

South Florida Auto Outlook™



Comprehensive information on the South Florida new vehicle market



**Dec. '17 and Jan. '18* combined
% Change In
New Retail Market vs.
Year Earlier**

South Florida

0.1%

U.S.

-0.8%

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

	South Florida	U.S.
2016 Annual	419,881	14,293,874
2017 Annual	405,837	14,172,806
% change	-3.3%	-0.8%
Dec. '16 and Jan. '17	70,986	2,295,348
Dec. '17 and Jan. '18*	71,024	2,277,213
% change	0.1%	-0.8%

QUICK FACTS

South Florida market was essentially unchanged during the past two months (Dec. '17 and Jan. '18) versus a year earlier. U.S. market declined by 0.8%.

Despite declining from 2016, the area market remained strong last year, with the annual total exceeding 400,000 units.

Light truck market share in the area increased to 52.3% in 2017

Annual Trends in Area New Vehicle Market



*Figures for January 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
Dec. '17 and Jan. '18*
New Light Vehicle Registrations
versus year earlier**

LIGHT TRUCKS

**UP
9.7%**

PASSENGER CARS

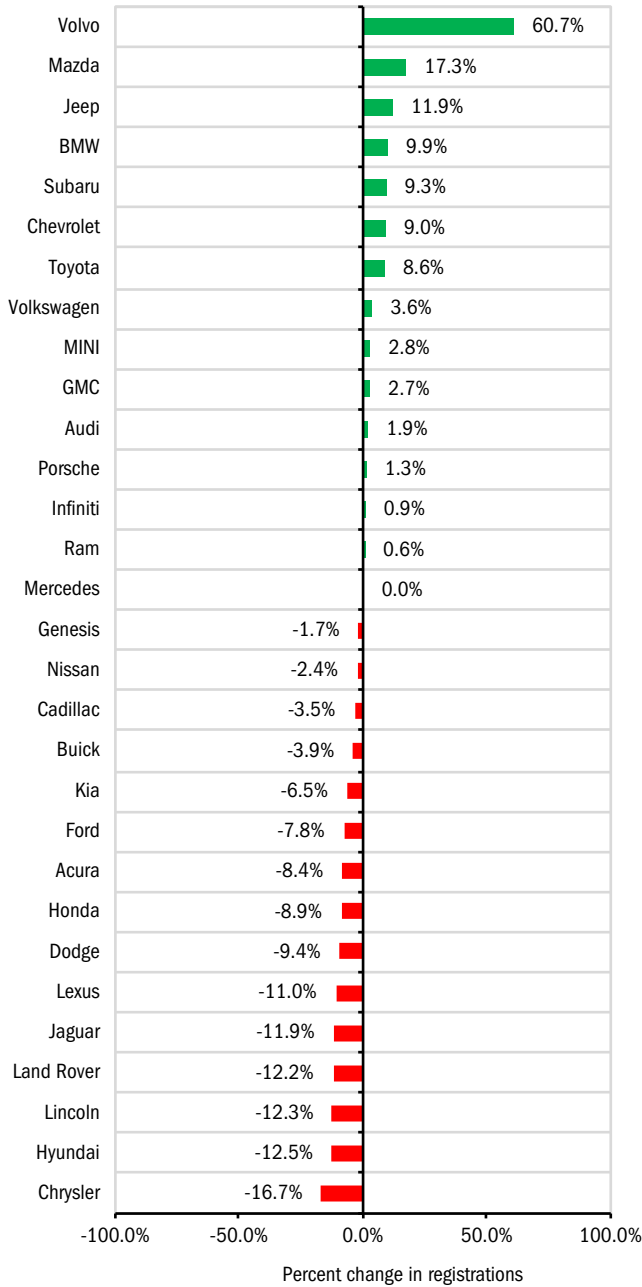
**DOWN
9.9%**

South Florida New Retail Car and Light Truck Registrations									
	Dec. '17 and Jan. '18*			Annual total			Annual Market Share (%)		
	2017	2018*	% chg.	2016	2017	% chg.	2016	2017	Chg.
TOTAL	70,986	71,024	0.1%	419,881	405,837	-3.3%			
Cars	34,953	31,506	-9.9%	221,329	193,659	-12.5%	52.7	47.7	-5.0
Trucks	36,033	39,518	9.7%	198,552	212,178	6.9%	47.3	52.3	5.0
Detroit Three Brands	16,806	16,898	0.5%	100,897	100,105	-0.8%	24.0	24.7	0.7
European Brands	14,955	15,562	4.1%	84,276	80,411	-4.6%	20.1	19.8	-0.3
Japanese Brands	32,478	32,479	0.0%	192,617	188,346	-2.2%	45.9	46.4	0.5
Korean Brands	6,747	6,085	-9.8%	42,091	36,975	-12.2%	10.0	9.1	-0.9
Acura	1,073	983	-8.4%	6,230	5,685	-8.7%	1.5	1.4	-0.1
Alfa Romeo	6	160	2566.7%	26	611	2250.0%	0.0	0.2	0.2
Audi	1,942	1,979	1.9%	10,163	9,634	-5.2%	2.4	2.4	0.0
BMW	2,597	2,855	9.9%	15,955	14,517	-9.0%	3.8	3.6	-0.2
Buick	735	706	-3.9%	5,053	4,399	-12.9%	1.2	1.1	-0.1
Cadillac	1,156	1,116	-3.5%	6,825	6,385	-6.4%	1.6	1.6	0.0
Chevrolet	4,396	4,792	9.0%	26,247	28,128	7.2%	6.3	6.9	0.6
Chrysler	462	385	-16.7%	2,451	2,318	-5.4%	0.6	0.6	0.0
Dodge	900	815	-9.4%	6,149	5,442	-11.5%	1.5	1.3	-0.2
FIAT	146	86	-41.1%	1,119	685	-38.8%	0.3	0.2	-0.1
Ford	3,973	3,664	-7.8%	23,836	22,434	-5.9%	5.7	5.5	-0.2
Genesis	359	353	-1.7%	575	2,118	268.3%	0.1	0.5	0.4
GMC	1,203	1,235	2.7%	6,888	6,565	-4.7%	1.6	1.6	0.0
Honda	7,272	6,622	-8.9%	42,857	42,858	0.0%	10.2	10.6	0.4
Hyundai	4,012	3,510	-12.5%	26,860	21,553	-19.8%	6.4	5.3	-1.1
Infiniti	1,332	1,344	0.9%	6,732	8,257	22.7%	1.6	2.0	0.4
Jaguar	419	369	-11.9%	1,990	2,422	21.7%	0.5	0.6	0.1
Jeep	2,061	2,306	11.9%	12,718	13,231	4.0%	3.0	3.3	0.3
Kia	2,376	2,222	-6.5%	14,656	13,304	-9.2%	3.5	3.3	-0.2
Land Rover	918	806	-12.2%	4,489	4,107	-8.5%	1.1	1.0	-0.1
Lexus	4,611	4,104	-11.0%	27,112	22,278	-17.8%	6.5	5.5	-1.0
Lincoln	658	577	-12.3%	3,419	3,671	7.4%	0.8	0.9	0.1
Maserati	242	250	3.3%	1,188	1,392	17.2%	0.3	0.3	0.0
Mazda	1,545	1,813	17.3%	9,901	10,218	3.2%	2.4	2.5	0.1
Mercedes	3,858	3,857	0.0%	21,970	20,065	-8.7%	5.2	4.9	-0.3
MINI	436	448	2.8%	2,792	2,586	-7.4%	0.7	0.6	-0.1
Mitsubishi	294	319	8.5%	1,742	1,766	1.4%	0.4	0.4	0.0
Nissan	4,388	4,281	-2.4%	27,057	26,462	-2.2%	6.4	6.5	0.1
Other	372	342	-8.1%	1,630	1,662	2.0%	0.4	0.4	0.0
Porsche	709	718	1.3%	3,673	4,007	9.1%	0.9	1.0	0.1
Ram	933	939	0.6%	5,641	6,067	7.6%	1.3	1.5	0.2
Subaru	1,072	1,172	9.3%	6,130	6,583	7.4%	1.5	1.6	0.1
Tesla	313	348	11.2%	1,562	1,380	-11.7%	0.4	0.3	-0.1
Toyota	10,877	11,813	8.6%	64,738	64,078	-1.0%	15.4	15.8	0.4
Volkswagen	2,859	2,962	3.6%	16,903	15,698	-7.1%	4.0	3.9	-0.1
Volvo	481	773	60.7%	2,604	3,271	25.6%	0.6	0.8	0.2

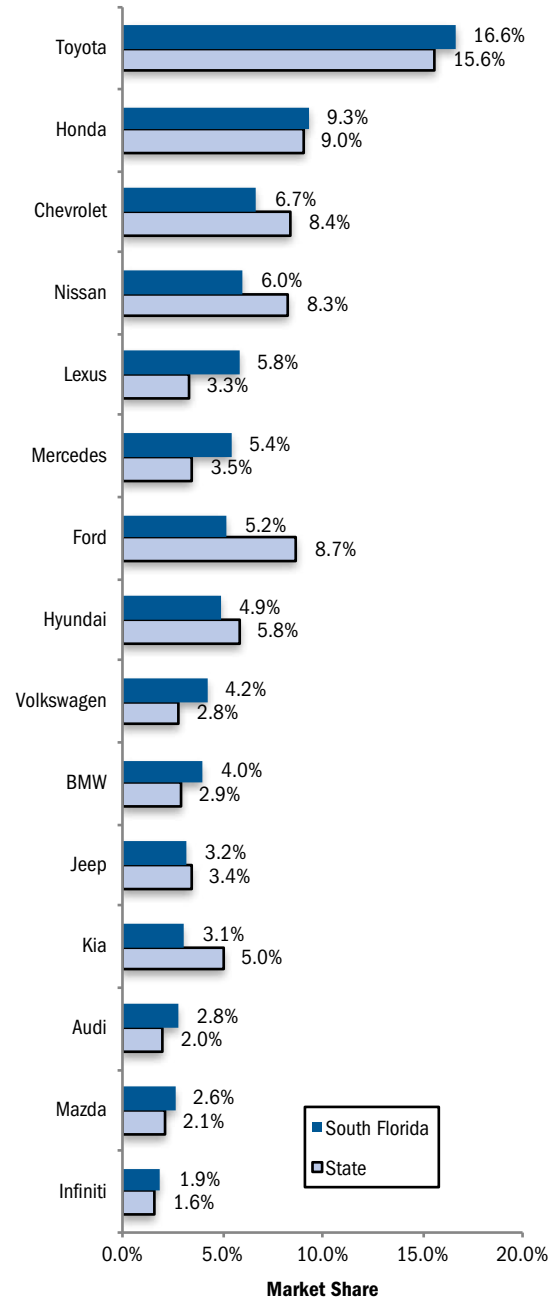
*Figures for January 2018 were estimated by Auto Outlook.

Source: IHS Markit

**Percent Change in Brand Registrations
Dec. '17 and Jan. '18* combined vs. Year Earlier
(Top 30 selling brands)**



**South Florida and State Market Share
Dec. '17 and Jan. '18* combined
(Top 20 selling brands in area)**



Registrations increased by more than 8% for Volvo, Mazda, Jeep, BMW, Subaru, Chevrolet and Toyota



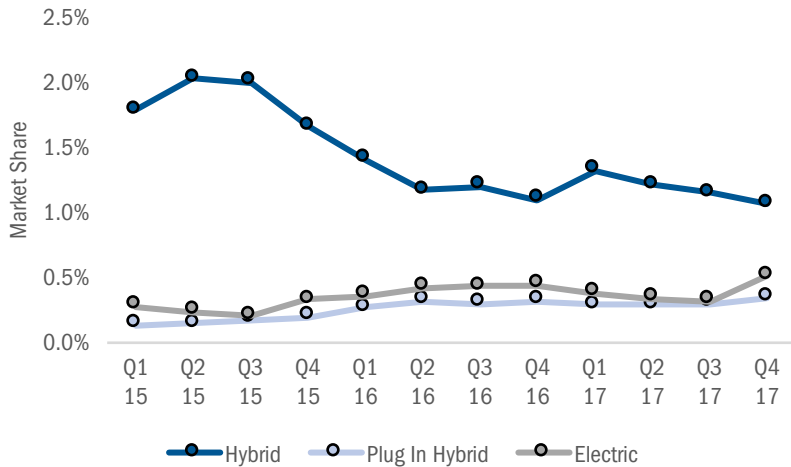
Toyota, Honda, Chevrolet, Nissan, and Lexus were market share leaders in the area

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Data Source: IHS Markit.

HYBRID AND ELECTRIC VEHICLES

**Quarterly Alternative Powertrain Market Share
(includes hybrid and electric vehicles)**

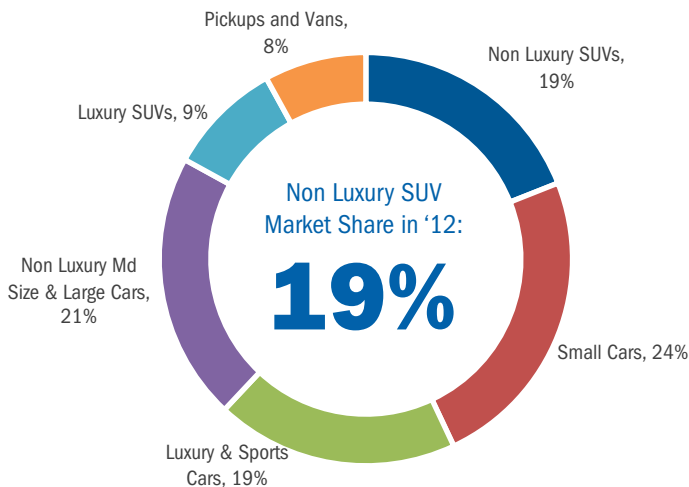


The graph above shows hybrid powertrain and electric vehicle quarterly market share in the South Florida area. Source: IHS Markit.

New Retail Hybrid and Electric Vehicle Registrations Top 15 Selling Models in Area - 2017		
Rank	Model	Regs.
1	Toyota Prius	1110
2	Tesla Model S	818
3	Kia Niro	762
4	Tesla Model X	558
5	Honda Accord	451
6	Lincoln MKZ	287
7	Lexus Ct200H	246
8	Toyota RAV4	240
9	Hyundai Ioniq	232
10	BMW 3-Series	225
11	Ford Fusion	208
12	Hyundai Sonata	201
13	Toyota Camry	197
14	Chevrolet Volt	194
15	Lexus ES	179

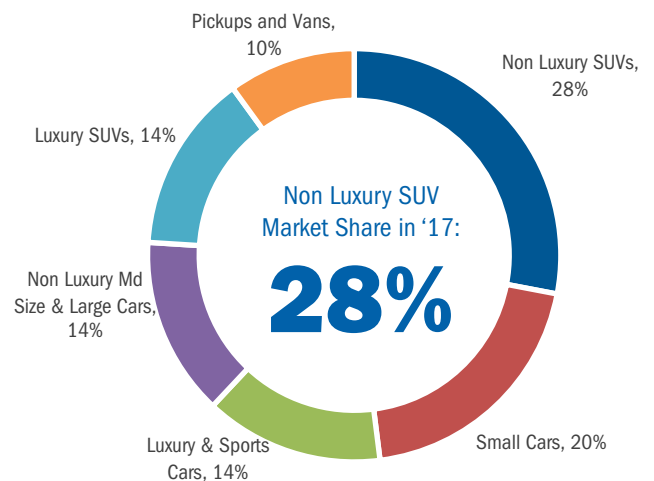
VEHICLE SEGMENTS

**Segment Market Shares
2012**



Source: IHS Markit.

**Segment Market Shares
2017**



Source: IHS Markit.

The two graphs above show market shares for primary segments in 2012 and 2017.