

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 4.5% during the first five months of this year versus a year earlier (May figures were estimated). The U.S. market fell 0.4%

Light truck registrations were up 5.5% so far this year, while passenger cars were down 13.1%

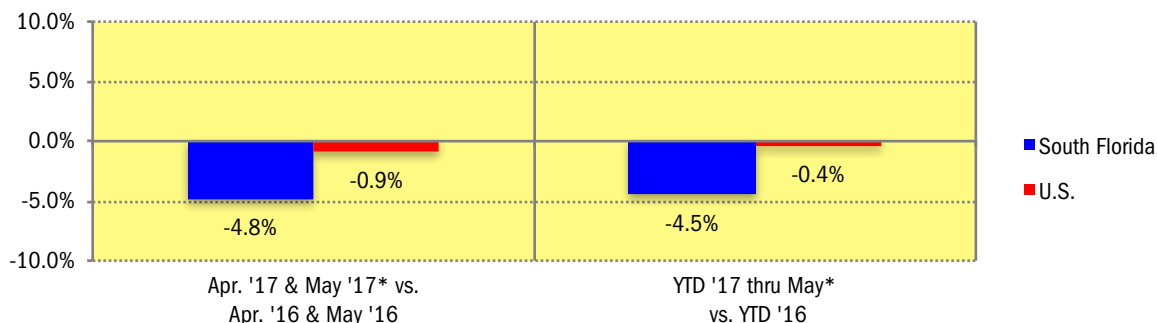
Toyota, Honda, Nissan, Chevrolet, and Ford are market share leaders in the area. Toyota market share in the U.S. was 13% versus 15.7% in the Miami Area.

The Small, Mid Size, and Large SUV segments had big increases so far this year. Luxury and Sports Car market share declined.

	Apr. '17 and May '17* Combined				Year to date thru May			
	South Florida			U.S.	South Florida			U.S.
	2016	2017	% chg.	% chg.	YTD '16	YTD '17	% chg.	% chg.
Industry Total	72,631	69,170	-4.8%	-0.9%	172,654	164,816	-4.5%	-0.4%
Cars	38,688	34,273	-11.4%	-9.7%	93,413	81,189	-13.1%	-10.8%
Light Trucks	33,943	34,897	2.8%	5.1%	79,241	83,627	5.5%	6.7%
Domestic	17,340	16,947	-2.3%	-0.9%	41,744	41,140	-1.4%	0.3%
European	14,352	13,175	-8.2%	-3.8%	33,551	31,587	-5.9%	-0.2%
Japanese	33,347	32,440	-2.7%	0.9%	79,775	76,283	-4.4%	-0.1%
Korean	7,592	6,608	-13.0%	-6.7%	17,584	15,806	-10.1%	-6.0%

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

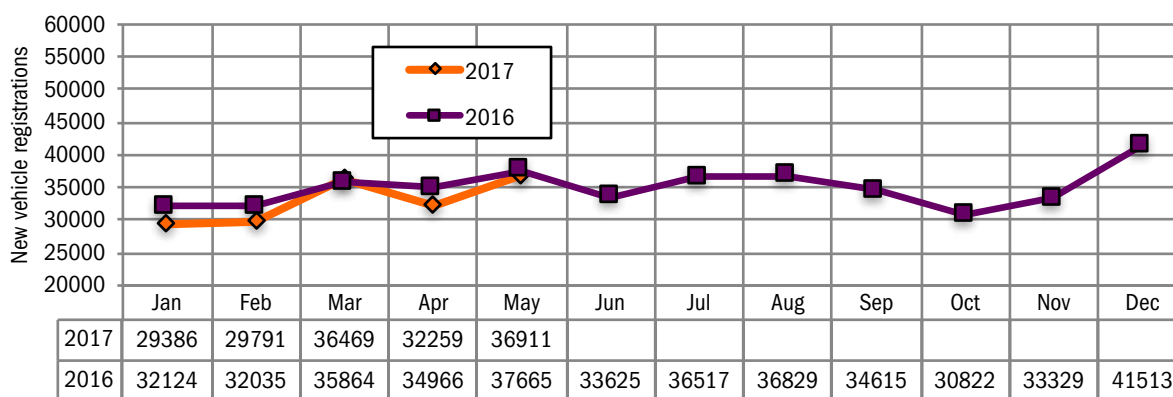
Percent Change in South Florida and U.S. New Retail Light Vehicle Registrations



Data Source: IHS Markit.

*May 2017 figures estimated by Auto Outlook.

South Florida Monthly New Retail Light Vehicle Registrations

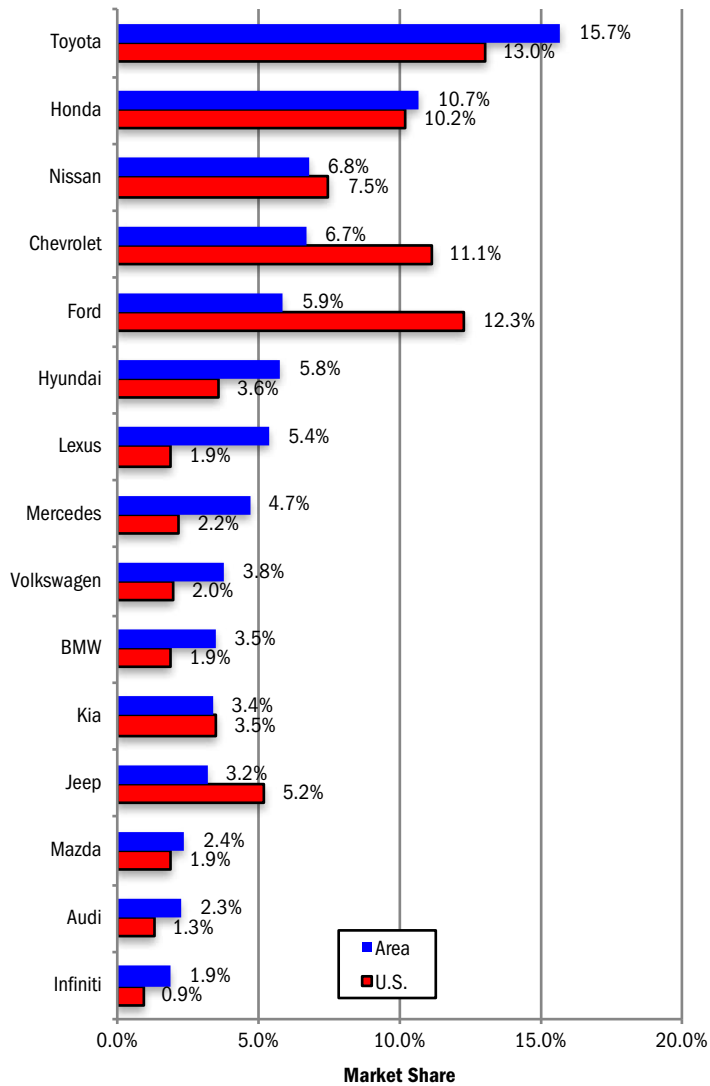


Data Source: IHS Markit.

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 and U.S. Market Share
Top 15 selling brands - YTD 2017 thru May***



Source: IHS Markit.

*May 2017 figures estimated by Auto Outlook.

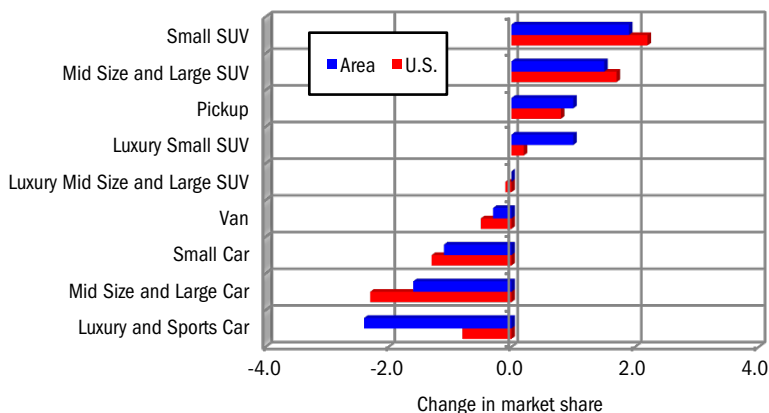
**South Florida Area
New Retail Light Vehicle Registrations**

	Registrations			Market share	
	YTD '16 thru May	YTD '17 thru May*	change	YTD '16 thru May	YTD '17 thru May*
TOTAL	172,654	164,816	-5%		
Acura	2,741	2,222	-19%	1.6%	1.3%
Alfa Romeo	17	201	1082%	0.0%	0.1%
Audi	3,923	3,813	-3%	2.3%	2.3%
BMW	6,617	5,704	-14%	3.8%	3.5%
Buick	2,275	1,997	-12%	1.3%	1.2%
Cadillac	2,675	2,551	-5%	1.5%	1.5%
Chevrolet	10,673	11,004	3%	6.2%	6.7%
Chrysler	925	989	7%	0.5%	0.6%
Dodge	2,706	2,544	-6%	1.6%	1.5%
FIAT	540	334	-38%	0.3%	0.2%
Ford	10,069	9,699	-4%	5.8%	5.9%
Genesis	0	705		0.0%	0.4%
GMC	2,848	2,769	-3%	1.6%	1.7%
Honda	17,573	17,636	0%	10.2%	10.7%
Hyundai	11,416	9,512	-17%	6.6%	5.8%
Infiniti	2,452	3,125	27%	1.4%	1.9%
Jaguar	539	988	83%	0.3%	0.6%
Jeep	5,479	5,269	-4%	3.2%	3.2%
Kia	6,168	5,589	-9%	3.6%	3.4%
Land Rover	1,866	1,666	-11%	1.1%	1.0%
Lexus	11,428	8,931	-22%	6.6%	5.4%
Lincoln	1,342	1,414	5%	0.8%	0.9%
Maserati	411	549	34%	0.2%	0.3%
Mazda	4,098	3,942	-4%	2.4%	2.4%
Mercedes	8,676	7,762	-11%	5.0%	4.7%
MINI	1,119	1,006	-10%	0.6%	0.6%
Mitsubishi	777	706	-9%	0.5%	0.4%
Nissan	11,172	11,167	0%	6.5%	6.8%
Other	612	725	18%	0.4%	0.4%
Porsche	1,413	1,619	15%	0.8%	1.0%
Ram	2,253	2,406	7%	1.3%	1.5%
Subaru	2,362	2,581	9%	1.4%	1.6%
Tesla	440	474	8%	0.3%	0.3%
Toyota	27,128	25,929	-4%	15.7%	15.7%
Volkswagen	6,965	6,225	-11%	4.0%	3.8%
Volvo	956	1,063	11%	0.6%	0.6%

*May 2017 figures were estimated by Auto Outlook.

Data Source: IHS Markit

**Change in Segment Market Share - South Florida and U.S.
Year-to-date 2017 thru April vs. YTD 2016**



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., June 2017