

# 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 5.6% during the first ten months of this year versus a year earlier. The U.S. market fell 1.4%.

Light truck registrations were up 3.5% so far this year, while passenger cars were down 13.7%

Hybrid and electric vehicle market share remained at 1.9% so far this year, unchanged from 2016.

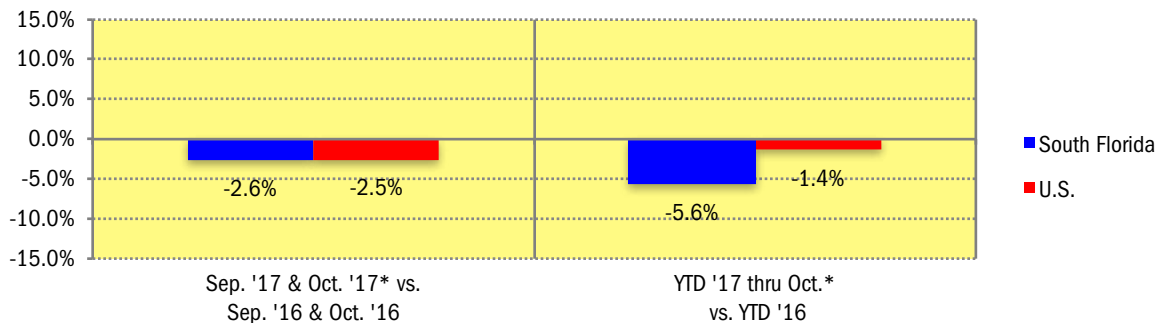
Among the top 25 selling brands in the area, six had an increase in registrations during the first ten months of this year versus a year earlier: Infiniti, Porsche, Lincoln, Subaru, Chevrolet, and Ram.

Note: October figures were estimated by Auto Outlook and are subject to above average degree of uncertainty due to the impact of Hurricane Irma.

	Sep. '17 and Oct. '17* Combined				Year to date thru Oct.*			
	South Florida			U.S.	South Florida			U.S.
	2016	2017	% chg.	% chg.	YTD '16	YTD '17	% chg.	% chg.
Industry Total	65,438	63,744	-2.6%	-2.5%	345,064	325,568	-5.6%	-1.4%
Cars	33,714	30,163	-10.5%	-11.2%	184,088	158,959	-13.7%	-10.9%
Light Trucks	31,724	33,581	5.9%	2.7%	160,976	166,609	3.5%	4.9%
Domestic	16,361	15,856	-3.1%	-3.7%	83,654	80,175	-4.2%	-1.9%
European	13,336	12,901	-3.3%	0.2%	68,379	63,209	-7.6%	-1.9%
Japanese	29,297	29,348	0.2%	0.0%	157,976	152,020	-3.8%	0.2%
Korean	6,444	5,639	-12.5%	-12.7%	35,055	30,164	-14.0%	-6.1%

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

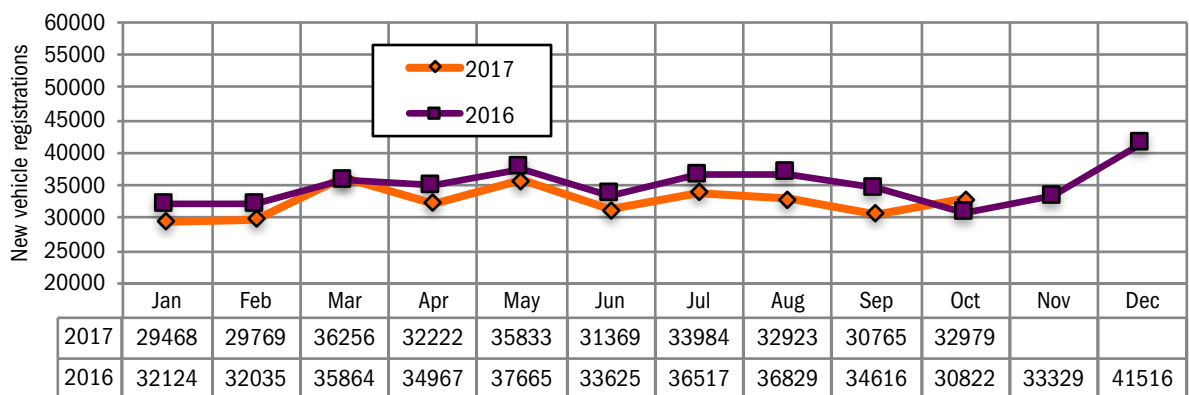
## Percent Change in South Florida and U.S. New Retail Light Vehicle Registrations



Data Source: IHS Markit.

\*October 2017 figures estimated by Auto Outlook.

## South Florida Monthly New Retail Light Vehicle Registrations

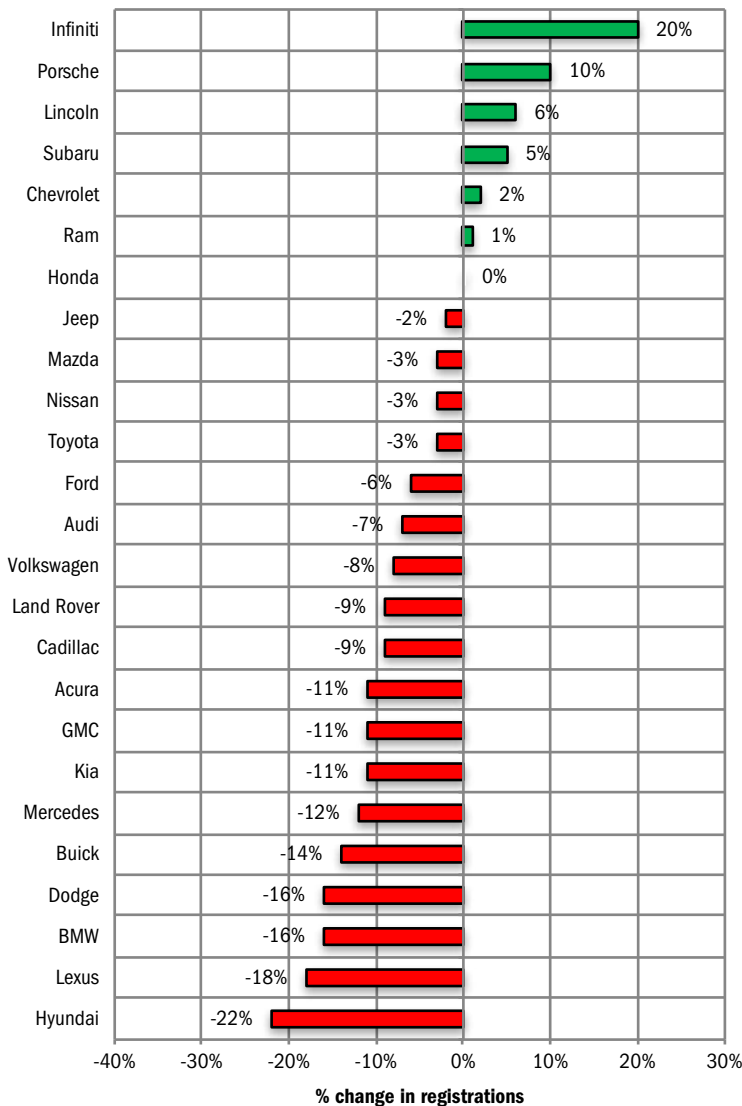


Data Source: IHS Markit.

## 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.

**Percent Change in South Florida  
New Retail Light Vehicle Registrations (top 25 brands)  
YTD 2017 thru October\* vs. YTD 2016**



Source: IHS Markit.

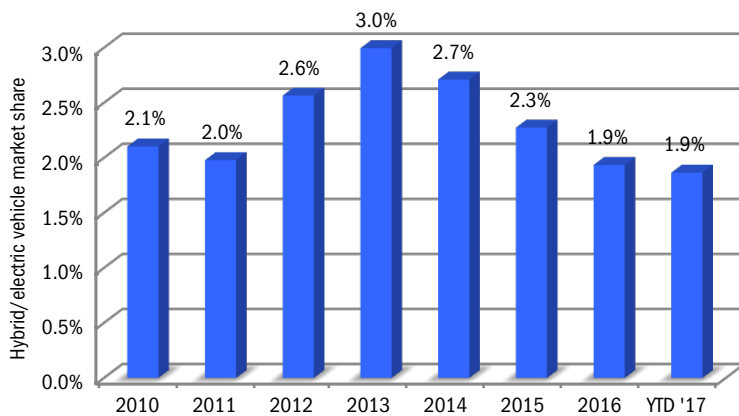
\*October 2017 figures estimated by Auto Outlook.

South Florida Area New Retail Light Vehicle Registrations					
	Registrations			Market share	
	YTD '16 thru Oct.	YTD '17 thru Oct.*	change	YTD '16 thru Oct.	YTD '17 thru Oct.*
TOTAL	345,064	325,568	-6%		
Acura	5,097	4,527	-11%	1.5%	1.4%
Alfa Romeo	24	433	1704%	0.0%	0.1%
Audi	8,003	7,444	-7%	2.3%	2.3%
BMW	13,241	11,184	-16%	3.8%	3.4%
Buick	4,248	3,664	-14%	1.2%	1.1%
Cadillac	5,607	5,116	-9%	1.6%	1.6%
Chevrolet	21,752	22,264	2%	6.3%	6.8%
Chrysler	1,965	1,897	-3%	0.6%	0.6%
Dodge	5,139	4,340	-16%	1.5%	1.3%
FIAT	954	565	-41%	0.3%	0.2%
Ford	19,757	18,475	-6%	5.7%	5.7%
Genesis	209	1,605	668%	0.1%	0.5%
GMC	5,653	5,042	-11%	1.6%	1.5%
Honda	35,394	35,342	0%	10.3%	10.9%
Hyundai	22,771	17,867	-22%	6.6%	5.5%
Infiniti	5,203	6,221	20%	1.5%	1.9%
Jaguar	1,534	1,902	24%	0.4%	0.6%
Jeep	10,743	10,551	-2%	3.1%	3.2%
Kia	12,075	10,692	-11%	3.5%	3.3%
Land Rover	3,673	3,335	-9%	1.1%	1.0%
Lexus	21,725	17,811	-18%	6.3%	5.5%
Lincoln	2,760	2,933	6%	0.8%	0.9%
Maserati	914	1,088	19%	0.3%	0.3%
Mazda	8,311	8,090	-3%	2.4%	2.5%
Mercedes	17,760	15,558	-12%	5.1%	4.8%
MINI	2,348	2,173	-7%	0.7%	0.7%
Mitsubishi	1,446	1,437	-1%	0.4%	0.4%
Nissan	22,238	21,624	-3%	6.4%	6.6%
Other	1,280	1,230	-4%	0.4%	0.4%
Porsche	2,915	3,197	10%	0.8%	1.0%
Ram	4,644	4,711	1%	1.3%	1.4%
Subaru	5,018	5,291	5%	1.5%	1.6%
Tesla	1,291	1,133	-12%	0.4%	0.3%
Toyota	53,443	51,576	-3%	15.5%	15.8%
Volkswagen	13,815	12,760	-8%	4.0%	3.9%
Volvo	2,114	2,490	18%	0.6%	0.8%

\*October 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 September**



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:  
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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.

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