

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 6.7% during the first nine months of this year versus a year earlier. The U.S. market fell 0.3%.

The area market is expected to post gains in October and November due to replacement demand for vehicles that were damaged as a result of Hurricane Irma.

Toyota, Honda, Chevrolet, Nissan, and Ford are market share leaders in the area. Lexus, Mercedes, Honda, VW, and BMW had much higher market shares in the area than in the state.

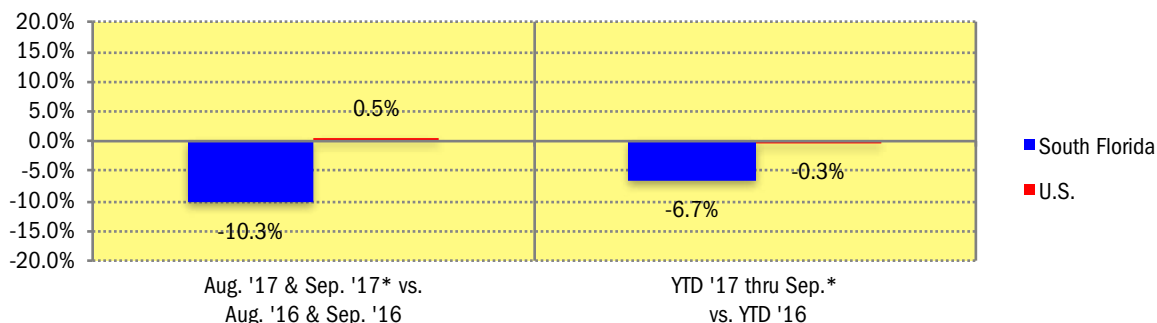
Note: September figures were estimated by Auto Outlook and are subject to above average degree of uncertainty due to the impact of the September Hurricane.

	Aug. '17 and Sep. '17* Combined				Year to date thru Sept.*			
	South Florida			U.S.	South Florida			U.S.
	2016	2017	% chg.	% chg.	YTD '16	YTD '17	% chg.	% chg.
Industry Total	71,445	64,077	-10.3%	0.5%	314,242	293,187	-6.7%	-0.3%
Cars	37,661	30,978	-17.7%	-9.1%	168,364	143,794	-14.6%	-10.2%
Light Trucks	33,784	33,099	-2.0%	6.6%	145,878	149,393	2.4%	6.3%
Domestic	17,311	15,531	-10.3%	-0.6%	75,957	72,360	-4.7%	-0.6%
European	14,619	12,957	-11.4%	1.1%	62,034	56,474	-9.0%	-1.5%
Japanese	32,483	30,131	-7.2%	3.1%	144,293	137,216	-4.9%	1.1%
Korean	7,032	5,458	-22.4%	-9.0%	31,958	27,137	-15.1%	-4.7%

*September 2017 figures were estimated by Auto Outlook.

Source: IHS Markit

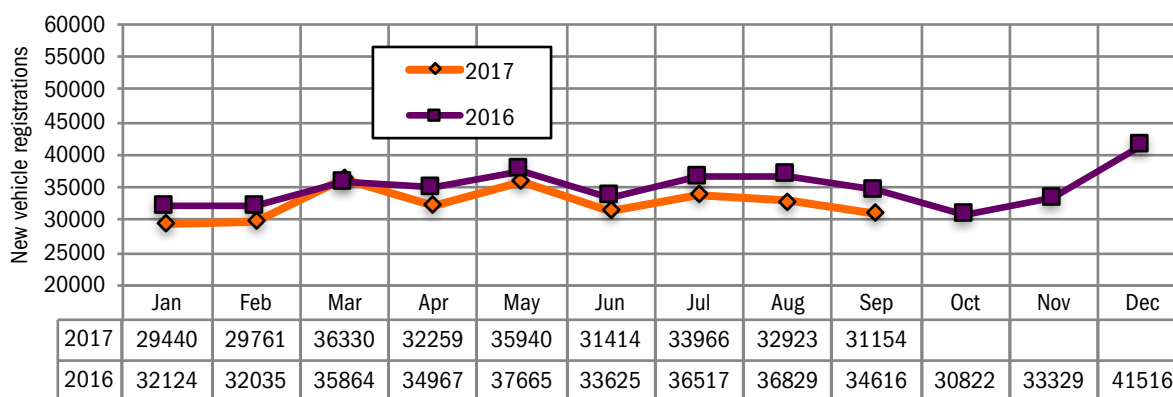
Percent Change in South Florida and U.S. New Retail Light Vehicle Registrations



Data Source: IHS Markit.

*September 2017 figures estimated by Auto Outlook.

South Florida Monthly New Retail Light Vehicle Registrations

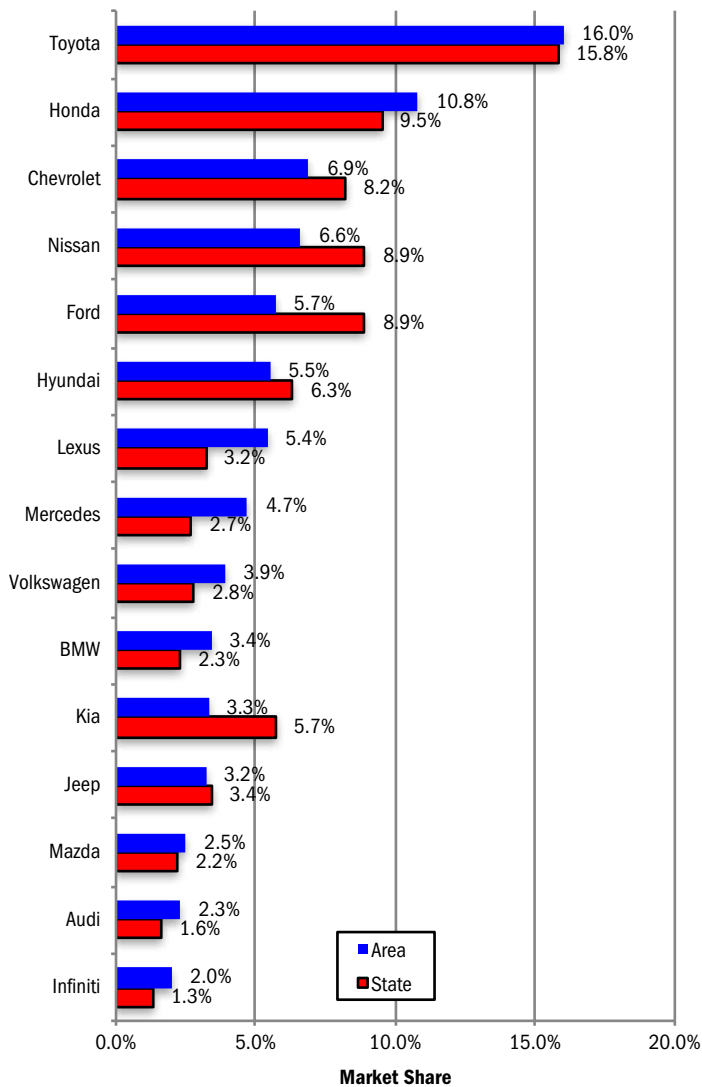


Data Source: IHS Markit.

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 Area and Florida Market Share
Top 15 selling brands - YTD 2017 thru September***

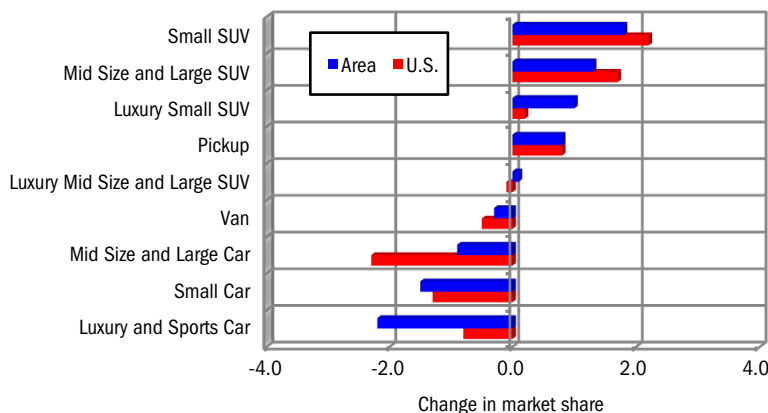


Data source for South Florida area: IHS Markit. *September 2017 figures estimated by Auto Outlook.
Data source for Florida state: AutoCount data from Experian.

South Florida Area New Retail Light Vehicle Registrations					
	Registrations			Market share	
	YTD '16 thru Sep.	YTD '17 thru Sep.*	change	YTD '16 thru Sep.	YTD '17 thru Sep.*
	TOTAL	314,242	293,187	-7%	
Acura	4,679	4,052	-13%	1.5%	1.4%
Alfa Romeo	23	338	1370%	0.0%	0.1%
Audi	7,332	6,737	-8%	2.3%	2.3%
BMW	12,061	10,051	-17%	3.8%	3.4%
Buick	3,850	3,256	-15%	1.2%	1.1%
Cadillac	5,092	4,578	-10%	1.6%	1.6%
Chevrolet	19,597	20,207	3%	6.2%	6.9%
Chrysler	1,778	1,693	-5%	0.6%	0.6%
Dodge	4,698	4,004	-15%	1.5%	1.4%
FIAT	891	529	-41%	0.3%	0.2%
Ford	17,944	16,684	-7%	5.7%	5.7%
Genesis	121	1,376	1037%	0.0%	0.5%
GMC	5,209	4,590	-12%	1.7%	1.6%
Honda	32,349	31,798	-2%	10.3%	10.8%
Hyundai	20,751	16,036	-23%	6.6%	5.5%
Infiniti	4,716	5,808	23%	1.5%	2.0%
Jaguar	1,341	1,725	29%	0.4%	0.6%
Jeep	9,881	9,519	-4%	3.1%	3.2%
Kia	11,086	9,725	-12%	3.5%	3.3%
Land Rover	3,341	3,037	-9%	1.1%	1.0%
Lexus	19,947	15,930	-20%	6.3%	5.4%
Lincoln	2,441	2,575	5%	0.8%	0.9%
Maserati	810	953	18%	0.3%	0.3%
Mazda	7,616	7,325	-4%	2.4%	2.5%
Mercedes	16,021	13,711	-14%	5.1%	4.7%
MINI	2,139	1,969	-8%	0.7%	0.7%
Mitsubishi	1,317	1,311	0%	0.4%	0.4%
Nissan	20,295	19,385	-4%	6.5%	6.6%
Other	1,147	1,094	-5%	0.4%	0.4%
Porsche	2,624	2,909	11%	0.8%	1.0%
Ram	4,250	4,208	-1%	1.4%	1.4%
Subaru	4,476	4,666	4%	1.4%	1.6%
Tesla	1,132	1,004	-11%	0.4%	0.3%
Toyota	48,804	46,852	-4%	15.5%	16.0%
Volkswagen	12,629	11,446	-9%	4.0%	3.9%
Volvo	1,854	2,106	14%	0.6%	0.7%

*September 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 September* vs. YTD 2016**



Source: IHS Markit.

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