Louisiana Auto Outlook™

Coverage of the Louisiana new vehicle market

FORECAST

State New Vehicle Market Expected to Drift Lower in 2027

Below is a list of four primary questions and answers regarding the Louisiana new retail light vehicle market.

How has the state market performed so far this year? State new light vehicle registrations increased 1% during the first nine months of 2026 versus the same period a year earlier. The U.S. market was off 4%. State 3Q '26 registrations were up 5.2% versus 3Q '25, an improvement from the 1% increase in 2Q.

What's the outlook for new vehicle sales over the next 15 months? Registrations for all of this year are predicted to exceed 173,000 units and increase 1.4% from 2025. The market has a chance to increase in the fourth quarter of this year versus relatively weak year-earlier results. Preliminary outlook for 2027: most determinants are pointing to a small decline next year (see right), although a slight increase is not out of the question.

Which brands have posted gains? Among the top 20 selling brands in the state, new vehicle registrations increased for Nissan, Tesla, Kia, Ram, Toyota, Honda, and Ford so far this year. Tesla, Kia, and Nissan fared better in the state market than in the Nation (see page 4).

What are recent trends in the alternative powertrain market? Expiration of the federal government BEV tax credits shifted demand from electric vehicles to hybrids. In addition, fuel prices have increased significantly since the start of the Iran war. Both are key factors boosting sales of hybrids. Hybrid market share increased to 10.7% in the third quarter of this year and year-to-date registrations were up 17% versus 2025.

Primary Factors Driving the Louisiana New Vehicle Market

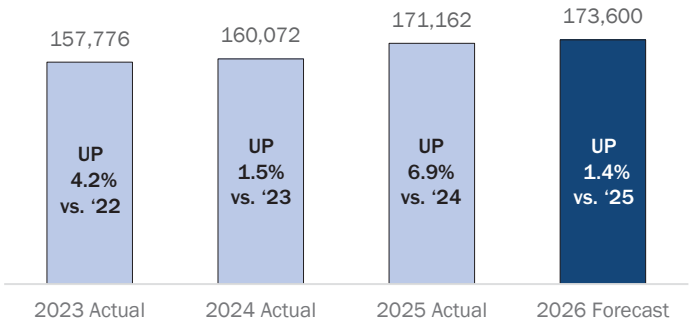
Affordability. Several key factors for affordability are moving in the wrong direction. Interest rates are increasing, tariffs are putting upward pressure on prices, and household incomes are not keeping pace with inflation. These issues are especially acute for lower-income consumers who own many of the older vehicles that are due for replacement. While higher-income households, buoyed by increasing net worth and stock market gains, have supported the market, any growth in new vehicle sales will be difficult to achieve when a significant portion of potential buyers are not actively in the market.

Consumer sentiment. Consumers are increasingly downbeat on economic conditions. Vehicle sales rarely improve when consumer attitudes are weak.

Economic growth and labor market. GDP growth has remained positive, employment gains have been respectable, and unemployment rates remain low, all of which are positive for the market.

Heightened uncertainty. Continually changing federal government policies and geopolitical events have unsettled the new vehicle market. More stability would provide added clarity to the outlook, but that seems unlikely.

Forecast for State New Retail Light Vehicle Registrations



The graph above shows annual new retail light vehicle registrations from 2023 to 2025, and Auto Outlook's projection for 2026.
Historical data sourced from Experian Automotive.

Market Summary

	YTD '25 thru Sep.	YTD '26 thru Sep.	% Chg. '25 to '26	Mkt. Share YTD '26
TOTAL	129,319	130,673	1.0%	
Car	19,016	20,135	5.9%	15.4%
Light Truck	110,303	110,538	0.2%	84.6%
Domestic	63,548	61,312	-3.5%	46.9%
European	7,846	7,022	-10.5%	5.4%
Japanese	42,277	45,084	6.6%	34.5%
Other Asian	15,648	17,255	10.3%	13.2%

Domestics consist of vehicles sold by GM, Ford, Stellantis (excluding Alfa Romeo and FIAT), Tesla, Rivian, and Lucid. Other Asian includes Genesis, Hyundai, Kia, and VinFast.
Data sourced from Experian Automotive.

KEY TRENDS IN LOUISIANA NEW VEHICLE MARKET

STATE MARKET VS. U.S.

% Change In New Retail Market YTD '26 thru September vs. YTD '25	Louisiana	U.S.
	UP 1.0%	DOWN 4.0%

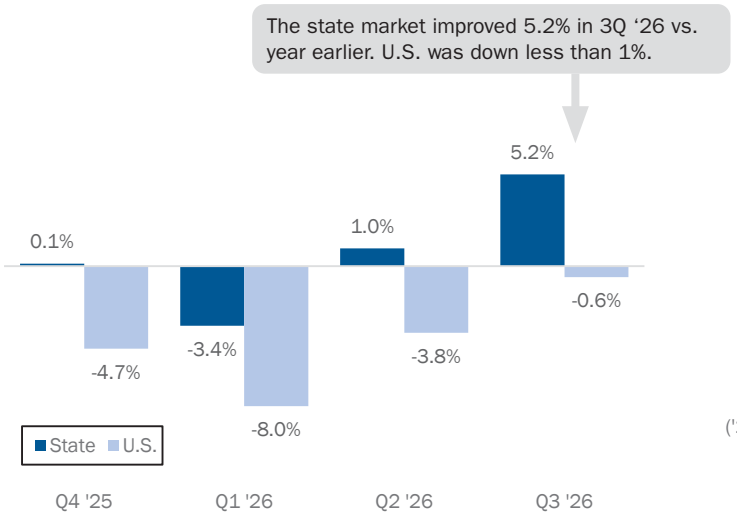
New retail light vehicle registrations in Louisiana increased 1% during the first nine months of this year versus year earlier. The U.S. market was off 4%

Data sourced from Experian Automotive.

QUARTERLY RESULTS

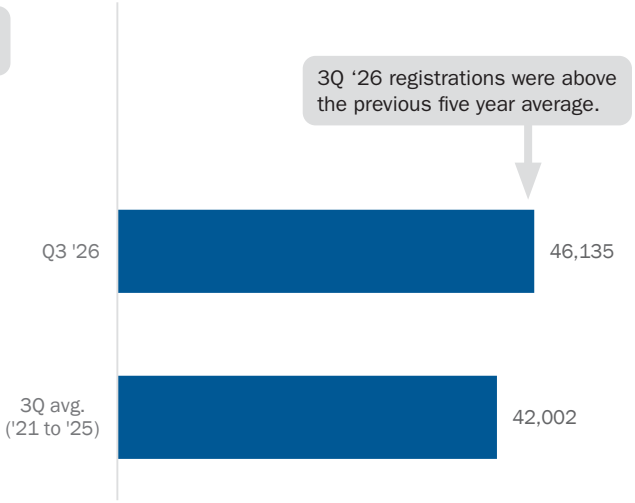
QUARTERLY TREND

Percent Change in Registrations vs. Year Earlier



QUARTERLY PERSPECTIVE

3Q '26 Registrations Versus 3Q Average for Previous Five Years



Data sourced from Experian Automotive.

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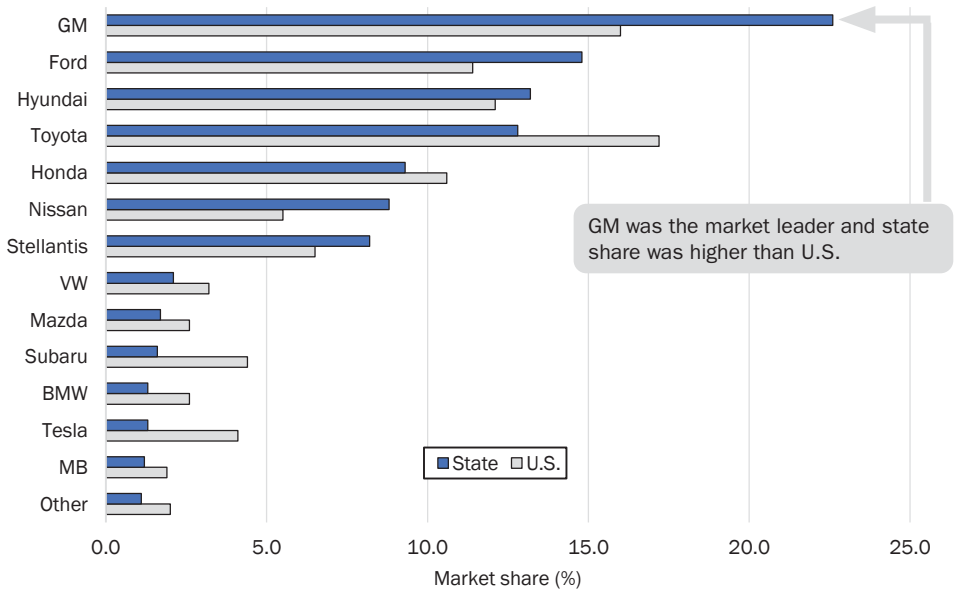
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KEY TRENDS IN LOUISIANA NEW VEHICLE MARKET



MANUFACTURER MARKET SHARES

Louisiana and U.S. Manufacturer Market Shares - YTD 2026 thru September



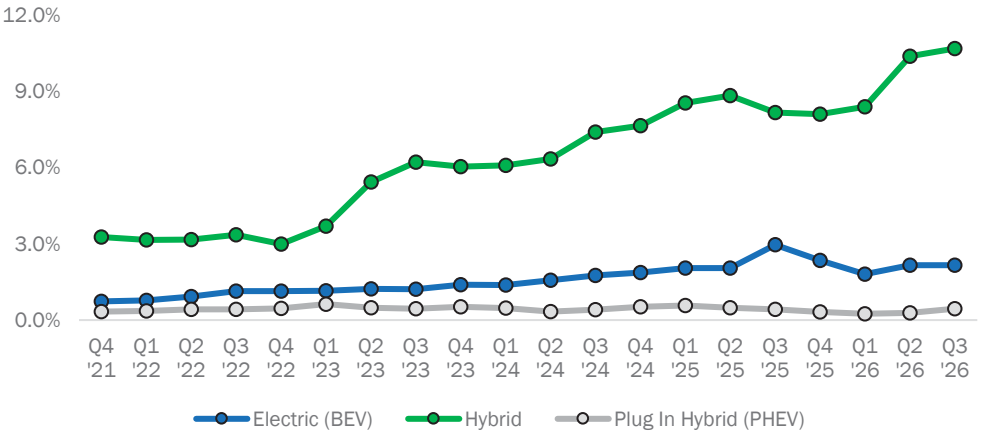
Manufacturer Market Share (%)			
Manufacturer	State Share	U.S. Share	State - U.S.
GM	22.6	16.0	6.6
Ford	14.8	11.4	3.4
Hyundai	13.2	12.1	1.1
Toyota	12.8	17.2	-4.4
Honda	9.3	10.6	-1.3
Nissan	8.8	5.5	3.3
Stellantis	8.2	6.5	1.7
VW	2.1	3.2	-1.1
Mazda	1.7	2.6	-0.9
Subaru	1.6	4.4	-2.8
BMW	1.3	2.6	-1.3
Tesla	1.3	4.1	-2.8
MB	1.2	1.9	-0.7
Other	1.1	2.0	-0.9

The graph and table above show manufacturer market share in both the state and U.S. markets. Far right column in the table is state market share minus U.S. Top three manufacturers are shaded gray. MB is Mercedes-Benz. Data sourced from Experian Automotive.



POWERTRAINS

% Share of Industry Registrations by Powertrain Type



YTD thru September			
	YTD '25	YTD '26	
ICE	88.6%	87.7%	↓
Hybrid	8.5%	9.9%	↑
Electric (BEV)	2.4%	2.1%	↓
Plug In Hybrid (PHEV)	0.5%	0.3%	↓

Quarterly			
	2Q '26	3Q '26	
ICE	87.1%	86.7%	↓
Hybrid	10.4%	10.7%	↑
Electric (BEV)	2.2%	2.2%	FLAT
Plug In Hybrid (PHEV)	0.3%	0.4%	↑

BEV market share was just **2.1%** during the first nine months of this year, down from **2.4%** a year earlier. Hybrid vehicles continued to post big gains, with market share reaching **10.7%** in 3Q '26.

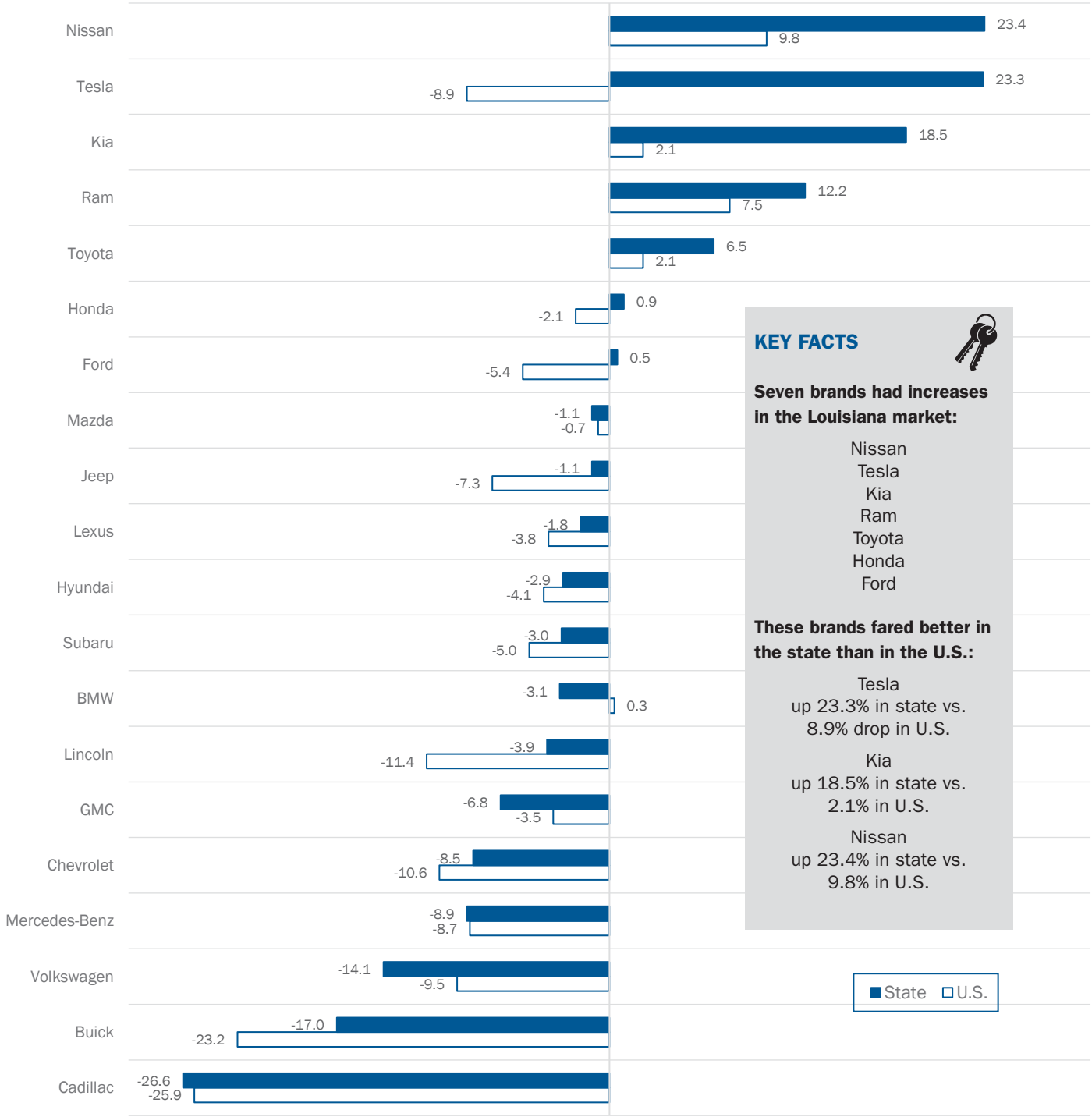
Data sourced from Experian Automotive. Hybrid registrations exclude mild hybrids.

BRANDS AND MODELS

WINNERS AND LOSERS

The graph below shows the percent change in new retail light vehicle registrations during the first nine months of this year versus the same period a year earlier in both the Louisiana (solid blue bars) and U.S. (blue outlined bars). Brands are shown from top to bottom based on the change in state registrations.

Percent Change in Louisiana and U.S. New Retail Light Vehicle Registrations (Top 20 Selling Brands in State)
YTD 2026 thru September vs. YTD 2025



KEY FACTS

Seven brands had increases in the Louisiana market:

Nissan
Tesla
Kia
Ram
Toyota
Honda
Ford

These brands fared better in the state than in the U.S.:

Tesla
up 23.3% in state vs.
8.9% drop in U.S.

Kia
up 18.5% in state vs.
2.1% in U.S.

Nissan
up 23.4% in state vs.
9.8% in U.S.

Data sourced from Experian Automotive.

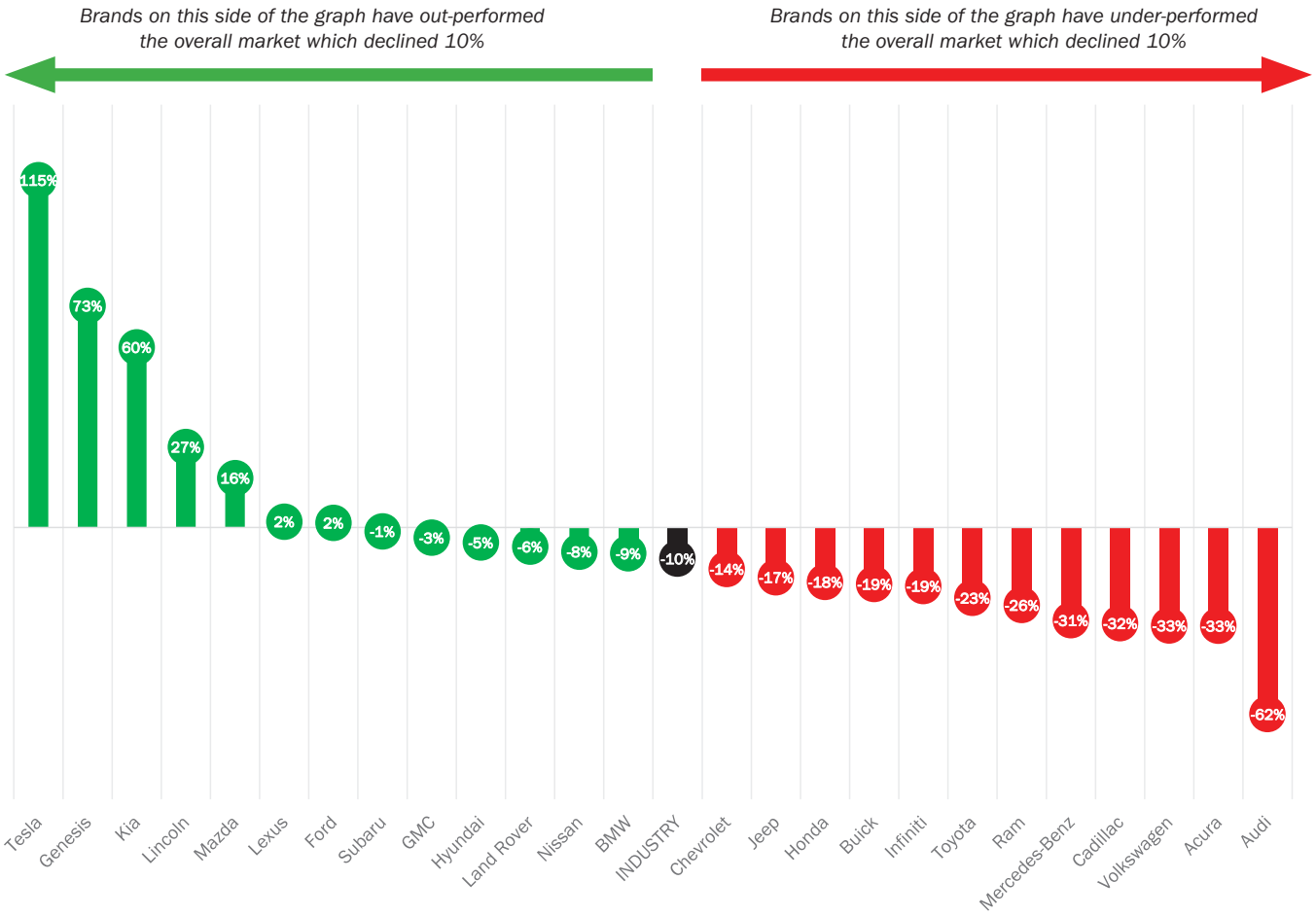
BRANDS AND MODELS

LONG TERM TRENDS

The graph below shows the percentage change in Louisiana new vehicle registrations during the first nine months of this year versus the same period five years earlier. New vehicle registrations in 2021 were relatively strong as the market recovered from lower sales levels during the pandemic. Industry registrations declined 10% over the five year period.

Data sourced from Experian Automotive.

Five Year Percent Change in Louisiana New Retail Light Vehicle Registrations for Top 25 Selling Brands YTD 2026 thru September vs. YTD 2021



TOP SELLING MODELS

Top 20 Selling Models during YTD '26 thru September - Market Share and % Change in Registrations vs. YTD '25

Rank	Model	State Share %	% chg. '25 to '26	Rank	Model	State Share %	% chg. '25 to '26
1	Ford F-Series	6.7	-1.7	11	Toyota Camry	1.6	12.5
2	GMC Sierra	4.9	-3.5	12	Honda Accord	1.6	14.7
3	Chevrolet Silverado	4.3	-8.2	13	Honda Civic	1.5	-4.1
4	Ram Pickup	4.0	13.5	14	Kia Telluride	1.5	57.1
5	Honda CR-V	2.3	0.4	15	Ford Expedition	1.4	-2.8
6	Kia K4	2.3	21.4	16	Chevrolet Traverse	1.4	19.9
7	Nissan Rogue	1.9	38.9	17	Toyota Tundra	1.4	-0.6
8	Chevrolet Trax	1.7	8.0	18	Ford Explorer	1.4	23.2
9	Toyota Tacoma	1.7	14.3	19	Nissan Kicks	1.4	20.9
10	Nissan Sentra	1.6	28.2	20	Toyota RAV4	1.3	-24.1

Table on the left shows the top 20 selling models so far this year. Share of industry registrations and the percent change versus the same period a year earlier are also shown. Models with the five largest percentage increase are shaded blue.

Data sourced from Experian Automotive.

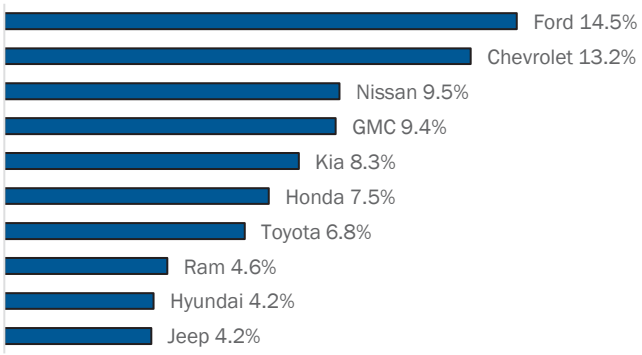
BRANDS AND MODELS

TOP TEN RANKINGS IN STATE MARKET - YTD 2026 THRU SEPTEMBER

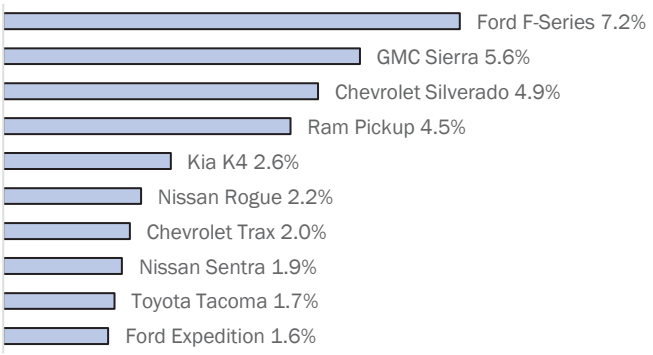
The graphs below show top ten selling brands and models during the first nine months of this year for three powertrain classifications - ICE (internal combustion engines), Hybrids (including plug-in hybrids), and BEVs (battery electric vehicles). Ford was the top selling brand for ICE vehicles and F-Series was the number one model. Toyota and Camry were leaders for hybrids. Tesla and Model Y were the top-sellers for BEVs.

ICE VEHICLES (includes gasoline and diesel engines)

Market Share for Top 10 Brands

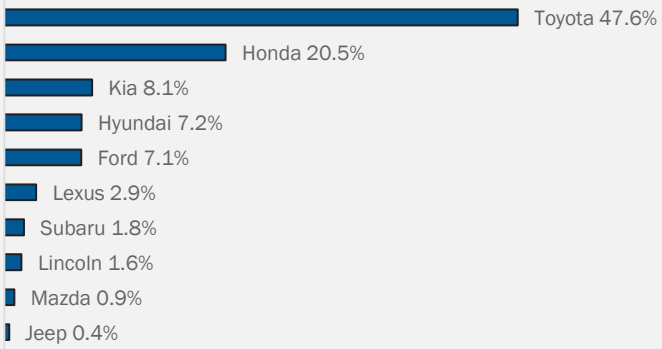


Market Share for Top 10 Models

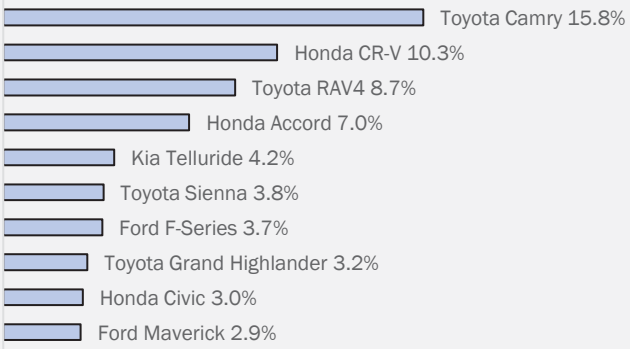


HYBRID VEHICLES (includes plug-ins and excludes mild hybrids)

Market Share for Top 10 Brands

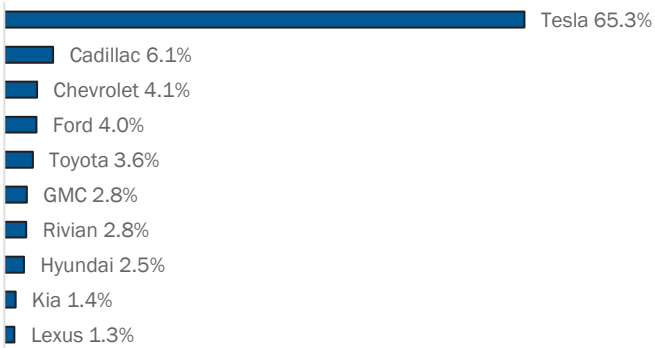


Market Share for Top 10 Models

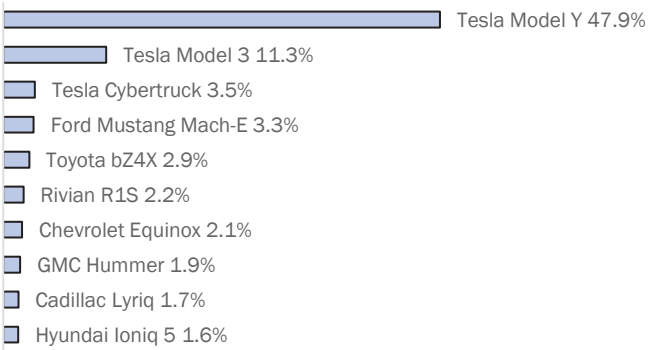


BATTERY ELECTRIC VEHICLES

Market Share for Top 10 Brands



Market Share for Top 10 Models



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

COMPARISON OF STATE MARKETS

BRAND MARKET SHARE

The table below shows the top five selling brands in 24 selected state markets and the U.S. during the first nine months of this year.

Data sourced from Experian Automotive.

PRIMARY OBSERVATIONS

1. Ford was the state market leader with a 13.5% share.
2. Toyota was number one in 14 of the 24 markets.
3. Ford's Louisiana share was fifth highest among the 24 markets.

Top Five Selling Brands in 24 Selected State Markets and U.S. - YTD '26 thru September

Arizona		Arkansas		California		Colorado		Connecticut	
Make	Share	Make	Share	Make	Share	Make		Make	Share
Toyota	18.0	Ford	14.6	Toyota	20.6	Toyota	17.0	Toyota	13.4
Ford	10.1	Chevrolet	11.5	Honda	12.2	Ford	12.5	Honda	10.3
Chevrolet	9.8	Toyota	11.2	Tesla	10.5	Subaru	9.1	Subaru	8.7
Honda	7.9	GMC	10.3	Ford	6.5	Honda	6.2	Ford	6.4
Kia	7.2	Nissan	6.9	Kia	5.5	Chevrolet	5.9	Nissan	6.4

Florida		Georgia		Illinois		Louisiana		Maryland	
Make	Share	Make	Share	Make	Share	Make		Make	Share
Toyota	15.7	Toyota	16.1	Honda	11.1	Ford	13.5	Toyota	16.4
Honda	8.7	Ford	11.9	Chevrolet	10.7	Chevrolet	11.7	Honda	12.8
Ford	8.6	Chevrolet	9.3	Toyota	10.6	Toyota	10.9	Ford	9.3
Chevrolet	7.9	Honda	8.2	Ford	8.9	Honda	8.7	Chevrolet	7.5
Kia	7.5	Nissan	7.4	Kia	7.0	Nissan	8.3	Hyundai	7.2

Massachusetts		Michigan		Minnesota		New Jersey		New York	
Make	Share	Make	Share	Make	Share	Make		Make	Share
Toyota	17.3	Chevrolet	23.6	Chevrolet	13.9	Honda	12.7	Honda	11.1
Honda	12.7	Ford	20.7	Ford	12.3	Toyota	9.6	Toyota	10.8
Ford	7.2	GMC	7.1	Toyota	10.9	Ford	6.8	Chevrolet	9.7
Subaru	6.9	Jeep	6.1	Honda	10.5	Hyundai	6.8	Ford	7.1
Hyundai	5.7	Toyota	5.7	Subaru	7.6	Kia	6.3	Nissan	6.7

North Carolina		Ohio		Oklahoma		Oregon		Pennsylvania	
Make	Share	Make	Share	Make	Share	Make		Make	Share
Toyota	16.0	Honda	14.2	Ford	16.3	Toyota	25.0	Toyota	11.9
Honda	11.6	Chevrolet	12.9	Chevrolet	14.6	Subaru	10.5	Honda	10.1
Ford	10.2	Ford	10.2	Toyota	10.7	Ford	10.2	Ford	9.8
Chevrolet	9.8	Toyota	10.1	GMC	6.7	Honda	7.4	Chevrolet	8.9
Kia	6.3	Kia	8.3	Hyundai	6.5	Kia	6.0	Subaru	8.3

Tennessee		Texas		Virginia		Washington		U.S.	
Make	Share	Make	Share	Make	Share	Make		Make	Share
Nissan	14.2	Toyota	15.4	Toyota	15.5	Toyota	19.5	Toyota	14.6
Toyota	13.4	Ford	13.6	Honda	13.7	Honda	9.9	Ford	10.7
Ford	12.1	Chevrolet	11.4	Ford	9.9	Ford	9.0	Chevrolet	9.9
Honda	8.7	Honda	7.0	Chevrolet	8.0	Subaru	8.9	Honda	9.7
Chevrolet	8.2	Nissan	5.8	Kia	6.9	Tesla	8.0	Kia	6.0

Brand Registrations Report
Louisiana New Retail Car and Light Truck Registrations

	Third Quarter						Year to date thru September					
	Registrations			Market Share (%)			Registrations			Market Share (%)		
	3Q '25	3Q '26	% change	3Q '25	3Q '26	Change	YTD '25	YTD '26	% change	YTD '25	YTD '26	Change
TOTAL	43,840	46,135	5.2				129,319	130,673	1.0			
Cars	6,461	6,938	7.4	14.7	15.0	0.3	19,016	20,135	5.9	14.7	15.4	0.7
Light Trucks	37,379	39,197	4.9	85.3	85.0	-0.3	110,303	110,538	0.2	85.3	84.6	-0.7
Domestic Brands	21,037	21,572	2.5	48.0	46.7	-1.3	63,548	61,312	-3.5	49.1	46.9	-2.2
European Brands	2,483	2,426	-2.3	5.7	5.3	-0.4	7,846	7,022	-10.5	6.1	5.4	-0.7
Japanese Brands	14,484	16,097	11.1	33.0	34.9	1.9	42,277	45,084	6.6	32.7	34.5	1.8
Other Asian Brands	5,836	6,040	3.5	13.3	13.1	-0.2	15,648	17,255	10.3	12.1	13.2	1.1
Acura	259	257	-0.8	0.6	0.6	0.0	799	833	4.3	0.6	0.6	0.0
Alfa Romeo	2	2	0.0	0.0	0.0	0.0	9	6	-33.3	0.0	0.0	0.0
Audi	248	262	5.6	0.6	0.6	0.0	850	649	-23.6	0.7	0.5	-0.2
BMW	578	652	12.8	1.3	1.4	0.1	1,793	1,737	-3.1	1.4	1.3	-0.1
Buick	905	892	-1.4	2.1	1.9	-0.2	2,925	2,429	-17.0	2.3	1.9	-0.4
Cadillac	438	339	-22.6	1.0	0.7	-0.3	1,367	1,003	-26.6	1.1	0.8	-0.3
Chevrolet	5,332	5,335	0.1	12.2	11.6	-0.6	16,664	15,244	-8.5	12.9	11.7	-1.2
Chrysler	52	40	-23.1	0.1	0.1	0.0	183	175	-4.4	0.1	0.1	0.0
Dodge	101	171	69.3	0.2	0.4	0.2	365	395	8.2	0.3	0.3	0.0
Ferrari	2	2	0.0	0.0	0.0	0.0	2	4	100.0	0.0	0.0	0.0
Ford	5,715	6,264	9.6	13.0	13.6	0.6	17,584	17,667	0.5	13.6	13.5	-0.1
Genesis	245	252	2.9	0.6	0.5	-0.1	604	730	20.9	0.5	0.6	0.1
GMC	3,965	3,688	-7.0	9.0	8.0	-1.0	11,597	10,813	-6.8	9.0	8.3	-0.7
Honda	3,633	4,201	15.6	8.3	9.1	0.8	11,216	11,321	0.9	8.7	8.7	0.0
Hyundai	2,218	2,114	-4.7	5.1	4.6	-0.5	6,035	5,860	-2.9	4.7	4.5	-0.2
Ineos	7	7	0.0	0.0	0.0	0.0	21	25	19.0	0.0	0.0	0.0
Infiniti	222	236	6.3	0.5	0.5	0.0	707	639	-9.6	0.5	0.5	0.0
Jeep	1,626	1,565	-3.8	3.7	3.4	-0.3	4,883	4,829	-1.1	3.8	3.7	-0.1
Kia	3,368	3,674	9.1	7.7	8.0	0.3	9,002	10,665	18.5	7.0	8.2	1.2
Land Rover	186	162	-12.9	0.4	0.4	0.0	614	502	-18.2	0.5	0.4	-0.1
Lexus	862	833	-3.4	2.0	1.8	-0.2	2,566	2,521	-1.8	2.0	1.9	-0.1
Lincoln	550	516	-6.2	1.3	1.1	-0.2	1,706	1,639	-3.9	1.3	1.3	0.0
Lucid	0	1		0.0	0.0	0.0	1	6	500.0	0.0	0.0	0.0
Mazda	744	835	12.2	1.7	1.8	0.1	2,234	2,210	-1.1	1.7	1.7	0.0
Mercedes-Benz	536	489	-8.8	1.2	1.1	-0.1	1,687	1,537	-8.9	1.3	1.2	-0.1
MINI	11	7	-36.4	0.0	0.0	0.0	31	12	-61.3	0.0	0.0	0.0
Mitsubishi	124	117	-5.6	0.3	0.3	0.0	410	354	-13.7	0.3	0.3	0.0
Nissan	3,342	3,792	13.5	7.6	8.2	0.6	8,805	10,864	23.4	6.8	8.3	1.5
Porsche	94	90	-4.3	0.2	0.2	0.0	267	250	-6.4	0.2	0.2	0.0
Ram	1,624	2,041	25.7	3.7	4.4	0.7	4,711	5,285	12.2	3.6	4.0	0.4
Rivian	55	20	-63.6	0.1	0.0	-0.1	142	74	-47.9	0.1	0.1	0.0
Subaru	669	833	24.5	1.5	1.8	0.3	2,163	2,099	-3.0	1.7	1.6	-0.1
Tesla	674	698	3.6	1.5	1.5	0.0	1,420	1,751	23.3	1.1	1.3	0.2
Toyota	4,629	4,993	7.9	10.6	10.8	0.2	13,377	14,243	6.5	10.3	10.9	0.6
Volkswagen	658	576	-12.5	1.5	1.2	-0.3	2,100	1,804	-14.1	1.6	1.4	-0.2
Volvo	142	161	13.4	0.3	0.3	0.0	402	438	9.0	0.3	0.3	0.0
Other	24	18	-25.0	0.1	0.0	-0.1	77	60	-22.1	0.1	0.0	-0.1

Data sourced from Experian Automotive. Other Asian Brands includes Genesis, Hyundai, Kia, and VinFast.

The table shows new retail light vehicle (car and light truck) registrations in the Louisiana market. Figures are shown for the third quarters of '25 and '26, and year to date totals. The top ten ranked brands in each change category are shaded light yellow. Vehicle registrations are recorded based on when the vehicle title information is processed, which occurs after the vehicle is sold.

MODELS



COMPARISON OF TOP-SELLING MODELS IN LOUISIANA AND U.S. MARKETS

The table below shows rankings in the state and U.S. markets for the top 30 sellers in Louisiana. Models are shown from top to bottom based on state registrations. The bars on the right of the table show the difference between state and U.S. rankings. Ford F-Series was the best-selling model in Louisiana and the Nation. Ford Expedition was a relatively strong performer in the state, with state ranking exceeding U.S. by 42 positions, the largest positive differential.

Louisiana and U.S. Rankings for Top 30 Selling Models in State - YTD 2026 thru September

Model	State Rank	U.S. Rank	Difference in state and U.S. rankings Positive # = higher rank in state. Negative # = lower rank in state
Ford F-Series	1	1	0
GMC Sierra	2	7	5
Chevrolet Silverado	3	3	0
Ram Pickup	4	5	1
Honda CR-V	5	2	-3
Kia K4	6	32	26
Nissan Rogue	7	12	5
Chevrolet Trax	8	18	10
Toyota Tacoma	9	9	0
Nissan Sentra	10	42	32
Toyota Camry	11	8	-3
Honda Accord	12	20	8
Honda Civic	13	10	-3
Kia Telluride	14	21	7
Ford Expedition	15	57	42
Chevrolet Traverse	16	26	10
Toyota Tundra	17	22	5
Ford Explorer	18	17	-1
Nissan Kicks	19	48	29
Toyota RAV4	20	6	-14
Chevrolet Equinox	21	11	-10
Nissan Pathfinder	22	46	24
Kia Sportage	23	16	-7
Ford Bronco	24	23	-1
Kia Sorento	25	43	18
Honda Pilot	26	33	7
Toyota 4Runner	27	28	1
Honda HR-V	28	24	-4
Jeep Grand Cherokee L	29	63	34
Tesla Model Y	30	4	-26

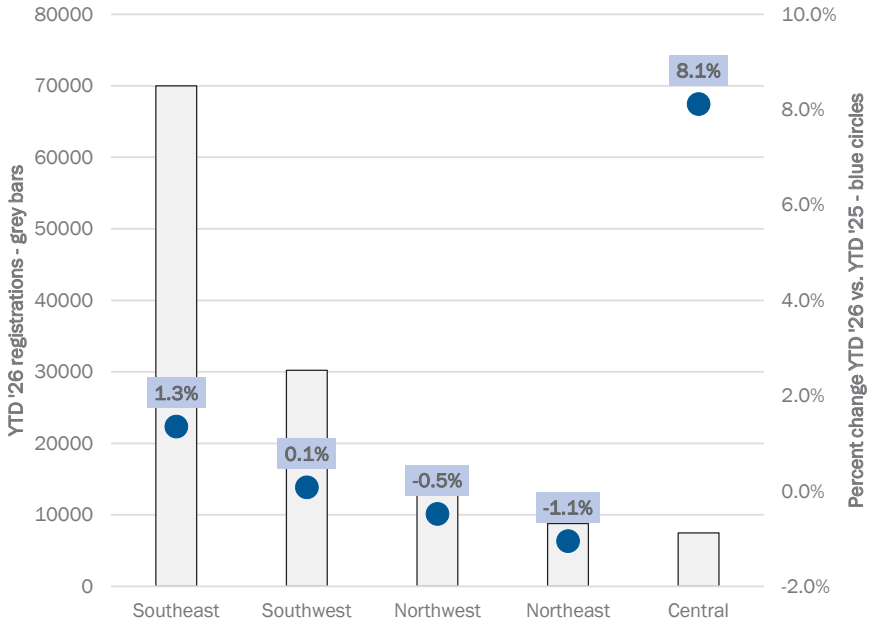
Data sourced from Experian Automotive.

REGIONAL MARKETS

Three Regional Markets Moved Higher So Far This Year

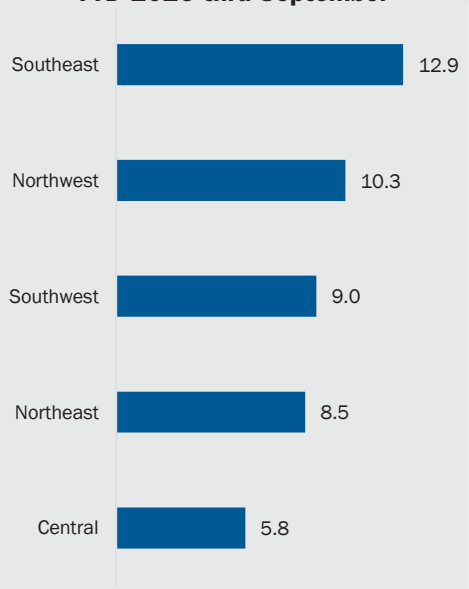
The graphs and tables on these two pages show specific data on each of the state's five regional markets. The figures represent new vehicles registered to retail customers residing in each of the regions, and includes both purchase and lease transactions.

Regional New Retail Light Vehicle Registrations
YTD 2026 thru September and Percent Change vs. YTD 2025



The graph above shows new vehicle registrations during the first nine months of this year (grey bars and left axis) and percent change vs. the same period a year earlier (blue circles with labels and right axis). Data sourced from Experian Automotive.

Luxury Brand Market Share
YTD 2026 thru September



REGIONAL MARKETS REVIEW

	Industry Registrations			Battery Electric Vehicle Market Share (%)			Luxury Brand Market Share (%)		
	YTD '25 thru Sep.	YTD '26 thru Sep.	% change '26 vs. '25	YTD '25 thru Sep.	YTD '26 thru Sep.	change '26 vs. '25	YTD '25 thru Sep.	YTD '26 thru Sep.	change '26 vs. '25
Central	6,930	7,492	8.1%	0.8	0.8	0.0	6.2	5.8	-0.4
Northeast	8,891	8,797	-1.1%	4.0	3.3	-0.7	9.6	8.5	-1.1
Northwest	14,256	14,187	-0.5%	1.7	1.4	-0.3	10.9	10.3	-0.6
Southeast	69,057	69,987	1.3%	2.8	2.5	-0.3	13.5	12.9	-0.6
Southwest	30,187	30,209	0.1%	1.5	1.4	-0.1	9.6	9.0	-0.6

Top Regional Markets

Biggest Market

Southeast Region:
69,987 registrations



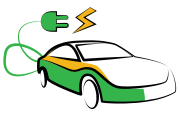
Largest % Increase

Central Region:
Up 8.1%



Highest BEV Share

Northeast Region:
3.3%



Data sourced from Experian Automotive.

REGIONAL MARKETS

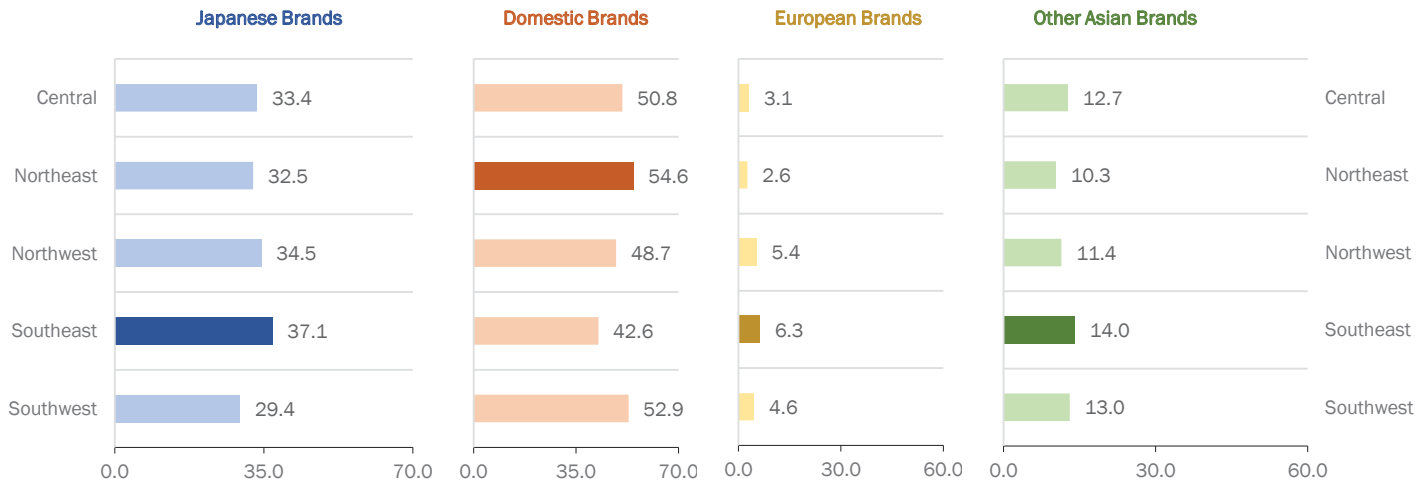
Chevrolet Market Share Exceeded 15% in Northwest Region

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

County	Ford	Chevrolet	Toyota	Honda	Nissan	GMC	Kia	Hyundai	Ram	Jeep
Central	17.4	11.6	11.2	6.8	11.3	9.7	7.0	5.6	4.4	4.3
Northeast	18.1	14.1	13.4	5.2	8.7	9.8	6.6	3.5	3.1	3.4
Northwest	13.7	15.4	9.9	8.2	8.7	6.3	8.4	2.9	4.7	4.2
Southeast	10.3	10.9	10.9	9.8	8.8	8.5	8.5	4.9	3.6	3.4
Southwest	18.7	11.1	10.6	7.7	6.2	7.9	8.1	4.3	4.9	4.1

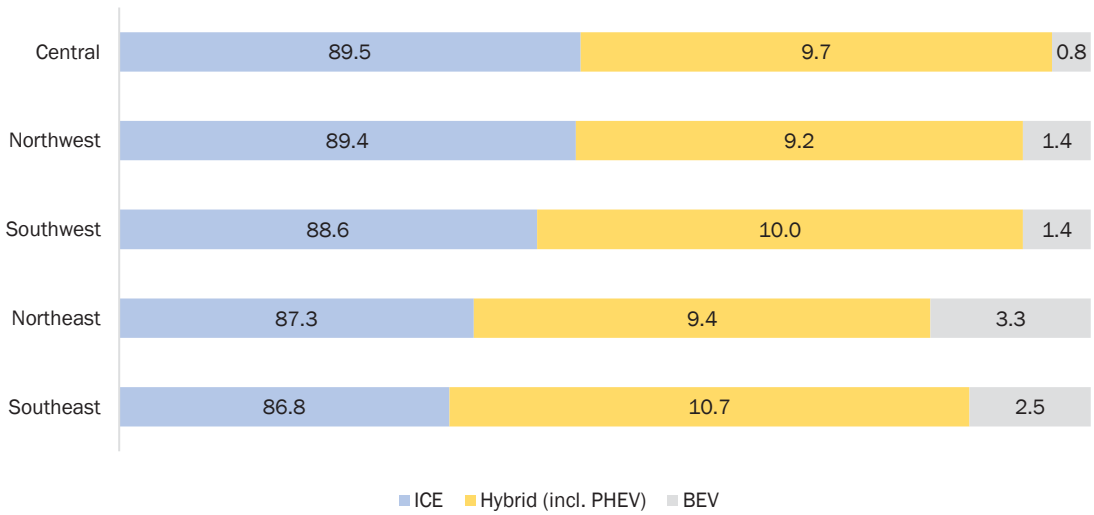
The table above shows brand market shares in each of the five regional markets. (Includes top ten selling brands in the state.) Highest market share for each brand is shaded grey. Data sourced from Experian Automotive.

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



The graphs above show market shares by brand segments. Darker colors show the highest rated county for each segment. Other Asian includes Genesis, Hyundai, Kia, and VinFast. Data sourced from Experian Automotive.

Share (%) by Powertrain Type in Regional Markets - YTD 2026 thru September



Highest ICE Share

Central Region: 89.5%

Highest Hybrid Share

Southeast Region: 10.7%

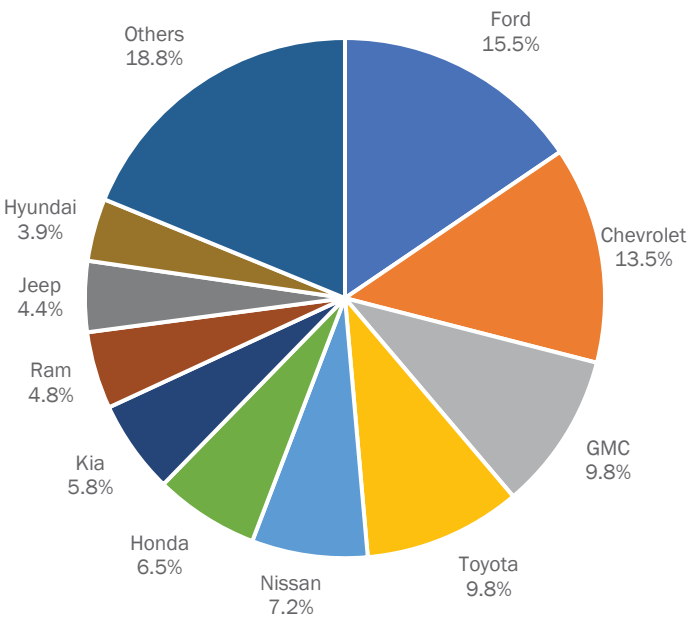
Highest BEV Share

Northeast Region: 3.3%

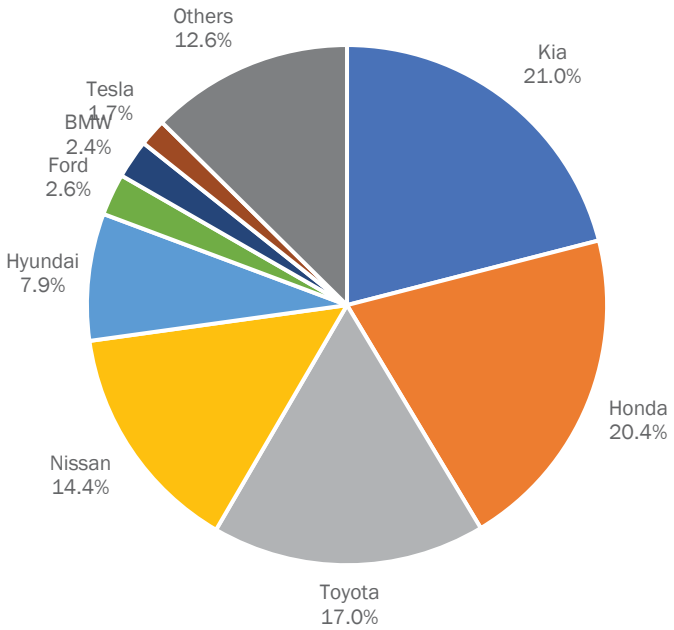
BRAND MARKET SHARES

Ford Leads Louisiana Light Truck Market

Louisiana
Light Truck Market Share
YTD 2026 thru September



Louisiana
Passenger Car Market Share
YTD 2026 thru September



The two graphs above show the top ten selling brands in the Louisiana light truck and passenger car markets during the first nine months of 2026. Light trucks consists of all SUVs, pickups, and vans.

Data sourced from Experian Automotive.

Louisiana Auto Outlook

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