# automobile DEALERS ASSOCIATION OF GREATER PHILADELPHIA

# AUTO OUTLOOK MONTHLY REPORT.

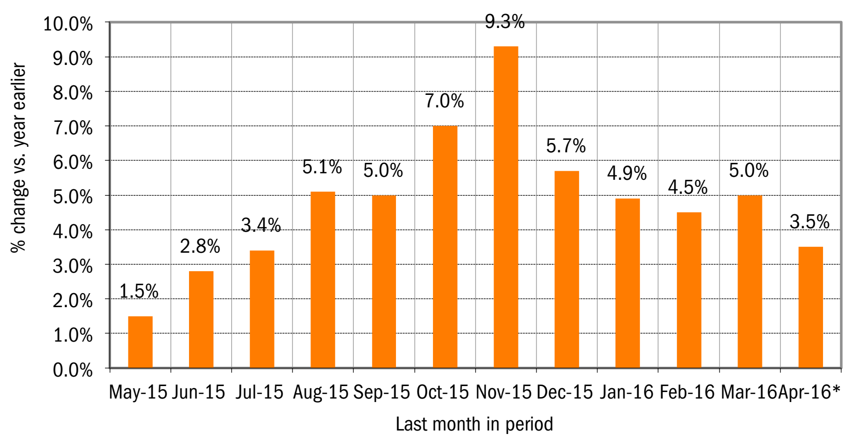
Covering Data thru April 2016

## Greater Philadelphia Area New Retail Car and Light Truck Registrations

| | Most Recent Two Months | | | YTD thru April | | | YTD Market Share | | |
|---|---|---|---|---|---|---|---|---|---|
| | 3/15 & 4/15 | 3/16 & 4/16* | % change | 2015 | 2016 | % change | 2015 | 2016 | change |
| Industry Total | 33,547 | 33,359 | -0.6% | 59,350 | 61,822 | 4.2% | | | |
| Cars | 15,105 | 14,013 | -7.2% | 26,454 | 25,520 | -3.5% | 44.6 | 41.3 | -3.3 |
| Light Trucks | 18,442 | 19,346 | 4.9% | 32,896 | 36,302 | 10.4% | 55.4 | 58.7 | 3.3 |
| Japanese Brands | 15,211 | 15,576 | 2.4% | 27,381 | 28,245 | 3.2% | 46.1 | 45.7 | -0.4 |
| Toyota | 4,869 | 4,821 | -1.0% | 8,559 | 8,850 | 3.4% | 14.4 | 14.3 | -0.1 |
| Honda | 4,057 | 4,390 | 8.2% | 7,347 | 7,575 | 3.1% | 12.4 | 12.3 | -0.1 |
| Nissan | 3,223 | 3,376 | 4.7% | 5,808 | 6,199 | 6.7% | 9.8 | 10.0 | 0.2 |
| Other | 3,062 | 2,989 | -2.4% | 5,667 | 5,621 | -0.8% | 9.5 | 9.1 | -0.4 |
| Domestic Brands | 11,081 | 11,068 | -0.1% | 19,721 | 21,345 | 8.2% | 33.2 | 34.5 | 1.3 |
| General Motors | 3,574 | 3,560 | -0.4% | 6,550 | 7,550 | 15.3% | 11.0 | 12.2 | 1.2 |
| Ford | 3,873 | 3,709 | -4.2% | 6,692 | 6,896 | 3.0% | 11.3 | 11.2 | -0.1 |
| Chrysler | 3,587 | 3,749 | 4.5% | 6,398 | 6,805 | 6.4% | 10.8 | 11.0 | 0.2 |
| Other | 47 | 50 | 6.4% | 81 | 94 | 16.0% | 0.1 | 0.2 | 0.1 |
| European Brands | 4,559 | 4,202 | -7.8% | 7,433 | 7,538 | 1.4% | 12.5 | 12.2 | -0.3 |
| Volkswagen | 1,726 | 1,631 | -5.5% | 2,769 | 2,892 | 4.4% | 4.7 | 4.7 | 0.0 |
| BMW | 1,109 | 867 | -21.8% | 1,836 | 1,587 | -13.6% | 3.1 | 2.6 | -0.5 |
| Mercedes | 1,086 | 974 | -10.3% | 1,756 | 1,674 | -4.7% | 3.0 | 2.7 | -0.3 |
| Other | 638 | 730 | 14.4% | 1,072 | 1,385 | 29.2% | 1.8 | 2.2 | 0.4 |
| Korean Brands | 2,696 | 2,513 | -6.8% | 4,815 | 4,694 | -2.5% | 8.1 | 7.6 | -0.5 |

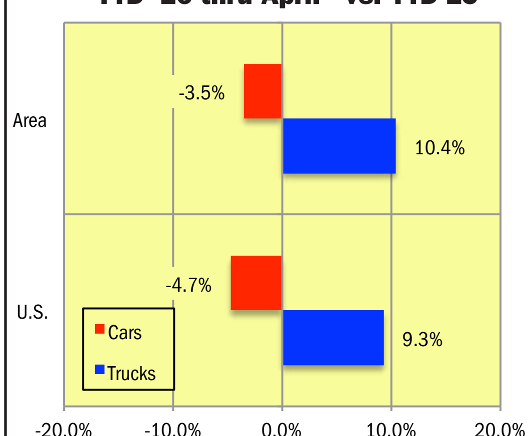
Brands included above: Domestic Brands: GM (Buick, Cadillac, Chevrolet, and GMC), Ford (Ford and Lincoln), Chrysler (Chrysler, Dodge, Jeep, and Ram). Japanese: Toyota (Toyota, Lexus, and Scion), Honda (Honda and Acura), Nissan (Nissan and Infiniti), Other (Mazda, Mitsubishi, and Subaru). European: VW (Audi, Bentley, Porsche, and Volkswagen), BMW (BMW, Rolls Royce, and MINI), MB (Mercedes Benz and smart), Other (Alfa Romeo, Aston Martin, Ferrari, Fiat, Jaguar, Land Rover, Lotus, Maserati, and Volvo). Korean: Hyundai and Kia. *Figures for April 2016 were estimated by Auto Outlook. Data Source: IHS Automotive.

### Percent Change in Three Month Moving Average of New Retail Registrations versus Same Period Year Earlier




The graph above shows the year-over-year percent change in the three month moving average of new retail light vehicle registrations. The three month moving average is less erratic than individual monthly registrations. *Figures for April 2016 were estimated by Auto Outlook. Data Source: IHS Automotive.

### Percent Change in Area and U.S. New Retail Light Vehicle Markets YTD '16 thru April* vs. YTD 15




The graph above compares the change in car and light truck registrations in both the area and U.S. markets. *Figures for April 2016 were estimated by Auto Outlook. Source: IHS Automotive.

## Data Information

All data represents new vehicle retail registrations in the Greater Philadelphia Area and excludes fleet and wholesale 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.** Data Source: IHS Automotive.

## Greater Philadelphia Area
## New Retail Light Vehicle Registrations

| | Registrations | | | Market share | |
|---|---|---|---|---|---|
| | YTD '15 thru Apr. | YTD '16 thru Apr.* | % change | YTD '15 thru Apr. | YTD '16 thru Apr.* |
| TOTAL | 59,350 | 61,822 | 4% | | |
| Acura | 1,428 | 1,300 | -9% | 2.4% | 2.1% |
| Audi | 1,252 | 1,386 | 11% | 2.1% | 2.2% |
| BMW | 1,596 | 1,375 | -14% | 2.7% | 2.2% |
| Buick | 715 | 854 | 19% | 1.2% | 1.4% |
| Cadillac | 547 | 505 | -8% | 0.9% | 0.8% |
| Chevrolet | 3,734 | 4,566 | 22% | 6.3% | 7.4% |
| Chrysler | 907 | 645 | -29% | 1.5% | 1.0% |
| Dodge | 1,327 | 1,197 | -10% | 2.2% | 1.9% |
| FIAT | 92 | 101 | 10% | 0.2% | 0.2% |
| Ford | 6,341 | 6,488 | 2% | 10.7% | 10.5% |
| GMC | 1,554 | 1,625 | 5% | 2.6% | 2.6% |
| Honda | 5,919 | 6,275 | 6% | 10.0% | 10.2% |
| Hyundai | 2,740 | 2,551 | -7% | 4.6% | 4.1% |
| Infiniti | 825 | 778 | -6% | 1.4% | 1.3% |
| Jaguar | 69 | 83 | 20% | 0.1% | 0.1% |
| Jeep | 3,321 | 3,895 | 17% | 5.6% | 6.3% |
| Kia | 2,075 | 2,143 | 3% | 3.5% | 3.5% |
| Land Rover | 393 | 482 | 23% | 0.7% | 0.8% |
| Lexus | 1,349 | 1,236 | -8% | 2.3% | 2.0% |
| Lincoln | 351 | 408 | 16% | 0.6% | 0.7% |
| Mazda | 1,587 | 1,543 | -3% | 2.7% | 2.5% |
| Mercedes | 1,735 | 1,660 | -4% | 2.9% | 2.7% |
| MINI | 240 | 210 | -13% | 0.4% | 0.3% |
| Mitsubishi | 654 | 667 | 2% | 1.1% | 1.1% |
| Nissan | 4,983 | 5,421 | 9% | 8.4% | 8.8% |
| Other | 107 | 103 | -4% | 0.2% | 0.2% |
| Porsche | 308 | 295 | -4% | 0.5% | 0.5% |
| Ram | 843 | 1,068 | 27% | 1.4% | 1.7% |
| Subaru | 3,417 | 3,406 | 0% | 5.8% | 5.5% |
| Tesla | 77 | 93 | 21% | 0.1% | 0.2% |
| Toyota | 7,210 | 7,614 | 6% | 12.1% | 12.3% |
| Volkswagen | 1,209 | 1,211 | 0% | 2.0% | 2.0% |
| Volvo | 445 | 638 | 43% | 0.7% | 1.0% |

Data source: IHS Automotive.

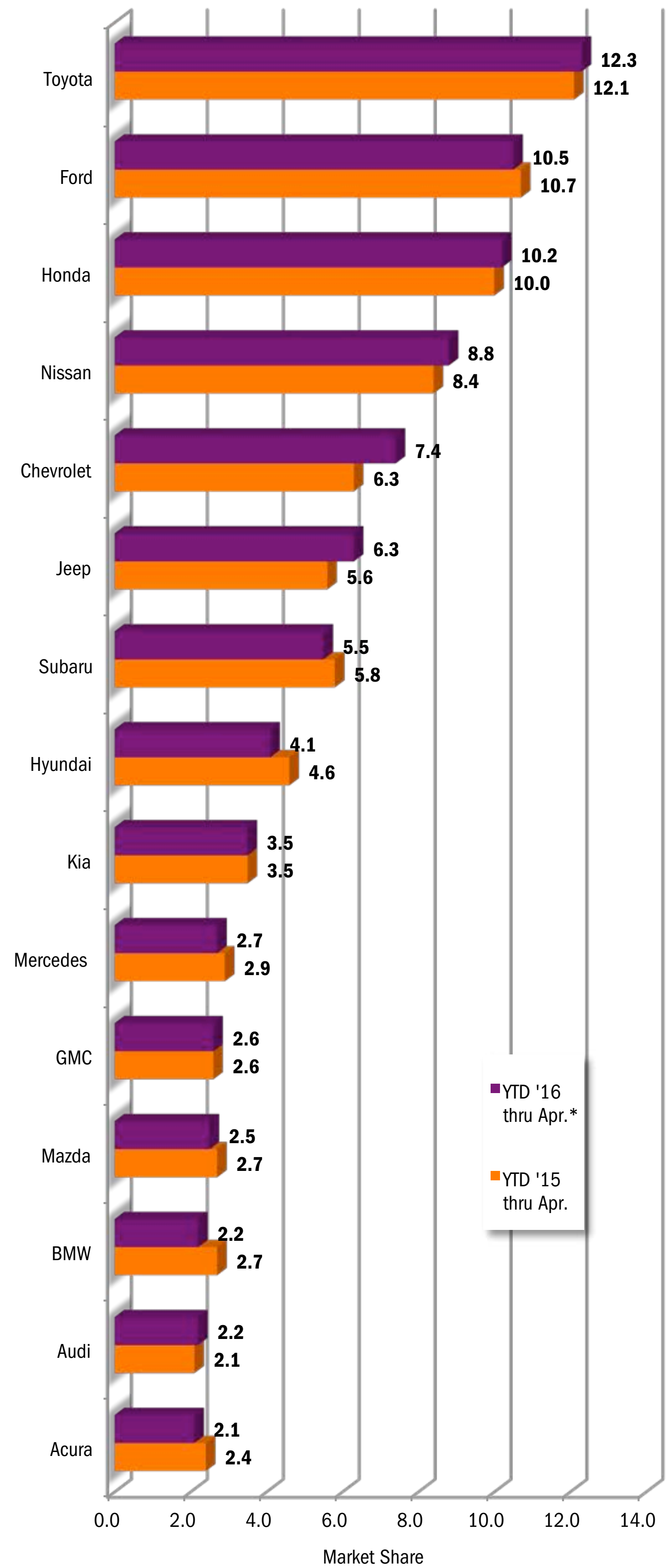
Top ten ranked brands in each percent change category are shaded green.

*Figures for April 2016 were estimated by Auto Outlook.

This report is sponsored by the Automobile Dealers Association of Greater Philadelphia (610-279-5229) and produced by Auto Outlook (800-206-0102).



## Area Market Share for Top 15 Selling Brands YTD '16 thru April* vs. YTD 15




Data source: IHS Automotive.

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