

**Table 18.13-- NEW RETAIL CAR AND LIGHT TRUCK (VAN)
REGISTRATIONS, BY NAMEPLATE: 2022 AND 2023**

Nameplate	2022	2023
Total	47,769	46,566
Acura	365	386
Audi	335	387
BMW	1,438	1,468
Buick	36	67
Cadillac	113	112
Chevrolet	1,796	1,817
Chrysler/Dodge/Jeep/Ram	2,552	1,776
Ford	3,398	2,949
Genesis	153	153
GMC	386	436
Honda	4,566	5,251
Hyundai	2,005	1,999
Infiniti	102	83
Jaguar	16	19
Kia	2,846	2,367
Land Rover	102	119
Lexus	1,908	1,654
Lincoln	63	53
Maserati	23	19
Mazda	418	584
Mercedes	1,031	947
MINI	323	286
Mitsubishi	35	56
Nissan	3,404	2,998
Polestar	2	-
Porsche	255	271
Rivian	2	28
Subaru	2,738	2,754
Telsa	2,606	3,712
Toyota	13,763	12,908
Volkswagen	770	718
Volvo	192	162
All others	27	27

Source: Hawaii Automobile Dealers Association, *Hawaii Auto Outlook, 2024 Q1*.