



## NEW CAR REGISTRATIONS BY MANUFACTURER

### EUROPEAN UNION (EU)

	MARCH					JANUARY-MARCH				
	% share <sup>1</sup>		Units		% change	% share <sup>1</sup>		Units		% change
	2026	2025	2026	2025	26/25	2026	2025	2026	2025	26/25
<b>Volkswagen Group</b>	<b>25.6</b>	<b>26.7</b>	<b>296,431</b>	<b>275,025</b>	<b>+7.8</b>	<b>26.4</b>	<b>26.8</b>	<b>745,828</b>	<b>727,667</b>	<b>+2.5</b>
Volkswagen	10.0	11.0	115,612	113,080	+2.2	10.4	11.2	292,231	302,987	-3.6
Skoda	6.5	6.0	75,104	61,987	+21.2	6.8	6.0	191,657	163,880	+16.9
Audi	4.8	4.5	55,045	46,461	+18.5	4.9	4.7	136,928	128,379	+6.7
Cupra	2.1	2.6	24,671	26,320	-6.3	2.0	2.3	56,887	62,609	-9.1
Seat	1.7	1.9	19,203	19,539	-1.7	1.8	1.8	49,954	49,764	+0.4
Porsche	0.5	0.7	5,932	6,934	-14.5	0.6	0.7	16,108	18,293	-11.9
Others <sup>2</sup>	0.1	0.1	865	704	+22.9	0.1	0.1	2,064	1,755	+17.6
<b>Stellantis</b>	<b>16.0</b>	<b>16.8</b>	<b>184,842</b>	<b>173,068</b>	<b>+6.8</b>	<b>17.3</b>	<b>16.6</b>	<b>489,081</b>	<b>450,809</b>	<b>+8.5</b>
Peugeot	4.7	5.9	54,454	60,882	-10.6	5.2	5.8	147,147	158,619	-7.2
Fiat <sup>3</sup>	3.2	2.8	36,524	28,832	+26.7	3.5	2.7	99,525	73,164	+36.0
Citroen	3.3	3.1	37,719	31,886	+18.3	3.5	3.2	98,057	87,565	+12.0
Opel/Vauxhall	2.9	2.7	33,591	27,335	+22.9	3.1	2.6	86,127	69,329	+24.2
Jeep	1.1	1.2	12,499	12,828	-2.6	1.2	1.2	33,366	33,523	-0.5
Alfa Romeo	0.5	0.6	5,462	6,593	-17.2	0.5	0.6	13,426	16,101	-16.6
DS	0.2	0.3	2,817	3,020	-6.7	0.2	0.3	6,656	7,913	-15.9
Lancia/Chrysler	0.1	0.1	1,513	1,312	+15.3	0.1	0.1	4,071	3,519	+15.7
Others <sup>4</sup>	0.0	0.0	263	380	-30.8	0.0	0.0	706	1,076	-34.4
<b>Renault Group</b>	<b>10.8</b>	<b>11.7</b>	<b>125,061</b>	<b>120,380</b>	<b>+3.9</b>	<b>10.1</b>	<b>11.5</b>	<b>286,296</b>	<b>312,604</b>	<b>-8.4</b>
Renault	6.2	6.8	72,193	69,678	+3.6	6.0	6.2	168,567	168,716	-0.1
Dacia	4.5	4.9	51,843	49,956	+3.8	4.1	5.2	115,418	141,976	-18.7
Alpine	0.1	0.1	1,025	746	+37.4	0.1	0.1	2,311	1,912	+20.9
<b>Toyota Group</b>	<b>6.5</b>	<b>6.9</b>	<b>75,698</b>	<b>70,906</b>	<b>+6.8</b>	<b>7.2</b>	<b>7.7</b>	<b>201,963</b>	<b>207,780</b>	<b>-2.8</b>
Toyota	6.1	6.4	70,638	66,180	+6.7	6.7	7.1	188,140	191,877	-1.9
Lexus	0.4	0.5	5,060	4,726	+7.1	0.5	0.6	13,823	15,903	-13.1
<b>Hyundai Group</b>	<b>6.8</b>	<b>7.2</b>	<b>79,011</b>	<b>73,685</b>	<b>+7.2</b>	<b>6.9</b>	<b>7.4</b>	<b>194,359</b>	<b>200,973</b>	<b>-3.3</b>
Kia	3.6	3.8	41,290	39,428	+4.7	3.6	3.7	101,334	100,562	+0.8
Hyundai	3.3	3.3	37,721	34,257	+10.1	3.3	3.7	93,025	100,411	-7.4
<b>BMW Group</b>	<b>6.8</b>	<b>6.4</b>	<b>79,106</b>	<b>66,046</b>	<b>+19.8</b>	<b>6.7</b>	<b>6.6</b>	<b>189,268</b>	<b>179,921</b>	<b>+5.2</b>
BMW	5.8	5.5	67,102	56,609	+18.5	5.7	5.7	159,625	153,689	+3.9
Mini	1.0	0.9	12,004	9,437	+27.2	1.1	1.0	29,643	26,232	+13.0
<b>Mercedes-Benz<sup>5</sup></b>	<b>4.9</b>	<b>5.3</b>	<b>56,762</b>	<b>54,707</b>	<b>+3.8</b>	<b>4.8</b>	<b>4.8</b>	<b>135,215</b>	<b>130,070</b>	<b>+4.0</b>
Ford	2.2	3.0	26,029	30,426	-14.5	2.4	3.0	67,068	82,693	-18.9
Nissan	2.7	3.2	31,434	32,691	-3.8	2.2	2.5	63,259	68,985	-8.3
Tesla	3.2	1.8	36,868	18,256	+101.9	2.0	1.3	57,792	36,203	+59.6
SAIC Motor	2.0	2.1	23,457	22,119	+6.0	2.0	1.9	55,444	52,330	+5.9
Volvo Cars	1.9	2.1	21,934	21,848	+0.4	2.0	2.2	55,166	59,871	-7.9
BYD	1.8	0.8	21,158	8,291	+155.2	1.8	0.7	50,646	18,782	+169.7
Suzuki	1.3	1.6	15,240	16,128	-5.5	1.4	1.6	38,412	42,817	-10.3
Mazda	1.6	1.3	19,056	13,867	+37.4	1.3	1.2	36,836	31,541	+16.8
<b>Jaguar Land Rover Group</b>	<b>0.6</b>	<b>0.6</b>	<b>6,479</b>	<b>5,958</b>	<b>+8.74</b>	<b>0.5</b>	<b>0.6</b>	<b>14,855</b>	<b>15,733</b>	<b>-5.6</b>
Land Rover	0.6	0.5	6,479	5,621	+15.3	0.5	0.6	14,855	14,950	-0.6
Jaguar	0.0	0.0	0	337	-100.0	0.0	0.0	0	783	-100.0
<b>Honda</b>	<b>0.5</b>	<b>0.4</b>	<b>6,006</b>	<b>4,580</b>	<b>+31.1</b>	<b>0.5</b>	<b>0.4</b>	<b>13,894</b>	<b>11,482</b>	<b>+21.0</b>
<b>Mitsubishi</b>	<b>0.3</b>	<b>0.5</b>	<b>3,406</b>	<b>5,086</b>	<b>-33.0</b>	<b>0.3</b>	<b>0.4</b>	<b>7,234</b>	<b>11,843</b>	<b>-38.9</b>

<sup>1</sup> ACEA estimation based on total by market

<sup>2</sup> Bentley, Bugatti, Lamborghini, and MAN

<sup>3</sup> Includes Abarth

<sup>4</sup> Dodge, Maserati, and RAM

<sup>5</sup> Mercedes-Benz brand only