



Trends Analysis in the Israeli Automotive Market

Q1/2026

PREFACE



Israel Vehicle Importers Association (I-via) publishes this quarterly overview to offer a comprehensive analysis of the Israeli market for new vehicles, highlighting relevant trends observed over the years.

It should be noted that the data presented in this document pertains to passenger cars and light commercial vehicles weighing up to 3.5 tons, falling within the N1+M1 categories (as classified by the EU), and imported solely by direct importers.

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Israel Vehicle Importers Association (I-via)

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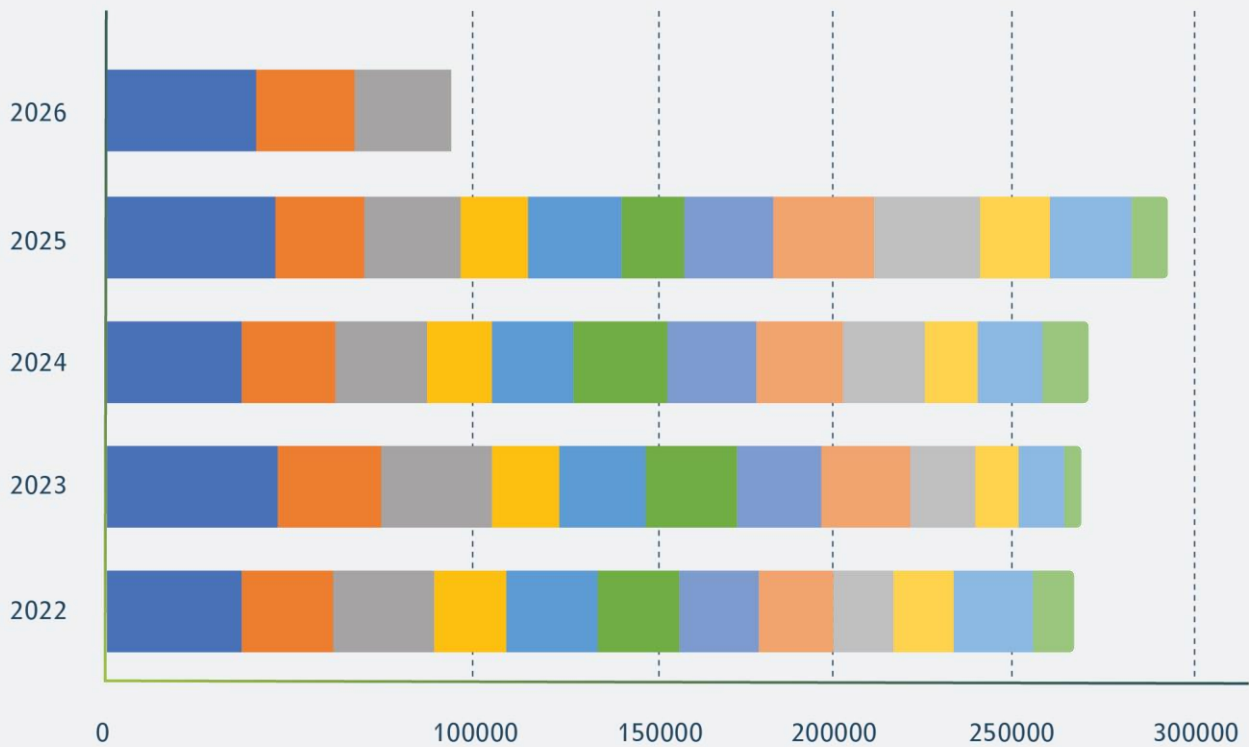
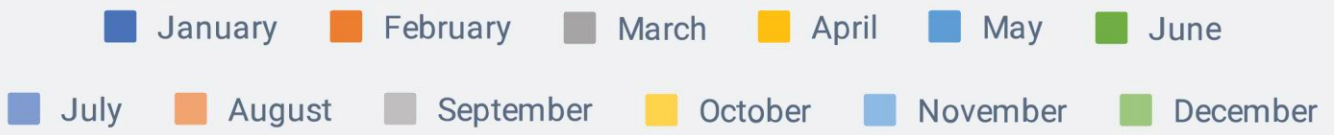
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The data analysis was performed in collaboration with Carzone Technologies Ltd.

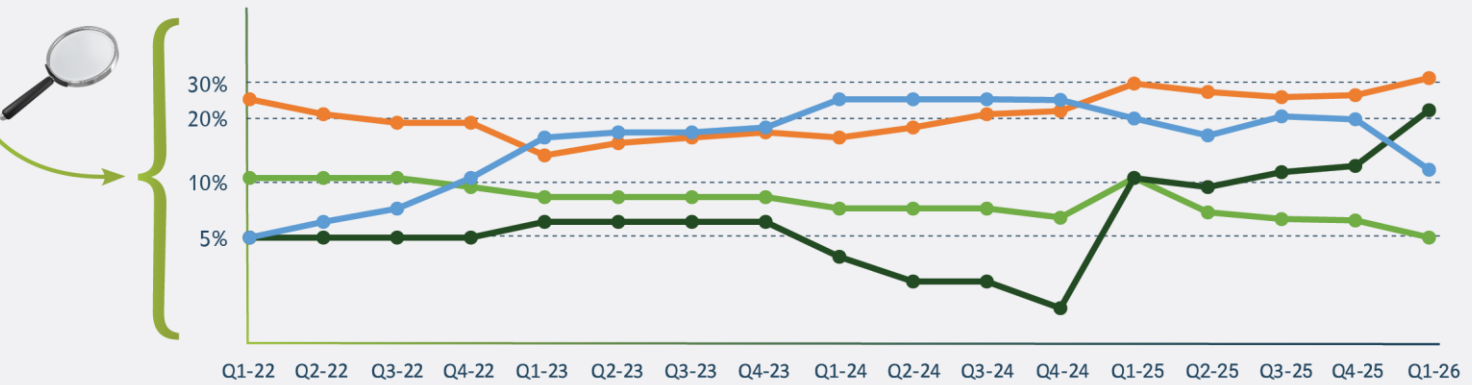
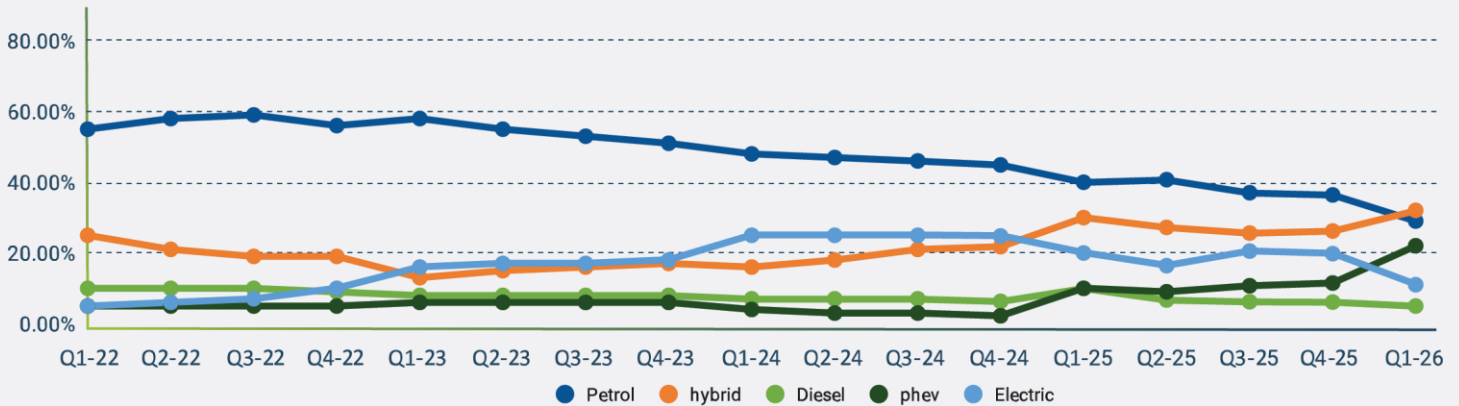
REGISTRATION DATA



REGISTRATIONS BY ENGINE TYPE



● Petrol ● hybrid ● Diesel ● phev ● Electric



It should be noted that the data presented in the graph in relation to each quarter in given year, are cumulative data from the beginning of that year.

Q1 2026 reflects ongoing changes in the distribution of powertrain types in Israel, with noticeable shifts across both petrol and electrified vehicles.

Petrol-powered vehicles accounted for **29.0%** of total registrations in Q1 2026, down from **36.4%** in Q4 2025 and below **40.0%** in Q1 2025 and **48.0%** in Q1 2024. The data indicate a continued decline in petrol's share over time.

Hybrid vehicles reached **32.0%** of new registrations, up from **26.2%** in Q4 2025 and slightly above **30.0%** in Q 2025, as well as significantly higher than **16.0%** in Q1 2024.

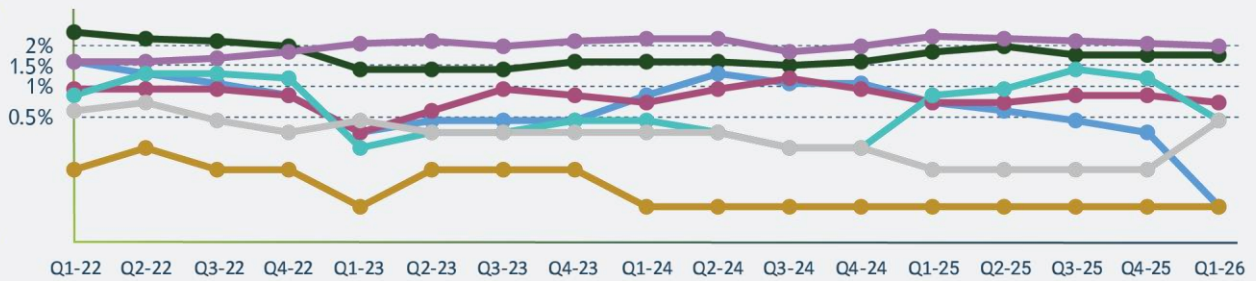
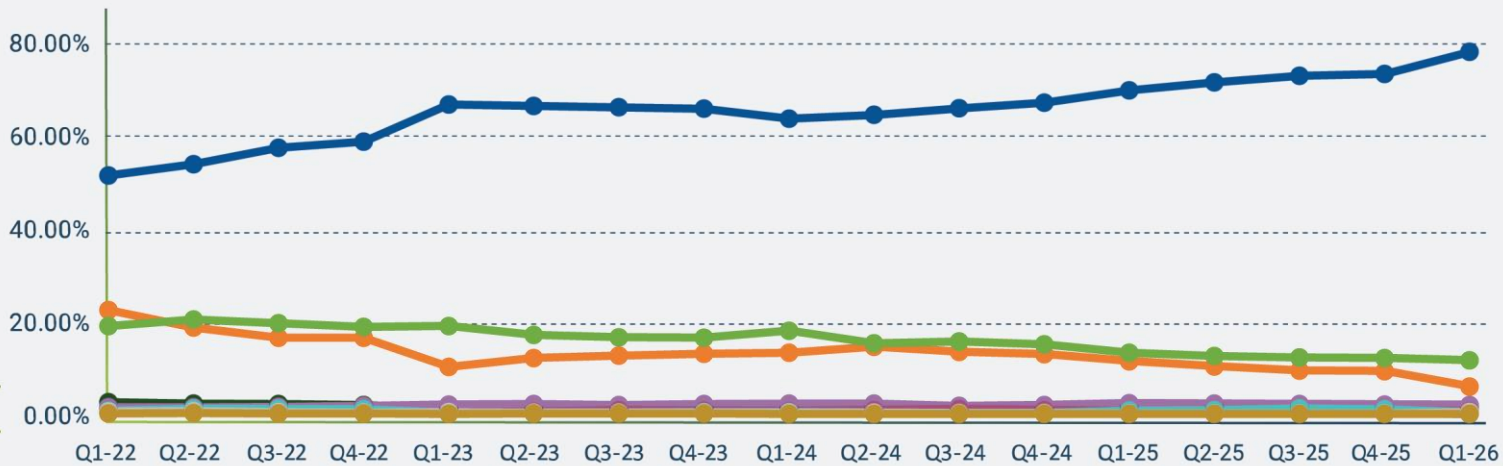
Plug-in hybrid vehicles (PHEVs) accounted for **22.0%**, up from **11.5%** in Q4 2025 and **10.0%** in Q1 2025, and markedly higher than **4.0%** in Q1 2024. The segment shows a notable increase in share compared to previous periods.

Battery electric vehicles (BEVs) represented **11.0%** of registrations in Q1 2026, down from **19.8%** in Q4 2025 and **20.0%** in Q1 2025, and below **25.0%** in Q1 2024. The segment accounts for a lower share compared to earlier periods

REGISTRATIONS BY SEGMENT TYPE



● Crossover/suv
 ● Sedan
 ● Hatchback
 ● Pickup
 ● Estate
 ● LAV (Lifestyle Activity Vehicle)
 ● Van
 ● MPV (Multi-Purpose Vehicle)
 ● Coupe
 ● Convertible



It should be noted that the data presented in the graph in relation to each quarter in given year, are cumulative data from the beginning of that year.

Q1 2026 reflects a continued concentration of the Israeli passenger car market around Crossover and SUV models, alongside lower shares for traditional passenger car segments.

Crossover/SUV models accounted for 77.1% of total registrations in Q1 2026, up from 72.4% in Q4 2025 and above 68.9% in Q1 2025 and 62.9% in Q1 2024. The segment continues to represent the largest share of the market.

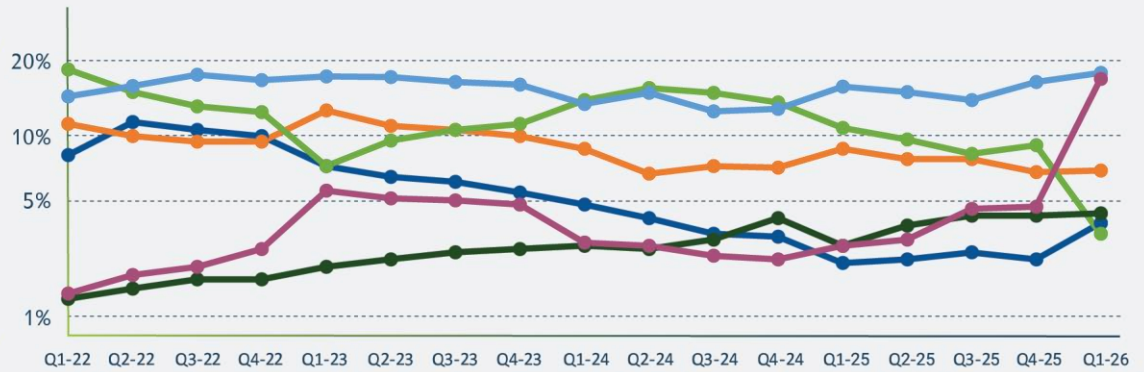
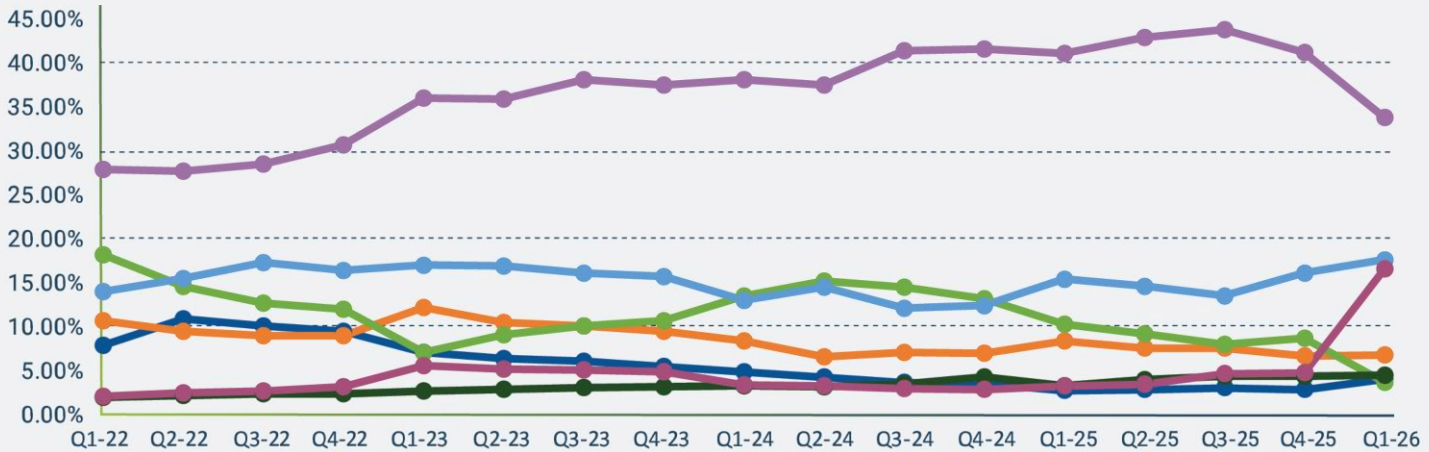
Sedan vehicles represented 5.9% of new registrations, down from 9.2% in the previous quarter and below 11.3% in Q1 2025 and 13.1% in Q1 2024. The segment maintains a relatively limited share compared to earlier periods.

Hatchbacks accounted for 11.5% of the market in Q1 2026, slightly below 12.0% in Q4 2025 and 13.1% in Q1 2025, and lower than 17.8% in Q1 2024. The segment remains present in the market with a lower share than in previous years.

REGISTRATIONS BY CATEGORY



● Car-A ● Car-B ● Car-C ● Luxury-SUV-3
● SUV-B ● SUV-C ● SUV-D



It should be noted that the data presented in the graph in relation to each quarter in given year, are cumulative data from the beginning of that year.

Q1 2026 shows a continued emphasis on SUV categories, alongside shifts in the distribution between different segments.

SUV-C vehicles accounted for **33.7%** of total registrations in Q1 2026, down from **41.1%** in Q4 2025 and **41.0%** in Q1 2025, and below **38.0%** in Q1 2024. The category continues to represent the largest share of the market.

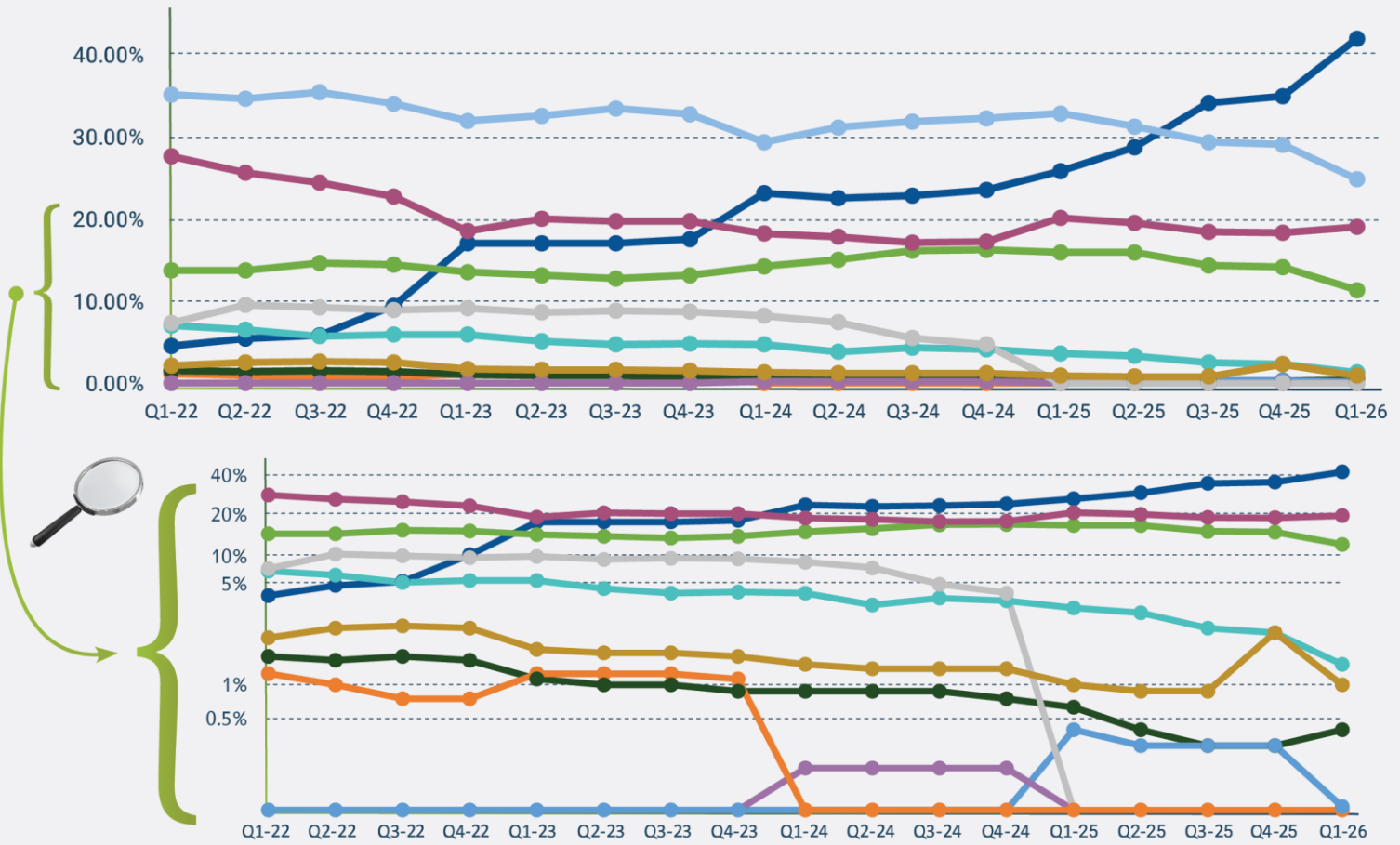
SUV-B models reached **17.5%**, up from **16.0%** in Q4 2025 and above **15.3%** in Q1 2025 and **12.9%** in Q1 2024. The category maintains a significant share within the market.

SUV-D vehicles accounted for **16.5%** of registrations, a sharp increase compared to **4.7%** in Q4 2025 and **3.2%** in Q1 2025, and higher than **3.3%** in Q1 2024. The category shows a notable increase compared to previous periods.

REGISTRATIONS BY COUNTRY OF ORIGIN



- China
- India
- Japan
- Mexico
- Morocco
- South Africa
- South Korea
- Thailand
- Turkey
- North America
- Europe



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Q1 2026 indicates additional changes in the distribution of new vehicle registrations by country of origin, with China maintaining the largest share.

China accounted for **41.9%** of total registrations in Q1 2026, up from **34.9%** in Q4 2025 and significantly higher than **25.8%** in Q1 2025 and **23.1%** in Q1 2024. The share continues to increase compared to previous periods.

Europe represented **24.8%** of new registrations, down from **29.0%** in Q4 2025 and below **32.8%** in Q1 2025, while also lower than **29.3%** in Q1 2024. The share is lower compared to earlier periods.

South Korea accounted for **19.0%** of registrations, slightly above **18.3%** in Q4 2025 but below **20.1%** in Q1 2025, and broadly in line with **18.2%** in Q1 2024. The share remains within a relatively stable range.

Japan reached **11.3%** of new registrations, down from **14.1%** in Q4 2025 and below **15.9%** in Q1 2025 and **14.2%** in Q1 2024. The share is lower compared to recent periods.