

**Table 18.15-- NEW RETAIL CAR AND LIGHT TRUCK (VAN)
REGISTRATIONS, BY NAMEPLATE: 2015 TO 2017**

Nameplate	2015	2016	2017
Total	57,094	58,485	59,137
Toyota/Scion	16,109	16,230	15,705
Honda	7,851	8,387	9,018
Nissan	5,957	5,754	5,874
Ford	4,392	4,617	4,194
Kia	2,314	2,293	2,164
Chevrolet	2,280	3,011	3,594
Mazda	1,585	1,497	1,571
Hyundai	1,717	1,518	1,497
BMW	1,633	1,583	1,567
Lexus	1,760	1,773	1,597
Subaru	1,696	1,816	1,824
Jeep	1,416	1,395	1,488
Mercedes	1,352	1,397	1,438
Dodge	1,152	963	780
Acura	714	739	839
Volkswagen	904	753	845
Ram	735	781	729
Audi	490	575	565
GMC	545	658	841
MINI	499	475	420
Infiniti	297	278	371
Cadillac	153	144	178
Chrysler	258	293	286
Porsche	223	227	243
All others	243	1/ 105	195
Volvo	159	151	89
Land Rover	181	196	213
Mitsubishi	118	107	112
Fiat	105	94	112
Buick	148	244	262
Telsa	(NA)	1/ 306	364
Lincoln	72	45	33
Jaguar	36	80	129

NA Not available.

1/ Data revised from previous *Data Book*.

Source: Hawaii Automobile Dealers Association, *HawaiiDealer*, 2018 First Quarter.