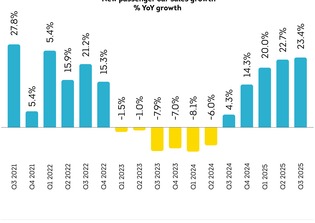
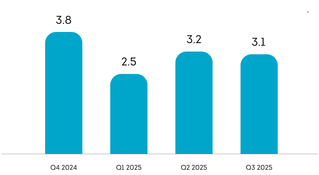
TransUnion Mobility Insights Report – Q3 2025

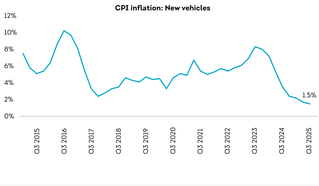
1 Market at a glance

- Passenger car sales: **111,697, up 23.4% YOY (highest in over a decade)**
- NaTIS registrations: **95,447 new and 294,856 used**
- Used/new ratio: **YoY 3.1 (new +13.7%, used -0.5%)**
- Quarter on quarter: **New +10.3%, used +8.0%**
- New-vehicle inflation: **New 1.5%, used -2.2%**
- Market shift: **Chinese brands up about 88% YoY**





How the ratio works
Lower ratio: New vehicles take a bigger slice of the market
Higher ratio: Used vehicles take a bigger slice of the market

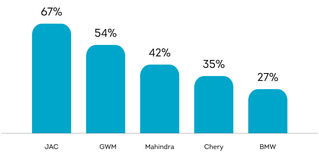


2 Macro backdrop

- Repo rate: **Was cut to 7% in Q3**
- Inflation: **3.4% in Q3 (within the 3%–6% target band)**
- GDP growth forecast: **0.9% (2025) and 1.1% (2026)**
- New-vehicle dealer confidence index: **Rose to 54 (from 42)**

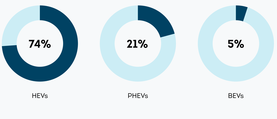
3 Value and mix shifts

- Chinese brands: **Lifted passenger share above 15%**
- Established OEMs: **Held 53.1% share (up 1.6 pp)**
- Fastest-growing brands: **JAC +67%, GWM +54%, Mahindra +42%, Chery +35%, BMW +27%**



4 New energy vehicles

- NEV sales: **4,787 units, (up 25% YoY)**
- NEV mix: **HEVs 74%, PHEVs 21%, BEVs 5%**
- Growth split: **PHEVs over 460% YoY, HEVs up 6.9%, BEVs down 28.4%**



5 Who is buying

- Near-term buying intent: **17% (down from 19% in Q2)**
- By generation: **Gen Z 21%, Millennials 19%, Gen X 13%, Baby Boomers 8%**
- By income: **High-income 34%, medium-income 17%, low-income 13%**
- Powertrain preference: **ICE 42%, HEV 39%, BEV 28%, PHEV 24%**

Generation	Type of vehicle preference	Note
Gen Z	1 HEVs 55% 2 BEVs 32% 3 ICE 27% 4 PHEVs 23%	Strongest lean toward electrified options — hybrids first, then BEVs
Millennials	1 ICE 47% 2 HEVs 29% 3 PHEVs 29% 4 BEVs 26%	More balanced mix — receptive to both conventional and electrified choices, weighing cost and convenience
Gen X	1 ICE 55% 2 HEVs 36% 3 BEVs 27% 4 PHEVs 9%	Clear preference for ICE, with selective hybrid interest

6 Industry implications

Opportunities

- Shape NEV plans around dominant hybrid demand
- Focus pricing and spec in compact and mid-size SUV and crossover bands
- Prioritise Gen Z, Millennials and high-income buyers where intent is strongest
- Position offers around low new-vehicle inflation and negative used-vehicle inflation

Risks

- Over-reliance on recent rate cuts and temporary liquidity
- Exposure to export swings
- Policy and infrastructure constraints on BEV growth

Get the knowledge you need to fuel your growth smarter, faster

Download the full Q3 2025 Mobility Insights Report
or contact your TransUnion® representative to discuss how
these insights can support your pricing, mix and finance decisions.

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