

**Table 18.13-- NEW RETAIL CAR AND LIGHT TRUCK (VAN)
REGISTRATIONS, BY NAMEPLATE: 2014 TO 2016**

| Nameplate | 2014 1/ | 2015 | 2016 |
|--------------|---------|--------|--------|
| Total | 54,162 | 57,094 | 58,485 |
| Toyota/Scion | 14,580 | 16,109 | 16,230 |
| Honda | 7,592 | 7,851 | 8,387 |
| Nissan | 5,752 | 5,957 | 5,754 |
| Ford | 4,326 | 4,392 | 4,617 |
| Kia | 1,955 | 2,314 | 2,293 |
| Chevrolet | 1,911 | 2,280 | 3,011 |
| Mazda | 1,884 | 1,585 | 1,497 |
| Hyundai | 1,858 | 1,717 | 1,518 |
| BMW | 1,613 | 1,633 | 1,583 |
| Lexus | 1,607 | 1,760 | 1,773 |
| Subaru | 1,499 | 1,696 | 1,816 |
| Jeep | 1,327 | 1,416 | 1,395 |
| Mercedes | 1,279 | 1,352 | 1,397 |
| Dodge | 1,246 | 1,152 | 963 |
| Acura | 861 | 714 | 739 |
| Volkswagen | 855 | 904 | 753 |
| Ram | 629 | 735 | 781 |
| Audi | 485 | 490 | 575 |
| GMC | 477 | 545 | 658 |
| MINI | 441 | 499 | 475 |
| Infiniti | 285 | 297 | 278 |
| Cadillac | 239 | 153 | 144 |
| Chrysler | 235 | 258 | 293 |
| Porsche | 194 | 223 | 227 |
| All others | 189 | 243 | 411 |
| Volvo | 173 | 159 | 151 |
| Land Rover | 142 | 181 | 196 |
| Mitsubishi | 124 | 118 | 107 |
| Fiat | 119 | 105 | 94 |
| Buick | 109 | 148 | 244 |
| Telsa | 86 | (NA) | (NA) |
| Lincoln | 59 | 72 | 45 |
| Jaguar | 31 | 36 | 80 |

NA Not available.

1/ Data for 2014 has been revised in 2017 with total of 54,039 but specific breakdown not published.

Source: Hawaii Automobile Dealers Association, *HawaiiDealer, 2015 First Quarter and 2017 First Quarter*.