

# South Florida Auto Outlook™



Comprehensive information on the South Florida new vehicle market



**YTD '18 thru February  
% Change In  
New Retail Market vs.  
Year Earlier**

**South Florida  
2.8%**

**U.S.  
-0.4%**

## South Florida and U.S. New Retail Light Vehicle Registrations

	South Florida	U.S.
YTD '17 thru February	59,265	2,085,313
YTD '18 thru February*	60,925	2,077,097
<b>% change</b>	<b>2.8%</b>	<b>-0.4%</b>
February '17	29,788	1,074,277
February '18 (estimate)	30,085	1,050,102
<b>% change</b>	<b>1.0%</b>	<b>-2.3%</b>

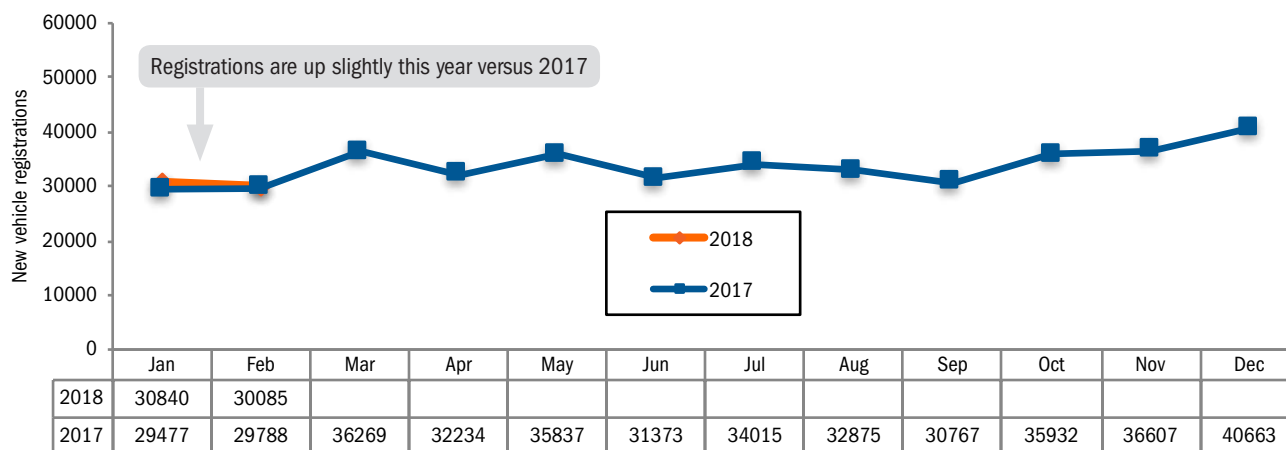
## QUICK FACTS

South Florida market improved 2.8% during the first two months of 2018 versus a year earlier. U.S. market declined by 0.4%.

Light truck registrations increased 12.3% so far this year, while passenger cars fell 7.1%.

Toyota Corolla was the best selling model in the area last year. Honda Accord was second, followed by Toyota Camry, Toyota RAV4, and Honda Civic.

## Monthly Trends in Area New Vehicle Market



\*Figures for February 2018 were estimated by Auto Outlook.

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.

Change in  
YTD 2018 thru February\*  
New Light Vehicle Registrations  
versus year earlier

## LIGHT TRUCKS



UP  
12.3%

## PASSENGER CARS



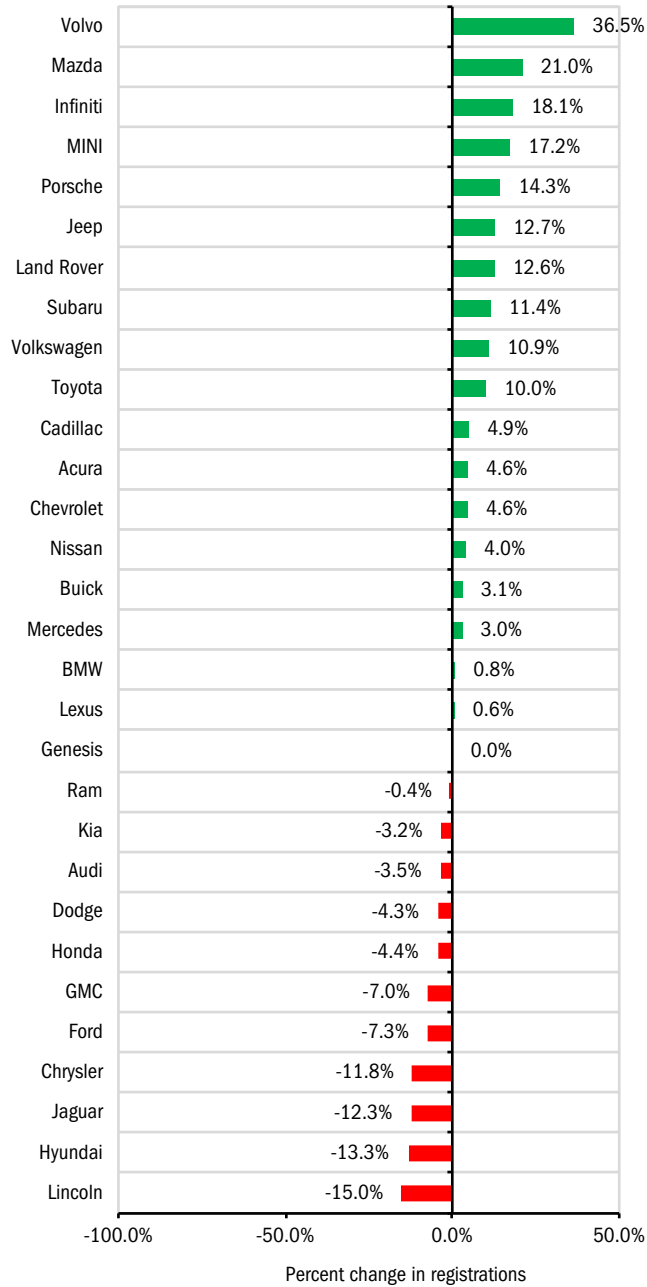
DOWN  
7.1%

South Florida New Retail Car and Light Truck Registrations						
	YTD thru February*			YTD Market Share (%)		
	2017	2018*	% chg.	2017	2018*	Chg.
TOTAL	59,265	60,925	2.8%			
Cars	28,920	26,855	-7.1%	48.8	44.1	-4.7
Trucks	30,345	34,070	12.3%	51.2	55.9	4.7
Detroit Three Brands	14,882	14,881	0.0%	25.1	24.4	-0.7
European Brands	11,767	12,490	6.1%	19.9	20.5	0.6
Japanese Brands	26,781	28,241	5.5%	45.2	46.4	1.2
Korean Brands	5,835	5,313	-8.9%	9.8	8.7	-1.1
Acura	769	804	4.6%	1.3	1.3	0.0
Alfa Romeo	34	181	432.4%	0.1	0.3	0.2
Audi	1,331	1,284	-3.5%	2.2	2.1	-0.1
BMW	2,141	2,159	0.8%	3.6	3.5	-0.1
Buick	670	691	3.1%	1.1	1.1	0.0
Cadillac	953	1,000	4.9%	1.6	1.6	0.0
Chevrolet	3,987	4,170	4.6%	6.7	6.8	0.1
Chrysler	389	343	-11.8%	0.7	0.6	-0.1
Dodge	828	792	-4.3%	1.4	1.3	-0.1
FIAT	118	94	-20.3%	0.2	0.2	0.0
Ford	3,450	3,197	-7.3%	5.8	5.2	-0.6
Genesis	320	320	0.0%	0.5	0.5	0.0
GMC	1,084	1,008	-7.0%	1.8	1.7	-0.1
Honda	6,342	6,064	-4.4%	10.7	10.0	-0.7
Hyundai	3,403	2,949	-13.3%	5.7	4.8	-0.9
Infiniti	1,043	1,232	18.1%	1.8	2.0	0.2
Jaguar	382	335	-12.3%	0.6	0.5	-0.1
Jeep	1,937	2,183	12.7%	3.3	3.6	0.3
Kia	2,112	2,044	-3.2%	3.6	3.4	-0.2
Land Rover	729	821	12.6%	1.2	1.3	0.1
Lexus	3,018	3,036	0.6%	5.1	5.0	-0.1
Lincoln	588	500	-15.0%	1.0	0.8	-0.2
Maserati	203	195	-3.9%	0.3	0.3	0.0
Mazda	1,402	1,696	21.0%	2.4	2.8	0.4
Mercedes	2,886	2,974	3.0%	4.9	4.9	0.0
MINI	338	396	17.2%	0.6	0.6	0.0
Mitsubishi	248	262	5.6%	0.4	0.4	0.0
Nissan	3,822	3,976	4.0%	6.4	6.5	0.1
Other	291	246	-15.5%	0.5	0.4	-0.1
Porsche	589	673	14.3%	1.0	1.1	0.1
Ram	808	805	-0.4%	1.4	1.3	-0.1
Subaru	947	1,055	11.4%	1.6	1.7	0.1
Tesla	179	186	3.9%	0.3	0.3	0.0
Toyota	9,179	10,101	10.0%	15.5	16.6	1.1
Volkswagen	2,323	2,577	10.9%	3.9	4.2	0.3
Volvo	422	576	36.5%	0.7	0.9	0.2

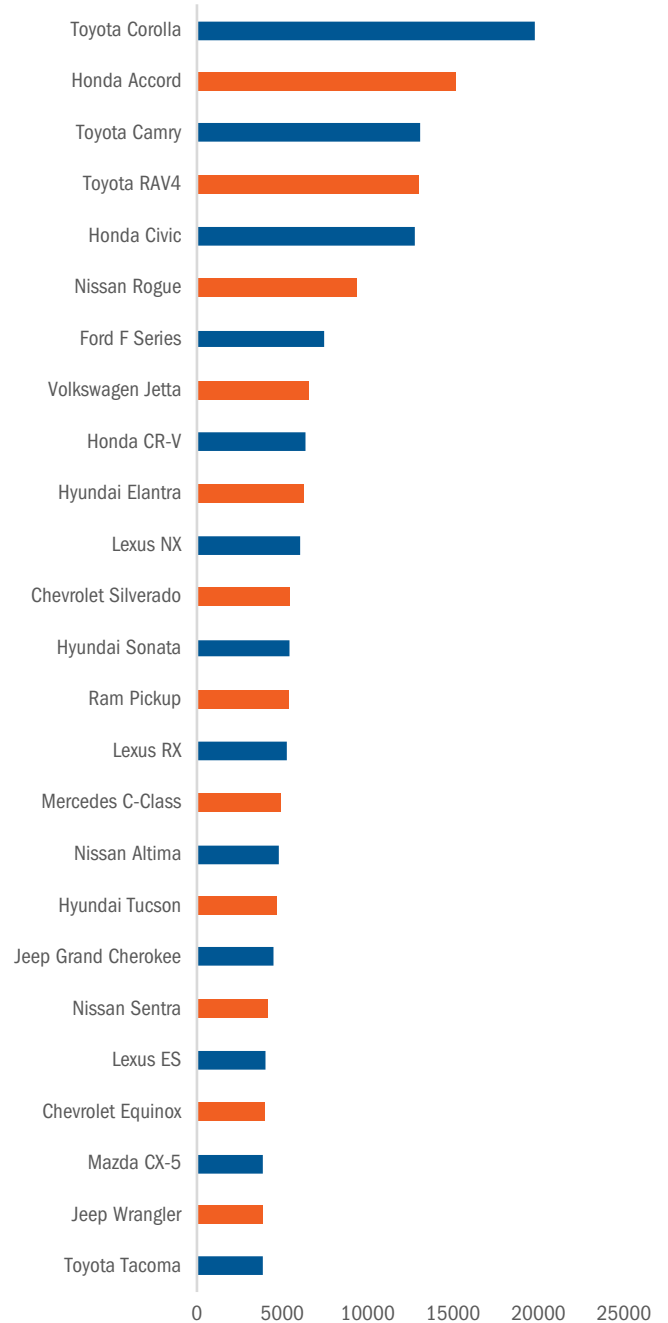
\*Figures for February 2018 were estimated by Auto Outlook.

Source: IHS Markit

**Percent Change in Brand Registrations  
YTD 2018 thru February\* vs. Year Earlier  
(Top 30 selling brands)**



**Top 25 Selling Models in South Florida  
2017 Calendar Year**



**Registrations increased by more than 14% for Volvo, Mazda, Infiniti, MINI, and Porsche**



**Toyota Corolla, Honda Accord, Toyota Camry, Toyota RAV4, and Honda Civic are top selling models in the area**

\*Figures for February 2018 were estimated by Auto Outlook.

Data Source: IHS Markit.

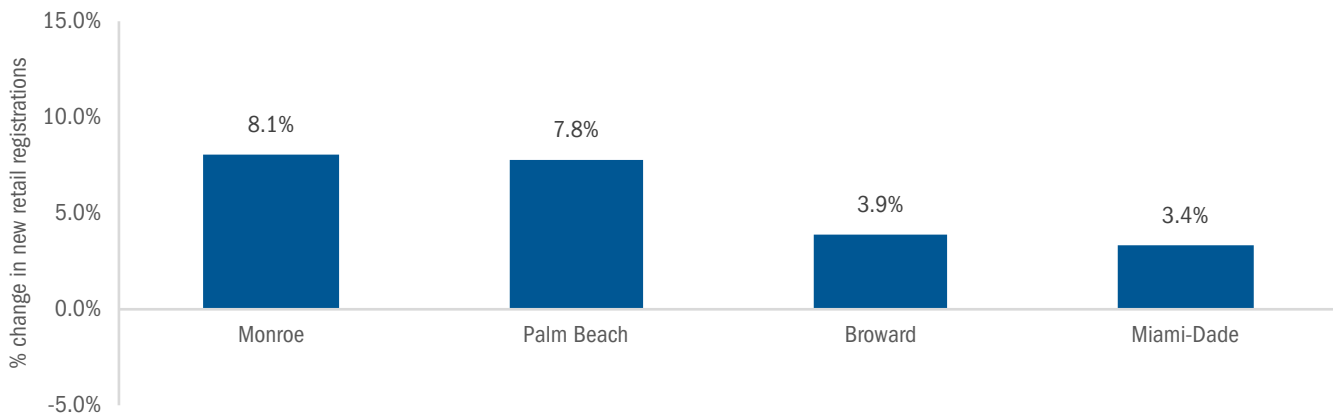
COUNTY NEW VEHICLE MARKETS

COUNTY MARKETS - PART 1							
	January Registrations		Percent Change	Unit Change	Light Truck Market Share (%)		
	Jan. 2017	Jan. 2018	YTD '17 to YTD '18	YTD '17 to YTD '18	Jan. 2017	Jan. 2018	Change
Broward	9,183	9,544	3.9%	361	50.4	55.2	4.8
Miami-Dade	13,090	13,529	3.4%	439	51.1	58.1	7.0
Monroe	358	387	8.1%	29	66.2	70.8	4.6
Palm Beach	6,846	7,380	7.8%	534	51.5	55.4	3.8

COUNTY MARKETS - PART 2													
Market Share Summary - January													
	Domestic Brands			Top Ten Selling Brands in Area-January 2018									
	Jan. 2017	Jan. 2018	Change '17 to '18	Toyota	Honda	Chev.	Nissan	Ford	MB	Lexus	Hyundai	VW	Jeep
Broward	24.6	22.3	-2.3	17.3	10.1	5.6	6.0	5.0	4.3	5.1	6.1	4.5	3.3
Miami-Dade	24.8	25.3	0.5	19.5	9.2	9.5	6.7	4.6	4.8	5.1	4.6	4.1	3.4
Monroe	38.0	45.0	7.0	10.6	9.0	15.0	6.7	11.4	2.3	3.1	1.8	1.0	4.1
Palm Beach	26.5	26.0	-0.5	13.4	8.8	5.5	4.9	6.5	6.3	4.7	4.1	4.5	4.1

Data Source: IHS Markit. Top ranked county is shaded yellow.

Percent Change in County New Retail Light Vehicle Registrations  
January 2018 vs. Year Earlier



Data Source: IHS Markit.