

**Table 18.13-- NEW RETAIL CAR AND LIGHT TRUCK (VAN)
REGISTRATIONS, BY NAMEPLATE: 2012 TO 2014**

Nameplate	2012 1/	2013	2014
Total	42,506	48,721	54,162
Toyota/Scion	11,402	12,456	14,580
Honda	5,583	7,144	7,592
Nissan	4,259	4,925	5,752
Ford	3,145	4,040	4,326
Kia	1,310	1,461	1,955
Chevrolet	1,833	1,767	1,911
Mazda	1,518	1,879	1,884
Hyundai	1,899	1,830	1,858
BMW	1,196	1,576	1,613
Lexus	1,237	1,350	1,607
Subaru	607	1,063	1,499
Jeep	894	1,088	1,327
Mercedes	1,081	1,051	1,279
Dodge	777	1,174	1,246
Acura	851	960	861
Volkswagen	1,024	1,028	855
Ram	346	416	629
Audi	432	407	485
GMC	442	443	477
MINI	562	504	441
Infiniti	310	263	285
Cadillac	158	264	239
Chrysler	322	315	235
Porsche	143	162	194
All others	267	189	189
Volvo	220	180	173
Land Rover	117	132	142
Mitsubishi	172	159	124
Fiat	164	115	119
Buick	105	92	109
Telsa	7	167	86
Lincoln	71	86	59
Jaguar	52	35	31

1/ Data for 2012 has been revised in 2015 with total of 42,463 but specific breakdown not published.

Source: Hawaii Automobile Dealers Association, *HawaiiDealer*, 2014 First Quarter and 2015 First Quarter.