



Nevada Auto Outlook™

Sponsored by: Nevada Franchised Auto Dealers Association

FORECAST

Nevada New Vehicle Market Predicted to Improve in 2025

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

How did the market perform in 2024?

State new light vehicle registrations increased 5.7% from '23 to '24, down slightly from the 7.6% improvement in 2023.

What is the outlook for 2025?

Registrations for all of this year are predicted to exceed 122,000 units and increase 2.6% from 2024 (see graph below).

What are the key factors impacting new vehicle sales this year?

Potential changes in government policies during 2025 (i.e, possible tax cuts, increase in tariffs, and reductions in labor force due to deportations) introduce elevated uncertainty into the outlook for new vehicle sales. Most economists agree that collectively, these policy initiatives would accelerate inflation, potentially reversing recent improvements in affordability. Despite these potential negatives, we think a strong labor market and pent-up demand accumulated during five years of below average sales should be sufficient to push the market higher in 2025. A big increase does not seem likely, however.

Which brands posted gains during all of 2024 and which finished the year strong?

State new retail registrations for Tesla, Honda, Lexus, Mazda, Cadillac, and GMC increased by more than 13% last year. Ram, Subaru, Honda, Kia, and Cadillac gained some momentum as the year ended, with 4Q '24 registrations increasing by more than 6% from 3Q.

Based on a comparison to U.S. market share, which brands are strong performers in Nevada?

The analysis on page 5 compares actual registrations in the state for each of the top 30 selling brands to a calculated target. The target equals state registrations required for the brand to attain the same state market share as in the Nation. Actual registrations significantly exceeded target for Tesla, Toyota, Subaru, Dodge, and Hyundai.

What are recent trends in the battery electric vehicle market?

BEV registrations were up 26.4% last year, higher than the 5.7% increase in the overall market. Market share gains eased however. BEV share increased by 3.5 share points from 2022 to 2023, but improved by 2.4 points last year. 4Q '24 BEV share was 15.3%, down slightly from 15.7% in 3Q.

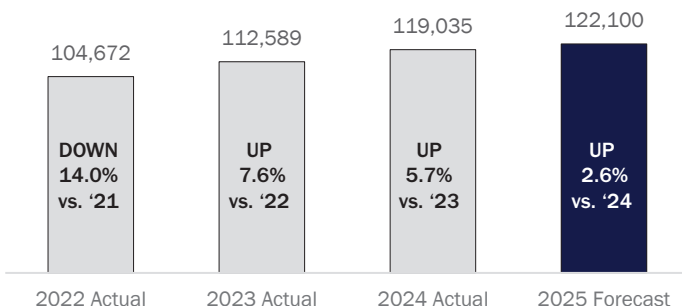
Six Key facts for State New Vehicle Market



1. State market was up 5.7% in 2024. U.S. improved 3.1%
2. Total registrations exceeded 119,000 last year, up from the recent low of 104,672 in 2022.
3. Market was up 6.7% in 4Q '24 vs. year earlier, stronger than the 0.8% increase in 3Q.
4. State Japanese brand market share was higher than U.S. (see page 3).
5. Hybrid vehicles powered the market in '24. New hybrid vehicle registrations increased 37% and market share exceeded 11%.
6. Model Y, RAV4, and Silverado were top three sellers in state market. Honda Civic had a large percentage increase from 2023 to 2024 (see page 5).

Forecast for State New Retail Light Vehicle Registrations

Market Summary



	2023 Annual	2024 Annual	% Chg. '23 to '24	Mkt. Share 2024
TOTAL	112,589	119,035	5.7%	
Car	27,298	27,032	-1.0%	22.7%
Light Truck	85,291	92,003	7.9%	77.3%
Domestic	42,803	45,529	6.4%	38.2%
European	12,536	12,011	-4.2%	10.1%
Japanese	45,046	48,870	8.5%	41.1%
Korean	12,204	12,625	3.4%	10.6%

The graph above shows annual new retail light vehicle registrations from 2022 through 2024, and Auto Outlook's projection for 2025. Historical data sourced from Experian Automotive.

Domestics consist of vehicles sold by GM, Ford, Stellantis (excluding Alfa Romeo and FIAT), Tesla, Rivian, and Lucid. Data sourced from Experian Automotive.

KEY TRENDS IN NEVADA NEW VEHICLE MARKET



STATE MARKET VS. U.S.

**% Change In
New Retail Market
2024
vs.
2023**

**Nevada
UP 5.7%**

**U.S.
UP 3.1%**

New retail light vehicle registrations in the state increased 5.7% from 2023 to 2024, higher than the 3.1% improvement in the Nation.

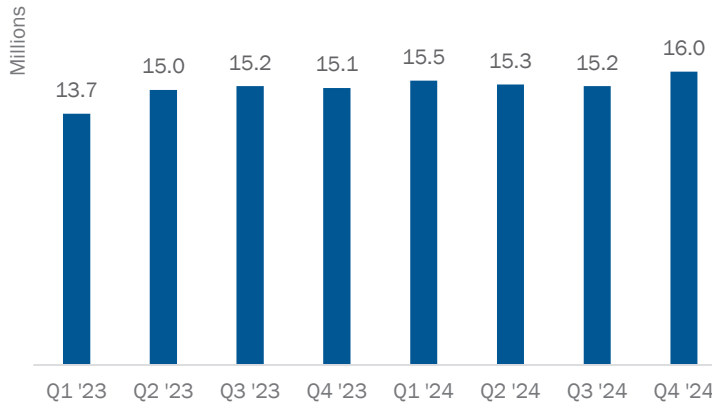
Data sourced from Experian Automotive.



QUARTERLY RESULTS

**Nevada
Quarterly Registrations**

**Seasonally Adjusted
Annual Rate, Converted
to Equivalent U.S. New
Vehicle Market SAAR
(millions of units)**



The graph on the left provides an easily recognizable way to gauge the strength of the state market. It shows quarterly registrations based on a seasonally adjusted annual rate. These figures are then indexed to SAAR sales figures for the U.S. new vehicle market. So just like in the national market, when the quarterly SAAR is above 17 million units, the state market is strong, 15 million is about average, and below 13 million is weak. Equivalent SAAR levels in the state increased from 15.2 million in the Third Quarter of 2024 to 16.0 million in the Fourth Quarter.

Data sourced from Experian Automotive. SAAR estimates: Auto Outlook.

**% Change in quarterly
registrations vs.
year earlier
(4Q '24 vs. 4Q '23)**

**UP
6.7%**

**% Change in
registrations vs.
previous quarter
(4Q '24 vs. 3Q '24)**

**UP
0.3%**

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Nevada Auto Outlook

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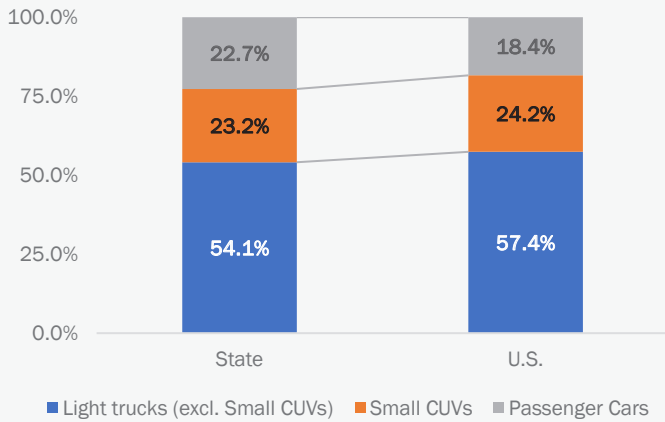
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KEY TRENDS IN NEVADA NEW VEHICLE MARKET



VEHICLE AND BRAND SEGMENTS - STATE AND U.S. (2024)

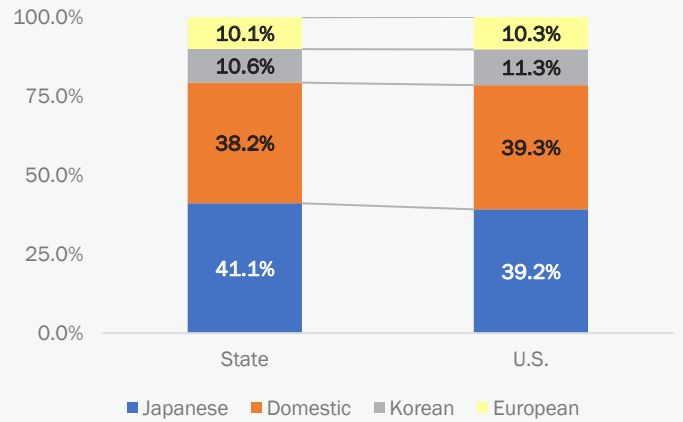
Market Share by Type of Vehicle



Combining the blue and orange sections in the graph above corresponds to the standard industry definition of light trucks. Small cross-overs are broken out, however, since many are more similar to compact hatchbacks than to trucks. Light truck share (excluding small CUVs) was **54.1%** in 2024, below the **57.4%** share in the U.S.

Data sourced from Experian Automotive.

Domestic, European, Japanese, & Korean Brand Share



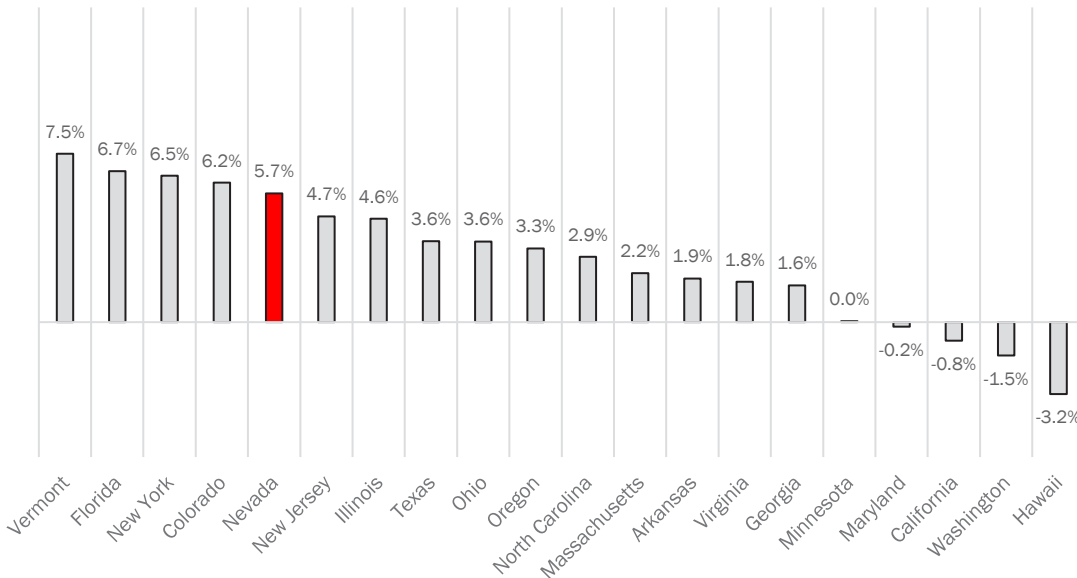
Japanese brand market share in the state was higher than U.S. levels: **41.4%** vs. **39.2%**. State Domestic brand share (which includes Tesla and Rivian) was **38.2%** last year. Korean and European brands accounted for a higher share of the state market than in the Nation.

Data sourced from Experian Automotive.



COMPARISON OF STATE MARKETS

Percent Change in New Retail Light Vehicle Registrations - 2024 vs. 2023



Data sourced from Experian Automotive.

Observations and Key Facts

- » Nevada registrations increased **5.7%** from 2023 to 2024, above average compared to other markets. The Vermont market improved by **7.5%**.
- » BEV market share in the state was **14.6%** vs. **9.0%** in the Nation. BEV penetration was highest in California - **23.5%**
- » Toyota was the best-selling brand in the state last year and was also the leader in 12 out of the other 20 markets. Highest share for Toyota was in Oregon (**23.4%**).

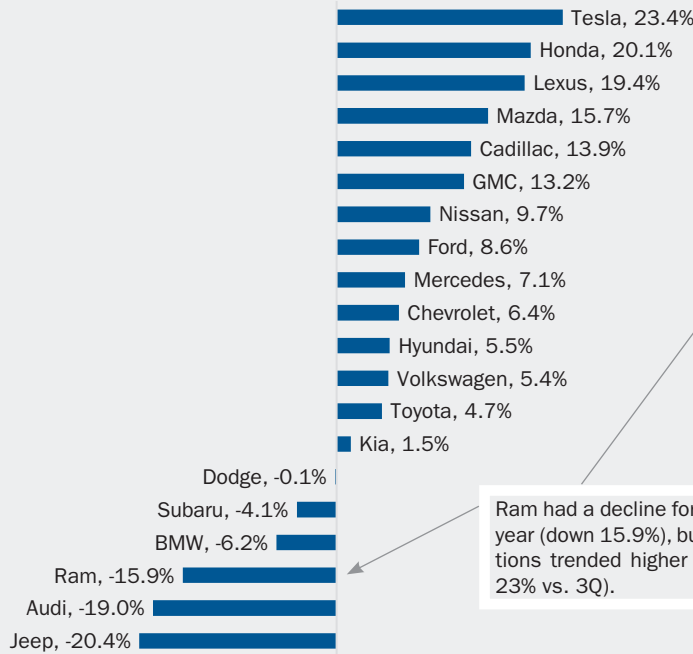
BRANDS AND MODELS



WINNERS AND LOSERS

The primary metric used to identify winning and losing brands is the percent change in registrations vs. year earlier, shown on the graph below. Tesla and Honda were the biggest gainers in the state market last year among the top 20 brands. BUT this snapshot does not capture the shorter term trend in sales, and this matters! Registrations for a brand may have posted a big year-over year increase (definitely a positive), but if growth has stalled during the most recent quarter, that's significant. The tables to the right of the graph show results from the Third to the Fourth Quarters of 2024.

% Change in State Registrations for Top 20 Brands- 2024 (annual) vs. 2023



Ram had a decline for all of last year (down 15.9%), but registrations trended higher in 4Q (up 23% vs. 3Q).

Brands Gaining Ground

Largest % increases from 3Q '24 to 4Q '24

Ram	Up	23.0%
Subaru	Up	19.9%
Honda	Up	8.9%
Kia	Up	6.4%
Cadillac	Up	6.3%

Brands Losing Ground

Largest % declines from 3Q '24 to 4Q '24

Dodge	Down	39.1%
Lexus	Down	22.3%
Tesla	Down	10.3%
Nissan	Down	8.8%
Ford	Down	2.5%

Largest % increases during 2024 vs. 2023: Tesla, Honda, Lexus, Mazda, and Cadillac.

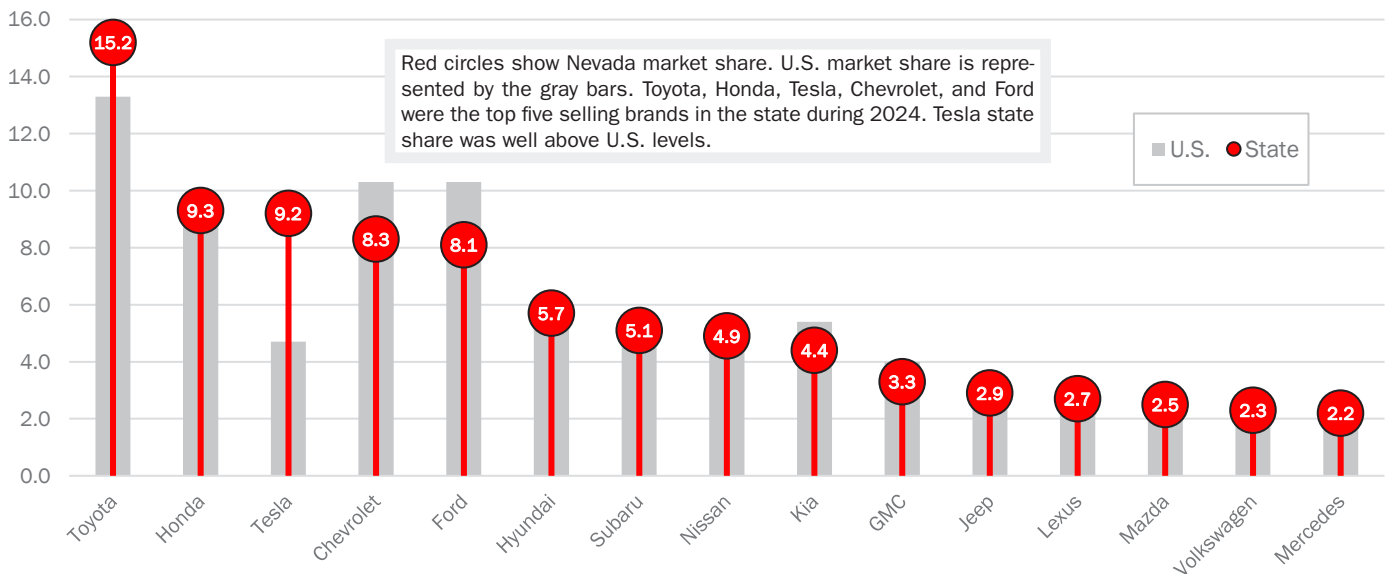
Largest % increases in 4Q '24 vs. 3Q '24: Ram, Subaru, Honda, Kia, and Cadillac.

Data sourced from Experian Automotive.



TOP SELLING BRANDS

Nevada and U.S. Market Shares for Top 15 Brands in State - 2024



Red circles show Nevada market share. U.S. market share is represented by the gray bars. Toyota, Honda, Tesla, Chevrolet, and Ford were the top five selling brands in the state during 2024. Tesla state share was well above U.S. levels.

Data sourced from Experian Automotive.

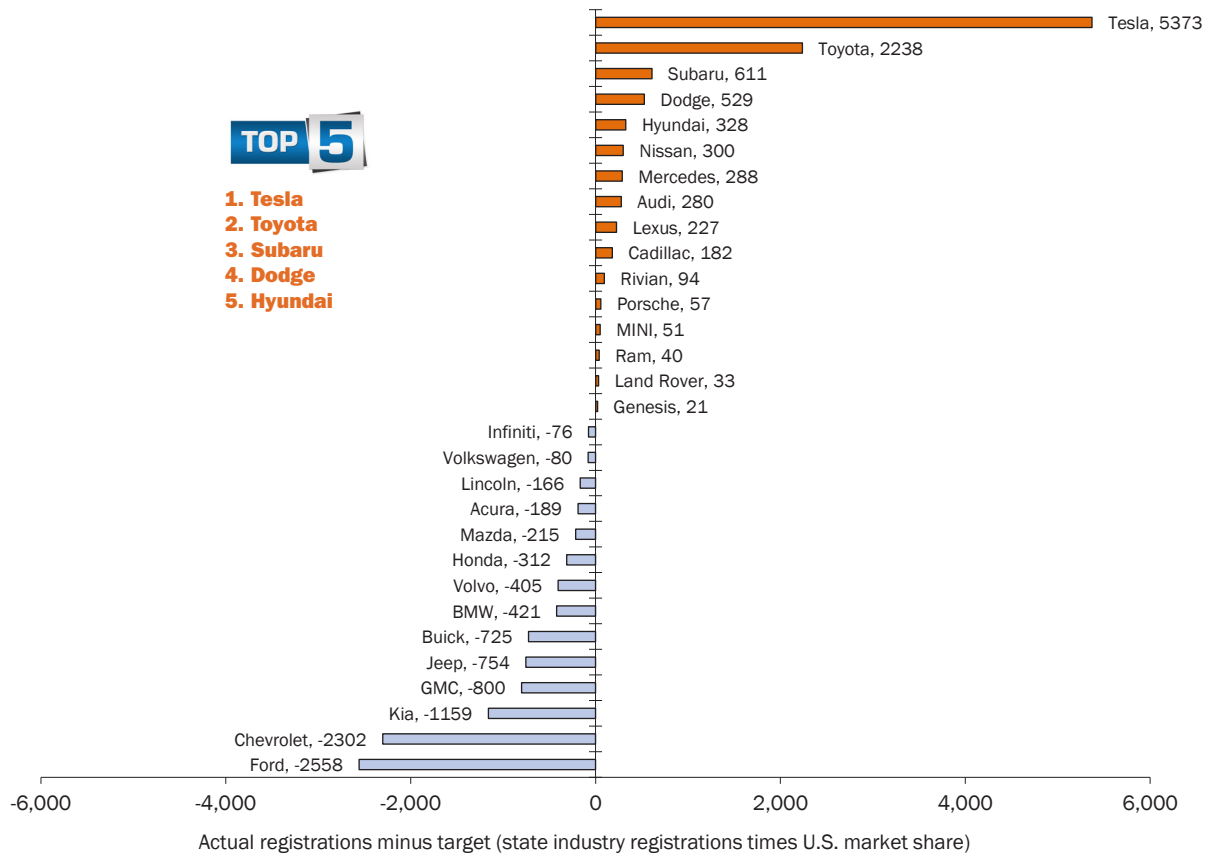
BRANDS AND MODELS



BRAND SALES PERFORMANCE

The graph below provides an indicator of brands that are popular in Nevada (relative to the National standard), and those that are not. Here's how it works: For the top 30 selling brands, each brand's share of the U.S. market is multiplied by industry retail registrations in the state in 2024. This yields a "target" for the state market. Target registrations are subtracted from actual registrations to derive the measurement of sales performance. Brands at the top of the graph (i.e., Tesla, Toyota, Subaru, Dodge, and Hyundai) are relatively strong sellers in the state, with actual registrations exceeding calculated targets by large margins. For instance, Tesla registrations exceeded the target by 5,373 units.

Nevada Retail Market Performance based on registrations during 2024
Actual registrations minus target (state industry registrations times U.S. market share)



Data sourced from Experian Automotive.



TOP SELLING MODELS

Top 20 Selling Models during 2024 - Market Share and % Change in Registrations vs. 2023

Rank	Model	State Share %	% chg. '23 to '24	Rank	Model	State Share %	% chg. '23 to '24
1	Tesla Model Y	5.8	37.5	11	Toyota Tacoma	1.8	-22.5
2	Toyota RAV4	2.8	6.3	12	Toyota Corolla	1.6	3.8
3	Chevrolet Silverado	2.8	11.8	13	Subaru Crosstrek	1.6	4.5
4	Ford F-Series	2.6	3.0	14	Toyota Tundra	1.4	28.9
5	Honda CR-V	2.6	26.4	15	Honda HR-V	1.4	29.8
6	Toyota Camry	2.5	13.3	16	Nissan Sentra	1.3	25.7
7	Tesla Model 3	2.3	-13.6	17	Honda Accord	1.3	-5.9
8	Honda Civic	2.1	40.8	18	Hyundai Tucson	1.2	-7.7
9	GMC Sierra	2.0	8.9	19	Subaru Outback	1.2	5.4
10	Ram Pickup	2.0	-14.6	20	Toyota 4Runner	1.2	-2.6

Table on the left presents the top 20 selling models in the state during all of 2024. Share of industry registrations and the percent change versus 2023 are also shown. Models with the five largest percentage increase are shaded blue.

Data sourced from Experian Automotive.

ALTERNATIVE POWERTRAIN MARKET

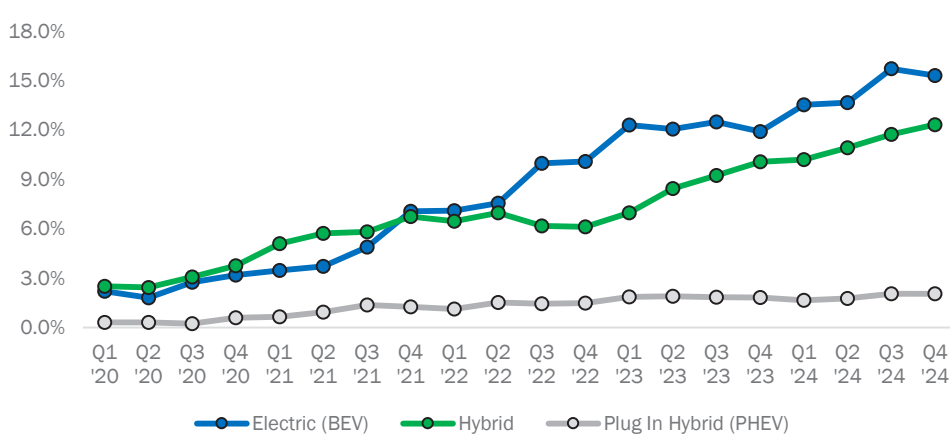
FIVE KEY TRENDS

- 2024 recap: Industry registrations increased 5.7% vs. '23. BEVs were up 26%, hybrids rose 37%, & PHEVs climbed 7%.
- BEV gains have levelled off. BEV share increased by 3.5 points from '22 to '23, but was up by 2.4 points in '24.
- BEV sales at franchised dealerships increased 35.1% last year vs. 22.3% for direct sellers.
- Hybrid sales have accelerated. Hybrid vehicle market share increased from 8.7% in 2023 to 11.3% last year.
- 4Q '24 recap: BEV market share declined from 3Q, hybrid share increased, and PHEVs were flat.



BEV, PHEV, AND HYBRID MARKET SHARE

Percent Share of Industry Registrations by Powertrain Type



Annual Totals		
	2023	2024
Electric (BEV)	12.2%	14.6% ↑
Hybrid	8.7%	11.3% ↑
Plug In Hybrid (PHEV)	1.9%	1.9% FLAT

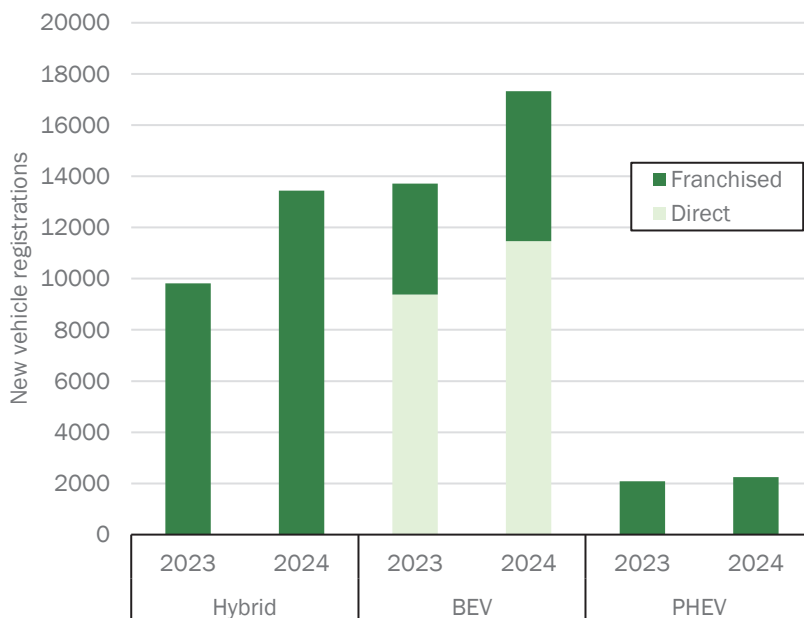
Quarterly		
	3Q '24	4Q '24
Electric (BEV)	15.7%	15.3% ↓
Hybrid	11.7%	12.3% ↑
Plug In Hybrid (PHEV)	2.0%	2.0% FLAT

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



FRANCHISED DEALERSHIPS AND DIRECT SELLERS

New Hybrid, BEV, and PHEV Registrations in Nevada by Type of Selling Dealership



BEV Registrations and Market Share		
	Franchised Dealerships	Direct Sellers
2023 Annual	4,334	9,377
2024 Annual	5,854	11,471
% change	35.1%	22.3%
2023 mkt. share %	31.6	68.4
2024 mkt. share %	33.8	66.2
change	2.2	-2.2
3Q '24 regs.	1,477	3,250
4Q '24 regs.	1,703	2,917
% change	15.3%	-10.2%
3Q '24 mkt. share %	31.2	68.8
4Q '24 mkt. share %	36.9	63.1
change	5.7	-5.7

The dark green areas in the graph show sales by powertrain type for franchised dealerships. Sum of the green areas is 21,540 registrations, 65% of the overall total.

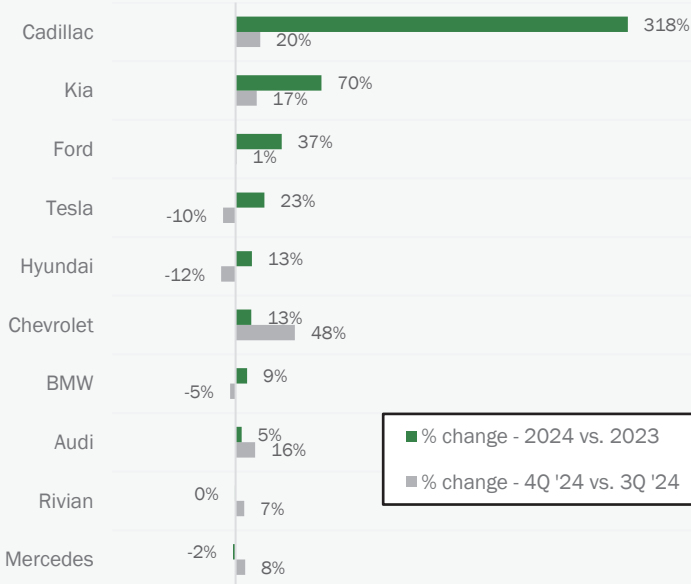
Data sourced from Experian Automotive. Hybrid registrations exclude mild hybrids.

ALTERNATIVE POWERTRAIN MARKET

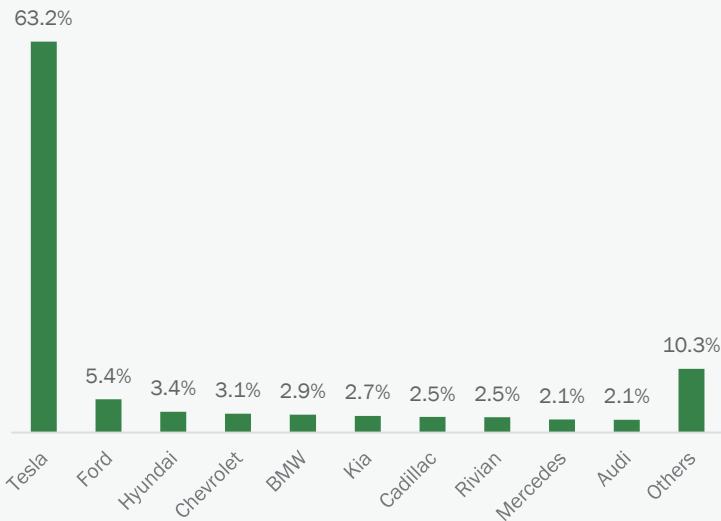


MAKES AND MODELS

% Change in BEV Registrations for Top 10 Brands 2024 vs. 2023 and 4Q '24 vs. 3Q '24



Brand Share of Nevada BEV Market (%) 2024 Annual



Observations

- » Cadillac had the largest % increase in BEV registrations from 2023 to 2024 (up 318%).
- » BEV registrations increased from 3Q '24 to 4Q '24 for seven of the top 10 selling brands.
- » Tesla share of the BEV market was 63.2% last year.

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

Top Five Brands by type of Powertrain Registrations for 2023 and 2024

	Rank	Brand	2023 Regs.	2024 Regs.	% chg.	2024 Share
BEV	1	Tesla	8,867	10,942	23.4%	63.2%
	2	Ford	676	929	37.4%	5.4%
	3	Hyundai	516	584	13.2%	3.4%
	4	Chevrolet	469	529	12.8%	3.1%
	5	BMW	460	503	9.3%	2.9%
PHEV	1	Jeep	875	675	-22.9%	30.1%
	2	Volvo	196	210	7.1%	9.4%
	3	Mazda	95	198	108.4%	8.8%
	4	Toyota	90	187	107.8%	8.3%
	5	Kia	222	143	-35.6%	6.4%
HYBRID	1	Toyota	4,191	6,885	64.3%	51.2%
	2	Honda	2,136	2,463	15.3%	18.3%
	3	Hyundai	1,101	1,355	23.1%	10.1%
	4	Lexus	899	1,058	17.7%	7.9%
	5	Ford	835	1,011	21.1%	7.5%

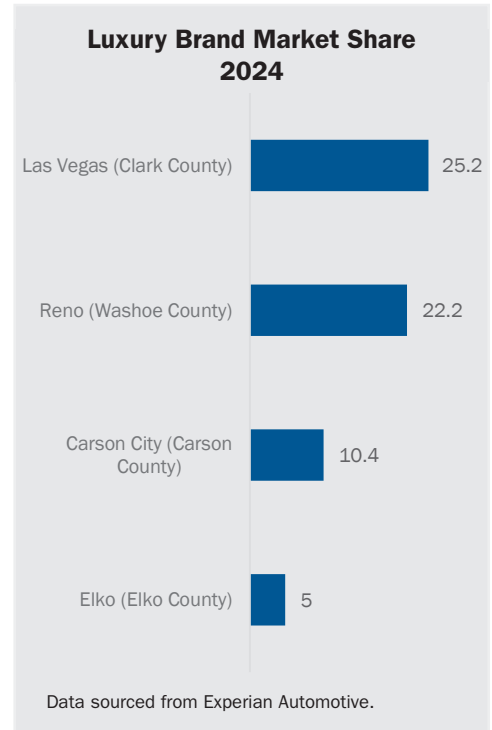
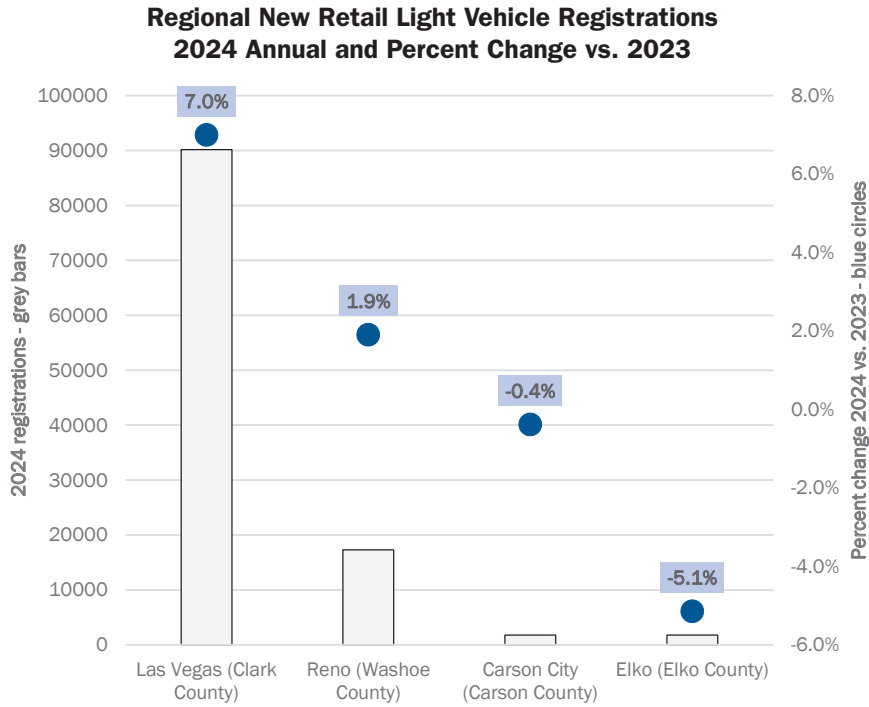
Market Share for Top 15 Selling BEVs, PHEVs, and Hybrids - 2024

Rank	Model	Type	2024 Share
1	Tesla Model Y	BEV	20.8%
2	Tesla Model 3	BEV	8.4%
3	Toyota RAV4	Hybrid	5.0%
4	Honda CR-V	Hybrid	4.9%
5	Toyota Camry	Hybrid	4.2%
6	Honda Accord	Hybrid	2.3%
7	Tesla Cybertruck	BEV	2.1%
8	Hyundai Tucson	Hybrid	1.9%
9	Ford Mustang Mach-E	BEV	1.8%
10	Toyota Corolla	Hybrid	1.8%
11	Toyota Sienna	Hybrid	1.7%
12	Ford Maverick	Hybrid	1.6%
13	Toyota Tundra	Hybrid	1.6%
14	Jeep Wrangler	PHEV	1.6%
15	Cadillac Lyriq	BEV	1.3%

REGIONAL MARKETS

Las Vegas Market Increased 7% from 2023 to 2024

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



The graph above shows new vehicle registrations in 2024 (grey bars and left axis) and percent change vs. 2023. (blue circles with labels and right axis).
Data sourced from Experian Automotive.

REGIONAL MARKETS REVIEW									
	Industry Registrations			Battery Electric Vehicle Market Share (%)			Luxury Brand Market Share (%)		
	2023 Annual	2024 Annual	% change '24 vs. '23	2023 Annual	2024 Annual	change '24 vs. '23	2023 Annual	2024 Annual	change '24 vs. '23
Carson City (Carson County)	1,807	1,800	-0.4%	4.7	5.1	0.4	9.1	10.4	1.3
Elko (Elko County)	1,884	1,787	-5.1%	1.1	1.5	0.4	4.7	5.0	0.3
Las Vegas (Clark County)	84,249	90,140	7.0%	13.3	15.9	2.6	24.6	25.2	0.6
Reno (Washoe County)	16,945	17,267	1.9%	12.0	13.7	1.7	20.9	22.2	1.3

Top Regional Markets

Biggest Market

Las Vegas:
90,140 registrations



Largest % Increase

Las Vegas:
Up 7.0%



Highest BEV Share

Las Vegas:
15.9%



Data sourced from Experian Automotive.

COUNTY MARKETS

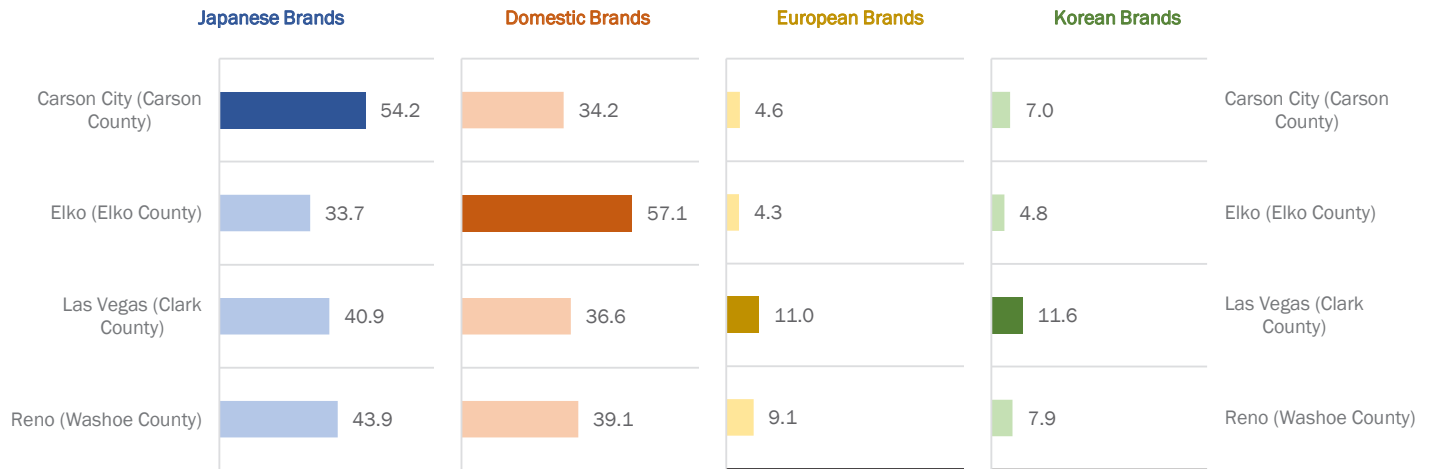
BEV Market Share Moved Higher in All Four Regional Markets

Brand Market Share - 2024 (for top 10 selling brands in Nevada market)

County	Toyota	Honda	Tesla	Chevrolet	Ford	Hyundai	Subaru	Nissan	Kia	GMC
Carson City (Carson County)	17.2	6.8	2.7	9.3	9.4	5.7	16.2	9.6	1.3	4.2
Elko (Elko County)	22.2	2.0	0.6	13.8	21.4	2.0	5.3	2.1	2.7	7.6
Las Vegas (Clark County)	15.4	10.5	10.0	8.0	7.2	6.0	3.2	5.1	5.0	2.3
Reno (Washoe County)	14.4	6.2	8.8	6.9	8.7	5.0	12.2	4.2	2.8	6.1

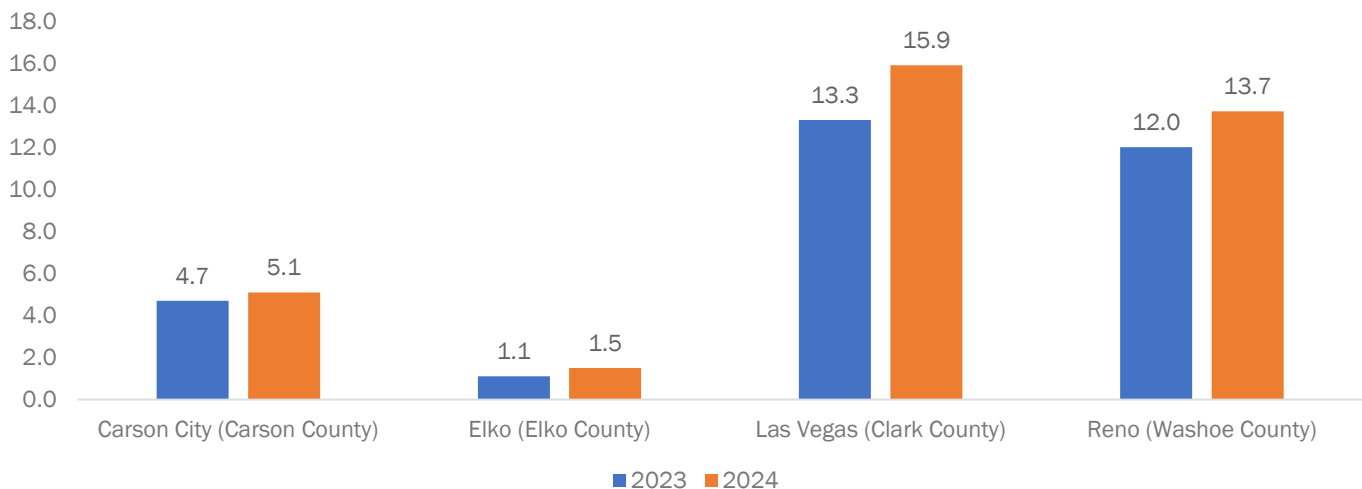
The table above shows brand market shares in each of the four regional markets. (Includes top ten selling brands in the state.) Highest market share for each brand is shaded grey. Data sourced from Experian Automotive.

Regional Market Shares for Japanese, Domestic, European, and Korean Brands - 2024



The graphs above show market shares by brand segments. Darker colors show the highest rated region for each segment. Data sourced from Experian Automotive.

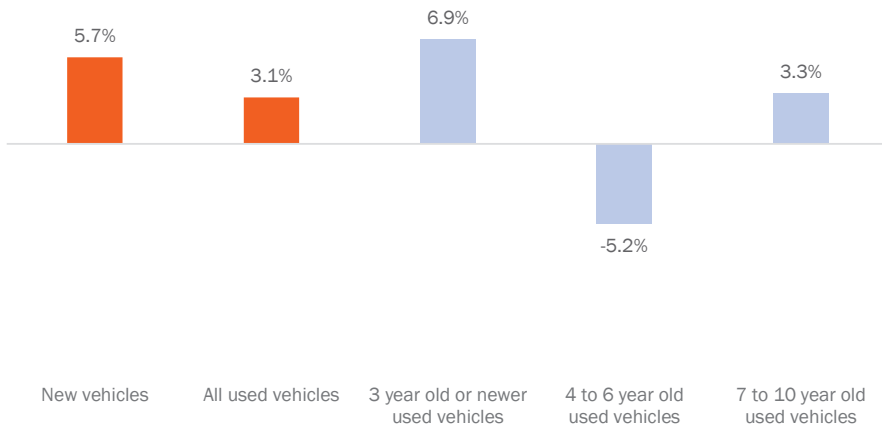
BEV Market Share in Regions - 2023 and 2024



USED VEHICLE MARKET

Three Year Old or Newer Used Vehicle Market Improved 6.9% in 2024

**Percent Change in New and Used Vehicle Registrations
2024 vs. 2023**



**THREE KEY TRENDS IN
USED VEHICLE MARKET**



01.

The Nevada used vehicle market increased 3.1% from 2023 to 2024. The new vehicle market was up 5.7% during the same period.

02.

As shown on the graph to the left, the three year old or newer market had the largest percentage gain last year. Registrations of 4 to 6 year old vehicles fell 5.2%. Weak new vehicle sales in 2022 and lower lease penetration will result in tighter supplies of three year old vehicles in 2025.

03.

Rising new vehicle sales during the past several years led to the 54.3% increase in used Tesla registrations last year. Toyota and Subaru were up more than 7% (see table below).

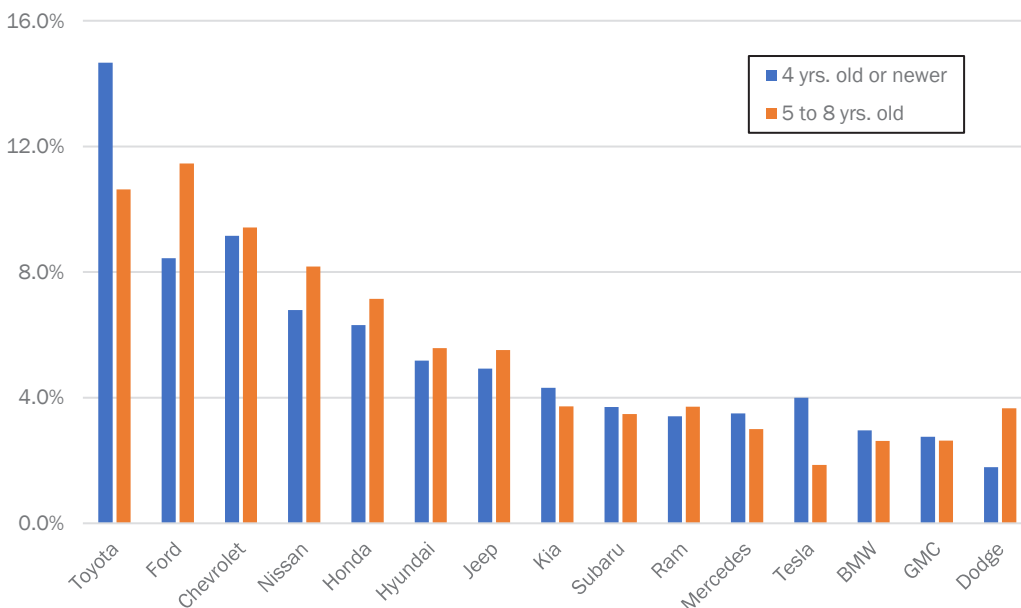
Data sourced from Experian Automotive.

USED VEHICLE BRAND REGISTRATIONS

Toyota Had Big Lead in Four Year Old or Newer Market

The graph below shows used light vehicle registrations by brand for two age categories: vehicles newer than four years old, and vehicles five to eight years old. Brands are positioned from left to right based on total market share. The table below shows the percent change in used registrations from 2023 to 2024. Data sourced from Experian Automotive.

Brand Market Share for Top 15 Selling Brands, by Vehicle Age (2024)



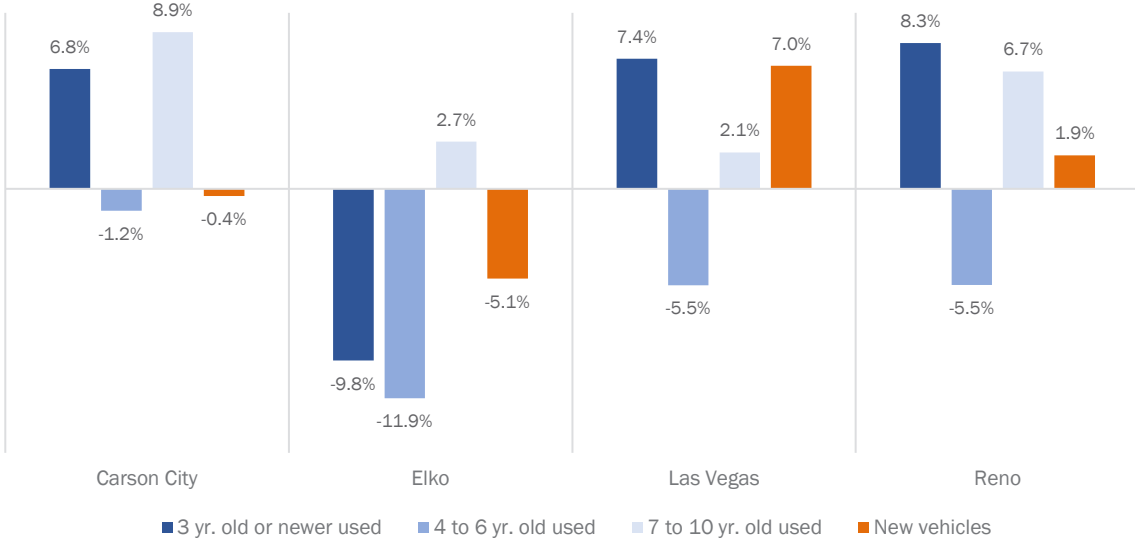
**% Change in Registrations
2024 vs. 2023
8 yr. old or newer vehicles**

Brand	% change
Tesla	54.3%
Subaru	8.9%
Toyota	7.3%
Honda	2.2%
GMC	0.6%
Kia	0.5%
Ram	0.0%
Mercedes	-1.1%
BMW	-1.3%
Nissan	-1.5%
Ford	-1.5%
Jeep	-1.8%
Chevrolet	-2.0%
Hyundai	-3.1%
Dodge	-15.3%

USED REGISTRATIONS IN REGIONAL MARKETS

3 Year Old or Newer Used Vehicle Registrations Were Up 8.3% in Reno

Percent Change in Used and New Vehicle Registrations by Region - 2024 vs. 2023



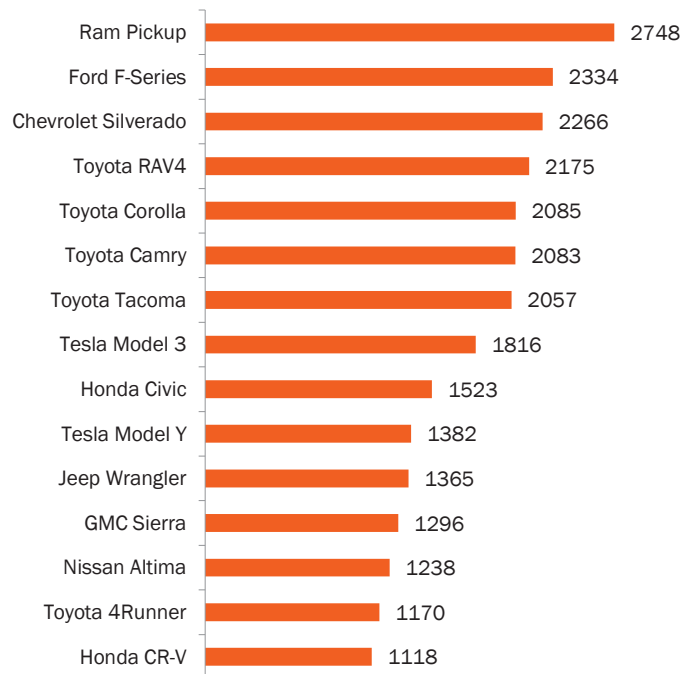
The graph on the left compares results for new and used vehicle registrations in four regional markets in the state. The 3 year old or newer used vehicle market increased by more than 6% in three of the four regions.

TOP SELLING MODELS IN USED VEHICLE MARKET

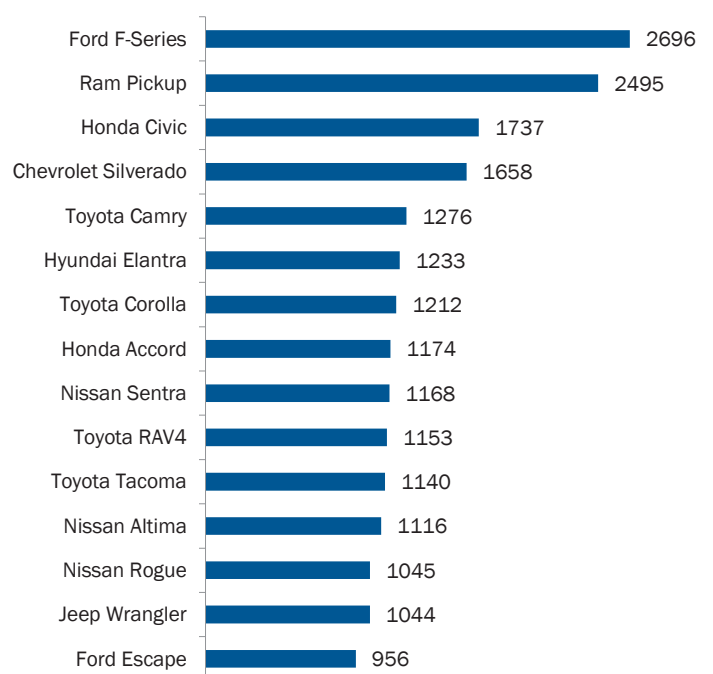
Ram Pickup Was Best-Seller in Four Year Old or Newer Market

The two graphs below show the top 15 selling models in the state for two age classifications: vehicles 4 years old or newer, and 5 to 8 year old vehicles. Data Source: AutoCount data from Experian.

Top 15 Selling Models for Vehicles 4 years Old or Newer 2024



Top 15 Selling Models for 5 to 8 Year Old Vehicles 2024



Brand Registrations Report												
Nevada New Retail Car and Light Truck Registrations												
	Fourth Quarter						Annual Totals					
	Registrations			Market Share (%)			Registrations			Market Share (%)		
	4Q '23	4Q '24	% change	4Q '23	4Q '24	Change	2023	2024	% change	2023	2024	Change
TOTAL	28,329	30,220	6.7				112,589	119,035	5.7			
Cars	6,826	6,857	0.5	24.1	22.7	-1.4	27,298	27,032	-1.0	24.2	22.7	-1.5
Light Trucks	21,503	23,363	8.6	75.9	77.3	1.4	85,291	92,003	7.9	75.8	77.3	1.5
Domestic Brands	10,431	11,741	12.6	36.8	38.9	2.1	42,803	45,529	6.4	38.0	38.2	0.2
European Brands	3,076	2,915	-5.2	10.9	9.6	-1.3	12,536	12,011	-4.2	11.1	10.1	-1.0
Japanese Brands	11,851	12,189	2.9	41.8	40.3	-1.5	45,046	48,870	8.5	40.0	41.1	1.1
Korean Brands	2,971	3,375	13.6	10.5	11.2	0.7	12,204	12,625	3.4	10.8	10.6	-0.2
Acura	265	240	-9.4	0.9	0.8	-0.1	1,016	887	-12.7	0.9	0.7	-0.2
Alfa Romeo	28	8	-71.4	0.1	0.0	-0.1	80	50	-37.5	0.1	0.0	-0.1
Audi	577	368	-36.2	2.0	1.2	-0.8	2,121	1,718	-19.0	1.9	1.4	-0.5
BMW	599	615	2.7	2.1	2.0	-0.1	2,584	2,423	-6.2	2.3	2.0	-0.3
Buick	239	207	-13.4	0.8	0.7	-0.1	783	711	-9.2	0.7	0.6	-0.1
Cadillac	273	388	42.1	1.0	1.3	0.3	1,266	1,442	13.9	1.1	1.2	0.1
Chevrolet	2,390	2,686	12.4	8.4	8.9	0.5	9,328	9,929	6.4	8.3	8.3	0.0
Chrysler	82	70	-14.6	0.3	0.2	-0.1	368	246	-33.2	0.3	0.2	-0.1
Dodge	355	235	-33.8	1.3	0.8	-0.5	1,482	1,480	-0.1	1.3	1.2	-0.1
Ford	2,173	2,439	12.2	7.7	8.1	0.4	8,934	9,698	8.6	7.9	8.1	0.2
Genesis	132	165	25.0	0.5	0.5	0.0	577	568	-1.6	0.5	0.5	0.0
GMC	874	1,079	23.5	3.1	3.6	0.5	3,450	3,905	13.2	3.1	3.3	0.2
Honda	2,499	2,888	15.6	8.8	9.6	0.8	9,196	11,042	20.1	8.2	9.3	1.1
Hyundai	1,594	1,722	8.0	5.6	5.7	0.1	6,440	6,793	5.5	5.7	5.7	0.0
Infiniti	57	146	156.1	0.2	0.5	0.3	211	385	82.5	0.2	0.3	0.1
Jaguar	18	13	-27.8	0.1	0.0	-0.1	77	59	-23.4	0.1	0.0	-0.1
Jeep	1,064	882	-17.1	3.8	2.9	-0.9	4,317	3,436	-20.4	3.8	2.9	-0.9
Kia	1,244	1,488	19.6	4.4	4.9	0.5	5,186	5,262	1.5	4.6	4.4	-0.2
Land Rover	158	203	28.5	0.6	0.7	0.1	693	774	11.7	0.6	0.7	0.1
Lexus	700	666	-4.9	2.5	2.2	-0.3	2,700	3,225	19.4	2.4	2.7	0.3
Lincoln	119	181	52.1	0.4	0.6	0.2	476	671	41.0	0.4	0.6	0.2
Maserati	14	3	-78.6	0.0	0.0	0.0	73	62	-15.1	0.1	0.1	0.0
Mazda	602	798	32.6	2.1	2.6	0.5	2,553	2,953	15.7	2.3	2.5	0.2
Mercedes	550	689	25.3	1.9	2.3	0.4	2,471	2,646	7.1	2.2	2.2	0.0
MINI	81	55	-32.1	0.3	0.2	-0.1	340	271	-20.3	0.3	0.2	-0.1
Mitsubishi	79	66	-16.5	0.3	0.2	-0.1	322	257	-20.2	0.3	0.2	-0.1
Nissan	1,311	1,430	9.1	4.6	4.7	0.1	5,369	5,890	9.7	4.8	4.9	0.1
Polestar	3	1	-66.7	0.0	0.0	0.0	14	21	50.0	0.0	0.0	0.0
Porsche	160	169	5.6	0.6	0.6	0.0	652	606	-7.1	0.6	0.5	-0.1
Ram	695	657	-5.5	2.5	2.2	-0.3	3,023	2,542	-15.9	2.7	2.1	-0.6
Rivian	139	76	-45.3	0.5	0.3	-0.2	431	429	-0.5	0.4	0.4	0.0
Subaru	1,479	1,738	17.5	5.2	5.8	0.6	6,368	6,106	-4.1	5.7	5.1	-0.6
Tesla	2,011	2,838	41.1	7.1	9.4	2.3	8,867	10,942	23.4	7.9	9.2	1.3
Toyota	4,859	4,217	-13.2	17.2	14.0	-3.2	17,311	18,125	4.7	15.4	15.2	-0.2
Volkswagen	708	642	-9.3	2.5	2.1	-0.4	2,575	2,713	5.4	2.3	2.3	0.0
Volvo	138	78	-43.5	0.5	0.3	-0.2	651	427	-34.4	0.6	0.4	-0.2
Other	60	74	23.3	0.2	0.2	0.0	284	341	20.1	0.3	0.3	0.0

Data sourced from Experian Automotive.

The table shows new retail light vehicle (car and light truck) registrations in the Nevada market. Figures are shown for the Fourth Quarters of '23 and '24, and annual totals. The top ten ranked brands in each change category are shaded yellow.