
2025 Dealership Facts and Figures – New Vehicle Sales

The largest concern for new unit sales is affordability for the consumer, as new vehicle prices have sky rocketed over the past five years. 2025 has shown modest growth in vehicle sales. Experts forecast a range of 15.7 to 16.1 million units being sold in the U.S. for the year. The first three quarters of the year have been strong. Some experts believe the strong showing through September 30 is due to consumers purchasing before the full effect of tariffs takes hold. For others, the sunseting of EV credits spurred them to buy. The recent drop in interest rates should help bring buyers out, though uncertainty about the state of the economy and future tariffs may cause others to hold off.

Summary

As detailed below, gross profits per unit have declined while F&I income remains stable. The supply of new inventory is approximately 73 days which is comparable to last year.

Dealer Profitability on New Vehicle Sales - Comparison

	2025	2024	Change
Gross Profit/Vehicle	\$1,760	\$1,978	-\$218
F&I Income/Vehicle	\$1,381	\$1,289	\$92
Combined/Vehicle	\$3,141	\$3,267	-\$126

Unit Sales A Mixed Bag

- Our dealer clients were evenly split between those who increased new unit sales and those who sold fewer.
- Domestic appear to have fared better than foreign brands.

Margins Fall

- As detailed above, margins on a per unit basis have declined slightly when compared to 2024.
- Despite this, gross profit on a per unit basis is still stronger than those prior to 2021.

F&I Remains Strong

- The chart above shows that current F&I income has increased slightly on a per unit basis.
- **63%** of dealers reported an increase in F&I income.

Conclusion

Analysts predict a marked slowdown in new vehicle sales for the fourth quarter. In discussions with dealer clients, October sales have slowed compared to the previous months. Throughout the rest of 2025 and into 2026, dealers will need to monitor their gross profit and manage their new vehicle inventories accordingly.