



2025 Q4 INDUSTRY VIEW

EMPOWERING REMARKETERS THROUGH INSIGHT



► **WHAT**

A compendium of metrics featured in the AutoIMS Sales Scorecard that reflects the AutoIMS database (with few needed exclusions)—a vast majority of the commercial sales volume at wholesale auto auctions in North America.

► **WHY**

To offer a starting point for meaningful benchmark comparisons, adding further value to the AutoIMS Sales Scorecard.

► **HOW**

The AutoIMS Analytics team taps our database and uses advanced visualization tools to produce a useful readout for the current period and comparisons to previous years.

► **WHO**

To be shared with AutoIMS clients, industry partners, and press.

► **WHEN**

Published quarterly

ABOUT THE AUTOIMS INDUSTRY VIEW



THINGS TO KEEP IN MIND

As 2025 came to a close, the data reflects a year defined less by sharp turns and more by measured adjustment. Across the industry, familiar metrics continued to move within expected ranges, but the subtle shifts between quarters reveal where pressure eased, where discipline held, and where the market quietly recalibrated.

Q4, in particular, offers a moment to step back and observe how incremental changes throughout the year ultimately shaped outcomes. Not every movement signals disruption, sometimes it signals maturity, adaptation, and a clearer understanding of how today's market responds.

The value lies not in any single data point, but in how the pieces fit together as the year reaches its conclusion.

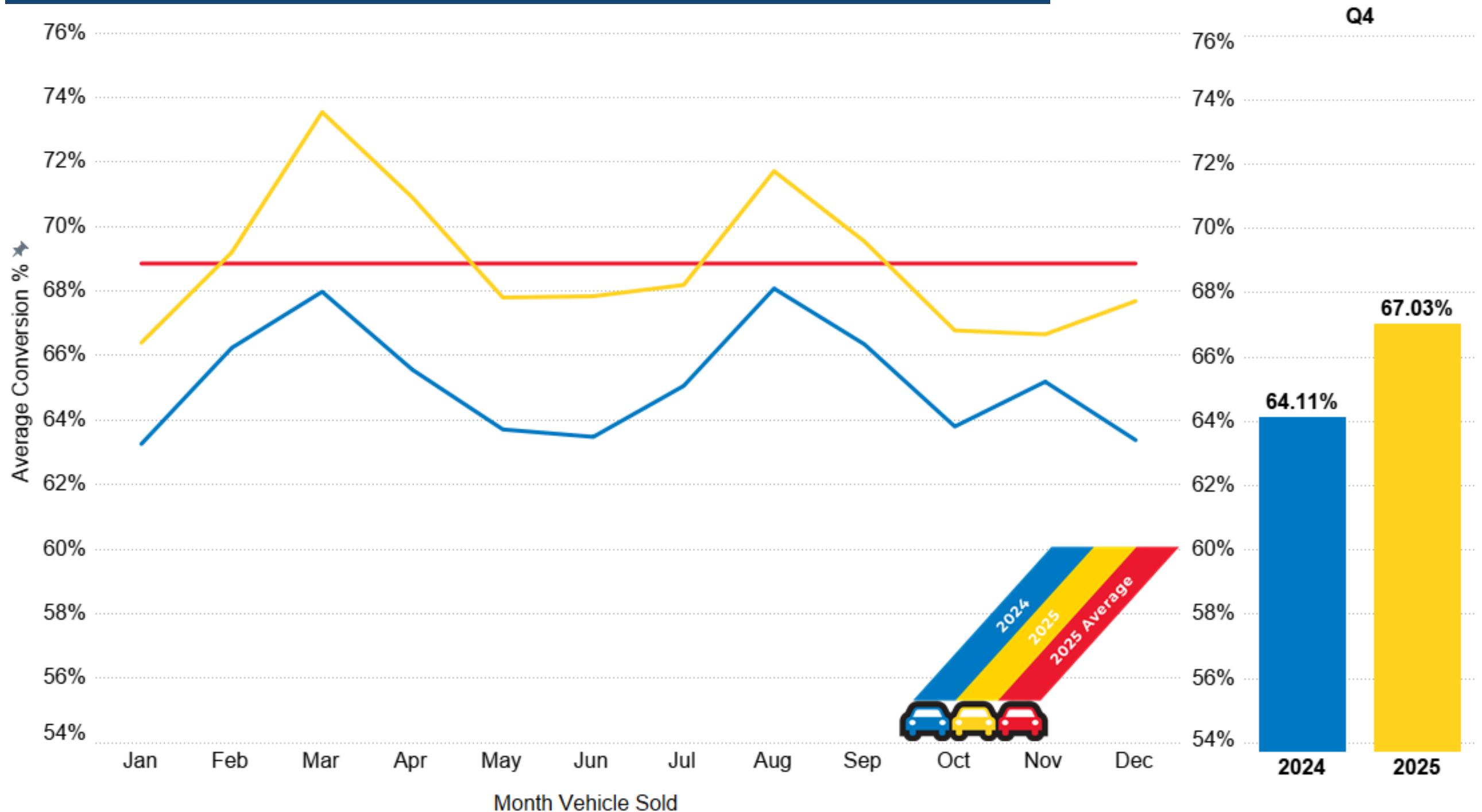
FOOD FOR THOUGHT

Which shifts represent temporary end-of-year behavior, and which point to patterns that may define the year ahead?

THINGS TO KEEP IN MIND

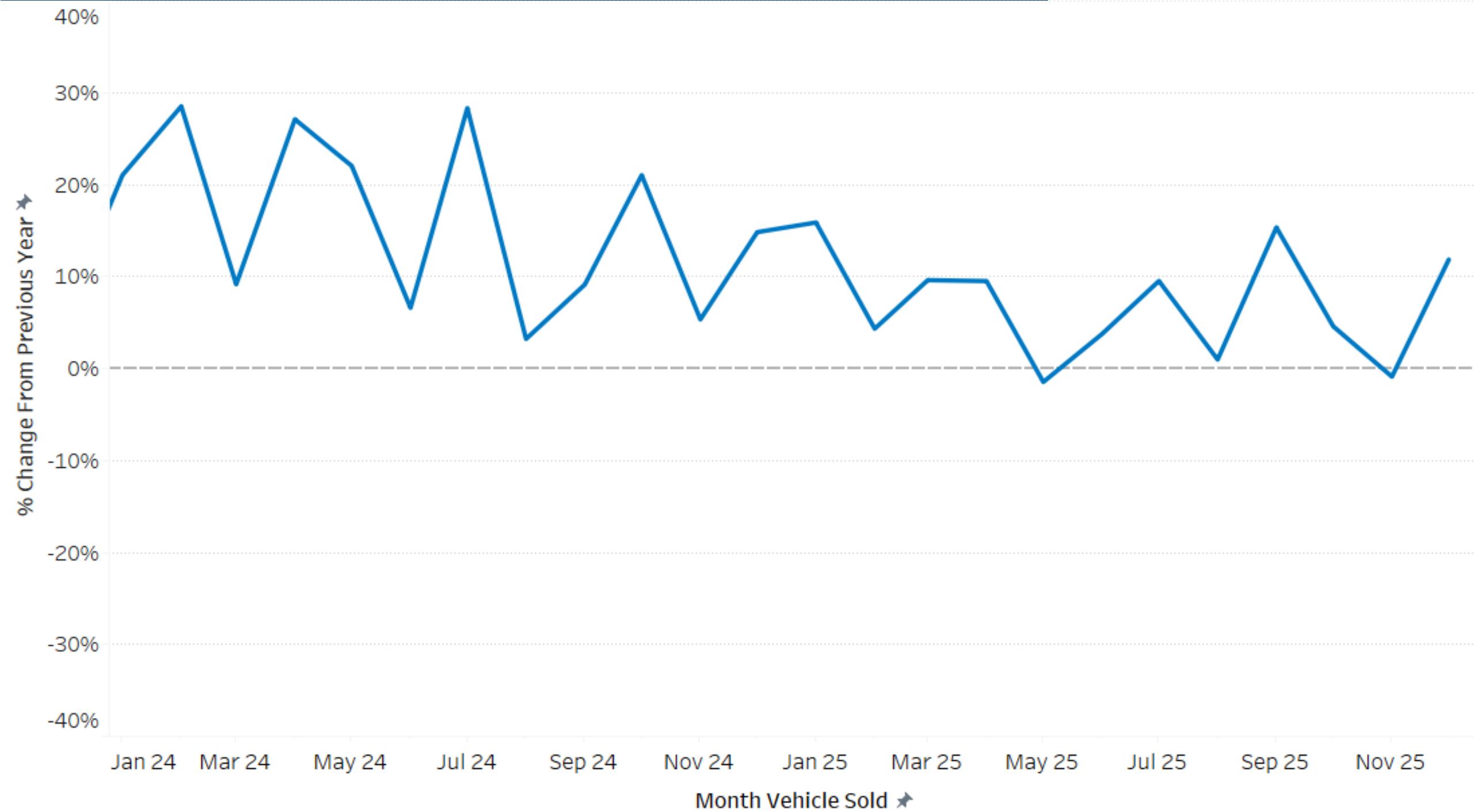
CONVERSION RATE

The % of vehicles sold on a day in which they were offered.



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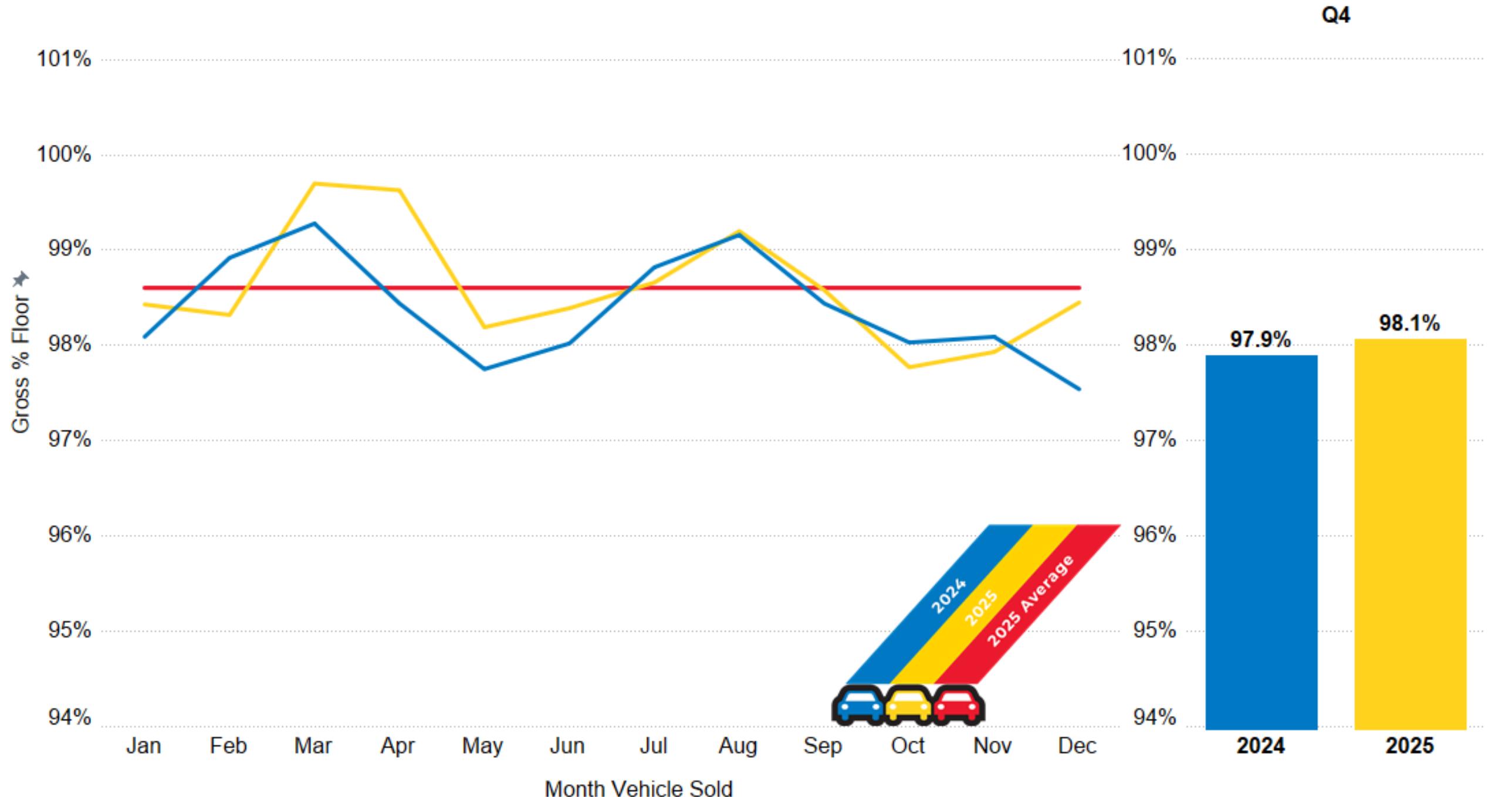
VEHICLES SALES VOLUME % CHANGE



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GROSS SALES PRICE AS A % OF FLOOR PRICE

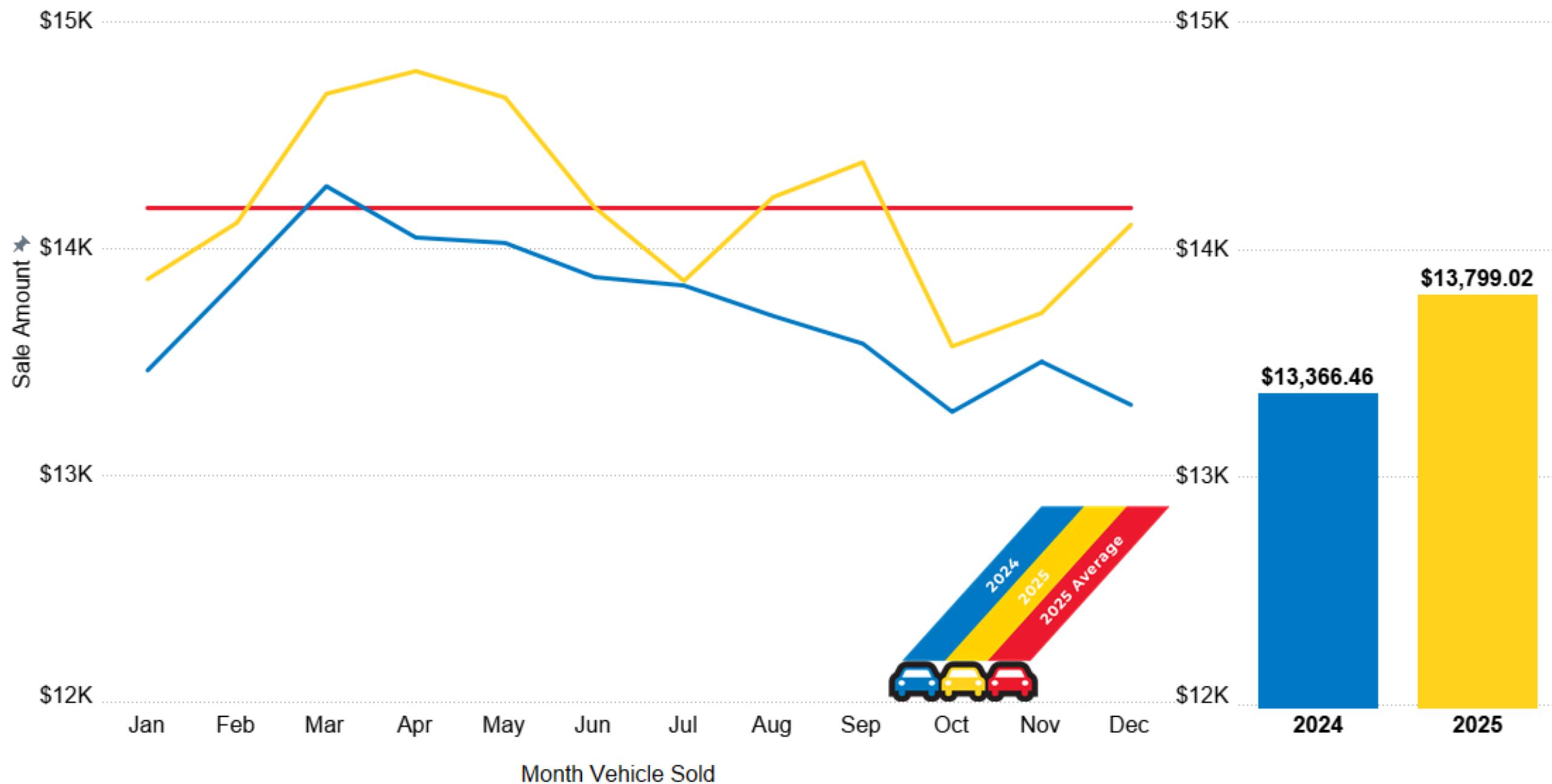
Only includes vehicles which had a Floor Price in AutoIMS



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AVERAGE SALE PRICE

Q4

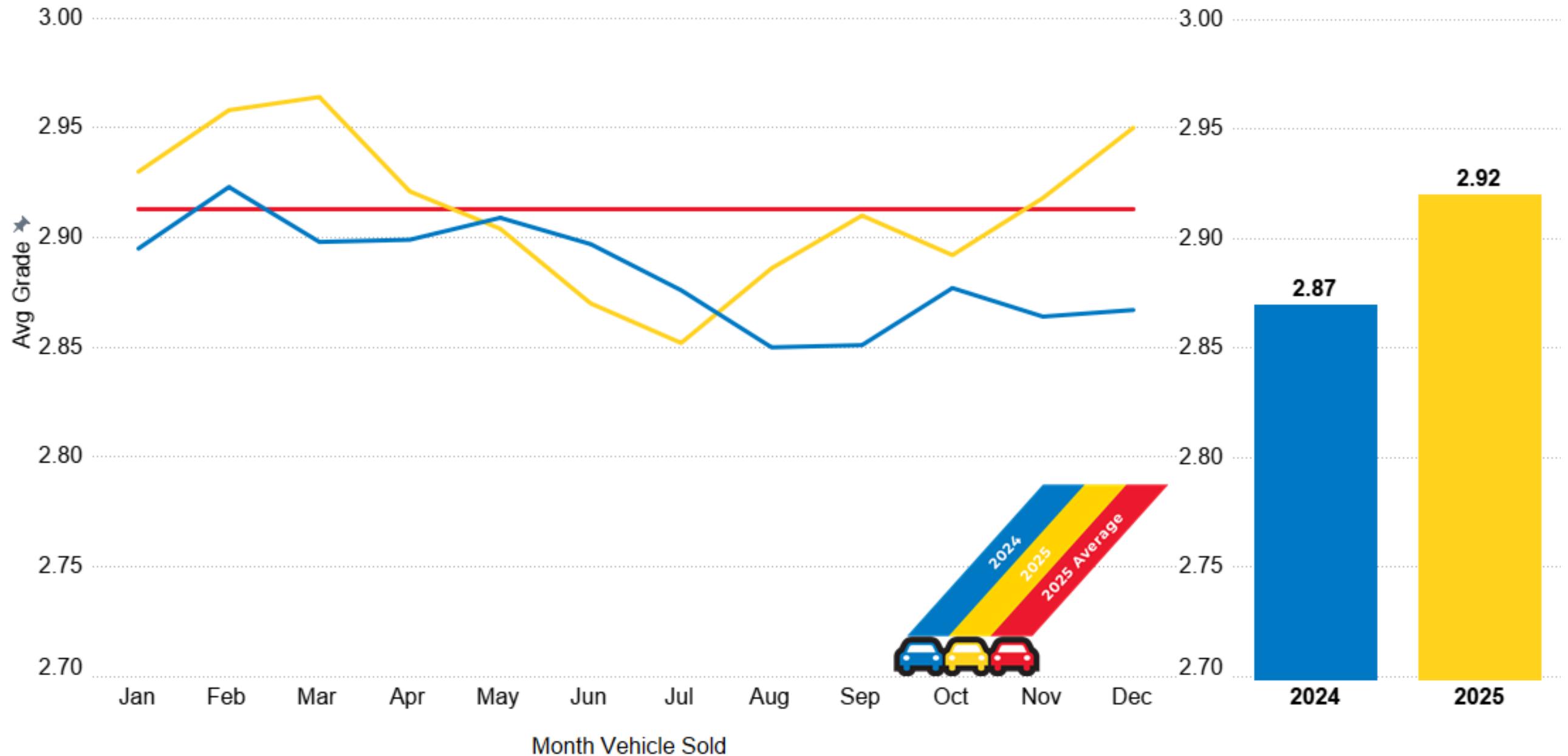


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AVERAGE VEHICLE GRADE

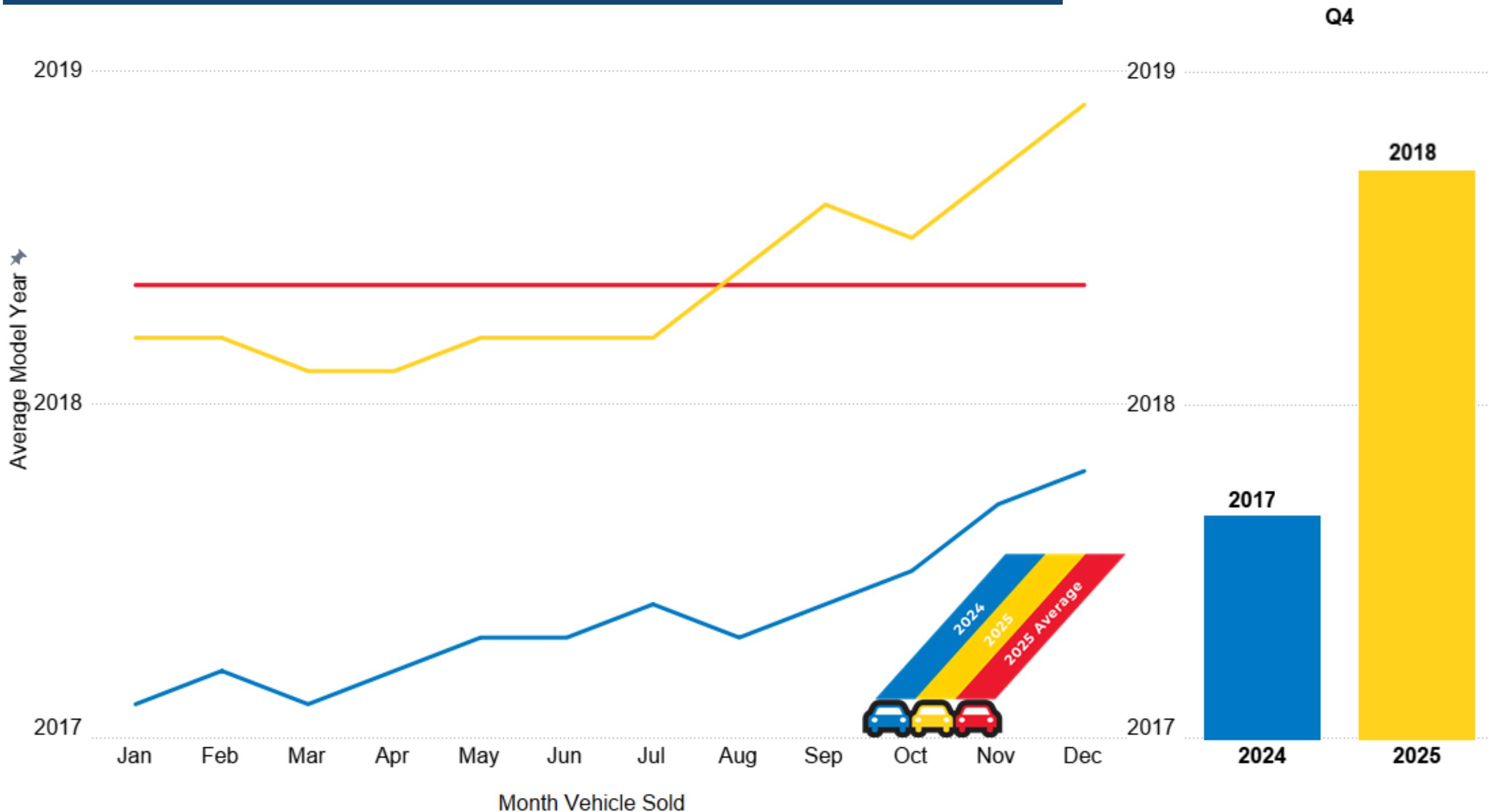
Using the final CR grade at time of sale

Q4



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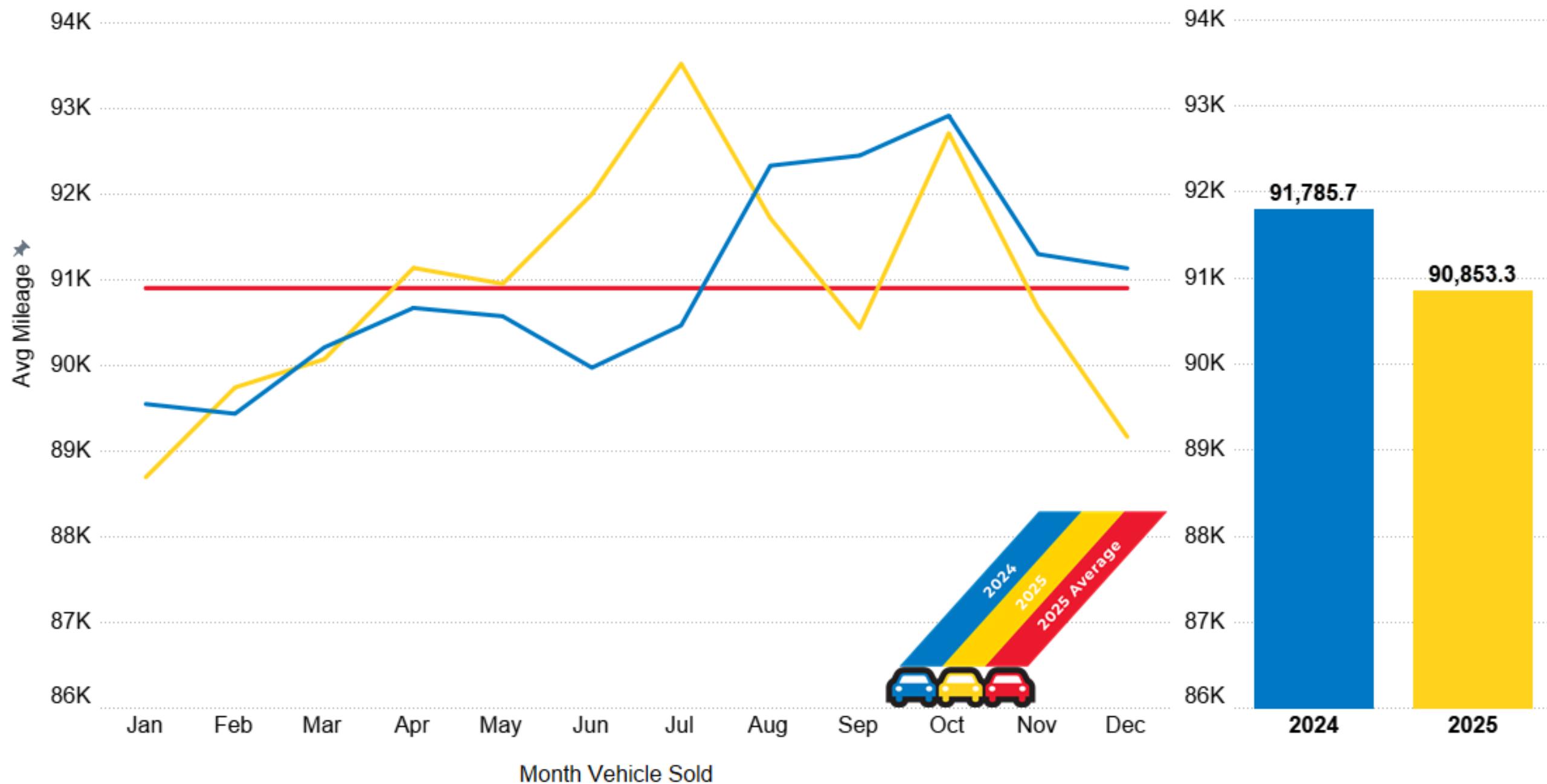
AVERAGE MODEL YEAR



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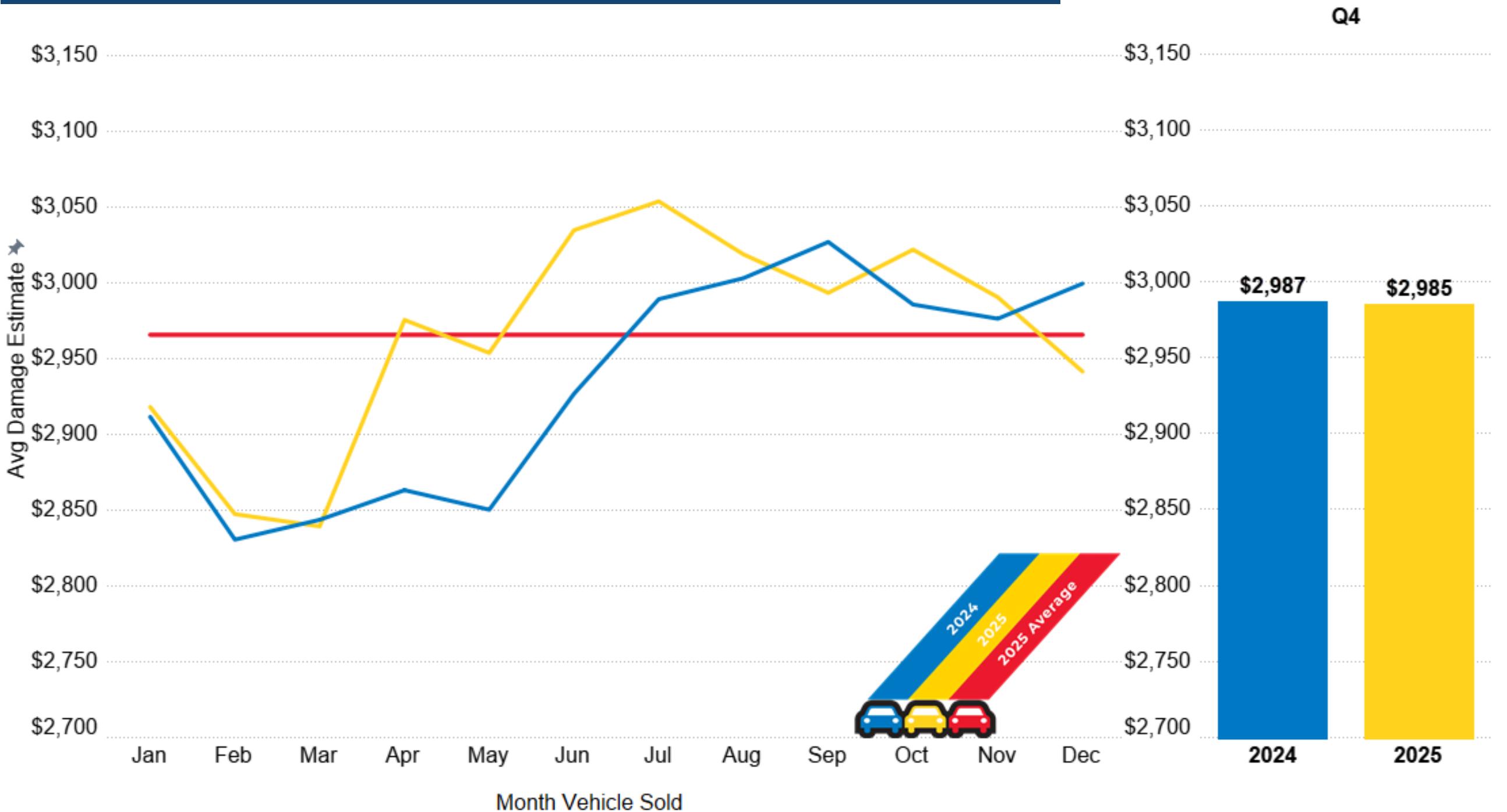
AVERAGE MILEAGE

Q4



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AVERAGE DAMAGE ESTIMATE

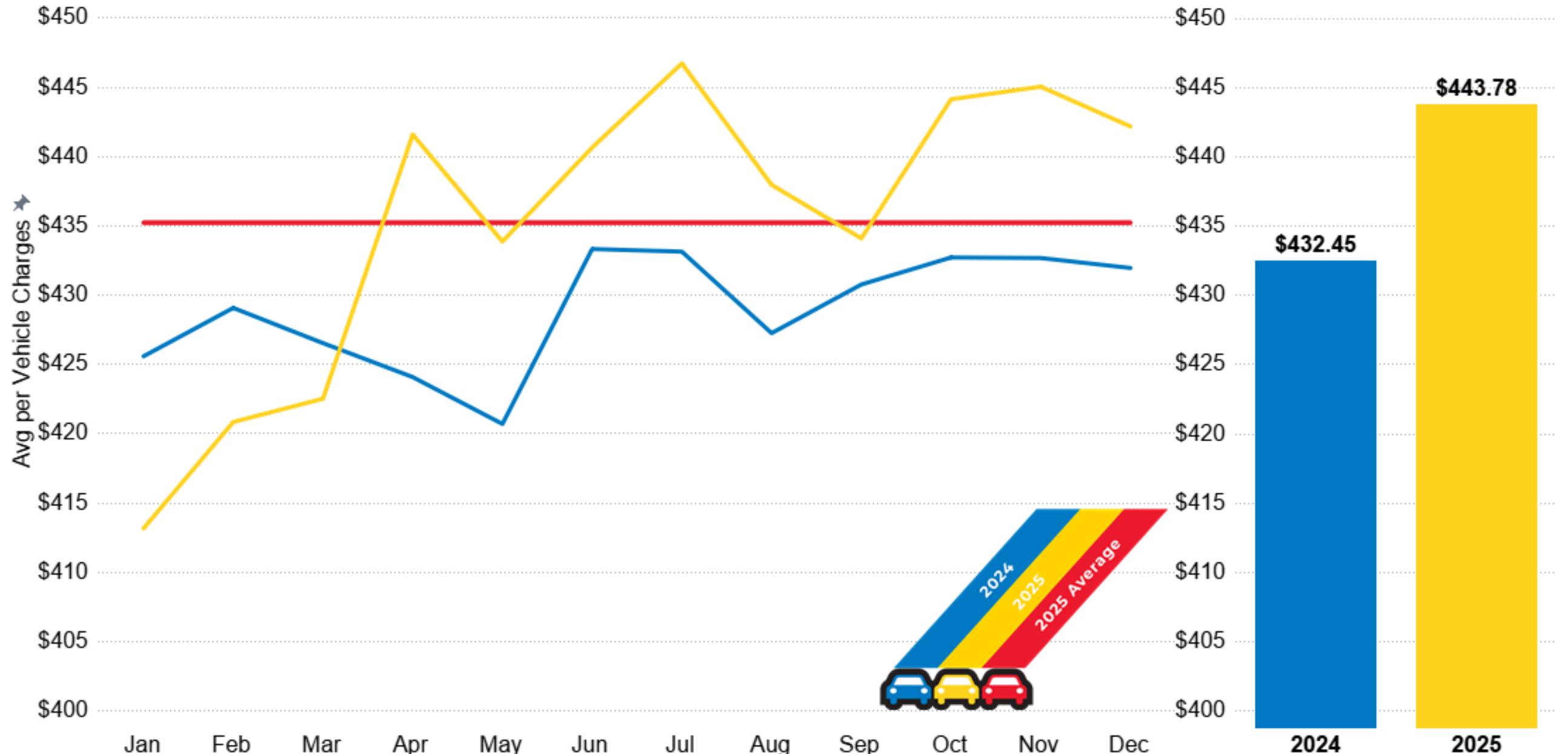


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AVERAGE CHARGE TOTAL

Total auction fees typically deducted from proceeds at sale settlement

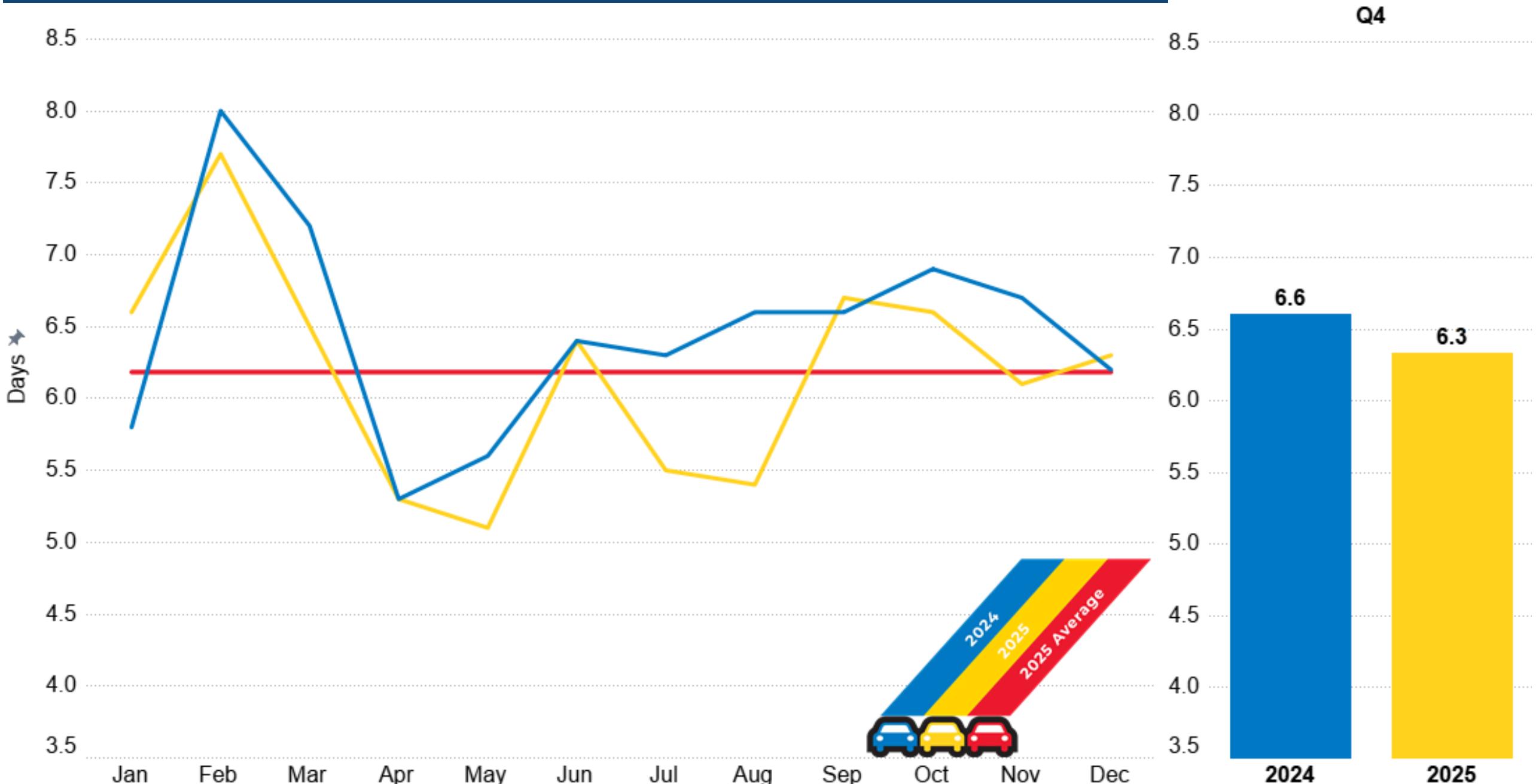
Q4



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AVERAGE DAYS ASSIGNED TO SECURED

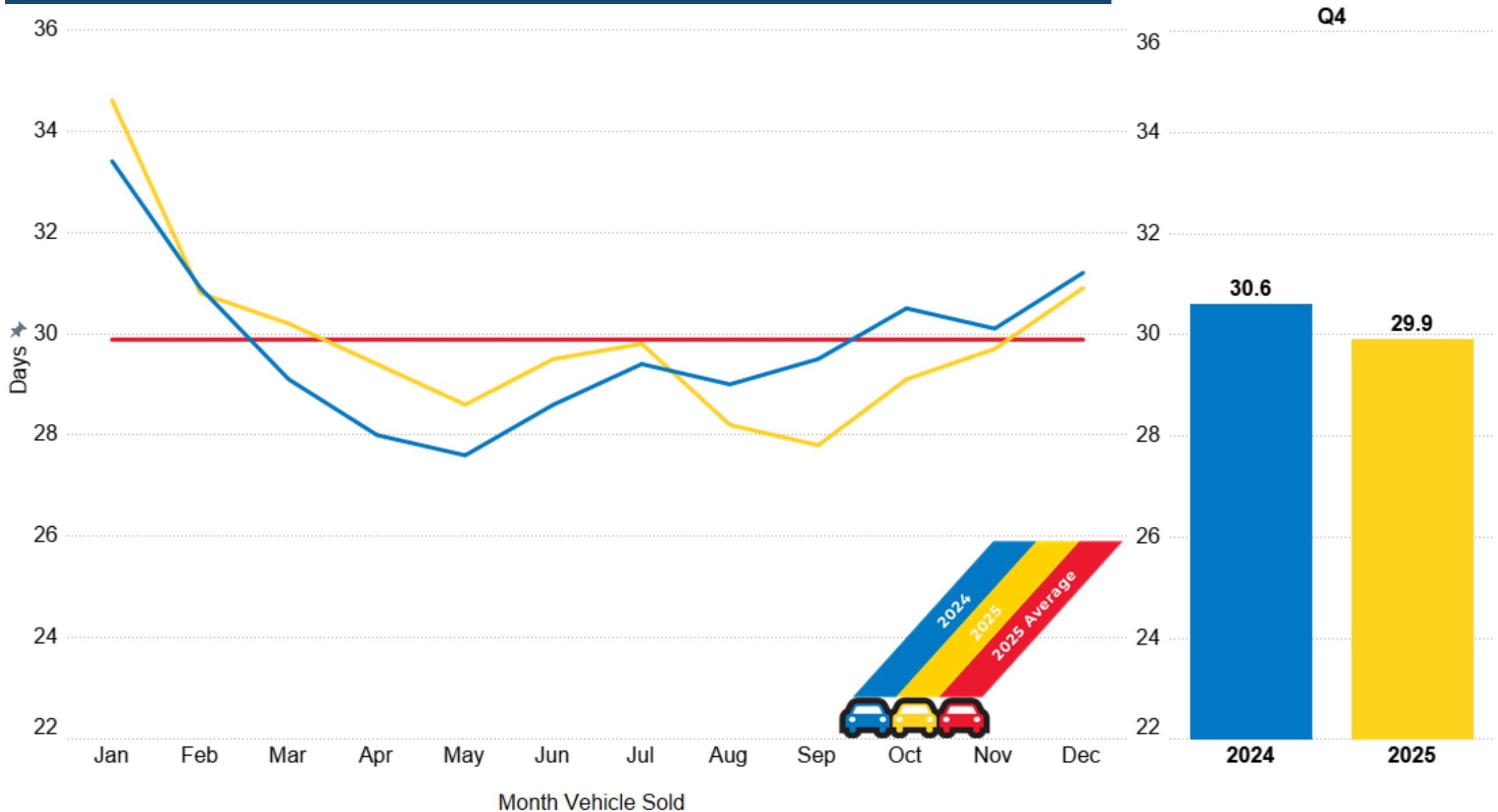
Total timeline from date of auction assignment to check in
Note: Only includes vehicles with a Pick Up or Drop Off assignment date



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AVERAGE DAYS SECURED TO SOLD

Total timeline from auction arrival to sale



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2025 Q4: MEASURED ADJUSTMENTS, CLEARER DIRECTION

Q4 closed out 2025 with signs of stabilization built on the steady groundwork laid earlier in the year. Conversion rates remained strong compared to last year, reinforcing a broader trend of improved alignment between sellers and buyers. While month-to-month movement persisted, the quarter as a whole reflected consistency rather than volatility.

Sales volume showed modest fluctuation in Q4, aligning with typical seasonal dynamics, yet the year overall maintained forward momentum compared to 2024. This suggests that while growth may not have accelerated late in the year, it remained intact, supported by disciplined pricing strategies and realistic floor expectations.

Average sale prices and gross sales as a percentage of floor price held steady through Q4, signaling continued balance between value realization and market tolerance. At the same time, vehicle grade and condition metrics remained largely unchanged year-over-year, underscoring the industry's ability to sustain quality standards even amid operational pressures.

Operational timelines told a similar story. Days from assignment to secure and from secure to sold showed marginal improvement compared to last year, particularly when viewed across the full year rather than in isolation. These incremental gains reflect refinements in logistics, coordination, and execution rather than sweeping process changes.

Taken together, Q4 does not signal a dramatic shift, it confirms one. 2025 was a year of refinement, where progress was achieved through consistency, not correction. As the industry looks ahead, the data suggests a foundation that is stable, informed, and better positioned for deliberate decision-making in the year to come.



PULL YOUR DATA

FREE TOOLS ARE AVAILABLE TO
GET YOUR OWN INSIGHTS:

Sales Scorecard
LiveAnalytics
LiveReports
and more





CONTACT US

AutoIMS Solutions & Support Teams are standing by to help you solve pressing issues, brainstorm new ideas, and guide you through these tools:

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