

South Florida Auto Outlook™



Comprehensive information on the South Florida new vehicle market

Quick Facts

New retail light vehicle registrations in the four county area market declined 4.9% from 2016 to 2017. The U.S. market fell 0.8%.

Light truck registrations were up 7.1% last year, while passenger cars were down 12.1%

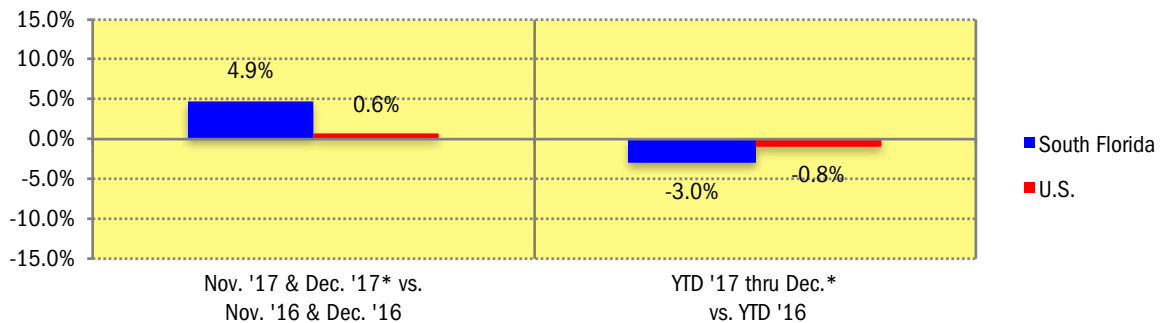
Toyota, Honda, Chevrolet, Nissan, Lexus and Ford are market share leaders in the area. Lexus, Mercedes, Honda, BMW, and VW had much higher market shares in the area than in the state.

Hybrid and electric vehicle market share remained at 1.9% through November of last year, unchanged from 2016.

	Nov. '17 and Dec. '17* Combined				Annual total*			
	South Florida			U.S.	South Florida			U.S.
	2016	2017	% chg.	% chg.	2016	2017	% chg.	% chg.
Industry Total	74,831	78,531	4.9%	0.6%	419,881	407,098	-3.0%	-0.8%
Cars	37,211	35,188	-5.4%	-9.9%	221,329	194,522	-12.1%	-10.7%
Light Trucks	37,620	43,343	15.2%	6.5%	198,552	212,576	7.1%	5.5%
Domestic	17,254	18,604	7.8%	1.5%	100,897	99,824	-1.1%	-0.9%
European	15,897	17,193	8.2%	4.9%	84,276	80,726	-4.2%	-0.3%
Japanese	34,644	35,724	3.1%	-0.3%	192,617	189,120	-1.8%	0.0%
Korean	7,036	7,010	-0.4%	-5.6%	42,091	37,428	-11.1%	-5.3%

December 2017 figures were estimated by Auto Outlook. Source: IHS Markit

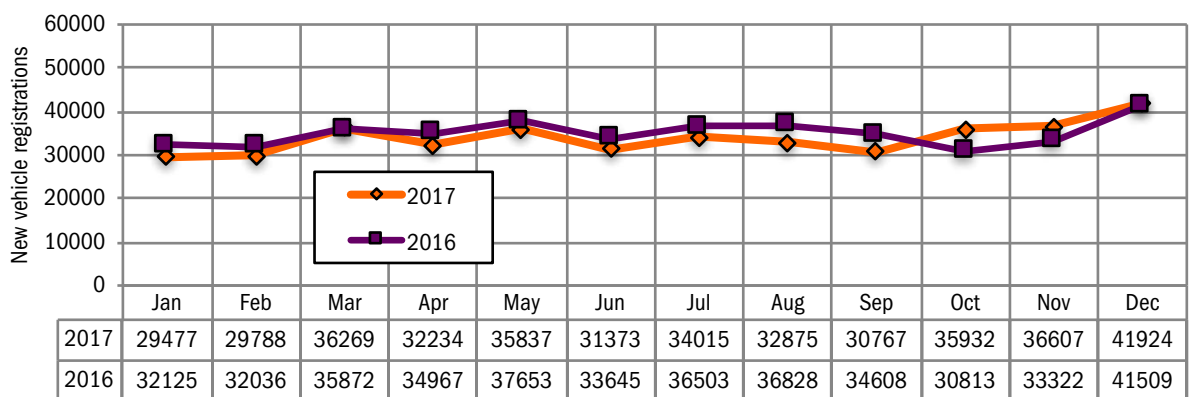
Percent Change in South Florida and U.S. New Retail Light Vehicle Registrations



Data Source: IHS Markit.

*December 2017 figures estimated by Auto Outlook.

South Florida Monthly New Retail Light Vehicle Registrations

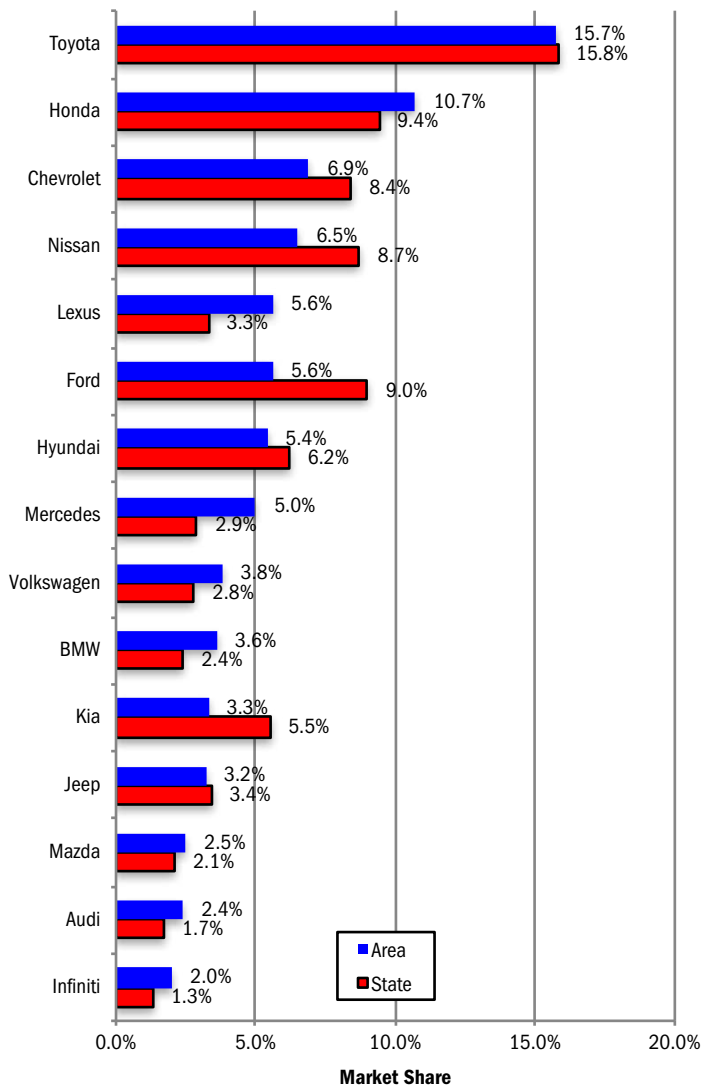


Data Source: IHS Markit.

Data Information

All data represents new retail registrations in the South Florida Area (Broward, Dade, Monroe, and Palm Beach counties) and excludes fleet transactions. Please keep in mind that monthly registration figures can occasionally be subject to fluctuations, resulting in over or under estimation of actual results. This usually occurs due to processing delays by governmental agencies. For this reason, the year-to-date figures will typically be more reflective of market results. Green shaded areas in tables represent the top ten ranked brands.

**South Florida Area and Florida Market Share
Top 15 selling brands - 2017***



Data source for South Florida area: IHS Markit.
Data source for Florida state: AutoCount data from Experian.

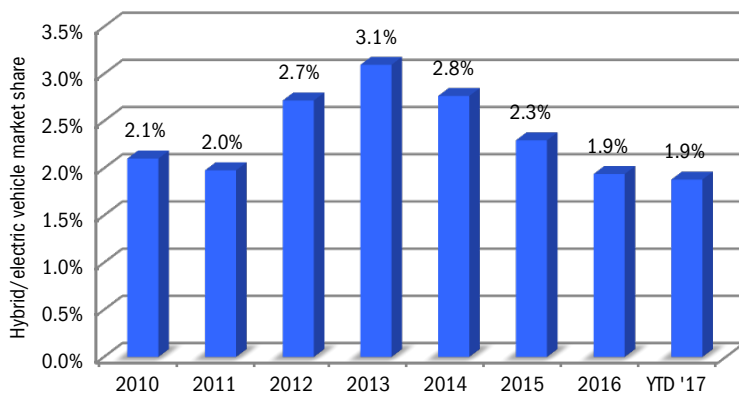
*December 2017 figures estimated by Auto Outlook.

South Florida Area New Retail Light Vehicle Registrations					
	Registrations			Market share	
	2016	2017*	change	2016	2017*
	Annual	Annual		Annual	Annual
TOTAL	419,881	407,098	-3%		
Acura	6,230	5,716	-8%	1.5%	1.4%
Alfa Romeo	26	595	2188%	0.0%	0.1%
Audi	10,163	9,966	-2%	2.4%	2.4%
BMW	15,955	14,476	-9%	3.8%	3.6%
Buick	5,053	4,487	-11%	1.2%	1.1%
Cadillac	6,825	6,244	-9%	1.6%	1.5%
Chevrolet	26,247	27,904	6%	6.3%	6.9%
Chrysler	2,451	2,374	-3%	0.6%	0.6%
Dodge	6,149	5,308	-14%	1.5%	1.3%
FIAT	1,119	694	-38%	0.3%	0.2%
Ford	23,836	22,841	-4%	5.7%	5.6%
Genesis	575	2,145	273%	0.1%	0.5%
GMC	6,888	6,519	-5%	1.6%	1.6%
Honda	42,857	43,438	1%	10.2%	10.7%
Hyundai	26,860	22,034	-18%	6.4%	5.4%
Infiniti	6,732	8,175	21%	1.6%	2.0%
Jaguar	1,990	2,413	21%	0.5%	0.6%
Jeep	12,718	12,934	2%	3.0%	3.2%
Kia	14,656	13,249	-10%	3.5%	3.3%
Land Rover	4,489	4,248	-5%	1.1%	1.0%
Lexus	27,112	22,769	-16%	6.5%	5.6%
Lincoln	3,419	3,629	6%	0.8%	0.9%
Maserati	1,188	1,368	15%	0.3%	0.3%
Mazda	9,901	10,044	1%	2.4%	2.5%
Mercedes	21,970	20,446	-7%	5.2%	5.0%
MINI	2,792	2,573	-8%	0.7%	0.6%
Mitsubishi	1,742	1,816	4%	0.4%	0.4%
Nissan	27,057	26,663	-1%	6.4%	6.5%
Other	1,630	1,591	-2%	0.4%	0.4%
Porsche	3,673	4,025	10%	0.9%	1.0%
Ram	5,641	5,991	6%	1.3%	1.5%
Subaru	6,130	6,526	6%	1.5%	1.6%
Tesla	1,562	1,523	-2%	0.4%	0.4%
Toyota	64,738	63,840	-1%	15.4%	15.7%
Volkswagen	16,903	15,422	-9%	4.0%	3.8%
Volvo	2,604	3,112	20%	0.6%	0.8%

December 2017 figures were estimated by Auto Outlook.

Data Source: IHS Markit

**Hybrid/Electric Vehicle Market Share in South Florida
2010 thru 2016, and YTD 2017 thru November**



Source: IHS Markit.

South Florida Auto Outlook

Published for:
South Florida Automobile
Dealers Association
625 NE 124 Street
North Miami, FL 60181-33161
Phone: 305-981-1448

Published by:
Auto Outlook, Inc.
PO Box 390
Exton, PA 19341
Phone: 800-206-0102
Email: jfoltz@autooutlook.com

South Florida Auto Outlook is distributed to all members of South Florida Automobile Dealers Association. The publication is sponsored by SFADA and is published by Auto Outlook, Inc., an independent automotive market research firm. Opinions expressed are solely those of Auto Outlook, Inc., and may not be shared by SFADA.

Any material quoted must be attributed to South Florida Auto Outlook, published by Auto Outlook, Inc. on behalf of SFADA, and must also include the statement: "Data Source: IHS Markit."

Copyright Auto Outlook, Inc., January 2018