

**Table 18.13-- NEW RETAIL CAR AND LIGHT TRUCK (VAN)
REGISTRATIONS, BY NAMEPLATE: 2010 TO 2012**

[Excludes U-drive/Fleet sales]

Nameplate	2010	2011 1/	2012
Total	34,019	37,086	44,830
Toyota/Scion	9,436	9,442	11,774
Honda	4,874	4,814	5,779
Nissan	3,693	4,051	4,508
Ford	2,531	3,024	3,384
Chevrolet	1,241	1,688	1,994
Hyundai	1,125	1,644	1,973
Mazda	1,230	1,302	1,599
Lexus	1,202	1,241	1,458
Kia	832	1,201	1,364
BMW	1,069	1,120	1,231
Mercedes	975	970	1,111
Volkswagen	569	732	1,062
Jeep	477	657	1,031
Acura	571	532	871
Dodge	2/ 794	615	863
Subaru	509	530	695
MINI	477	510	593
GMC	421	430	470
Audi	262	352	455
Ram	(2/)	297	370
Chrysler	123	188	359
Infiniti	333	332	319
Volvo	177	236	216
Mitsubishi	124	202	189
Fiat	-	86	179
Cadillac	184	141	163
Suzuki	190	229	155
Porsche	115	129	150
Land Rover	75	88	121
Buick	89	90	119
Smart	75	49	112
Lincoln	57	55	64
Jaguar	68	64	50
All others	121	45	49

1/ Revised from previous *Data Book*.

2/ Prior to 2011 Ram included in Dodge figure.

Source: Hawaii Automobile Dealers Association, *HawaiiDealer, 2011 First Quarter, 2012 First Quarter* and *2013 First Quarter Edition*.