2026 Dealership Facts and Figures – New Vehicle Sales

Continued economic issues like interest rates, tariffs, high fuel prices and inflation have kept many consumers out of the new vehicle market. Number of units sold for 2026 is projected at 15.8 million – a 1.8% decrease from 2025. Especially hurt are EVs, the result of the expired federal tax credits in 2025. On the flip side, consumers are trending towards hybrids which now account for 15.7% of all new vehicle sales in 2026.

Summary

The following summarizes performance of the new vehicle department for our dealer clients:

New Vehicle Profitability Comparison

	2026	***2025***	***Change***
Gross Profit/Vehicle	$1,682	$2,002	-$320
F&I Income/Vehicle	$1,568	$1,528	$40
Combined/Vehicle	$3,250	$3,530	-$280

Unit Sales Decline

- Similar to the national trend, over ***57%*** of our dealer clients report a drop in unit sales.
- Domestics fared much worse than foreign brands. ***78%*** of domestics reported a drop in unit sales while only ***45%*** of foreign brands saw unit sales decline.
- On average, dealers sold 13 fewer units.

Margins Continue to Tighten

- As the table shows, margins continue to get squeezed as dealers look to move units off the lot.
- Nationally new margins have decreased 13.5%. For our dealer clients the drop was 15.8%.
- While the past few years has produced declining margins, they are still above pre-COVID levels.

F&I Stays Steady

- Income generated by F&I has shown a modest increase when compared to 2025 but continues to grow each year.
- Nearly ***65%*** of our dealer clients reported an increase in F&I income and on a per unit basis.

Conclusion

As unit sales continue to stagnate and margins decline, it is important for dealers to maintain a disciplined approach to unit sales and continue to work with the F&I department to maximize its potential.

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