



EXPERIAN AUTOMOTIVE

Special Report

Automotive Consumer Trends & Analysis

Used Vehicle Insights

January 21, 2025

Special Report



Used Vehicle Insights

Automotive Market Insights for Used Vehicles:
Registration, Financial and Consumer Analysis
for U.S. light-duty vehicles through October 2024.



Today's Experian Automotive presenters

Kirsten Von Busch & Melinda Zabritski

Director of Automotive
Product Marketing

Head of Automotive
Financial Insights

Delivering **High-Quality** Automotive Intelligence

Experian is the **only** primary data source for all three:



VEHICLE DATA



CONSUMER DATA



STATISTICAL CREDIT DATA

These separate data sources generate **BILLIONS of Data Insights** we use to serve our clients.



From these primary sources, we deliver automotive data intelligence to fit **your unique needs and solve today's challenges.**



Our clients include:

- Lenders
- FinTech
- Dealers
- OEMs
- Tier 1 and Tier 2 Media Platforms & Agencies
- Aftermarket
- Insurance Carriers



Experian's primary data assets



Experian is the **only** primary data source for all three separate database assets.



North American Vehicle DatabaseSM

975M+

Vehicles in U.S. (all 50 states, Wash. D.C., Puerto Rico) and Canada.

312.9M+

US VIO

27.9M+

Canadian VIO

22.1B+

Vehicle history records.

420M+

Title Brands.

402M+

Accident & damage related events.

298M+

Recall events.



Consumer ViewSM Marketing Database

250M+

Individuals.

126M+

Households.

5000

Consumer attributes.

550M

Mobile IDs.

250M+

Connected TV IDs.

800M

Hashed email.

2,400+

Audience segments including 750+ Auto Audiences.



File OneSM Credit Database

CONSUMER

2M+

Credit inquiries daily.

1.3B+

Transaction updates/month.

245M+

Credit active consumers.

50M+

Public records.

99.9%

Updates within 24 hours.

Sub-second

Credit report response rate.

BUSINESS

25M+

Used Vehicle Market Insights

Used, Retail, Individual Registration Analysis



Changes in U.S. Vehicles in Operation

Light duty vehicles* over the last 12 months

Q3 2024 Total*
292.1
MILLION
Vehicles on the road

Q3 2024 VIO changes

Q3 2023 Total*
288.5
MILLION
Vehicles on the road


15.6
MILLION
NEW Vehicles
Registered


12.0
MILLION
Vehicles went
out of operation

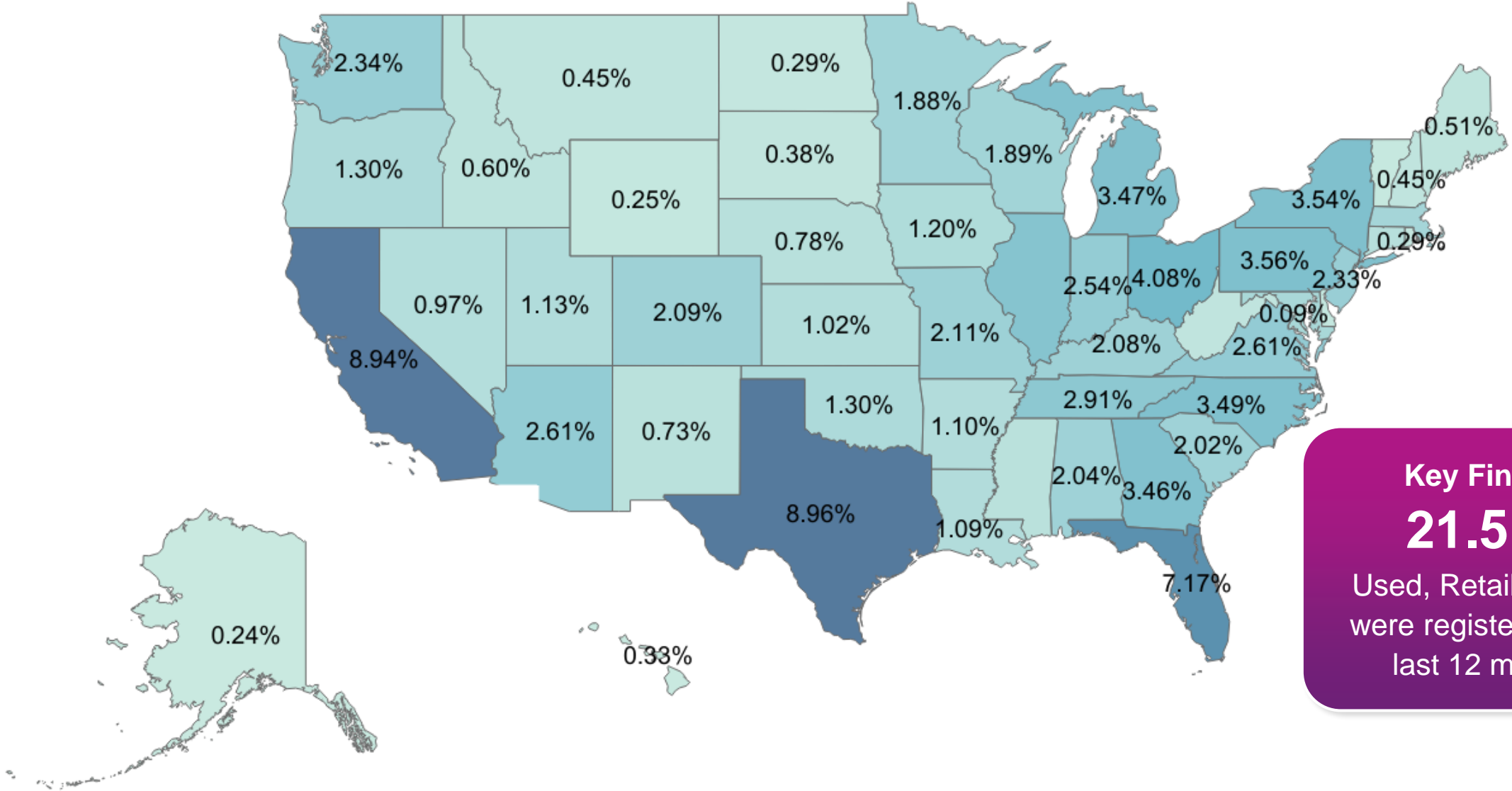

38.9
MILLION
USED vehicles
changed owners

=


28.6%
Total VIO
changes¹

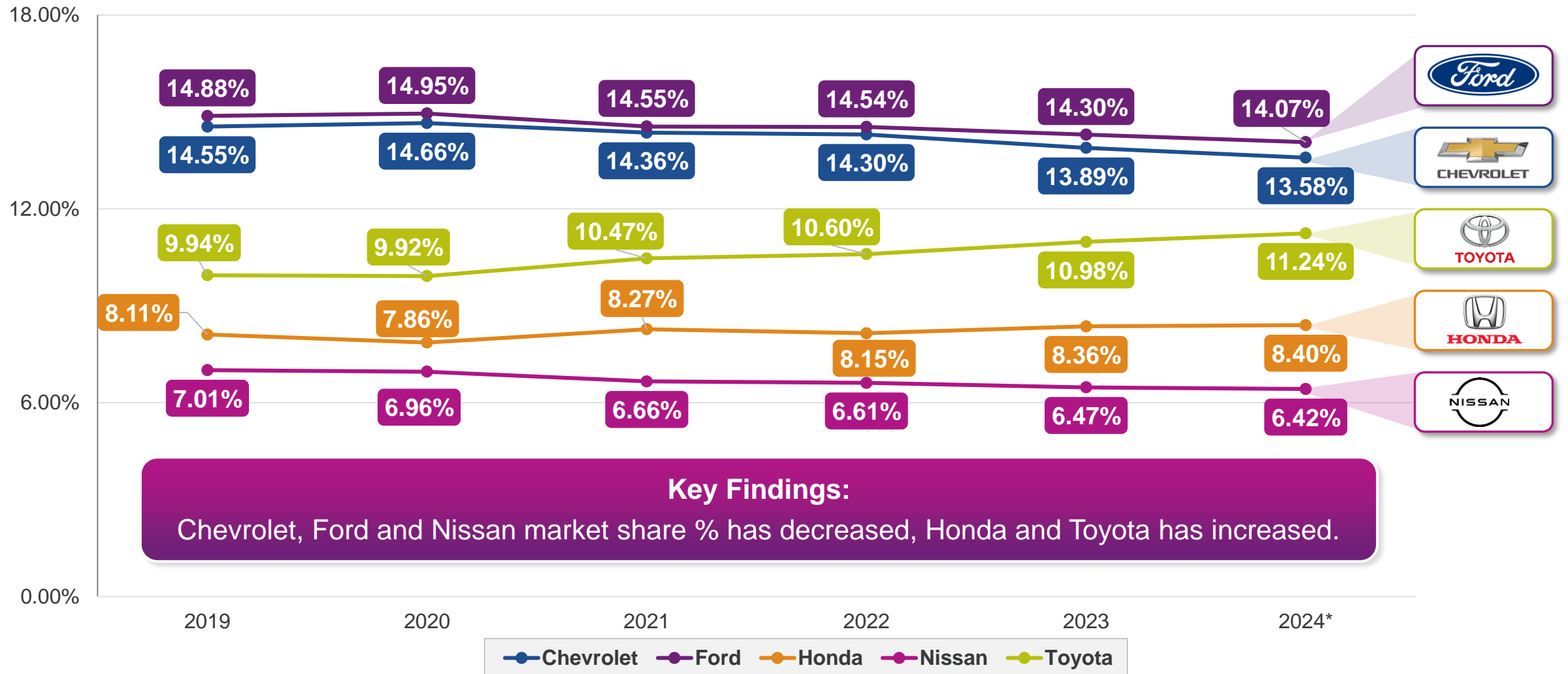
*U.S. Vehicles in Operation data as of Sept 30, 2023 and 2024, sourced from Experian Automotive, including U.S. and Puerto Rico (U.S. light duty vehicles only).
1 – includes estimated annual households that relocated with the same vehicle(s)

R12 U.S. Used, Retail Registration % by State

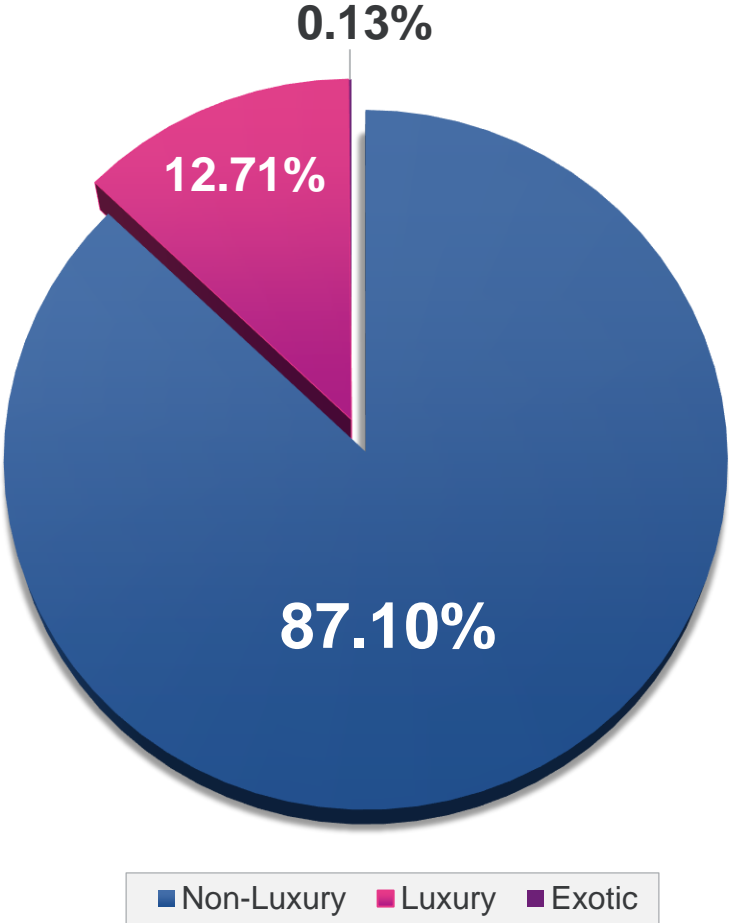


Key Finding:
21.5M+
 Used, Retail Vehicles
 were registered in the
 last 12 months.

Top 5 Used Retail Registration Market Share % by Make for the Last 5 Years



R12 Used, Retail Registration % by Vehicle Class



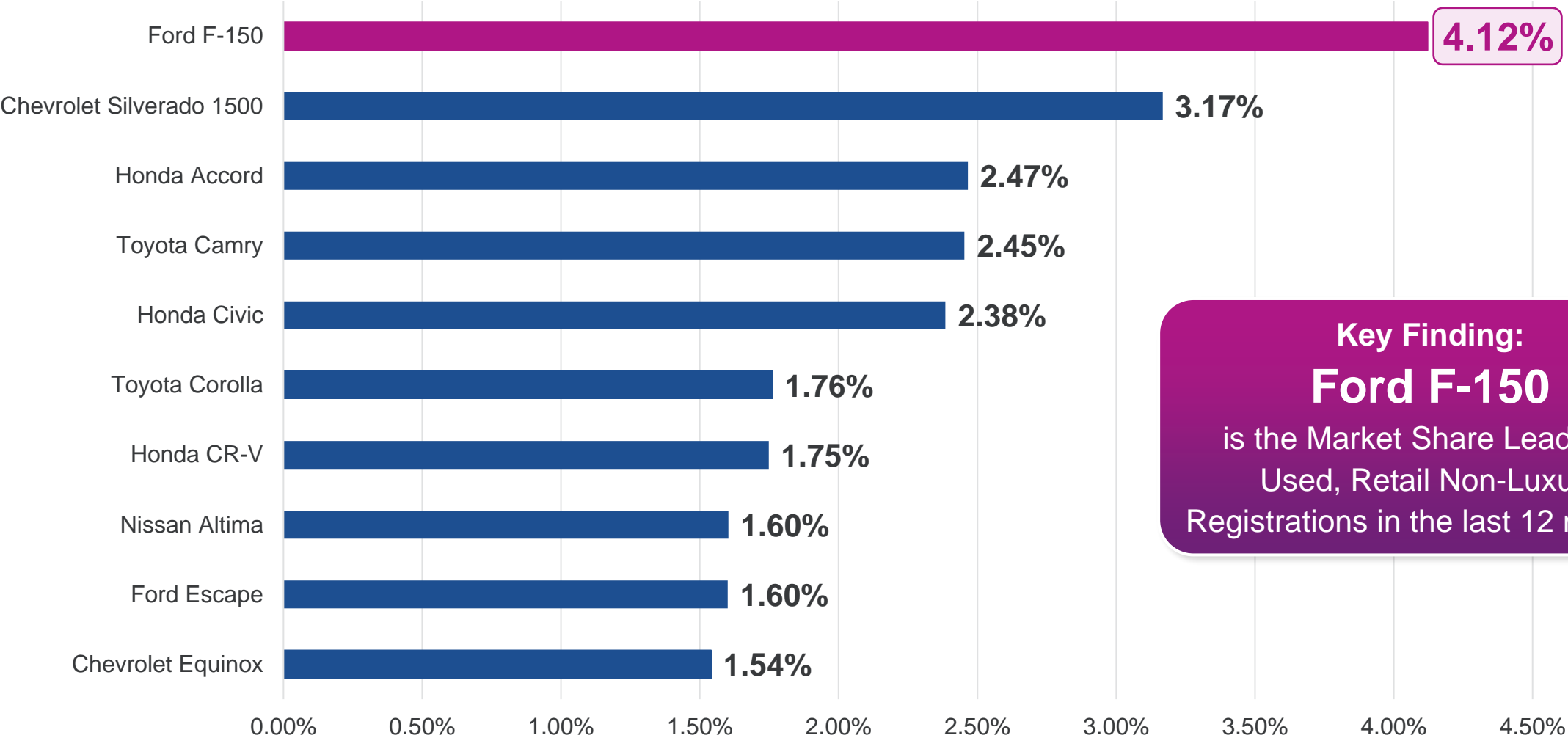
Key Findings:

Non-Luxury	87.10%
Luxury	12.71%
Exotic	0.13%

of Used, Retail Registrations in the last 12 Months

R12M Top 10 Non-Luxury Used Retail Registration %

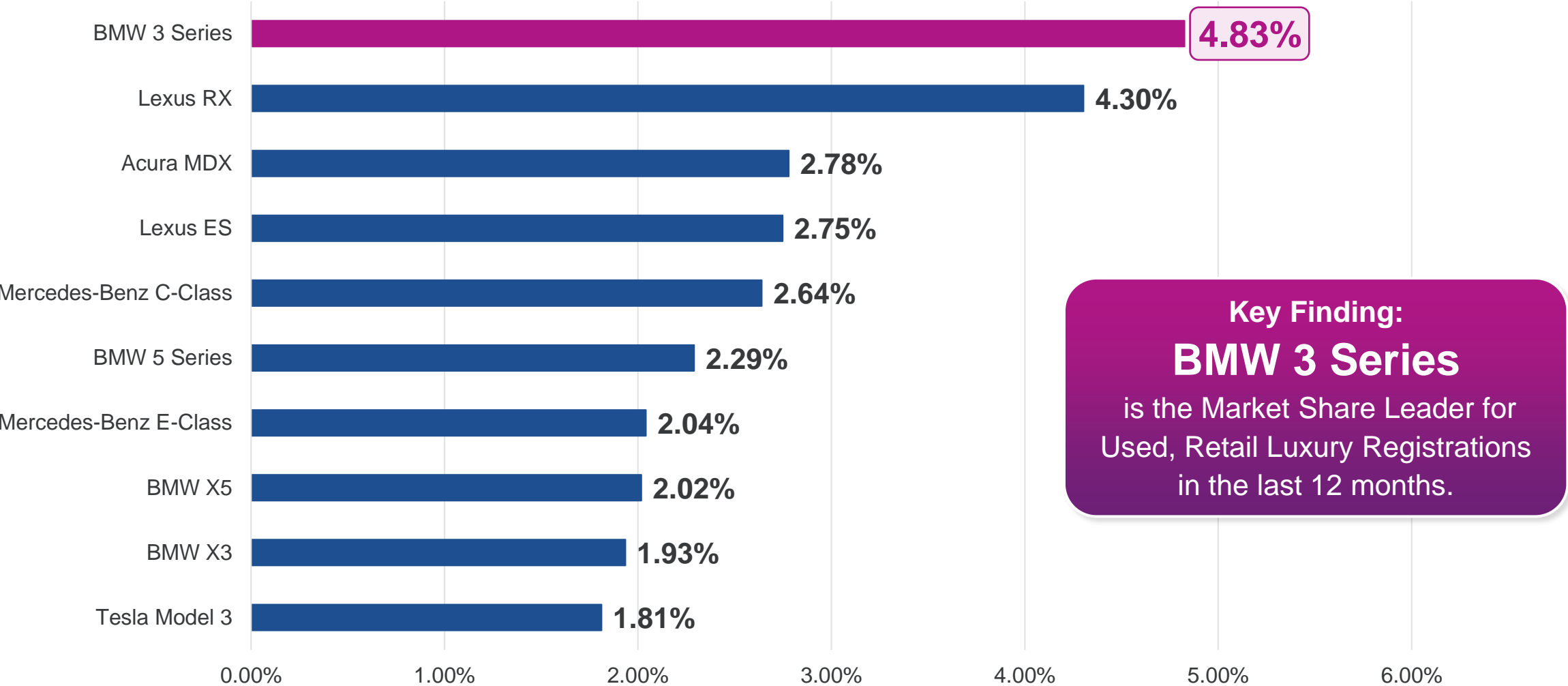
By Vehicle Class & Model



Key Finding:
Ford F-150
is the Market Share Leader for
Used, Retail Non-Luxury
Registrations in the last 12 months.

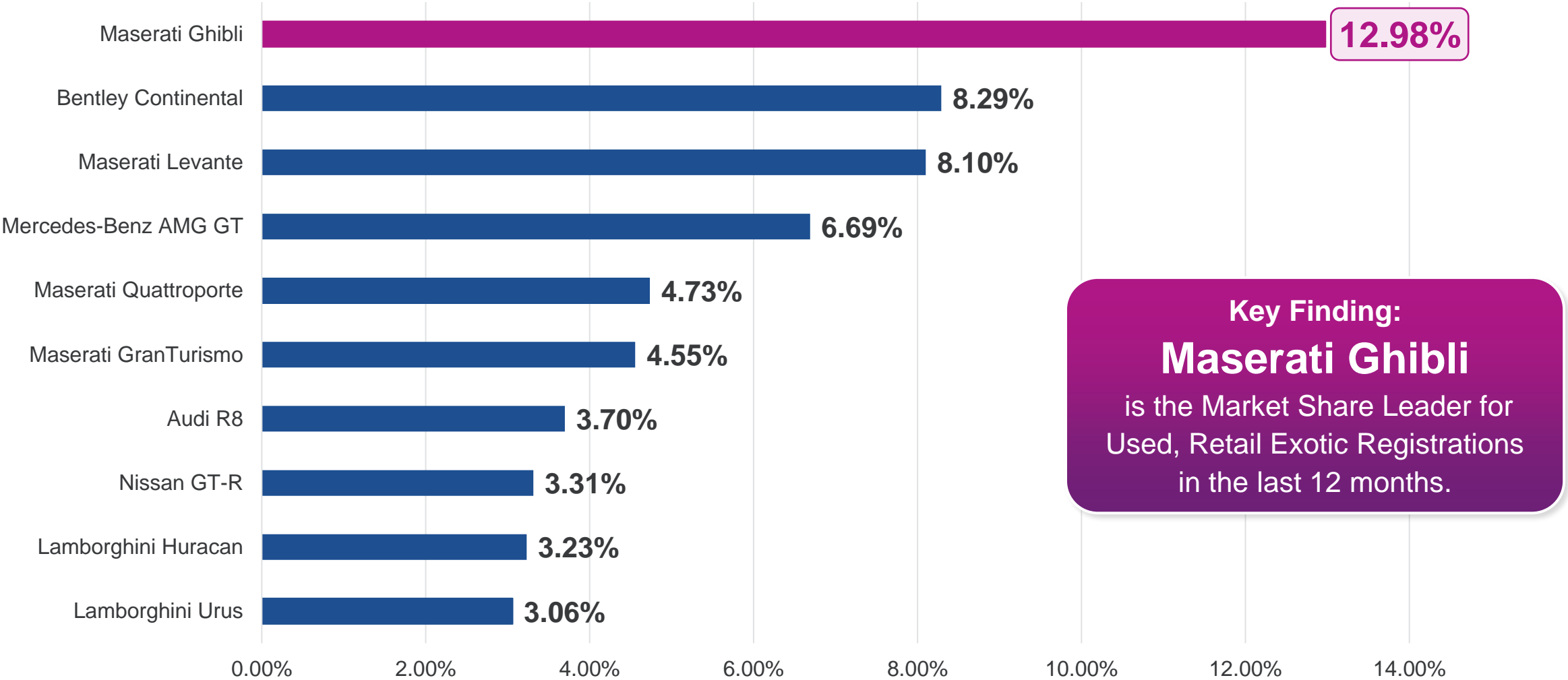
R12M Top 10 Luxury Used Retail Registration %

By Vehicle Class & Model

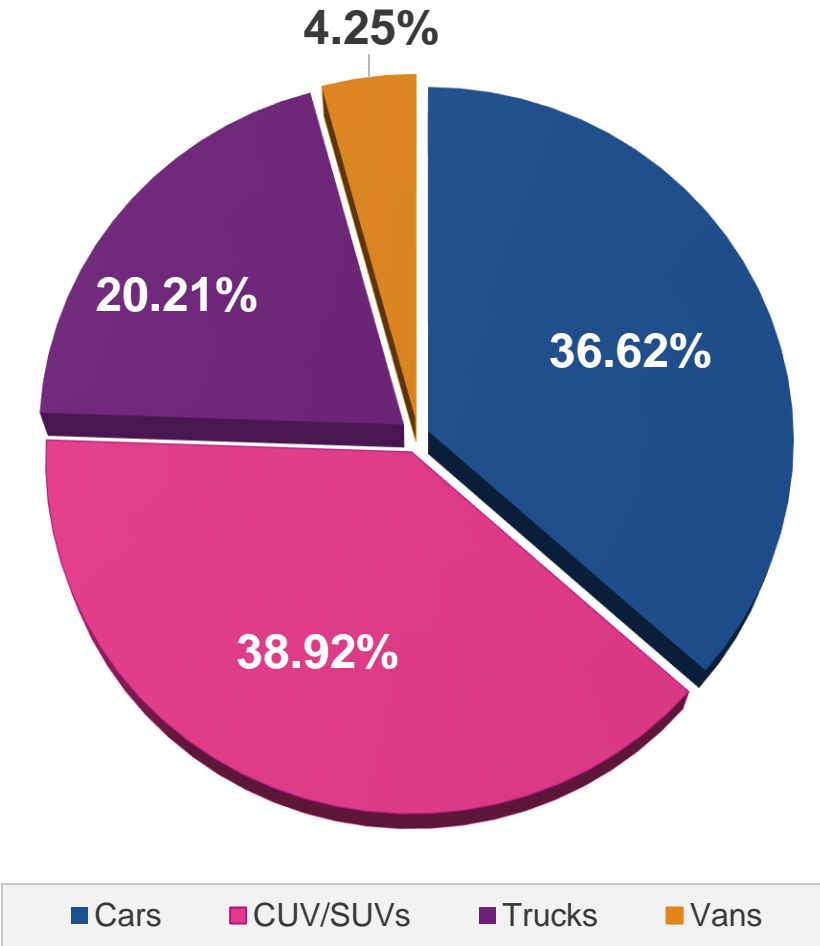


R12M Top 10 Exotic Used Retail Registration %

By Vehicle Class & Model



R12 Used, Retail Registration % by Vehicle Segment

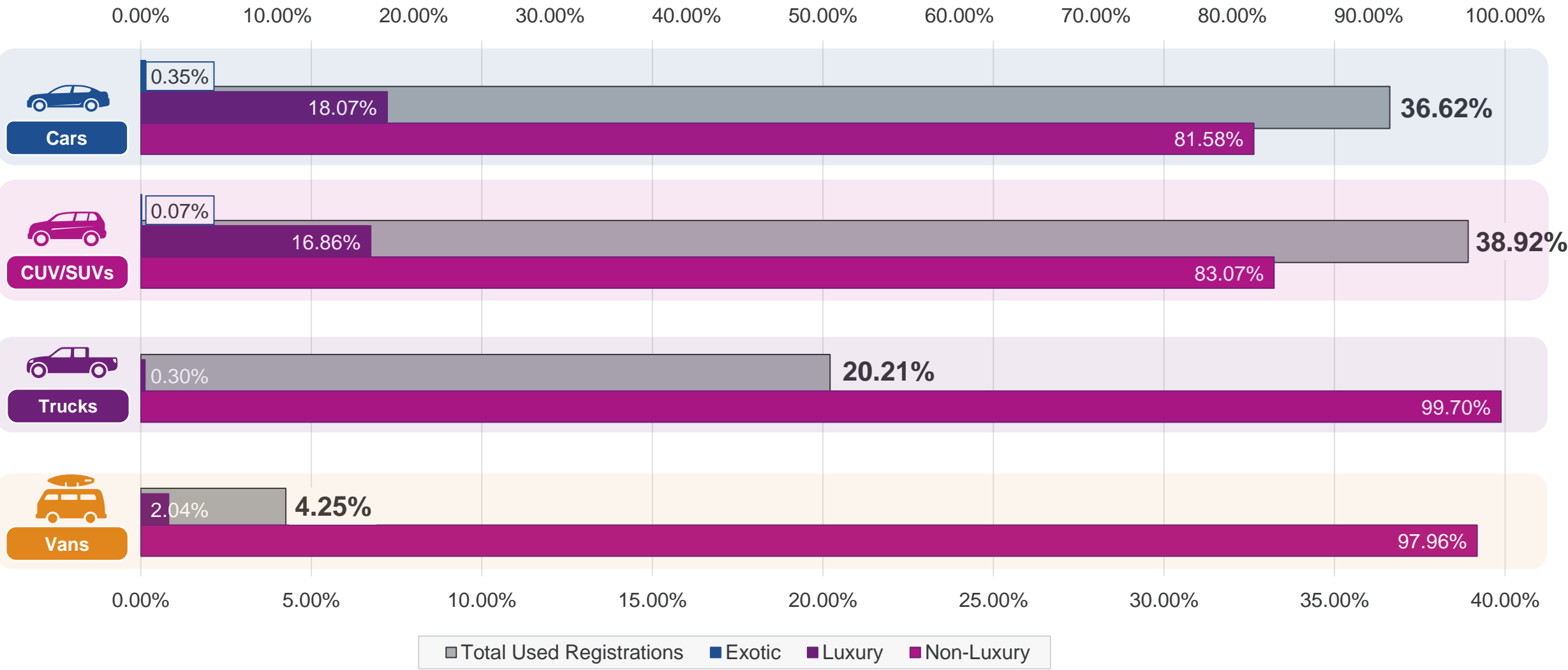


Key Findings:

Cars	36.62%
CUV/SUVs	38.92%
Trucks	20.21%
Vans	4.25%

of Used, Retail Registrations in the last 12 Months

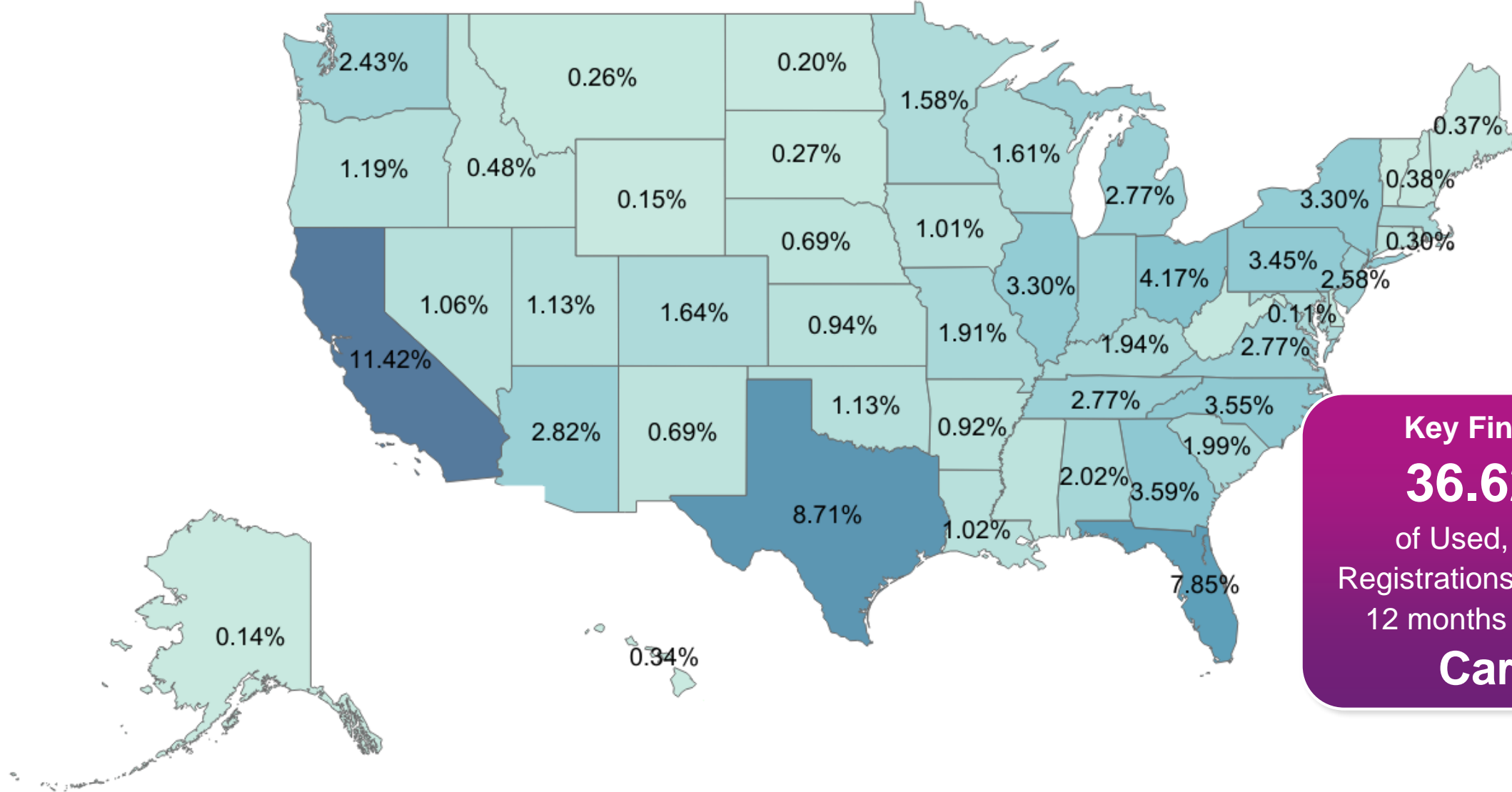
R12 Used, Retail Registration % by Class and Segment



R12 U.S. Used, Retail Car Registration % by State



Cars



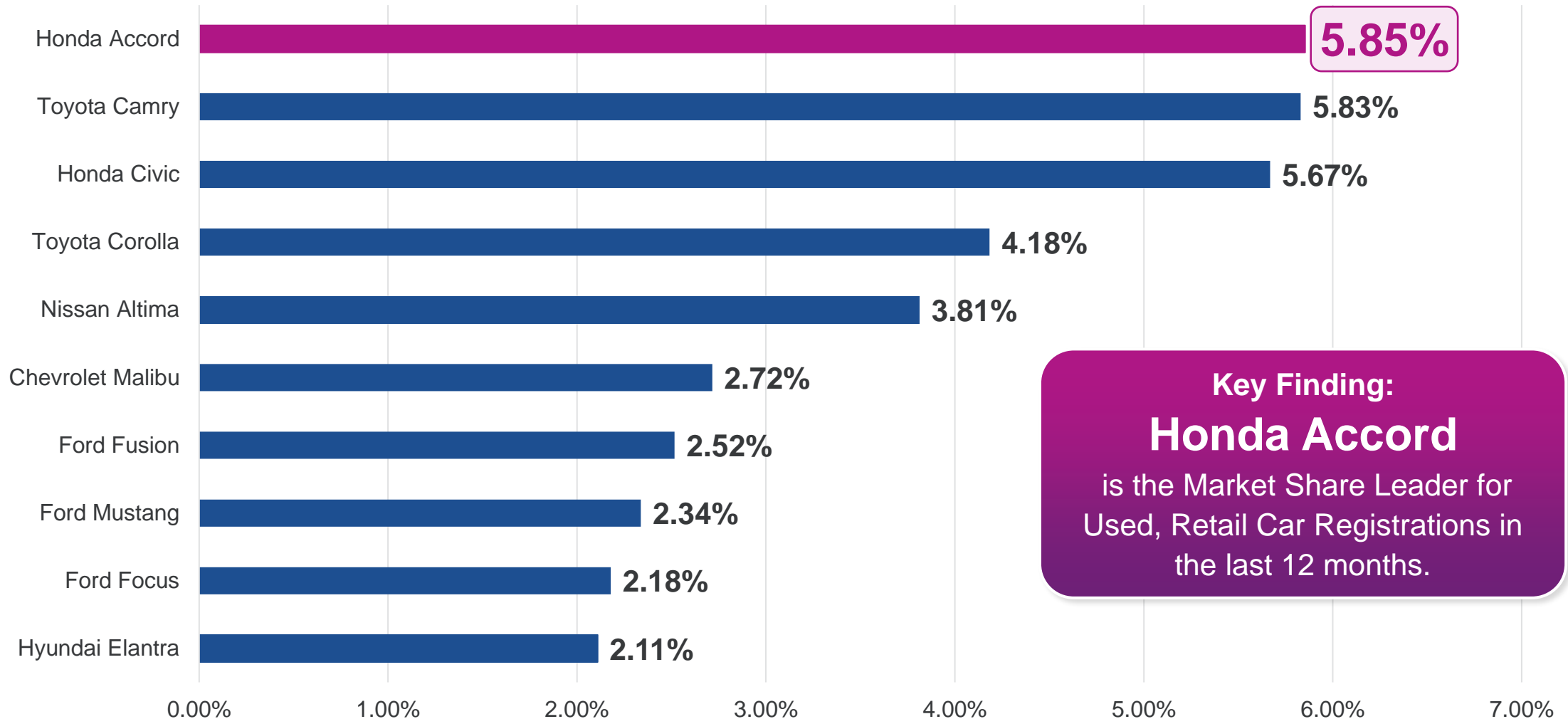
Key Finding:
36.62%
of Used, Retail
Registrations in the last
12 months were for
Cars.

R12M Top 10 Used Car Retail Registration %

By Vehicle Segment & Model



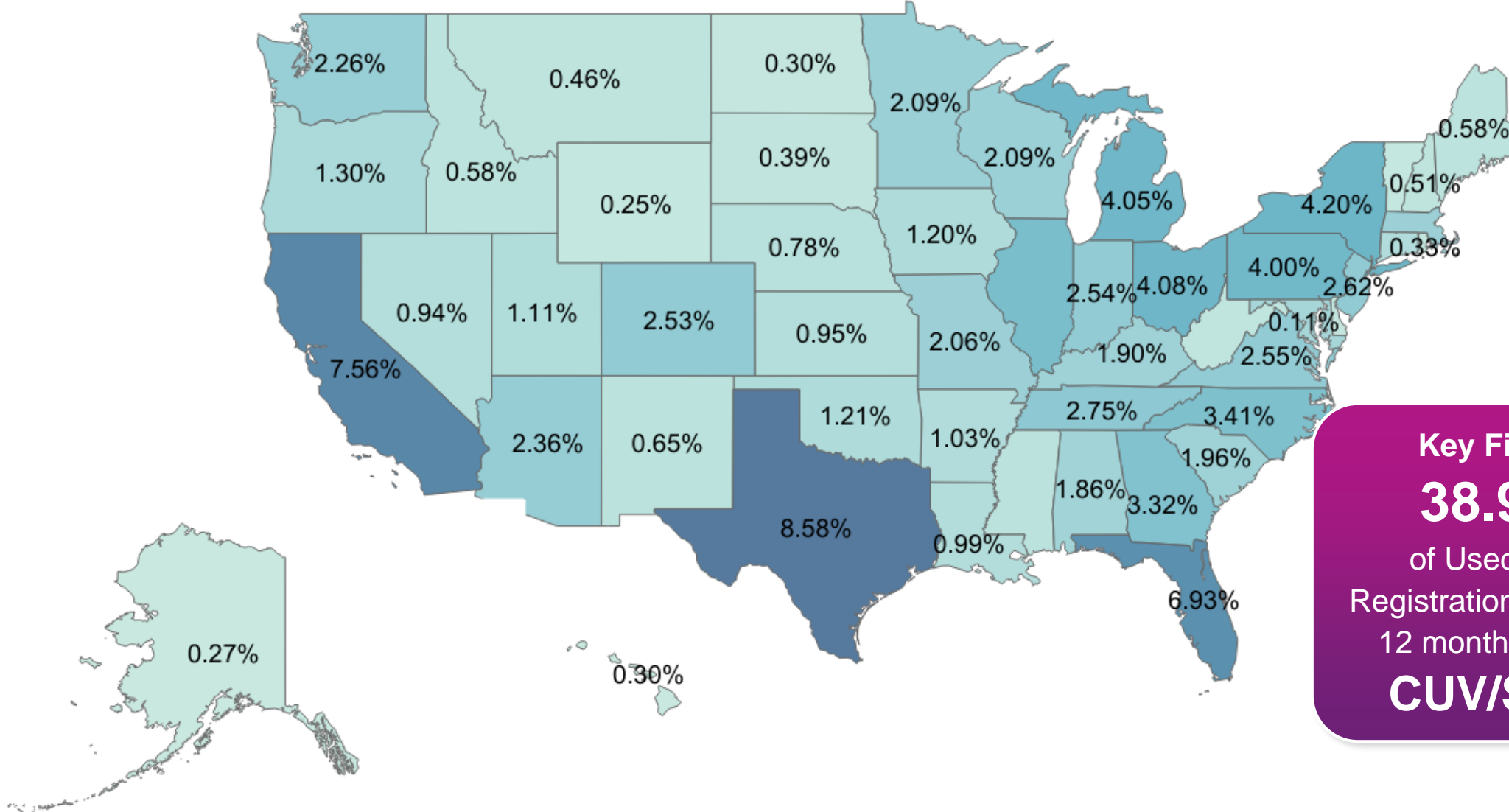
Cars



R12 U.S. Used, Retail CUV/SUV Registration % by State



CUV/
SUVs



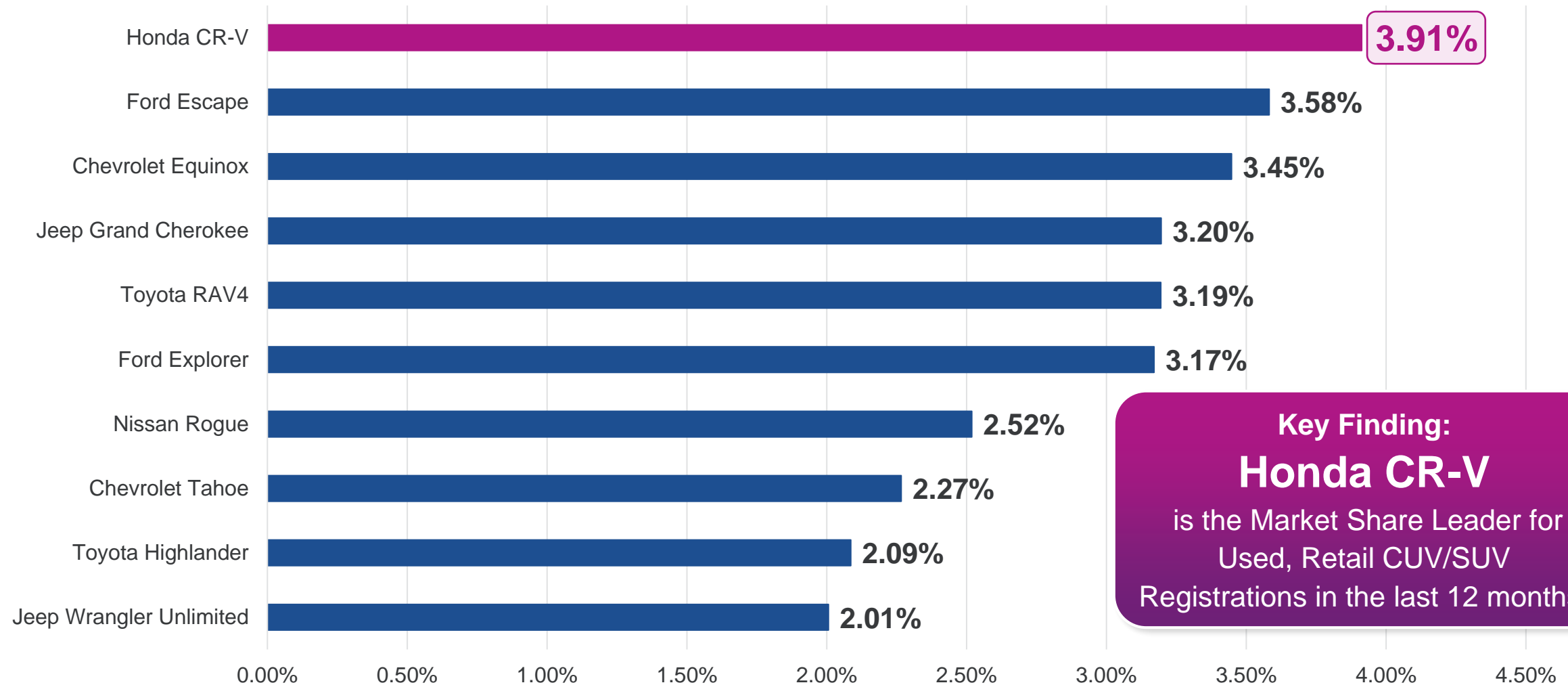
Key Finding:
38.92%
of Used, Retail
Registrations in the last
12 months were for
CUV/SUVs.

R12M Top 10 Used CUV/SUV Retail Registration %

By Vehicle Segment & Model



CUV/
SUVs

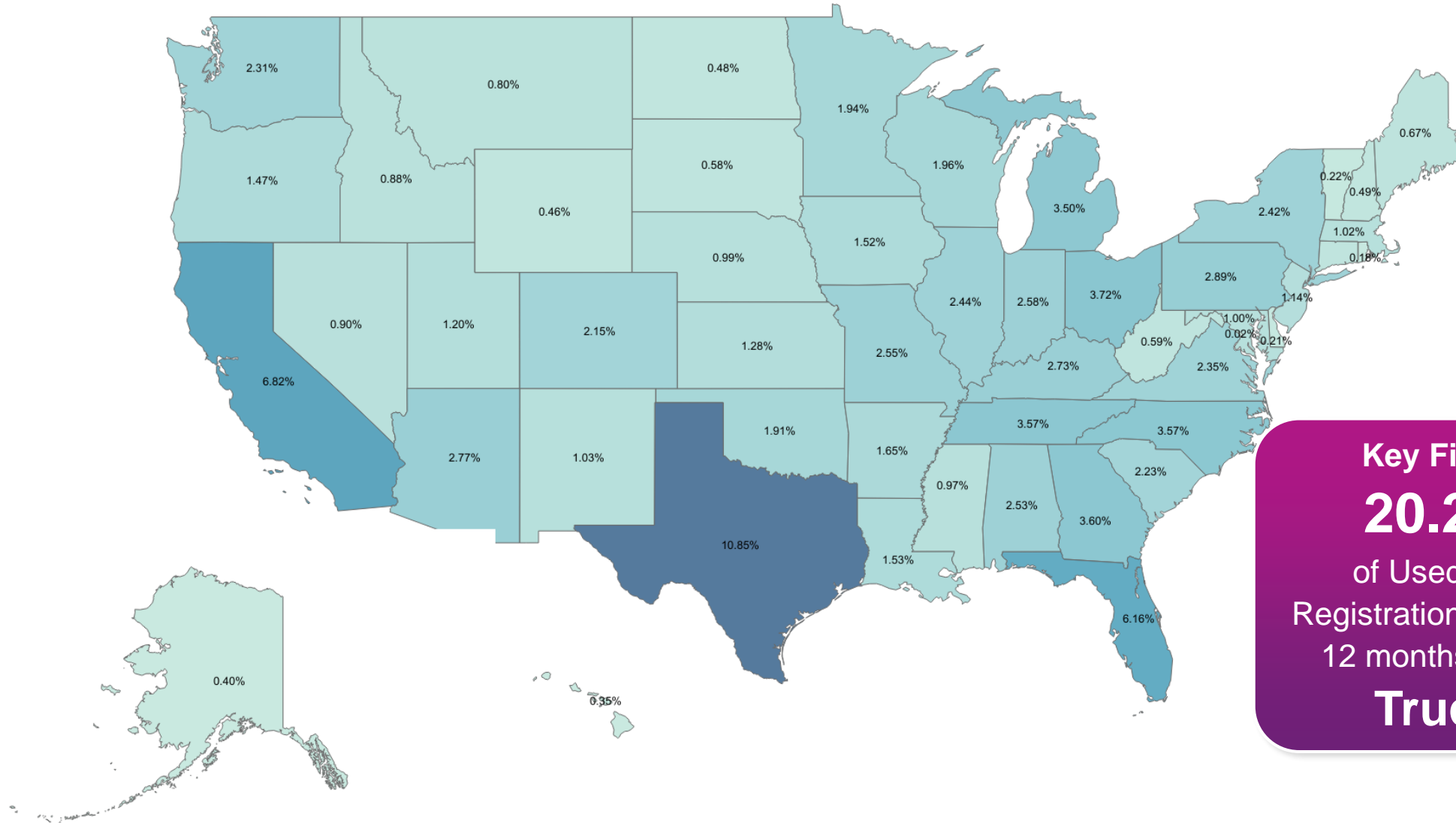


Key Finding:
Honda CR-V
is the Market Share Leader for
Used, Retail CUV/SUV
Registrations in the last 12 months.

R12 U.S. Used, Retail Truck Registration % by State



Trucks



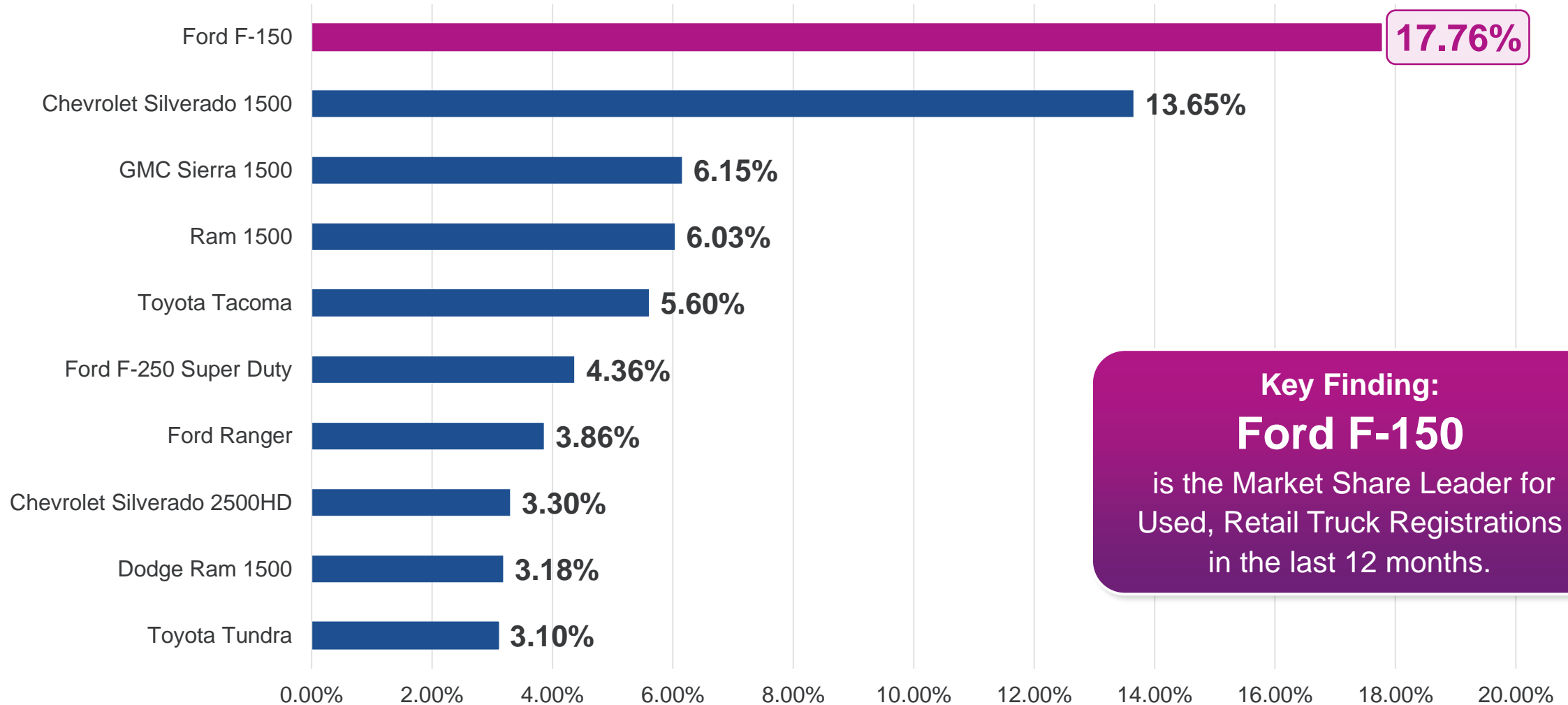
Key Finding:
20.21%
of Used, Retail Registrations in the last 12 months were for **Trucks.**

R12M Top 10 Used Truck Retail Registration %

By Vehicle Segment & Model



Trucks

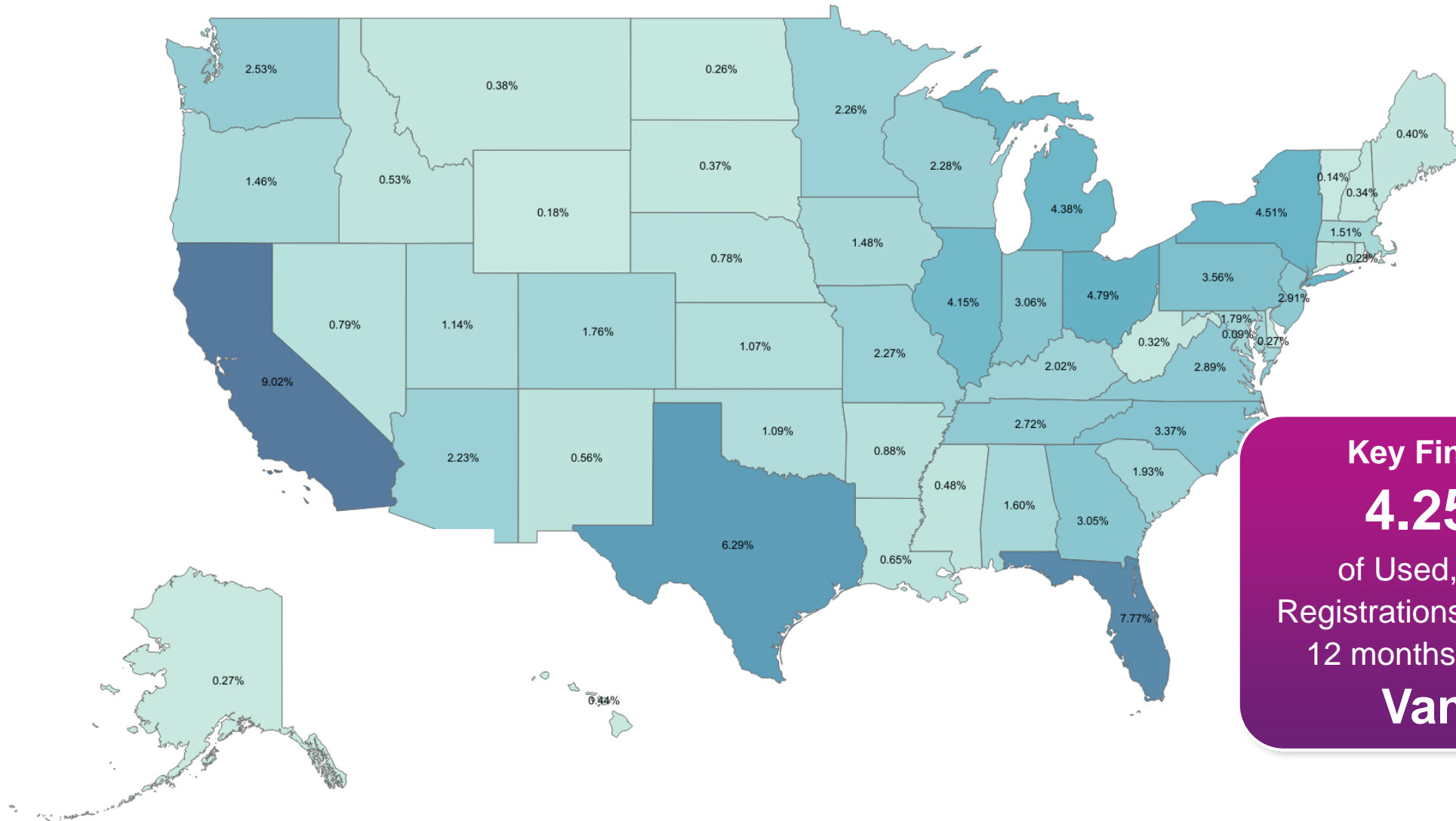


Key Finding:
Ford F-150
is the Market Share Leader for Used, Retail Truck Registrations in the last 12 months.

R12 U.S. Used, Retail Van Registration % by State



Vans



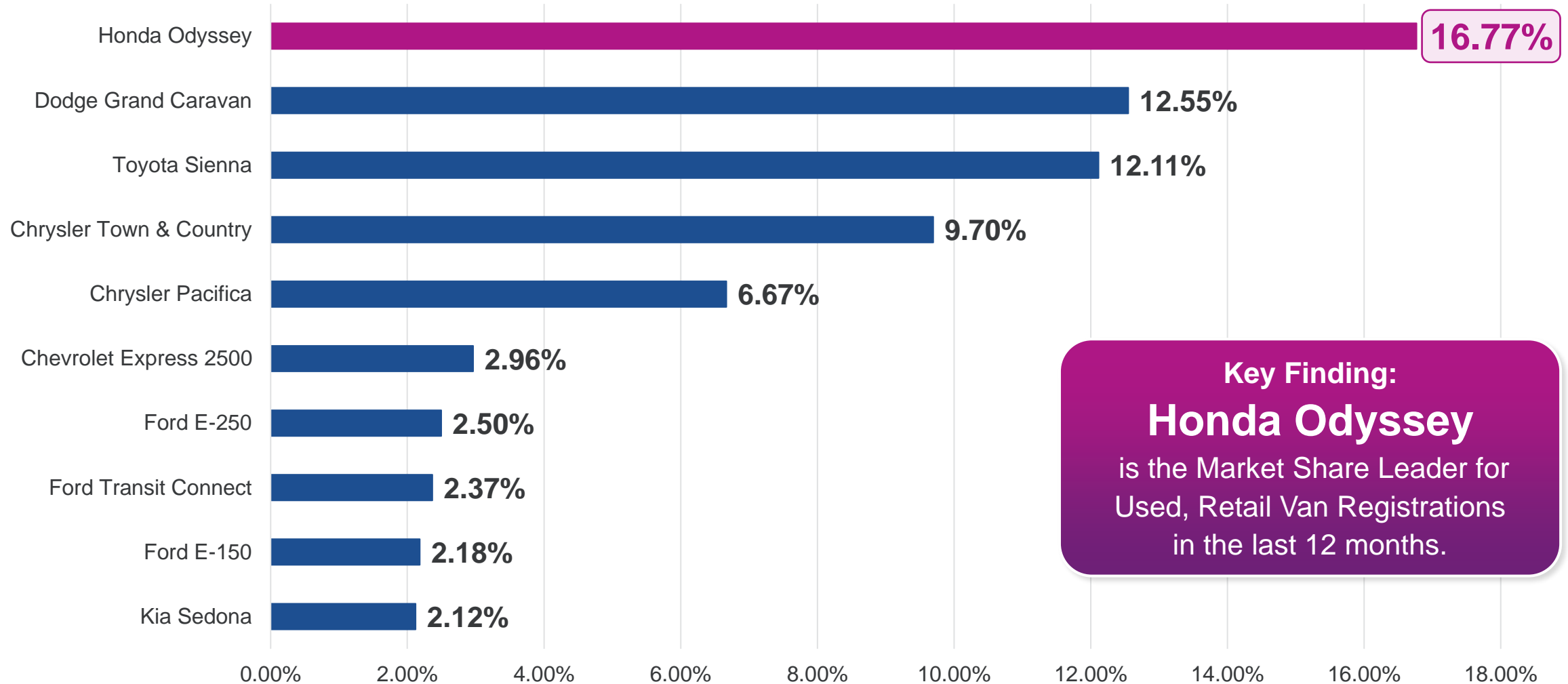
Key Finding:
4.25%
of Used, Retail Registrations in the last 12 months were for **Vans.**

R12M Top 10 Used Van Retail Registration %

By Vehicle Segment & Model

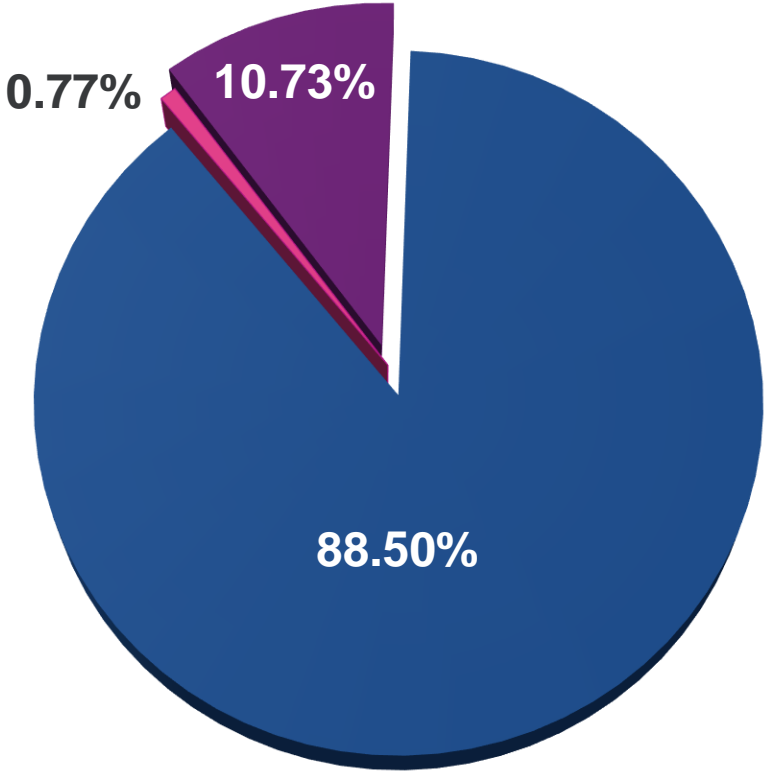


Vans



Key Finding:
Honda Odyssey
is the Market Share Leader for
Used, Retail Van Registrations
in the last 12 months.

R12 Used, Retail Registration % by Fuel Type



■ ICE: Diesel and Gas ■ Electric (BEVs Only) ■ All Other Alt Fuel

Key Findings:

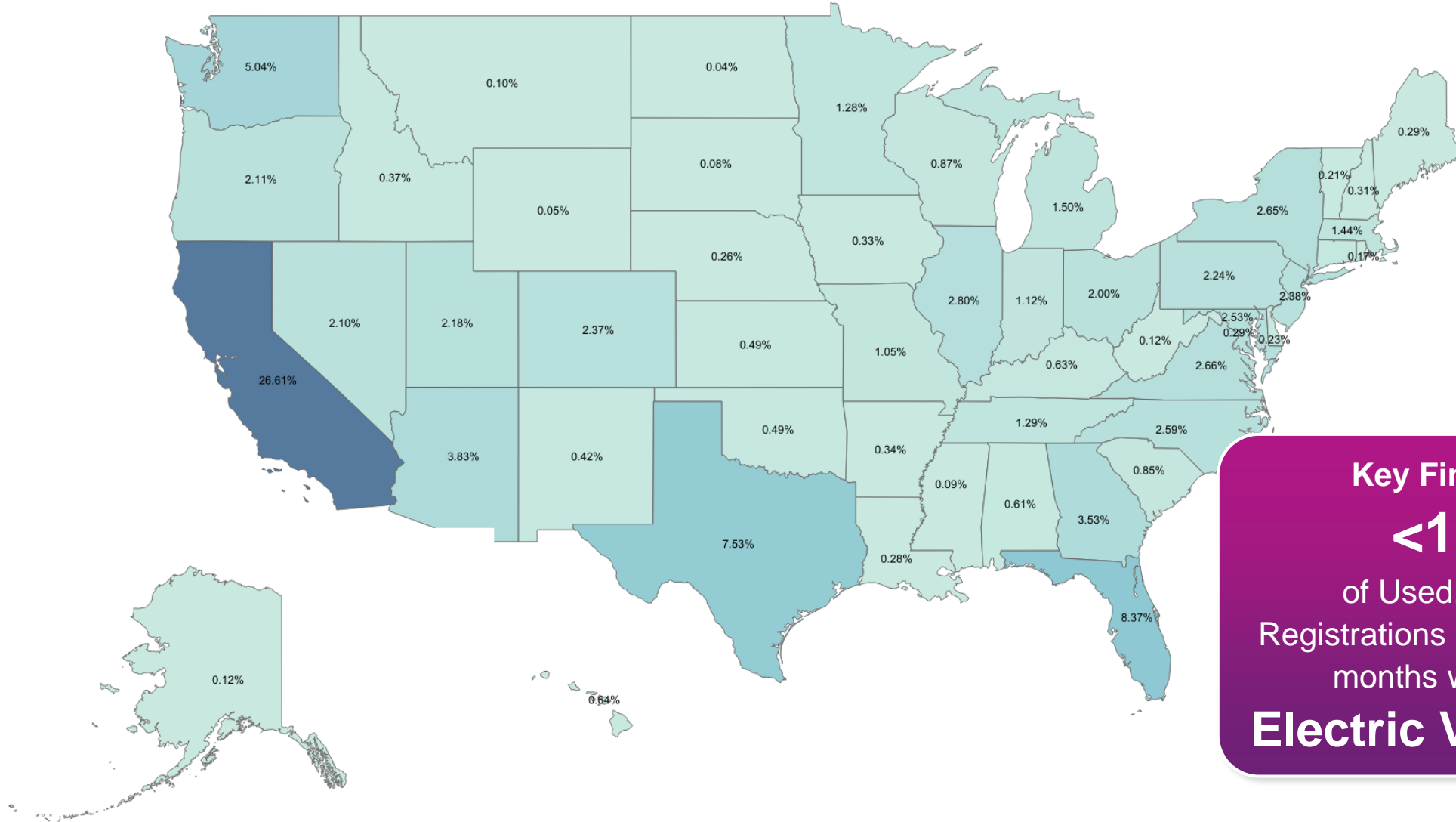
- ICE: Diesel & Gas **88.50%**
- Electric (BEVs) **0.77%**
- All Other Alt-Fuel **10.73%**

of Used, Retail Registrations in the last 12 Months

R12 U.S. Used, Retail Electric Vehicle Registration % by State



EVs



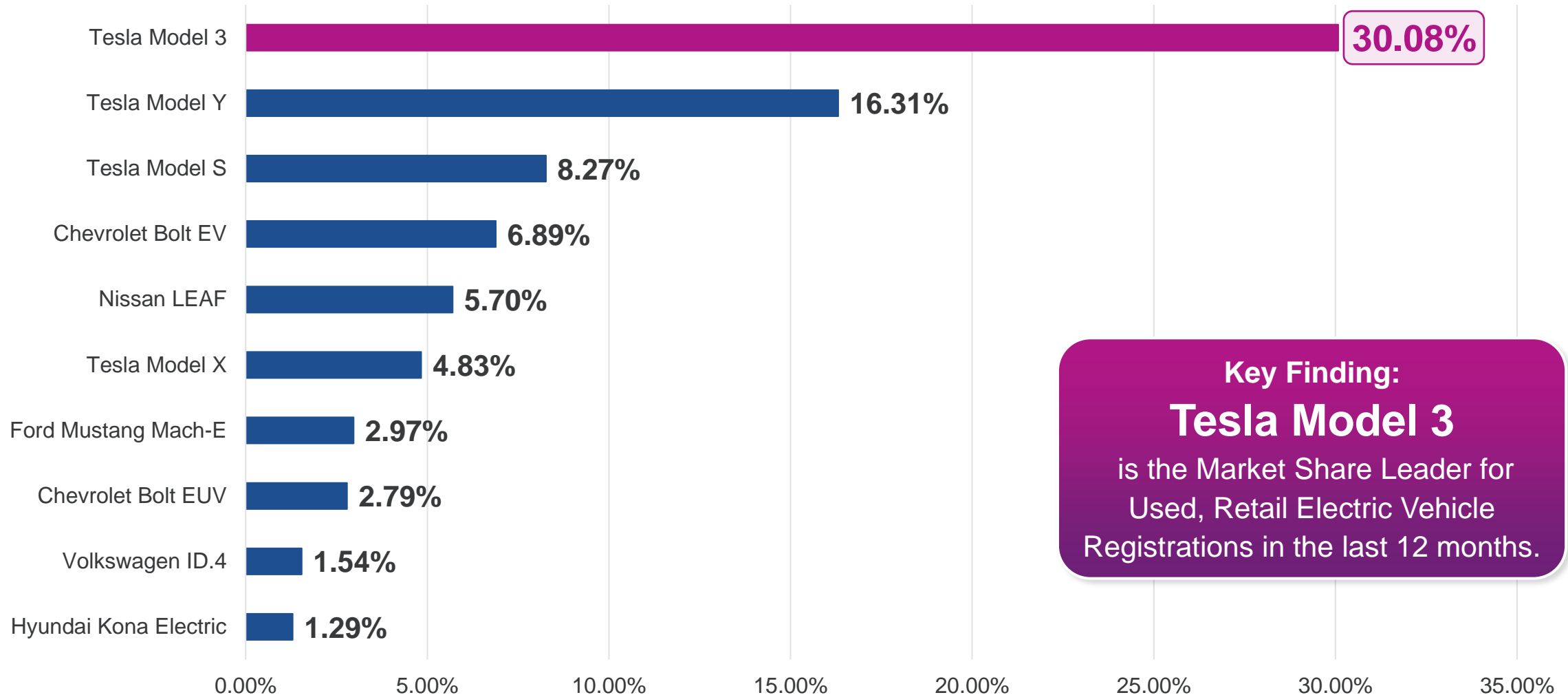
Key Finding:
<1%
of Used, Retail Registrations in the last 12 months were for **Electric Vehicles.**

R12M Top 10 Used Electric Vehicle Retail Registration %

By Fuel Type & Model



EVs

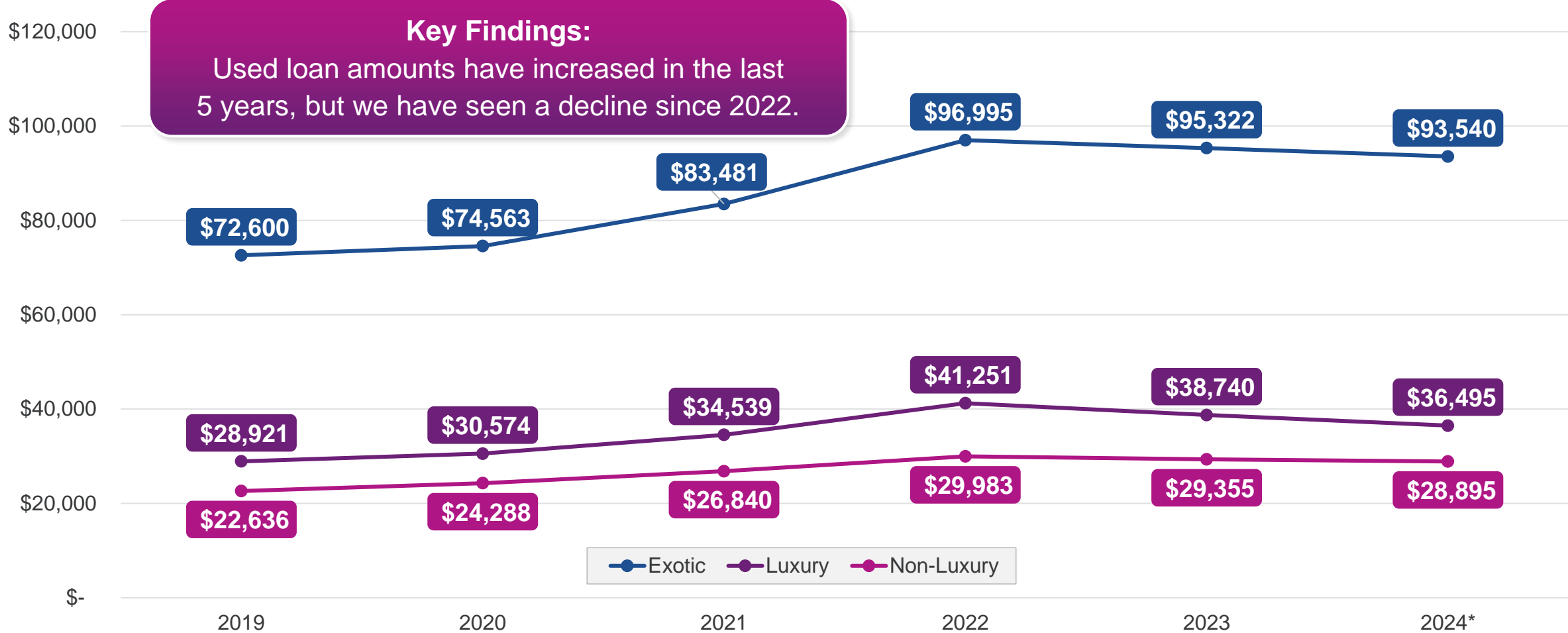


Used Vehicle Financial Insights

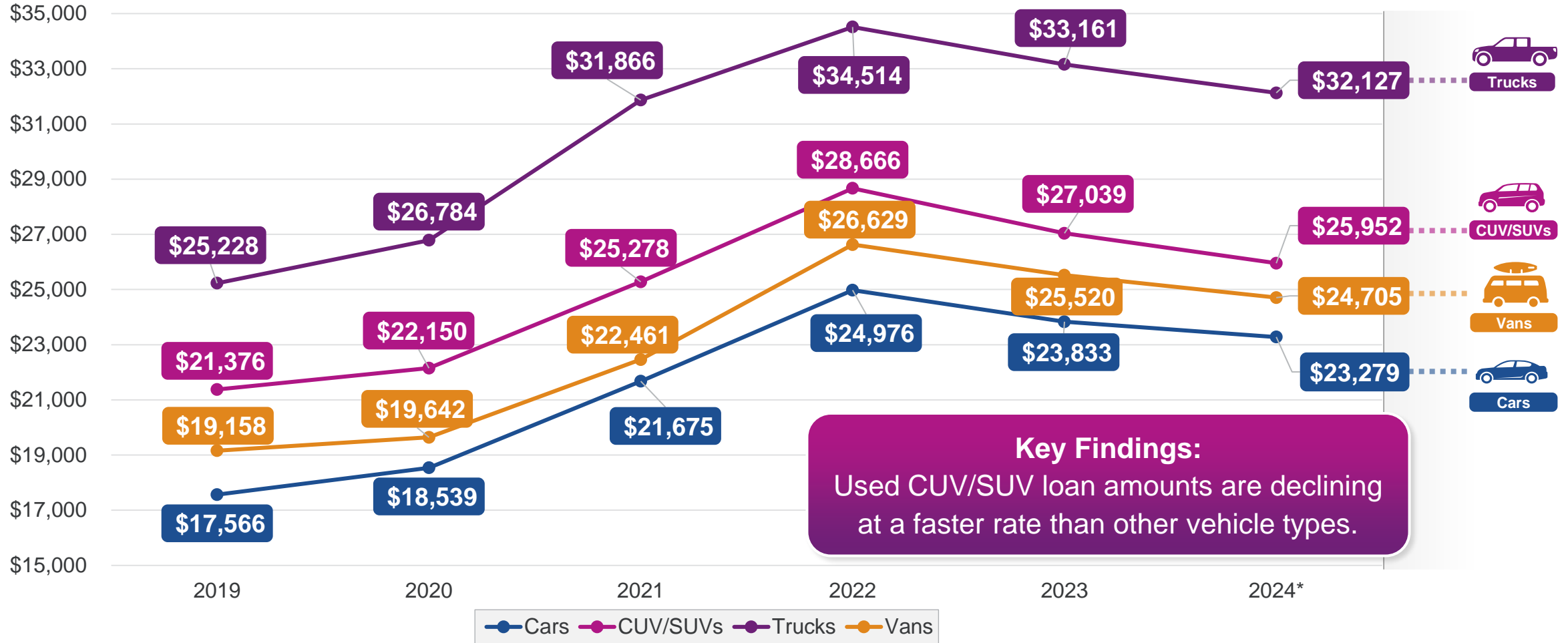
Used, Retail, Individual Financing Analysis



Average Loan Amount for Used Vehicles by Vehicle Class for the Last 5 Years

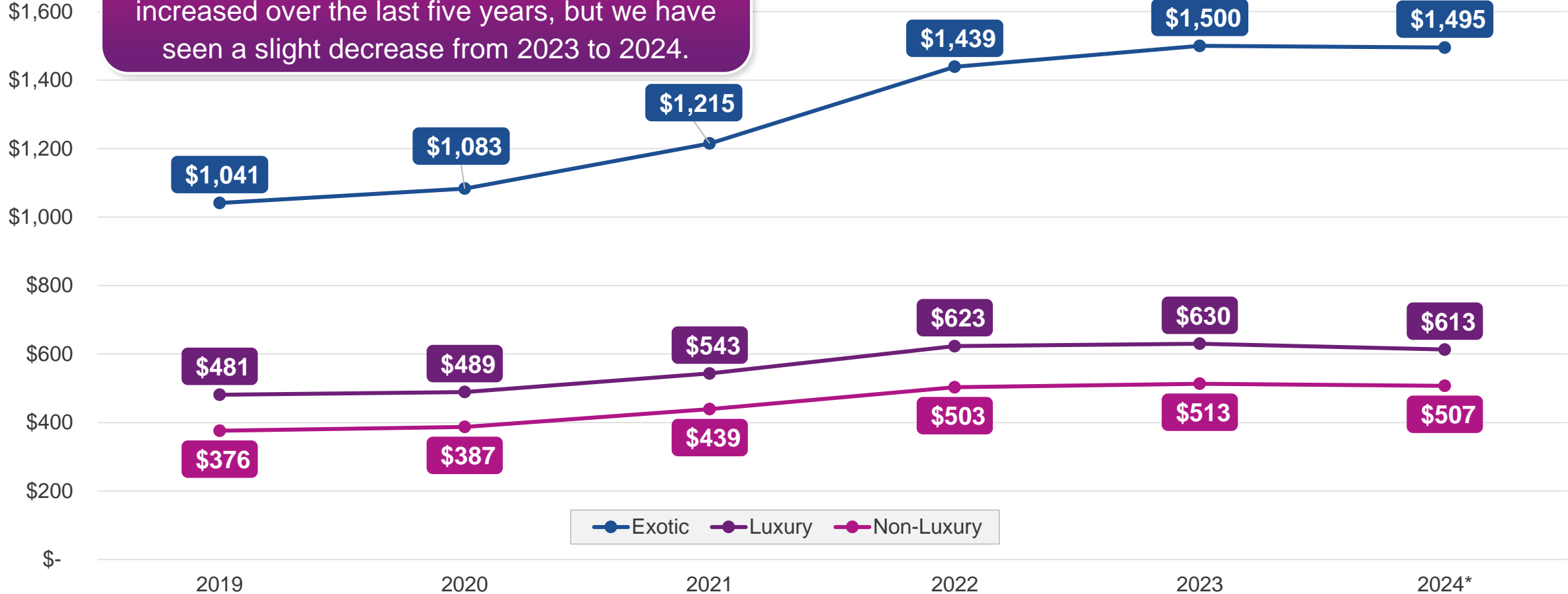


Average Loan Amount for Used Vehicles by Vehicle Type for the Last 5 Years

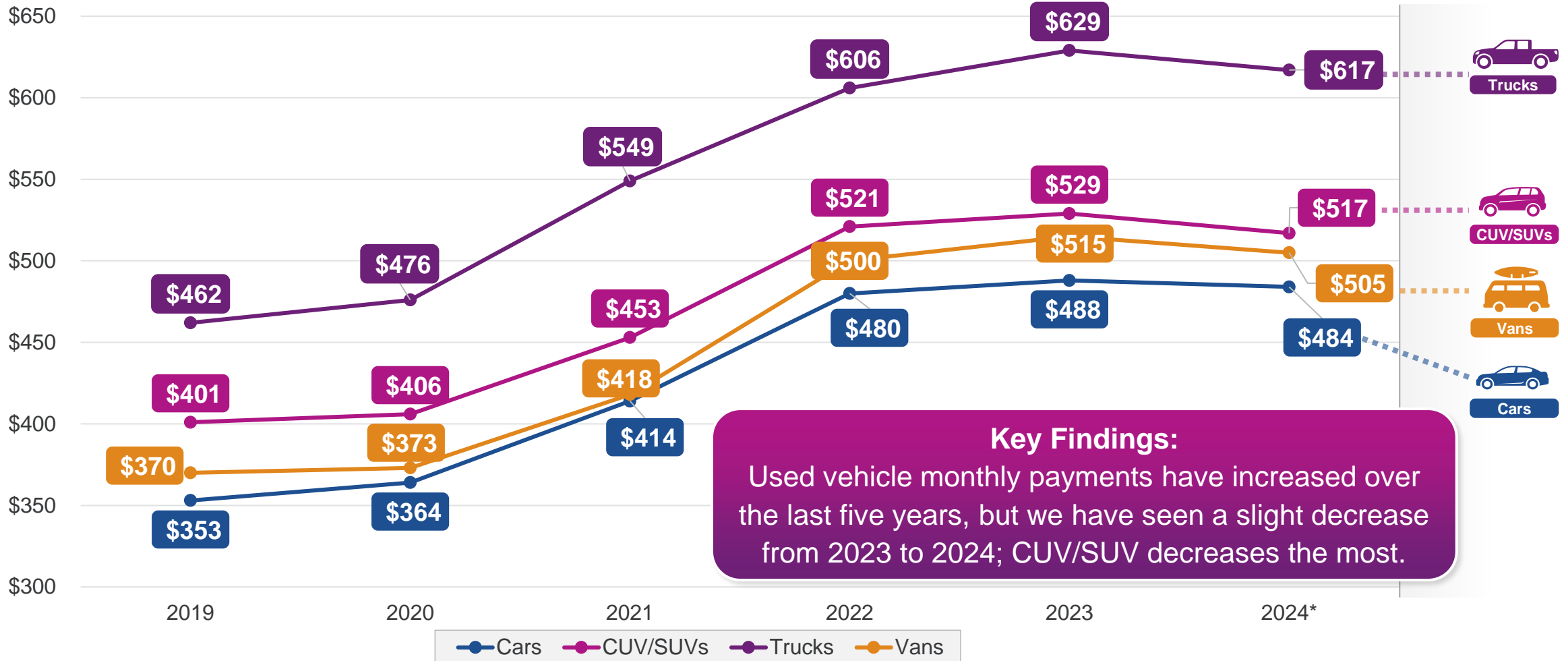


Average Monthly Payment for Used Vehicles by Vehicle Class for the Last 5 Years

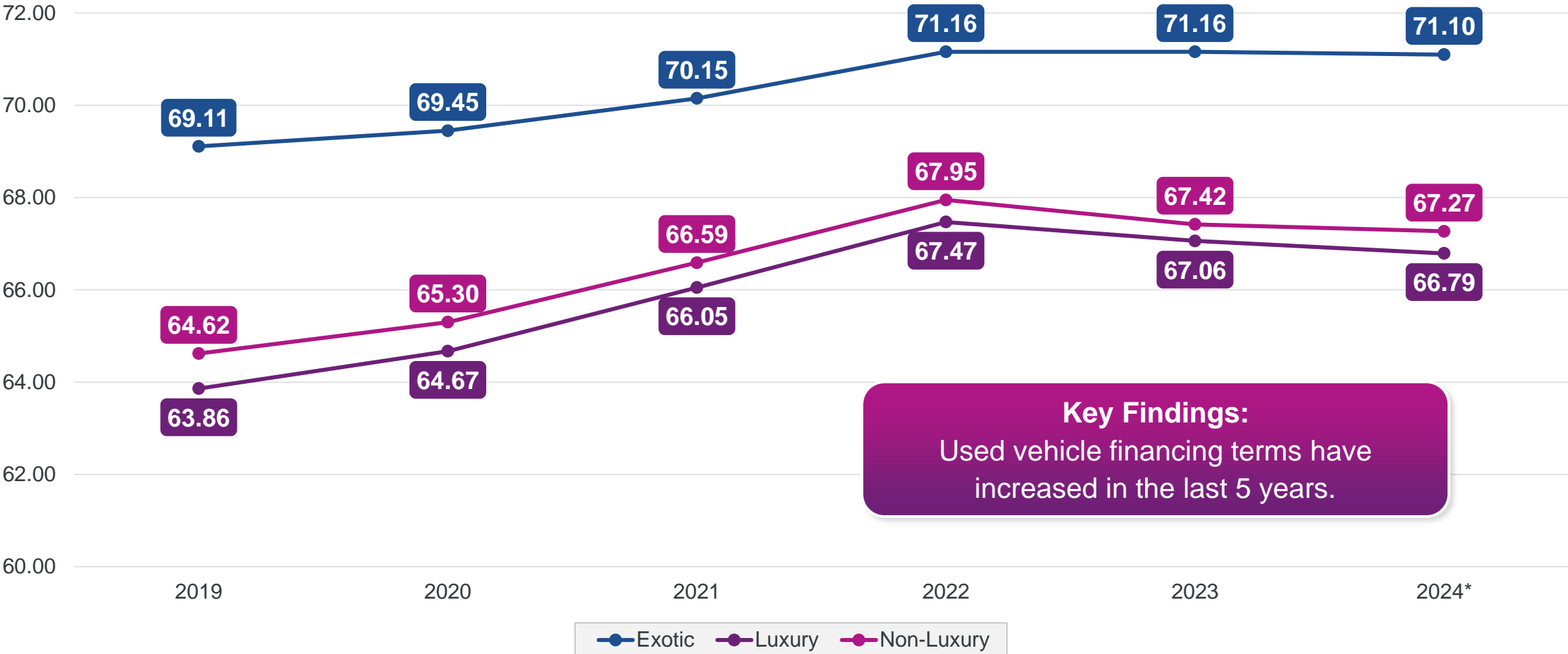
Key Findings:
Used vehicle average monthly payments have increased over the last five years, but we have seen a slight decrease from 2023 to 2024.



Average Monthly Payment for Used Vehicles by Vehicle Type for the Last 5 Years

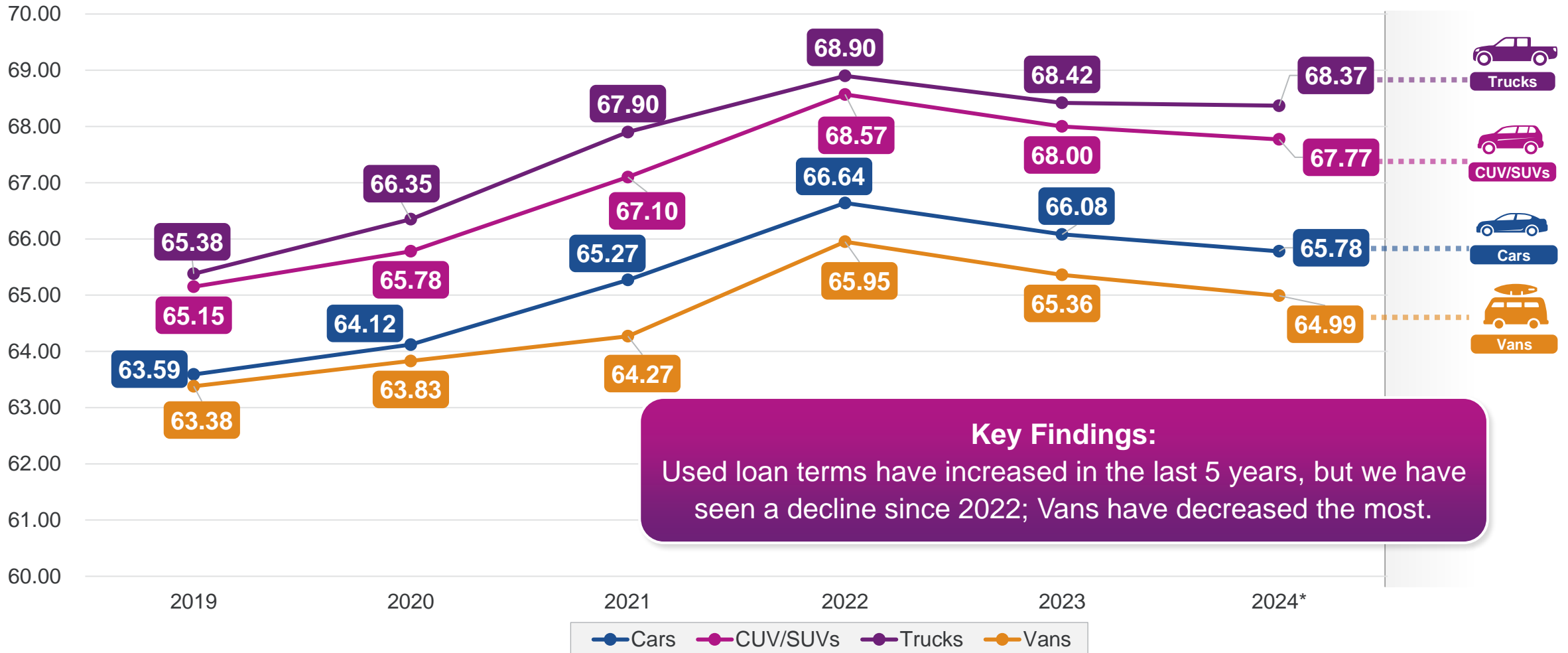


Average Term (Months) for Used Vehicle Financing by Vehicle Class for the Last 5 Years



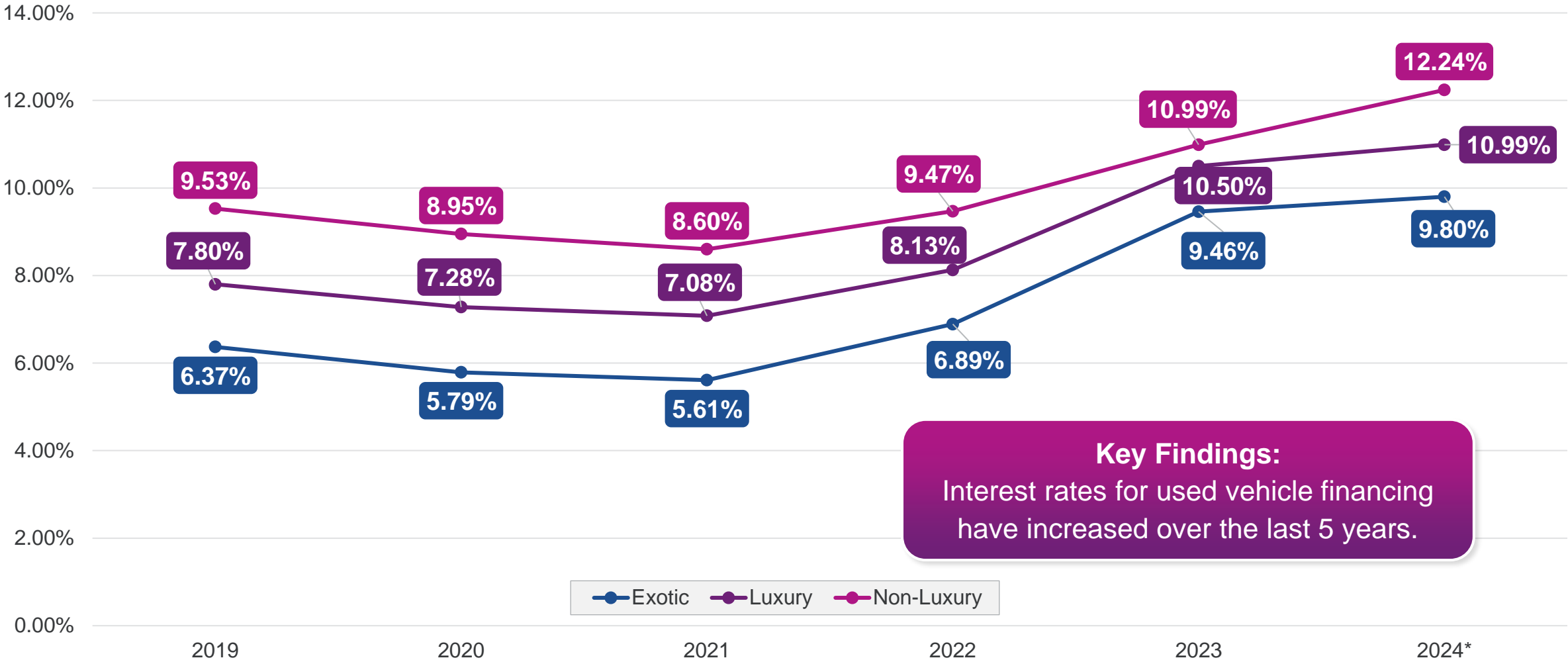
Key Findings:
Used vehicle financing terms have increased in the last 5 years.

Average Term (Months) for Used Vehicles by Vehicle Type for the Last 5 Years



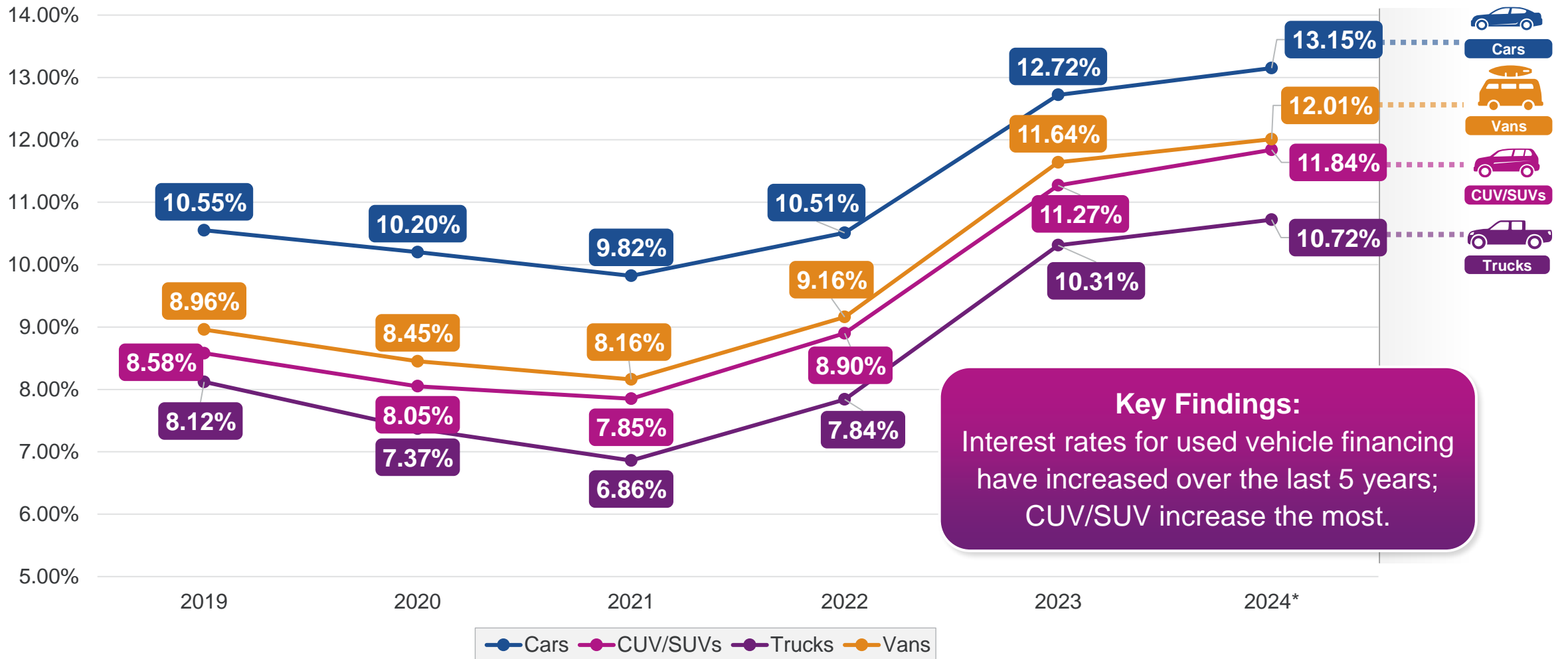
Key Findings:
Used loan terms have increased in the last 5 years, but we have seen a decline since 2022; Vans have decreased the most.

Average Interest Rate for Used Vehicle Financing by Vehicle Class for the Last 5 Years

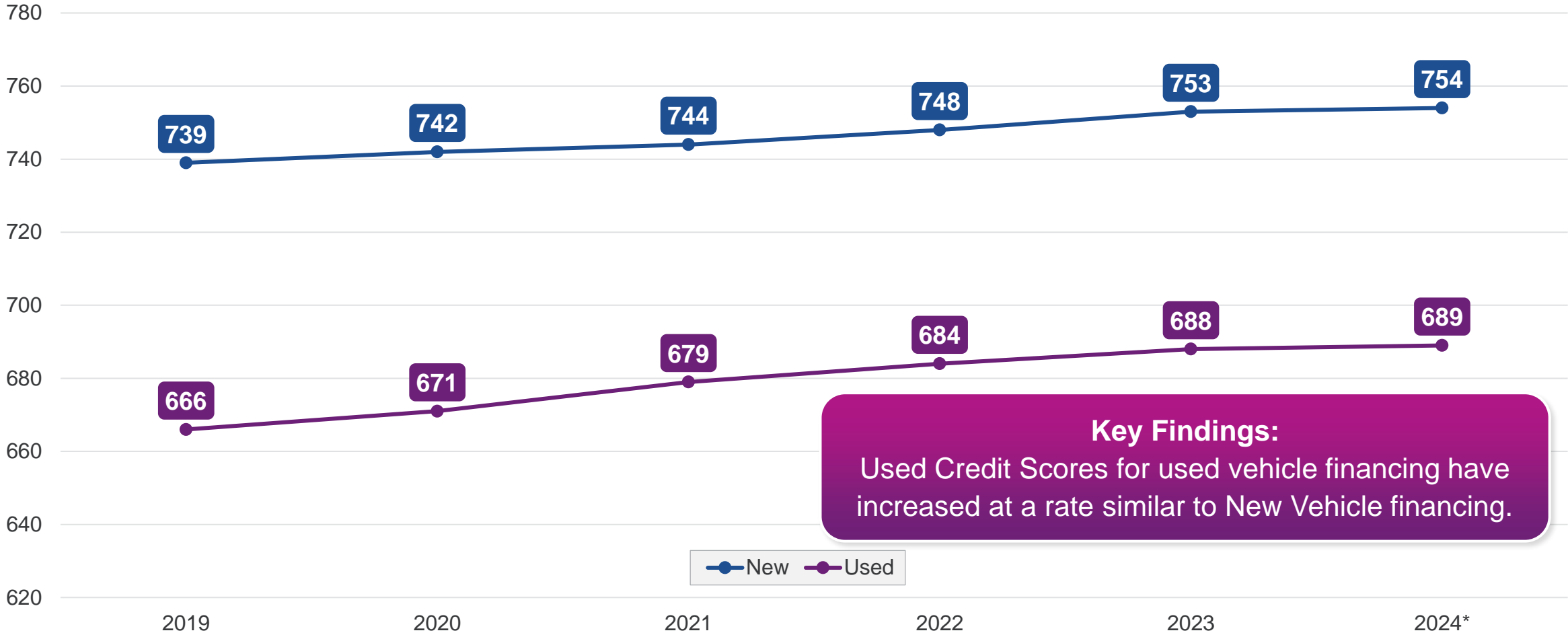


Key Findings:
Interest rates for used vehicle financing have increased over the last 5 years.

Average Interest Rate for Used Vehicles by Vehicle Type for the Last 5 Years



Average Annual Credit Score by Vehicle Sale Type for the Last 5 Years

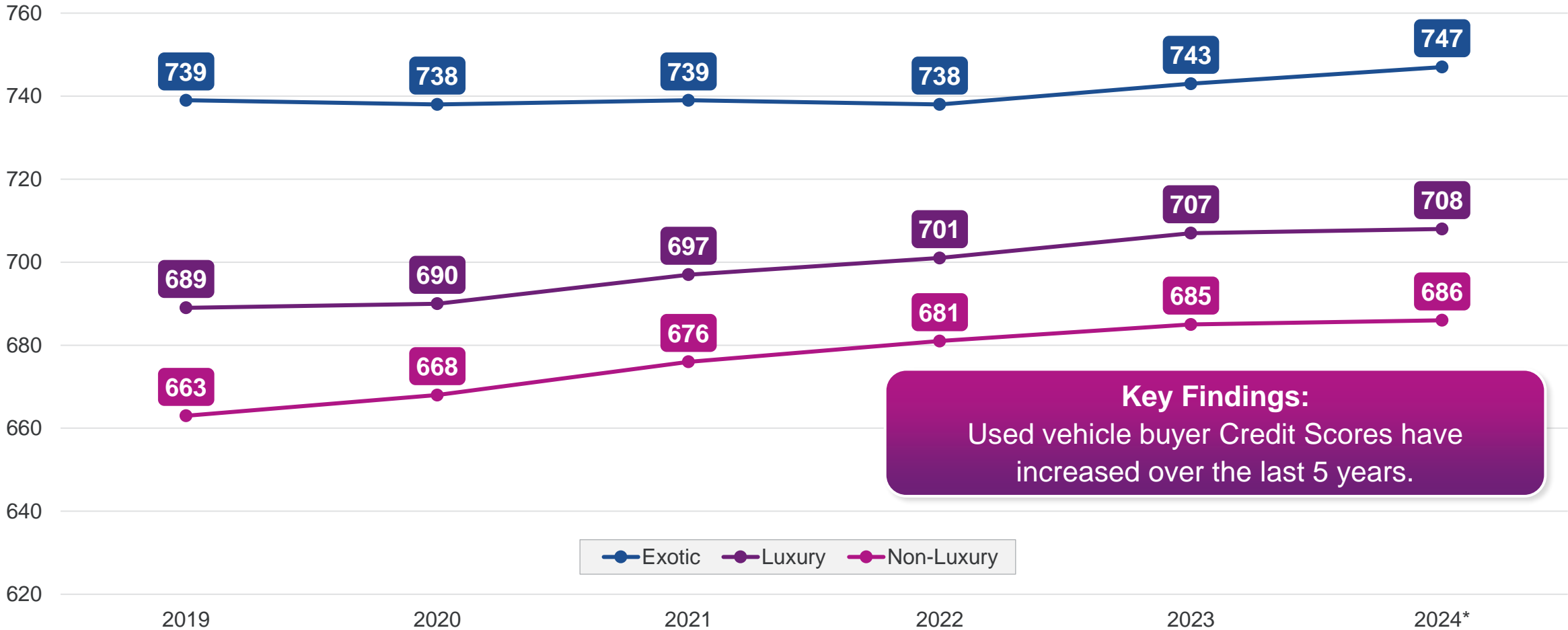


Key Findings:
Used Credit Scores for used vehicle financing have increased at a rate similar to New Vehicle financing.

● New ● Used

Credit Score is based on the Vantage Score® 4.0

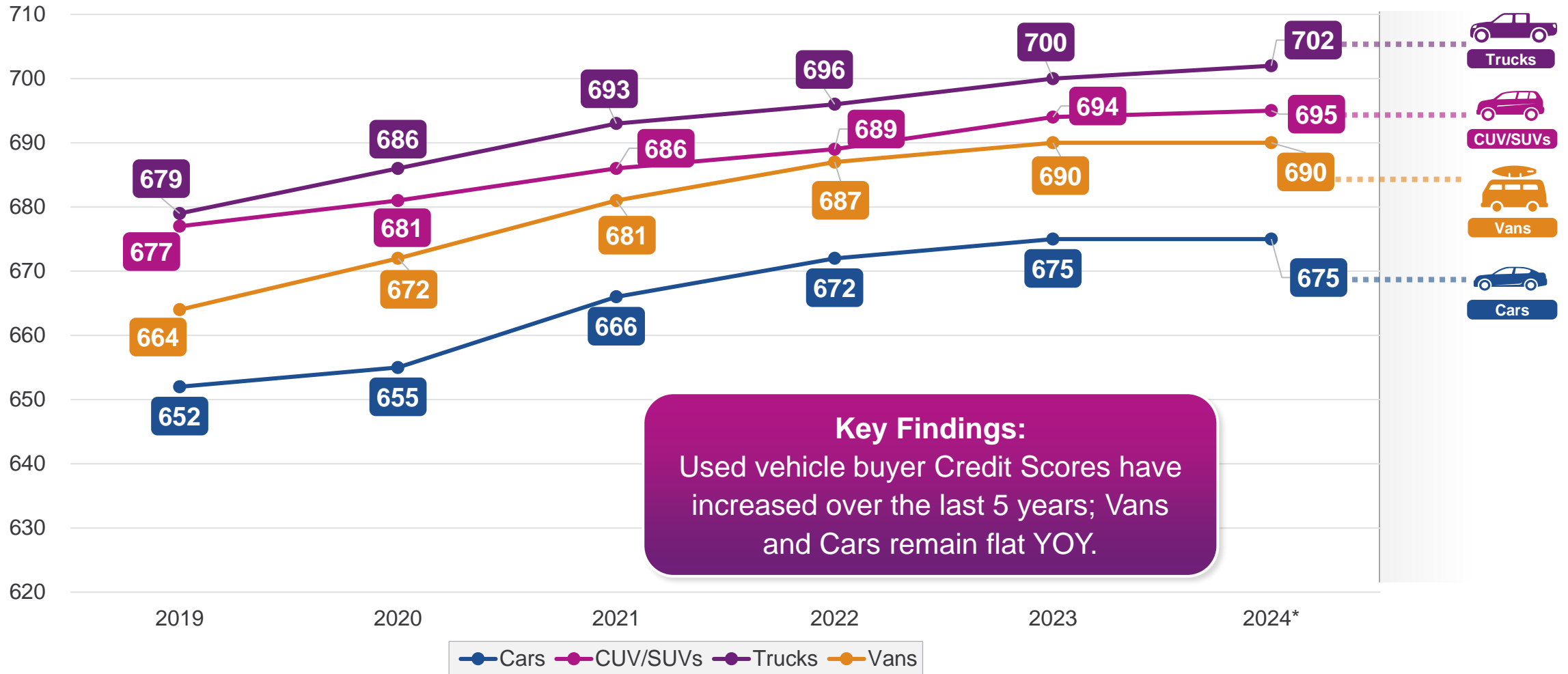
Average Annual Credit Score for Used Vehicles by Vehicle Class for the Last 5 Years



Key Findings:
Used vehicle buyer Credit Scores have increased over the last 5 years.

Credit Score is based on the Vantage Score® 4.0

Average Annual Credit Score for Used Vehicles by Vehicle Type for the Last 5 Years

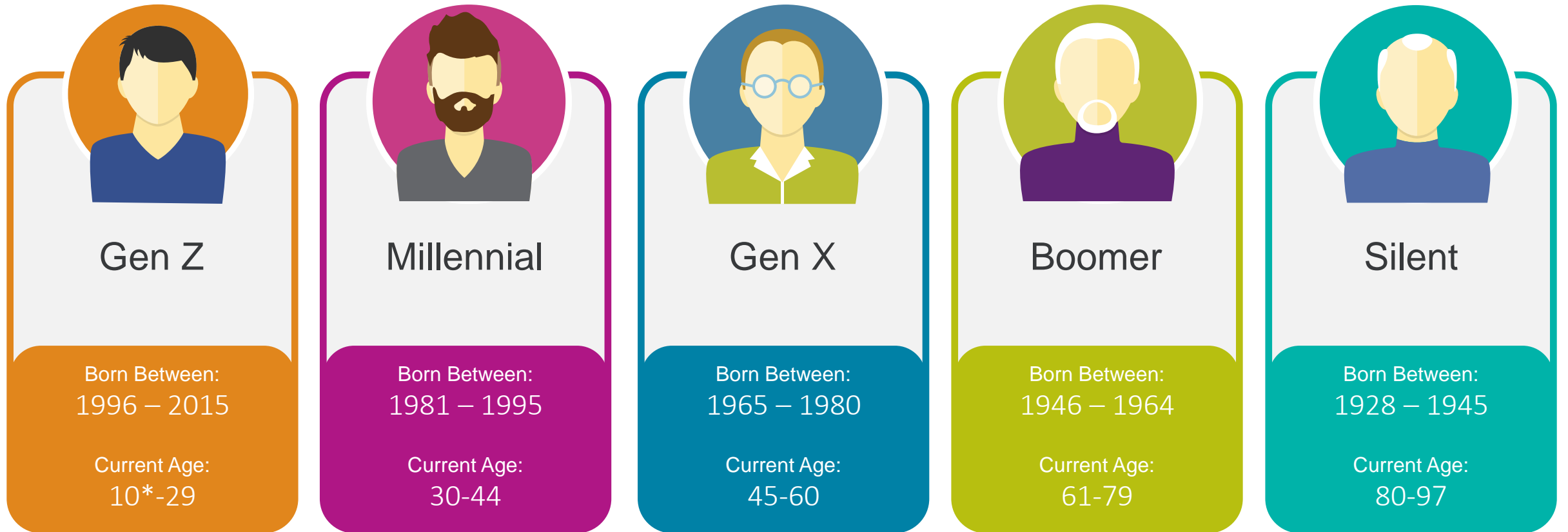




Used Vehicle Buyer Insights

Used, Retail, Individual Registration Analysis –
Demographics, Psychographics, Lifestyle Segmentation

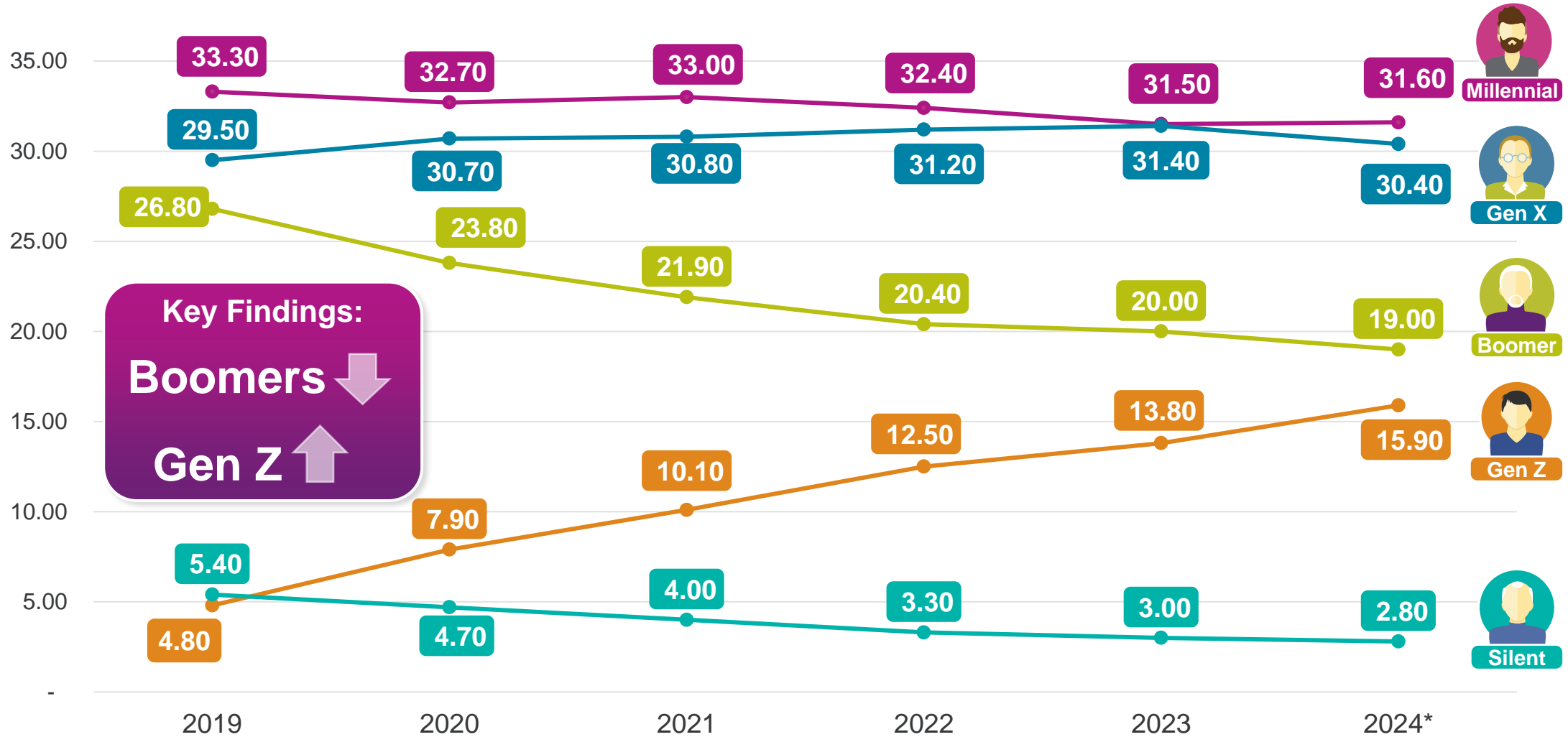
Generational Breakout



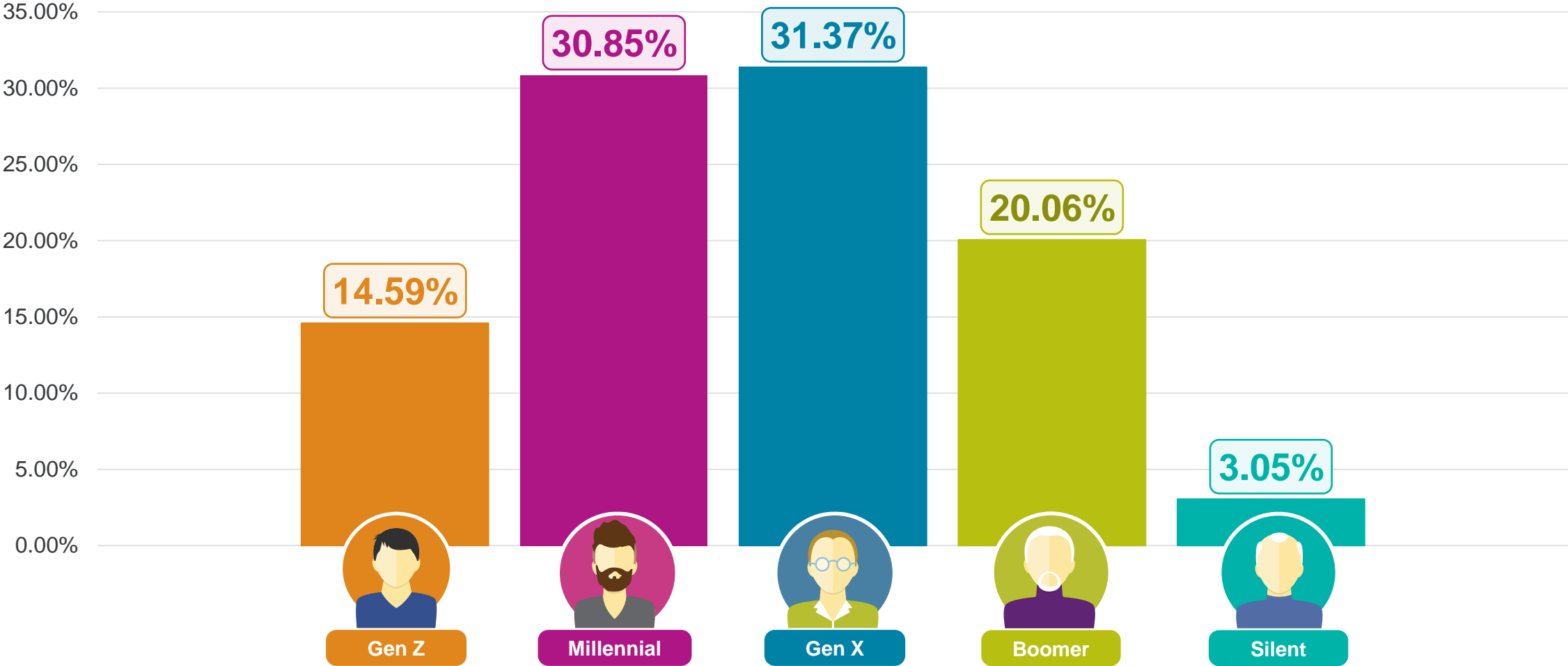
*Gen Z vehicle purchase insights are for buyers over the age of 18 only.
Current age is as of the year 2025



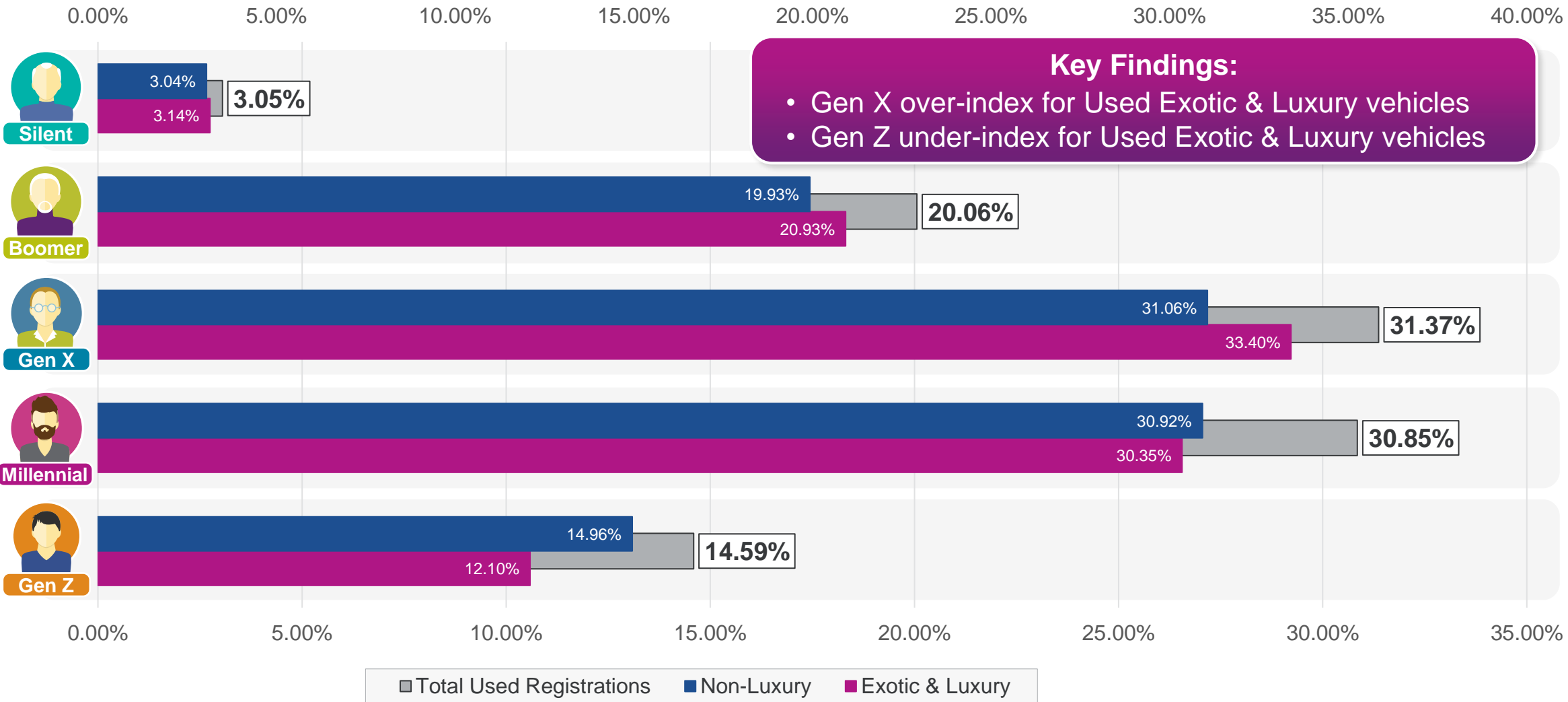
Used, Retail Registrations Market Share % by Generation for Last 5 Years



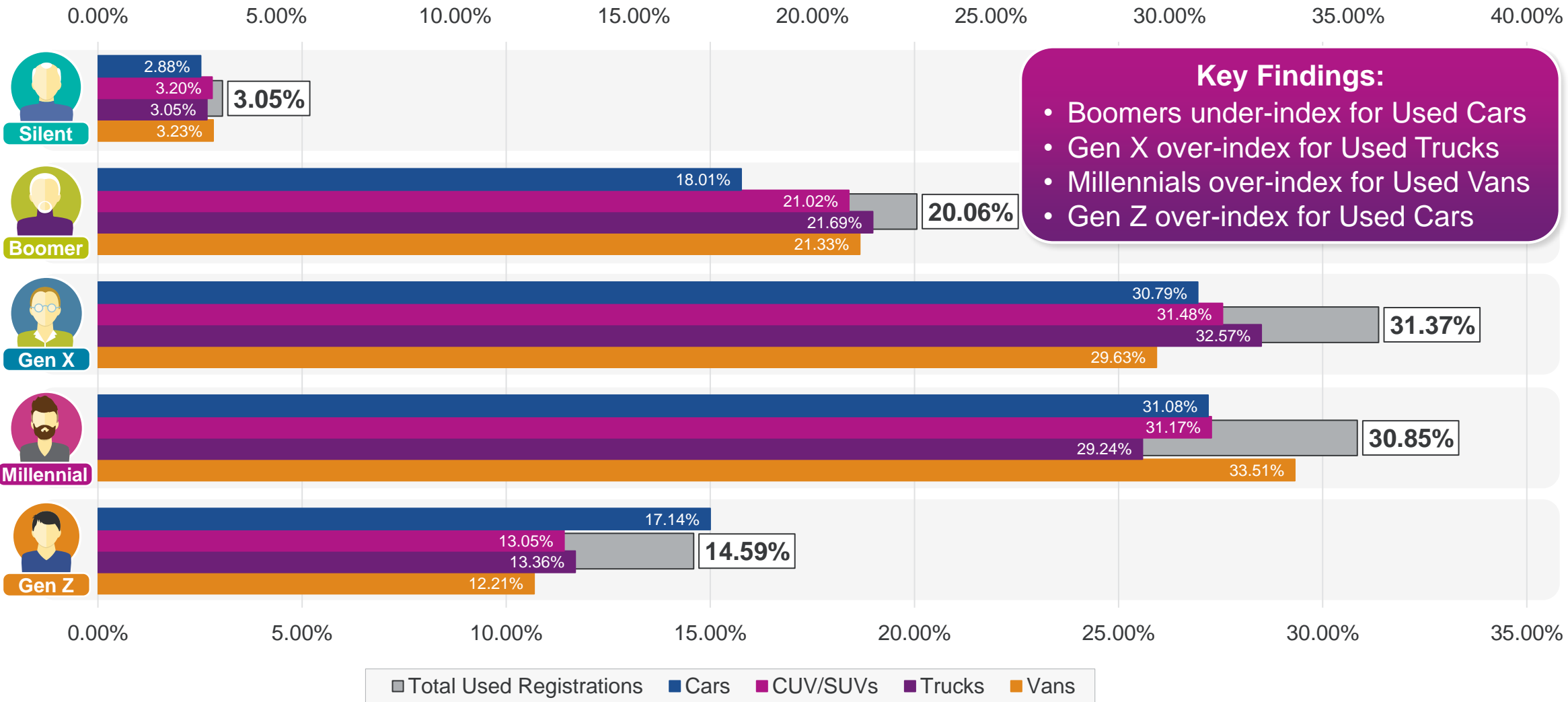
R12M Used, Retail Registration % by Generation



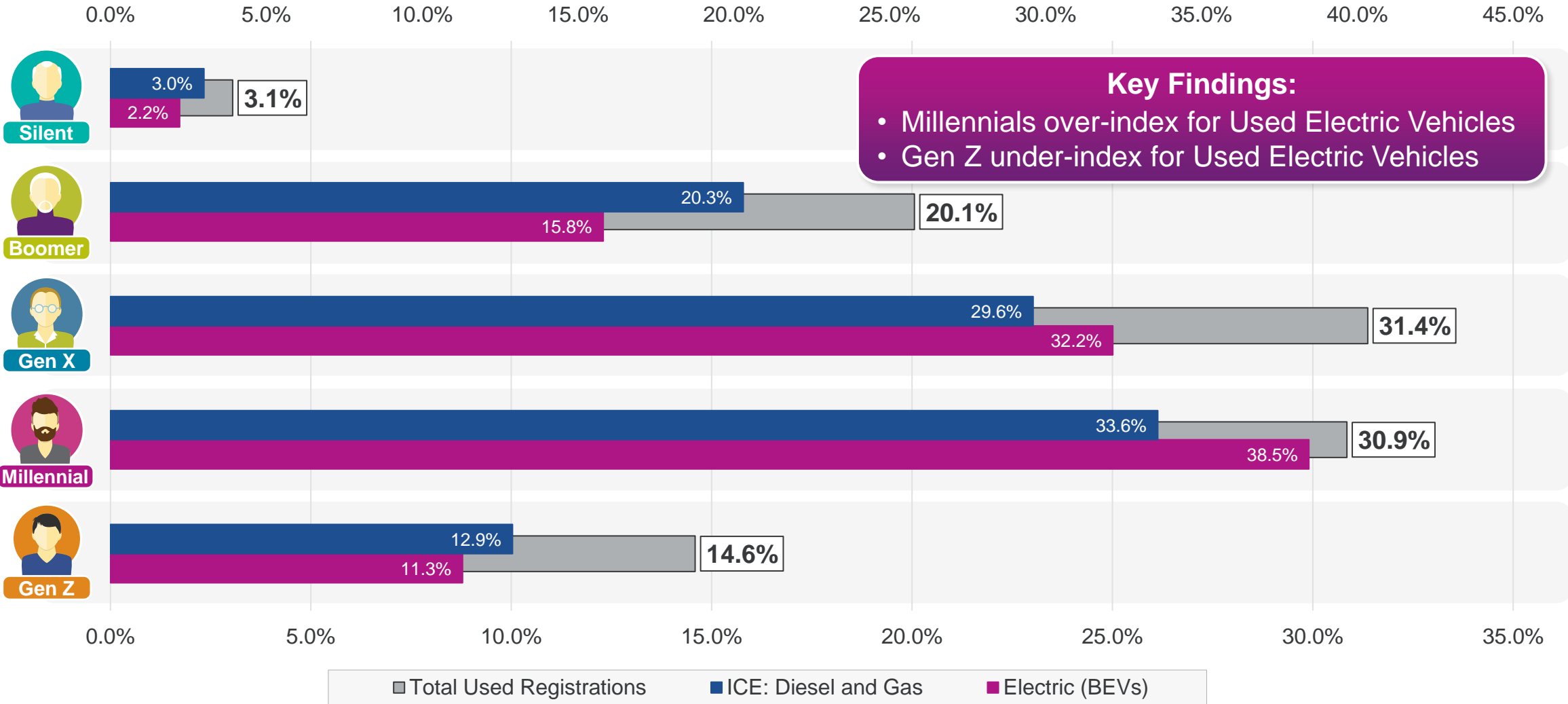
R12M Used, Retail Registration % by Generation & Class



R12M Used, Retail Registration % by Generation & Vehicle Segment



R12M Used, Retail Registration % by Generation & Fuel Type



Use Lifestyle Segmentation for Audience Refinement

Send the right message to the right person, at the right time

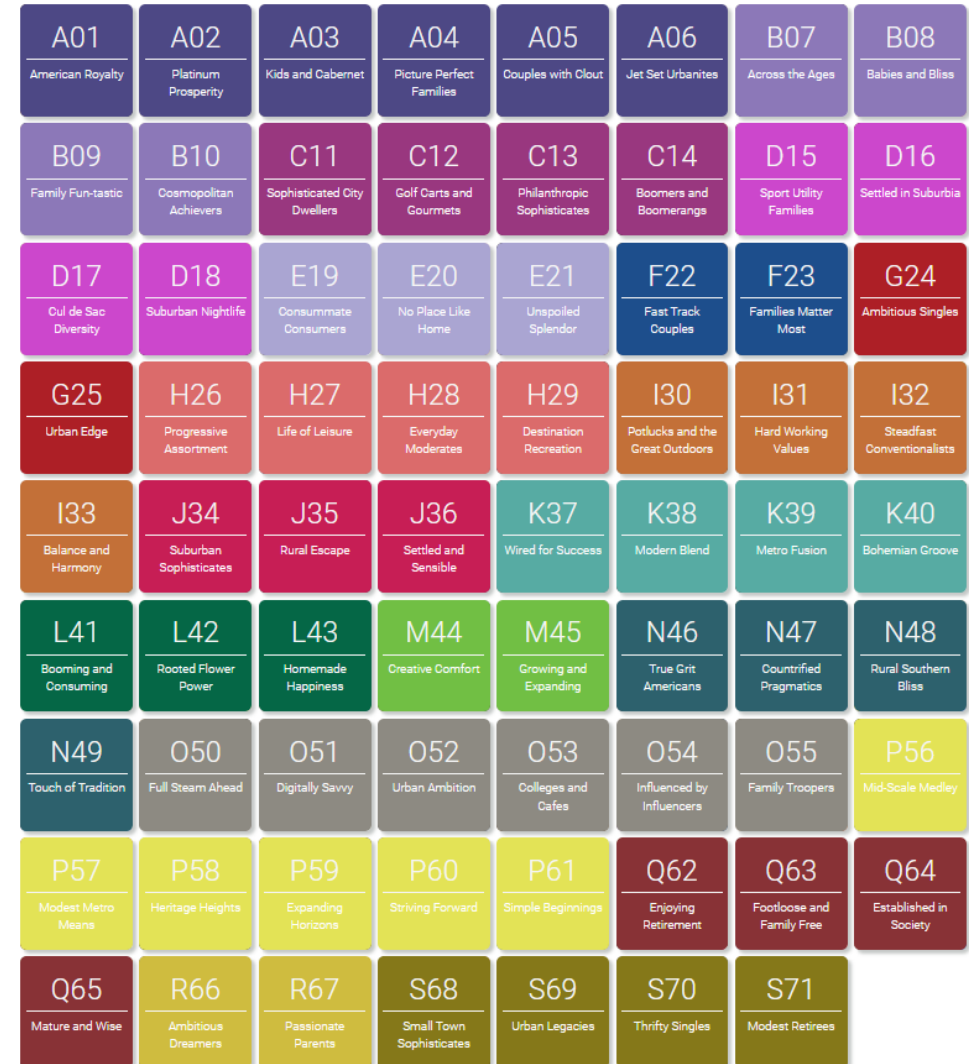
Communicate with consumers in a way that matches their world

Experian Mosaic divides the U.S. population into 19 Groups and 71 more detailed Types.

It paints a unique picture of consumers based on their demographic characteristics, lifestyles, and behavior.

It can tell you:

- Who your customers are
- How they live
- What they are looking for from you



Used Vehicles: Top 3 Lifestyle Segmentation Profiles

Mosaics provide a simple approach to audience planning

O51
Digitally Savvy

I30
Potlucks & the Great Outdoors

F22
Fast Track Couples



Top 3 Lifestyle Segments for Used Retail Buyers



Digitally Savvy



Potlucks & the Great Outdoors



Fast Track Couples

U.S. Population

6.3M

6.1M

6.7M

% Households

4.05%

1.95%

3.30%

% Individuals

2.57%

2.72%

2.57%

Overview

Young singles who live digital-driven smaller city lifestyles.

Comfortably established, middle-income couples with children living in suburbia.

Active, young, upper established suburban couples and families living upwardly-mobile lifestyles.

Top 3 Lifestyle Segments for Used Retail Buyers



Digitally Savvy



Potlucks & the Great Outdoors



Fast Track Couples

General Insights

- Ambitious
- Video gamers
- Single adults
- Eager to spend

- Country living
- Outdoor activities
- Blue-collar jobs
- Non-environmental

- Credit-aware
- Comfortable spender
- Active lifestyles
- Tech-savvy

Technology Adoption



Wizards



Apprentices



Journeyman

Top 3 Lifestyle Segments for Used Retail Buyers



Digitally Savvy



Potlucks & the Great Outdoors



Fast Track Couples

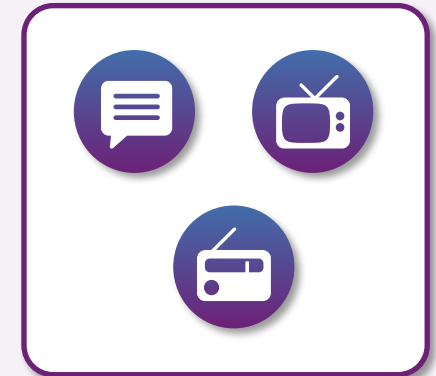
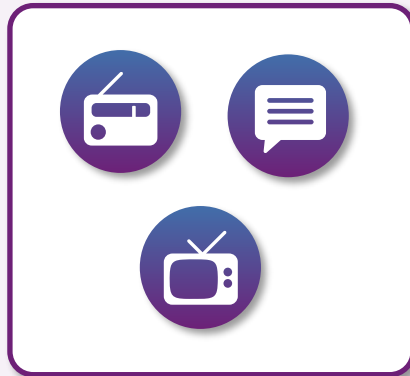
Top Buying Style

In the Moment Shoppers

Deal Seekers

Savvy Researchers

Top 3 Channel Preferences



TV



Direct Mail



Radio



SMS



Email



Social

Used Cars: Top 3 Lifestyle Segmentation Profiles



Cars

Mosaics provide a simple approach to audience planning

O51
Digitally Savvy

F22
Fast Track Couples

O54
Influenced by Influencers



Used CUV/SUVs: Top 3 Lifestyle Segmentation Profiles



CUV/
SUVs

Mosaics provide a simple approach to audience planning

O51
Digitally Savvy

F22
Fast Track Couples

I30
Potlucks and the Great Outdoors



Used Trucks: Top 3 Lifestyle Segmentation Profiles



Trucks

Mosaics provide a simple approach to audience planning

I30
Potlucks and the Great Outdoors

O51
Digitally Savvy

J35
Rural Escape



Used Vans: Top 3 Lifestyle Segmentation Profiles

Vans

Mosaics provide a simple approach to audience planning

O51
Digitally Savvy

F22
Fast Track Couples

I30
Potlucks and the Great Outdoors



Used Electric Vehicles: Top 3 Lifestyle Segmentation Profiles



EVs

Mosaics provide a simple approach to audience planning

C13
Philanthropic Sophisticates

F22
Fast Track Couples

A01
American Royalty







Top 3 Used Lifestyle Segmentation Profiles by Vehicle Type













Special Report Summary Insights





Used vehicles


	 Cars	 CUV/SUVs	 Trucks	 Vans
R12M Used Retail Registration %	36.62%	38.92%	20.21%	4.25%
Top 5 Models	Honda Accord	Honda CR-V	Ford F-150	Honda Odyssey
	Toyota Camry	Ford Escape	Chevy Silverado 1500	Dodge Grand Caravan
	Honda Civic	Chevy Equinox	GMC Sierra 1500	Toyota Sienna
	Toyota Corolla	Jeep Grand Cherokee	Ram 1500	Chrysler Town & Country
	Nissan Altima	Toyota RAV4	Toyota Tacoma	Chrysler Pacifica
Top 3 Mosaics	1 Digitally Savvy	Digitally Savvy	Potlucks and the Great Outdoors	Digitally Savvy
	2 Fast Track Couples	Fast Track Couples	Digitally Savvy	Fast Track Couples
	3 Influenced by Influencers	Potlucks and the Great Outdoors	Rural Escape	Potlucks and the Great Outdoors


	 Cars	 CUV/SUVs	 Trucks	 Vans
Generational Registration %				
 Silent	2.88%	3.20%	3.05%	3.23%
 Boomer	18.01%	21.02%	21.69%	21.33%
 Gen X	30.79%	31.48%	32.57%	29.63%
 Millennial	31.08%	31.17%	29.24%	33.51%
 Gen Z	17.15%	13.05%	13.36%	12.21%

 Born Between: 1996 – 2015
Current Age: 10*-29

 Born Between: 1981 – 1995
Current Age: 30-44

 Born Between: 1965 – 1980
Current Age: 45-60

 Born Between: 1946 – 1964
Current Age: 61-79

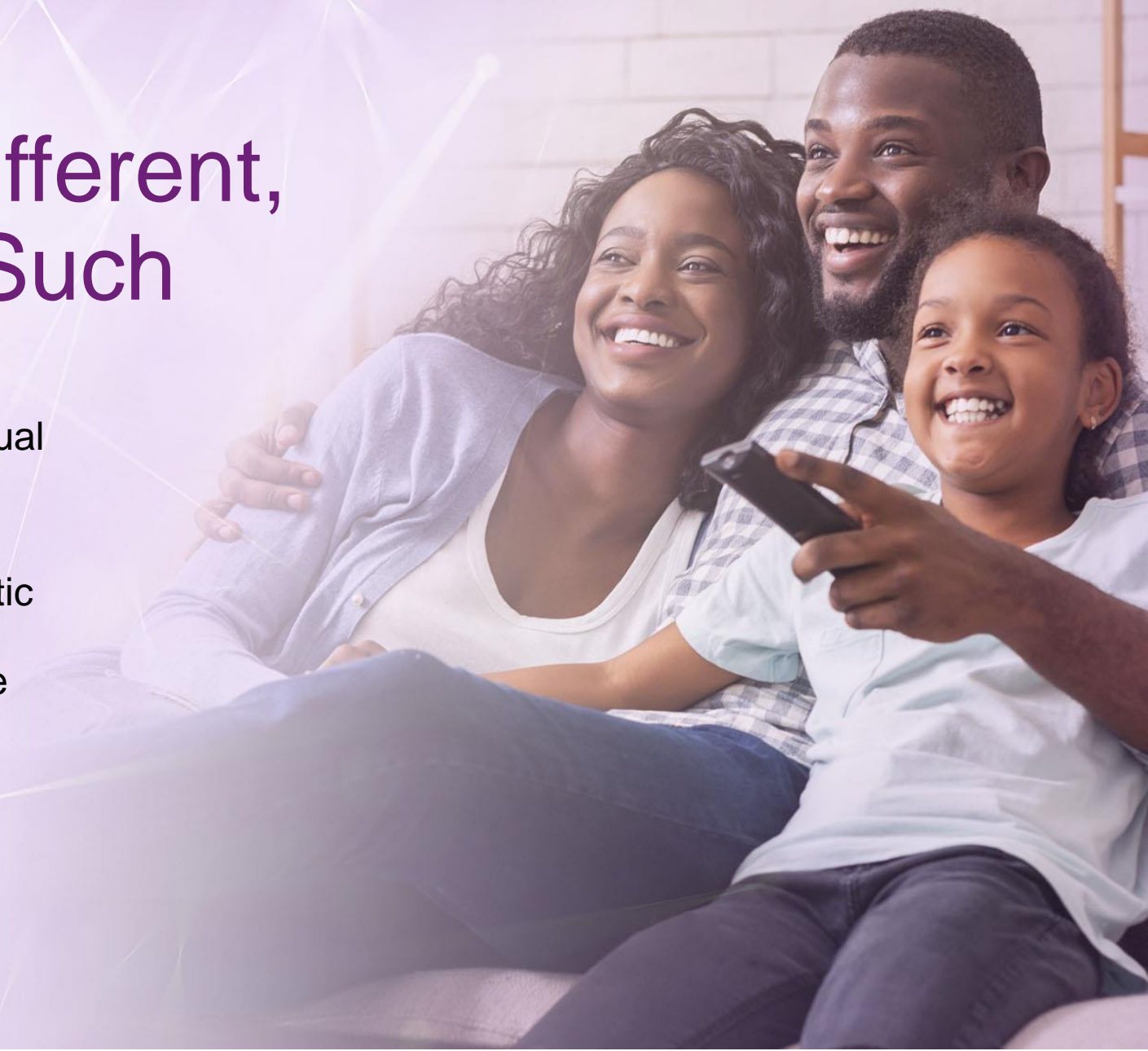
 Born Between: 1928 – 1945
Current Age: 80-97

*Gen Z vehicle purchase insights are for buyers over the age of 18 only



Used Buyers are Different, Market to them as Such

- Select and target audiences based on contextual information about the consumer like vehicle ownership or intent characteristics
- Choose audience models built with deterministic vehicle ownership, lifestyle, and demographic data to create unique algorithms specific to the audience selected
- Increase efficiency of targeting across all marketing channels





STAY INFORMED:
**Experian Automotive
Market Insights.**



FREE

EXPERIAN AUTOMOTIVE
REPORT TRENDS:



Automotive Consumer
Trends Report

GO 



Automotive Market
Trends Report

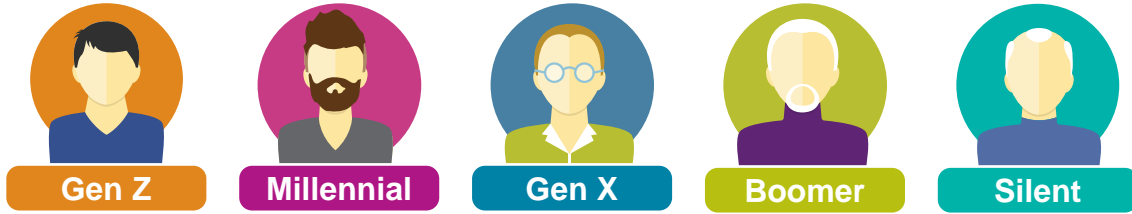
GO 



State of the Automotive
Finance Market Report

GO 

Special Report: Generational Insights



GET ACCESS TO THE **Special Report** Generational Insights

Automotive Market Insights for the Gen Z, Millennial, Gen X, Baby Boomer and Silent Generations.

[Click to access Special Report](#)



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**Experian
Automotive**



FOLLOW US ON
X:

**#EXPAuto@
Experian_Auto**





Special Report

Thank You!

Experian Automotive is prepared to meet your needs with integrated solutions designed to drive your business forward.



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