Released: April 2018 | **Covering data thru March 2018**

South Florida Auto Outlook™

Comprehensive information on the South Florida new vehicle market

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

	South Florida	U.S.
YTD '18 thru March % Change In New Retail Market vs. Year Earlier	1.5%	0.7%

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

	South Florida	U.S.
YTD '17 thru March	95,534	3,276,361
YTD '18 thru March*	96,945	3,299,289
% change	**1.5%**	**0.7%**
Feb. '17 and Mar. '17	66,057	2,265,325
Feb. '18 and Mar. '18*	66,105	2,272,294
% change	**0.1%**	**0.3%**

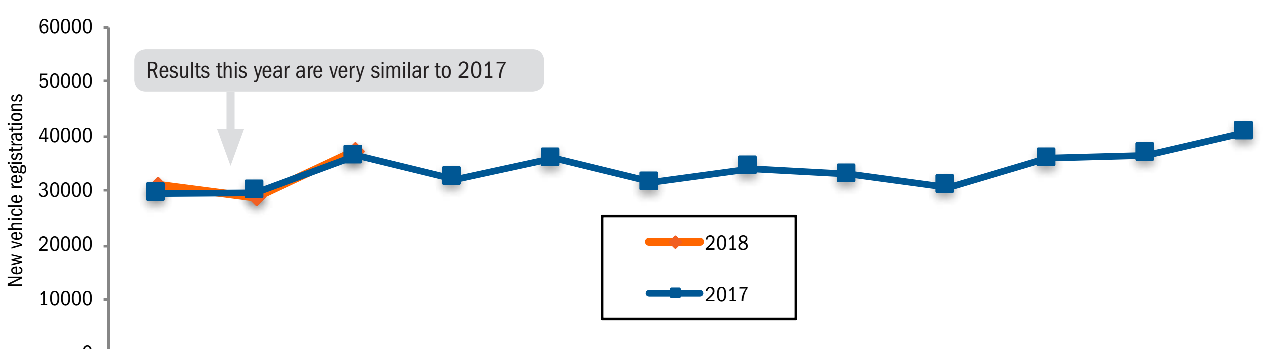
QUICK FACTS

South Florida market improved 1.5% during the first three months of 2018 versus a year earlier. U.S. market was up 0.7%.

Light truck registrations increased 12.4% so far this year, while passenger cars fell 9.8%.

Volvo, Mazda, Jeep, and Land Rover had the largest percentage gains so far this year. Registrations for each of the brands were up by more than 20%.

Monthly Trends in Area New Vehicle Market



	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2018	30840	28748	37357									
2017	29477	29788	36269	32234	35837	31373	34015	32875	30767	35932	36607	40663

*Figures for March 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 March* New Light Vehicle Registrations versus year earlier

LIGHT TRUCKS UP 12.4%

PASSENGER CARS DOWN 9.8%

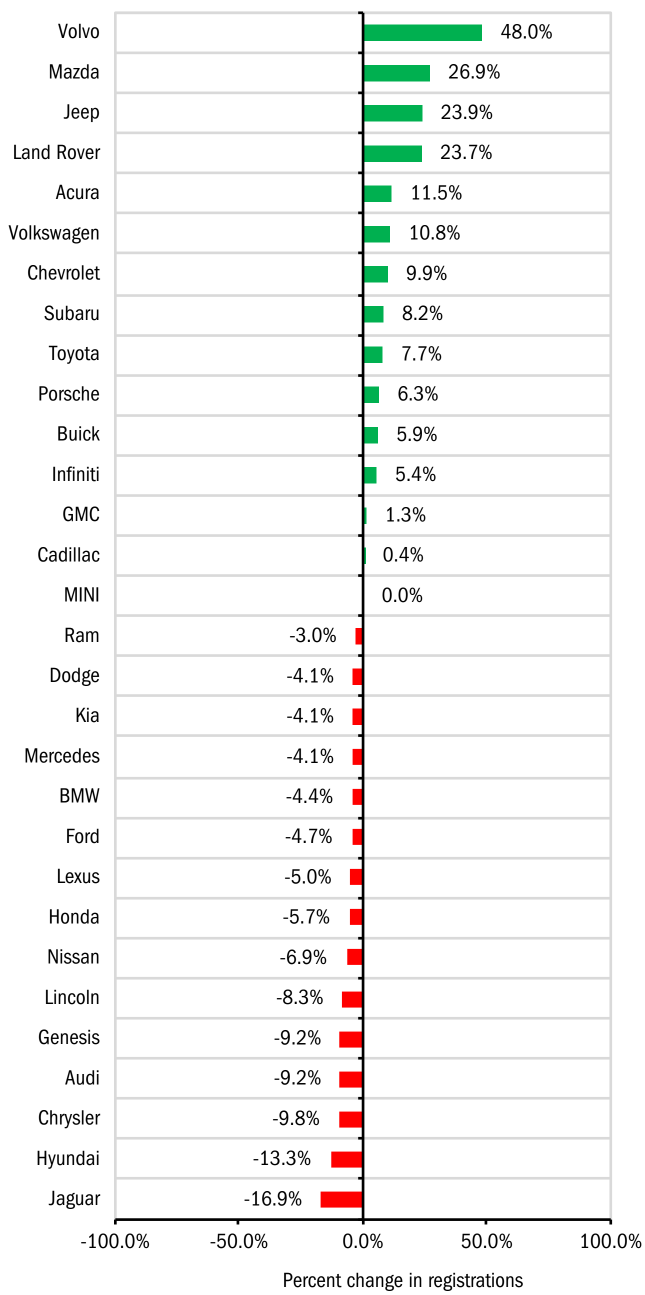
South Florida New Retail Car and Light Truck Registrations

	Feb. '18 and Mar. '18* Combined			YTD thru March*			YTD Market Share (%)		
	2017	2018*	% chg.	2017	2018	% chg.	2017	2018	Chg.
TOTAL	66,057	66,105	0.1%	95,534	96,945	1.5%			
Cars	32,608	29,053	-10.9%	47,001	42,397	-9.8%	49.2	43.7	-5.5
Trucks	33,449	37,052	10.8%	48,533	54,548	12.4%	50.8	56.3	5.5
Detroit Three Brands	16,522	17,375	5.2%	23,983	25,028	4.4%	25.1	25.8	0.7
European Brands	12,588	12,800	1.7%	18,630	19,078	2.4%	19.5	19.7	0.2
Japanese Brands	30,757	30,373	-1.2%	43,707	44,529	1.9%	45.8	45.9	0.1
Korean Brands	6,190	5,557	-10.2%	9,214	8,310	-9.8%	9.6	8.6	-1.0
Acura	814	924	13.5%	1,192	1,329	11.5%	1.2	1.4	0.2
Alfa Romeo	60	195	225.0%	64	269	320.3%	0.1	0.3	0.2
Audi	1,485	1,427	-3.9%	2,143	1,945	-9.2%	2.2	2.0	-0.2
BMW	2,358	2,245	-4.8%	3,449	3,297	-4.4%	3.6	3.4	-0.2
Buick	785	838	6.8%	1,099	1,164	5.9%	1.2	1.2	0.0
Cadillac	1,005	1,034	2.9%	1,500	1,506	0.4%	1.6	1.6	0.0
Chevrolet	4,716	5,034	6.7%	6,650	7,310	9.9%	7.0	7.5	0.5
Chrysler	375	360	-4.0%	584	527	-9.8%	0.6	0.5	-0.1
Dodge	962	911	-5.3%	1,372	1,316	-4.1%	1.4	1.4	0.0
FIAT	124	66	-46.8%	179	123	-31.3%	0.2	0.1	-0.1
Ford	3,669	3,587	-2.2%	5,458	5,204	-4.7%	5.7	5.4	-0.3
Genesis	367	298	-18.8%	522	474	-9.2%	0.5	0.5	0.0
GMC	1,132	1,193	5.4%	1,677	1,699	1.3%	1.8	1.8	0.0
Honda	7,040	6,593	-6.3%	10,070	9,493	-5.7%	10.5	9.8	-0.7
Hyundai	3,649	3,186	-12.7%	5,431	4,708	-13.3%	5.7	4.9	-0.8
Infiniti	1,547	1,423	-8.0%	1,901	2,004	5.4%	2.0	2.1	0.1
Jaguar	437	303	-30.7%	598	497	-16.9%	0.6	0.5	-0.1
Jeep	2,102	2,723	29.5%	3,082	3,818	23.9%	3.2	3.9	0.7
Kia	2,174	2,073	-4.6%	3,261	3,128	-4.1%	3.4	3.2	-0.2
Land Rover	658	884	34.3%	1,072	1,326	23.7%	1.1	1.4	0.3
Lexus	3,524	3,341	-5.2%	5,124	4,869	-5.0%	5.4	5.0	-0.4
Lincoln	602	549	-8.8%	892	818	-8.3%	0.9	0.8	-0.1
Maserati	222	176	-20.7%	316	276	-12.7%	0.3	0.3	0.0
Mazda	1,558	1,967	26.3%	2,230	2,830	26.9%	2.3	2.9	0.6
Mercedes	3,111	2,888	-7.2%	4,615	4,424	-4.1%	4.8	4.6	-0.2
MINI	383	383	0.0%	591	591	0.0%	0.6	0.6	0.0
Mitsubishi	271	288	6.3%	400	406	1.5%	0.4	0.4	0.0
Nissan	4,919	4,252	-13.6%	6,568	6,116	-6.9%	6.9	6.3	-0.6
Other	287	266	-7.3%	453	415	-8.4%	0.5	0.4	-0.1
Porsche	598	631	5.5%	921	979	6.3%	1.0	1.0	0.0
Ram	914	824	-9.8%	1,311	1,272	-3.0%	1.4	1.3	-0.1
Subaru	1,043	1,083	3.8%	1,515	1,639	8.2%	1.6	1.7	0.1
Tesla	250	320	28.0%	342	386	12.9%	0.4	0.4	0.0
Toyota	10,014	10,474	4.6%	14,676	15,800	7.7%	15.4	16.3	0.9
Volkswagen	2,453	2,675	9.1%	3,610	4,001	10.8%	3.8	4.1	0.3
Volvo	449	691	53.9%	666	986	48.0%	0.7	1.0	0.3

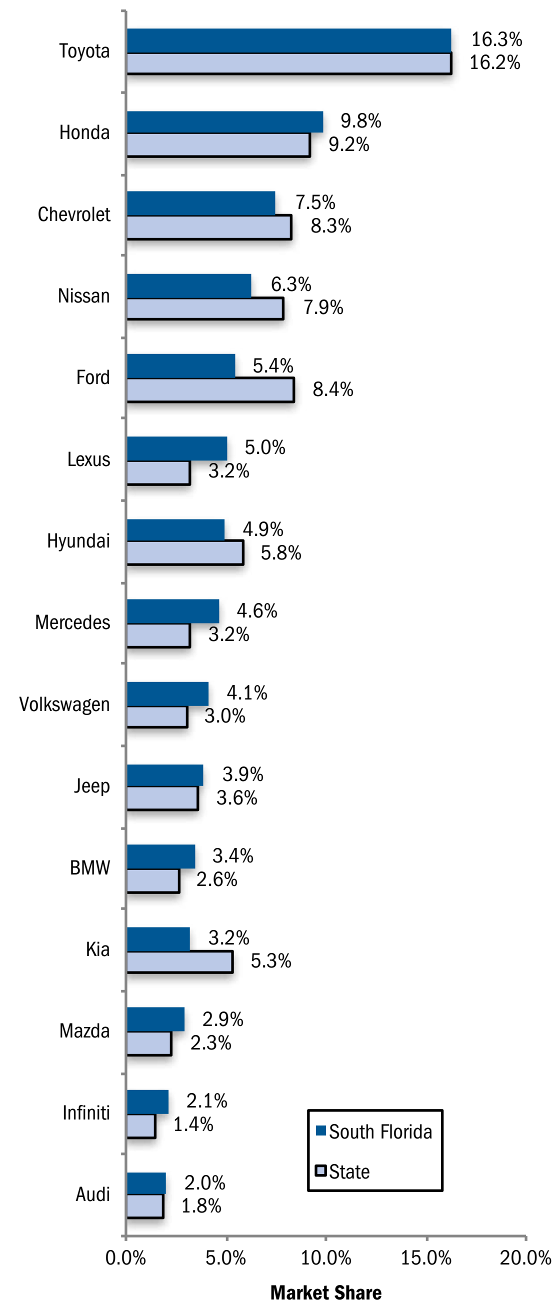
*Figures for March 2018 were estimated by Auto Outlook.

Source: IHS Markit

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



South Florida and State Market Share YTD 2018 thru March* (Top 20 selling brands in area)



Registrations increased by more than 20% for Volvo, Mazda, Jeep, and Land Rover

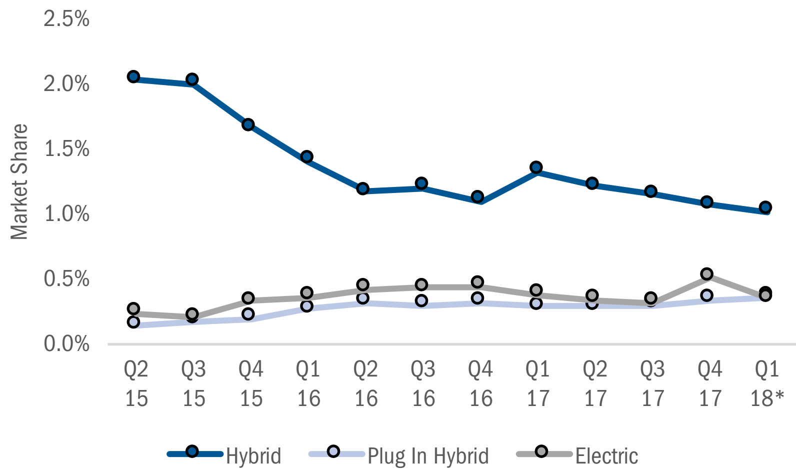
Toyota, Honda, Chevrolet, Nissan, and Ford were market share leaders in the area

*Figures for March 2018 were estimated by Auto Outlook.

Data Source: IHS Markit.

HYBRID AND ELECTRIC VEHICLES

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



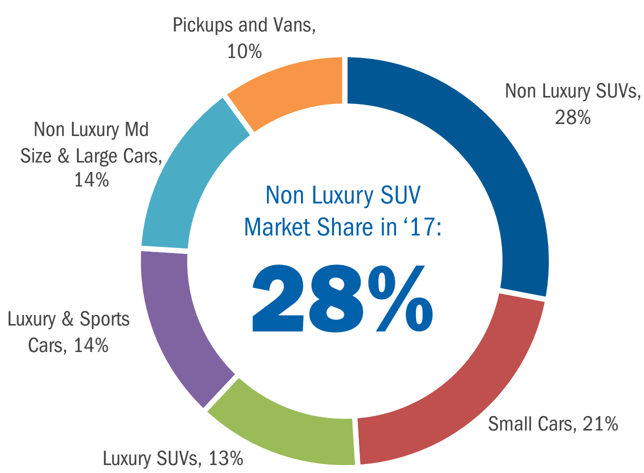
The graph above shows hybrid powertrain and electric vehicle quarterly market share in the South Florida area. Source: IHS Markit.

New Retail Hybrid and Electric Vehicle Registrations
Top 15 Selling Models in Area - YTD 2018 thru February

Rank	Model	Regs.
1	Toyota Prius	162
2	Tesla Model 3	103
3	Kia Niro	86
4	Hyundai Ioniq	50
5	Tesla Model S	46
6	Toyota Camry	45
7	Ford Fusion	35
8	Lincoln MKZ	34
9	Toyota RAV4	33
10	Kia Optima	29
11	BMW X5	26
12	Chevrolet Bolt	25
13	Ford C-Max	25
14	Lexus NX	23
15	Porsche Cayenne	22

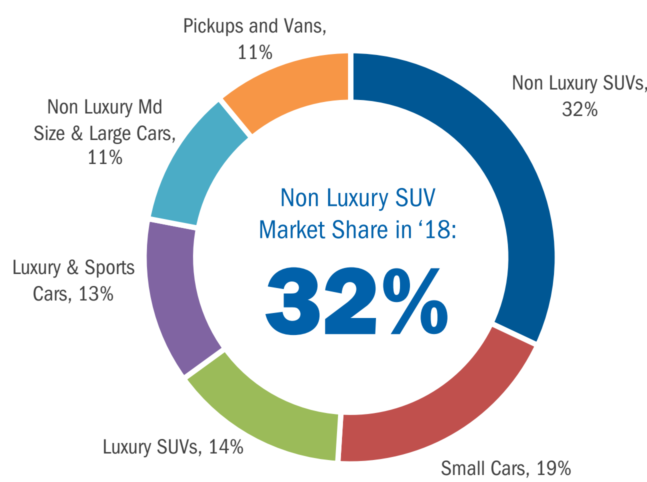
VEHICLE SEGMENTS

Segment Market Shares YTD 2017 thru February



Source: IHS Markit.

Segment Market Shares YTD 2018 thru February



Source: IHS Markit.

The two graphs above show market shares for primary segments during the first two months of 2017 and 2018.

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