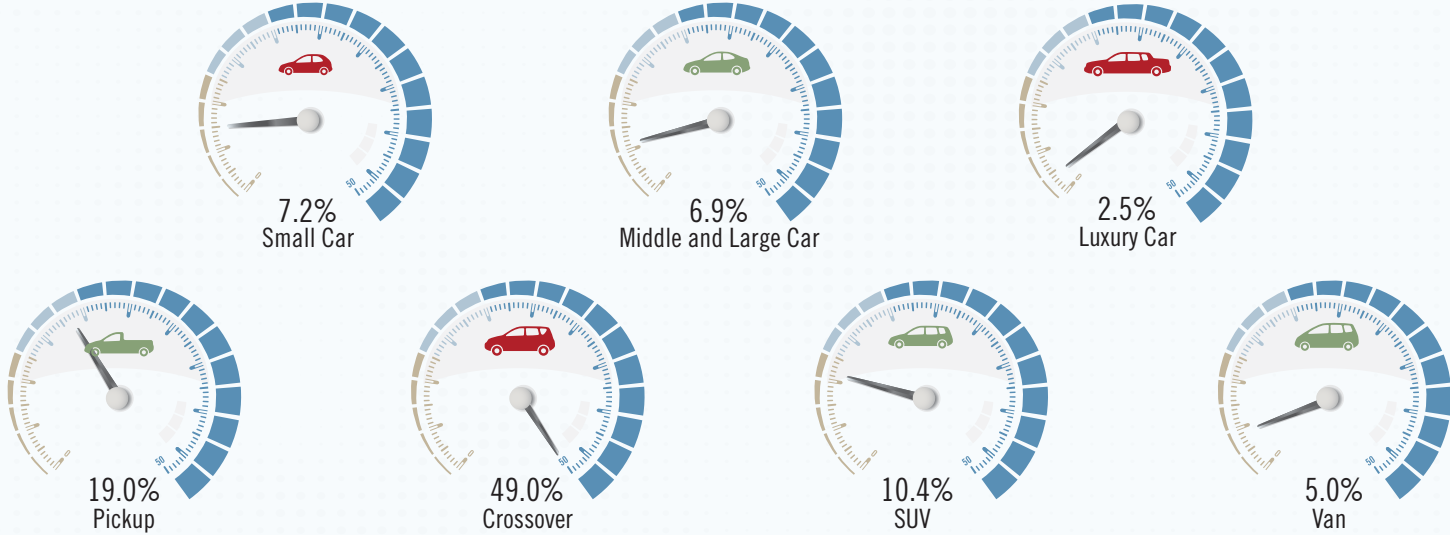


	September 2026	Y/Y %	Jan - Sep 2026	YTD/YTD %
Total Car	2.52	-2.7%	2.63	-5.7%
Total Light Truck	13.46	-3.7%	13.48	-1.2%
Domestic Light Vehicle	12.13	-7.9%	12.43	-1.8%
Import Light Vehicle	3.85	13.2%	3.68	-2.1%
Total Light Vehicle SAAR	15.98	-3.6%	16.11	-1.9%

Market Share, by manufacturer



Market Share, by segment



Market Share, by powertrain

