

JD Power Projects Stable Year for New-Vehicle Sales Volume at NADA Show 2026

Unveils New Brand Identity and Unified Automotive Strategy

- Total new-vehicle sales forecast to hit 16.3 million in 2026
- New JD Power strategy rooted in the mission to power every auto-related decision
- Breakthrough new solutions showcase robust datasets, seamless workflow integration

TROY, Mich.: 3 Feb. 2026 — [JD Power](#), a leading provider of proprietary data, advanced analytics, deep industry expertise and insights that drive the global auto industry, presented its exclusive auto industry outlook to kick off the [NADA Show 2026](#), today. The forecast, which projects 16.3 million total new-vehicle sales this year, was part of the annual JD Power Auto Summit, featuring insights from industry leaders, new technology demonstrations and the unveiling of a new brand identity and unified automotive strategy focused on moving the industry forward.

“Coming off a strong, but highly volatile year in 2025, we anticipate supply-demand dynamics will once again become the dominant driver of the U.S. market,” said Thomas King, president, JD Power OEM Solutions. “While the industry will continue to face numerous macroeconomic uncertainties, we anticipate new-vehicle sales for 2026 will match the volumes we saw last year.”

The JD Power Auto Summit also featured opening remarks from JD Power CEO Joshua Peirez, who highlighted key consumer trends and introduced a new strategy designed to optimize JD Power solutions across automotive manufacturing, marketing, retailing, pricing and valuation. An example of this new approach is the upcoming Power Platform, which will allow customers to access multiple JD Power solutions via a single platform and sign-in, providing instant access to JD Power tools from anywhere in the world.

The Power Platform will streamline how users engage with JD Power solutions, creating a cohesive experience across products and workflows, and making it easier for customers to discover the intelligence, insights and capabilities that help them run their businesses more effectively. By centralizing access and creating a consistent experience, the Power Platform supports more informed decision-making across the automotive ecosystem.

“The global auto industry is navigating a period of constant disruption that shortens planning cycles, accelerates innovation timelines and demands quick pivots in response to unpredictable events,” Peirez explained. “From the design studio to the boardroom to the showroom, we supply the data, analytics and insights that help our clients act with confidence and clarity. Our new brand identity and company strategy reflect our evolution and our mission to power every auto-related decision, and to give our customers immediate, easy access to the information they need to thrive in all market conditions.”

JD Power representatives will be demonstrating a full suite of products at booth #4531W at the NADA show. These include several breakthrough new and enhanced products and services that fuel the entire vehicle sales and service lifecycle, from acquisition and inventory to marketing and merchandizing to pricing and valuation to sales and finance. More information can be found here: [JD Power at NADA 2026](#).

For more information about JD Power solutions for automotive OEMs, dealers and related industries, visit <http://www.jdpower.com>.

About JD Power

JD Power is a proven leader in business-critical data and intelligence to drive auto-related decisions with confidence and clarity. By leveraging unmatched proprietary data, advanced analytics and deep industry expertise, JD Power fuels original equipment manufacturers, retailers, lenders, insurers and partners to enhance their performance.

Since 1968, JD Power has delivered incisive guidance and intelligence about customer interactions with brands and products. To learn more about the company's business offerings, visit JDPower.com.

Media Relations Contacts

Joe LaMuraglia, JD Power; East Coast; 714-621-6224; media.relations@jdpa.com

John Roderick, East Coast; 631-584-2200; john@jroderick.com