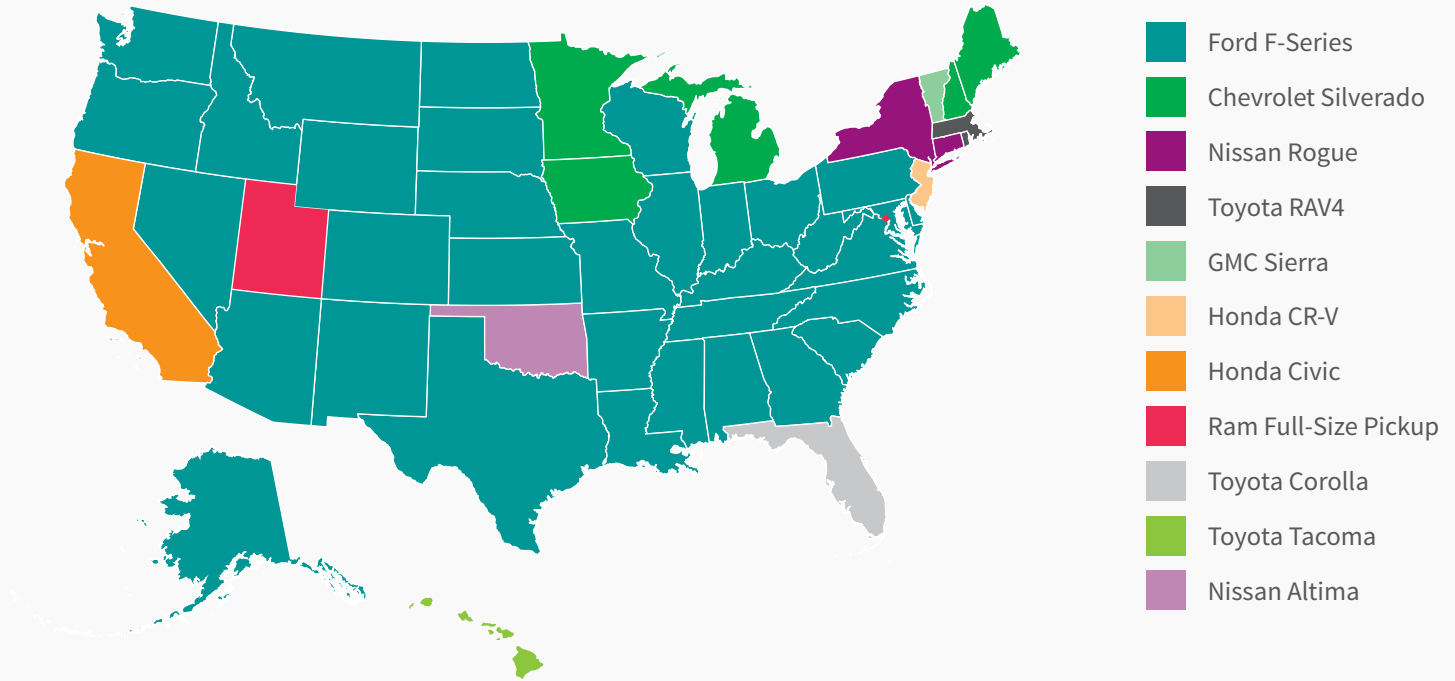


Note: All detail provided within is based on total U.S. new light vehicle registrations for the 2016 calendar year unless otherwise noted.

## Most Popular Vehicles Registered in Each State



### Leading Luxury Brands by Volume

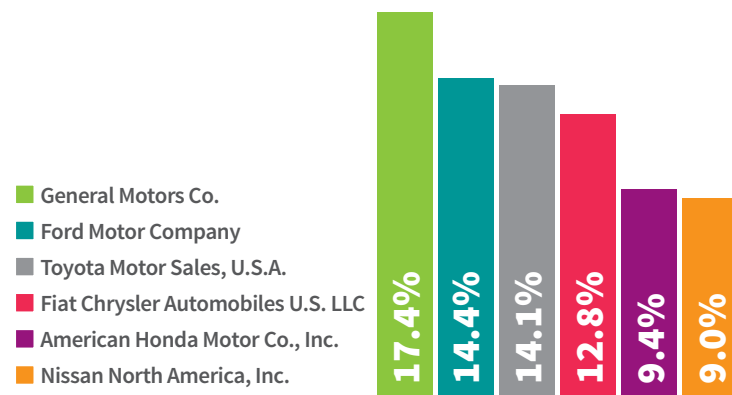
Mercedes-Benz*	+ 2.5%	346,432
Lexus	- 2.9%	331,106
BMW	- 3.2%	324,517
Audi	+ 6.5%	210,768
Cadillac	+ 3.7%	167,261

\*Less Sprinter +/- reflects YOY change from 2015 to 2016

### Leading Non-Luxury Brands by Volume

Ford	- 0.6%	2,400,659
Toyota	- 0.6%	2,118,647
Chevrolet	- 0.2%	2,091,126
Honda	+ 4.9%	1,470,470
Nissan	+ 7.4%	1,434,777

### Top OEMs by U.S. Corporate Market Share



### Most Popular Models Nationally

Ford F-Series	774,962
Chevrolet Silverado	581,050
Ram Full-Size Pickup	471,701
Toyota Camry	388,263
Honda Civic	366,529
Toyota Corolla	362,665
Honda CR-V	355,010
Honda Accord	343,971
Nissan Rogue	320,527
Nissan Altima	309,142

Average Age of Light Vehicles on the Road in 2016:

**11.6**  
YEARS

Average Length of Ownership in 2016:

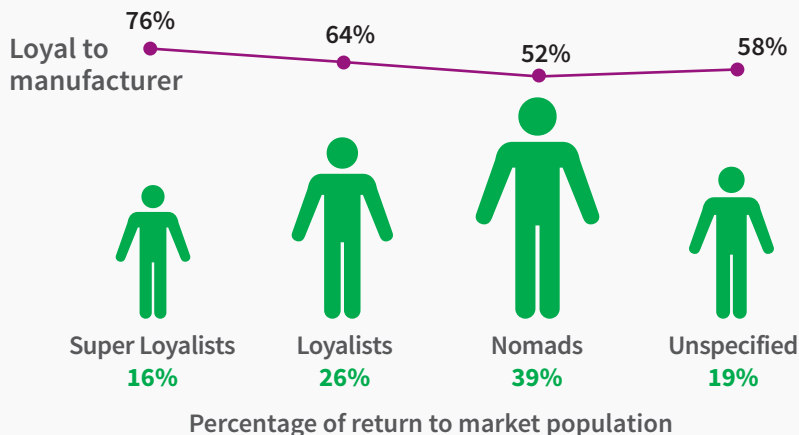
**6.6**  
YEARS  
NEW VEHICLES

**5.5**  
YEARS  
USED VEHICLES

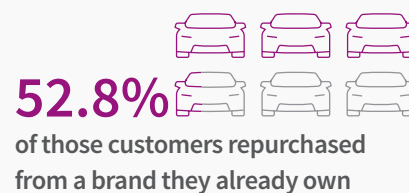
For additional details or interviews on these or other topics, please contact [press@ihs.com](mailto:press@ihs.com).

## Who's Most Loyal?

Loyalty is determined when a household that owns a new vehicle returns to market and acquires another new vehicle of the same make, model or manufacturer. Loyalty rates are based on 2016 model year, Oct. 2015-Sept. 2016.



Note: Super Loyalist – Previous three consecutive purchases were from the same manufacturer  
 Loyalist – Previous two consecutive purchases were from the same manufacturer  
 Nomad – No consecutive purchase pattern to any single manufacturer  
 Unspecified – Own a new vehicle with no identifiable purchase history



## 2016 IHS Markit Automotive Loyalty Award Winners

Manufacturer Loyalty  
General Motors

**67.6%**

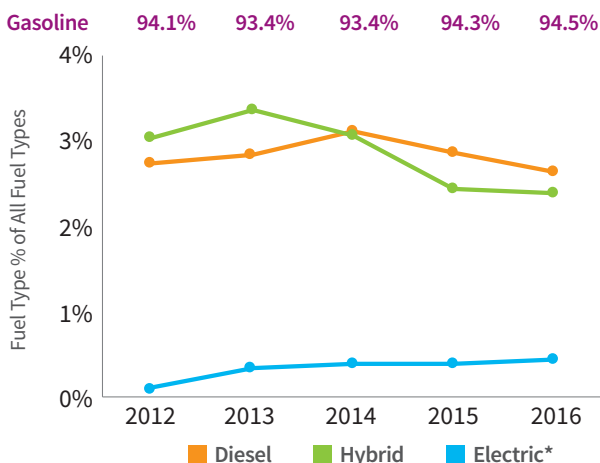
Make Loyalty  
Ford

**63.4%**

Ethnic Loyalty to Make  
Ford

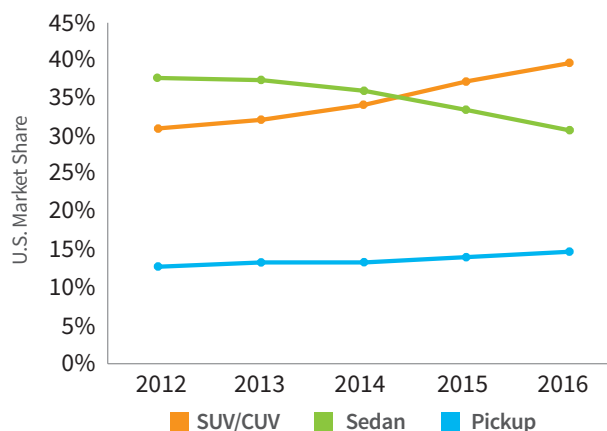
**58.4%**

## Fuel Type Mix Based on Share of Industry



\*Includes only those vehicles powered solely by electricity

## Three Most Popular Body Styles



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## Industry Diversity

Ethnic consumers represent **28%** percent of the U.S. vehicle market and are growing twice as fast as the industry. Diversity and ethnic data shown are based on personal new light vehicle registrations for the 2016 model year, Oct. 2015-Sept. 2016.

### Share of Industry



**42%**



**58%**

### Most Popular Model



**Honda CR-V**



**Ford F-Series**

### Leading Models Among Hispanics

1. Toyota Corolla
2. Honda Civic
3. Honda Accord
4. Chevrolet Silverado
5. Nissan Sentra

### Leading Models Among African Americans

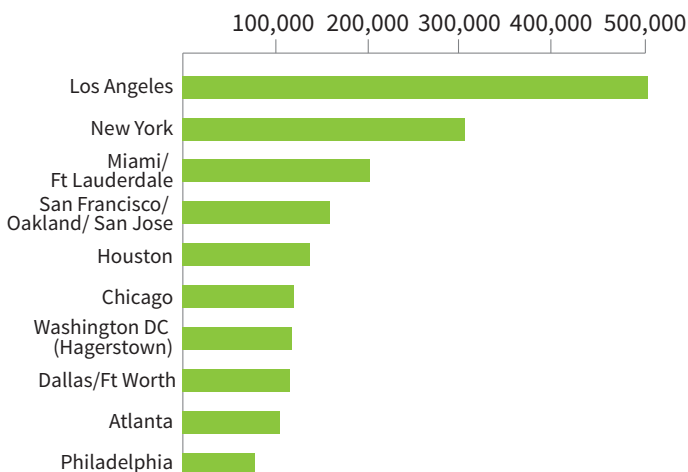
1. Nissan Altima
2. Toyota Camry
3. Honda Accord
4. Toyota Corolla
5. Ford F-Series

### Leading Models Among Asians

1. Honda Accord
2. Toyota Camry
3. Honda CR-V
4. Honda Civic
5. Toyota RAV4

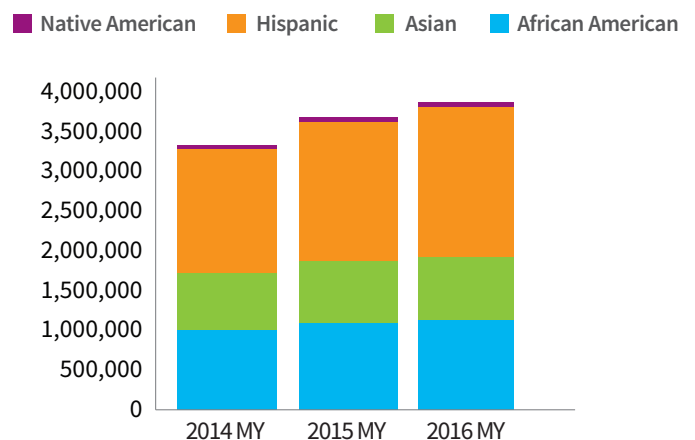
### Top 10 Ethnic DMAs (2016 MY)

Leading the pack with 503,941 vehicles sold to ethnic consumers (African American, Asian & Hispanic), Los Angeles grew 7.9 percent y/y from 2015 MY to 2016 MY.



### Ethnic consumer volume growth outpacing industry

Ethnic consumer new vehicle volume y/y growth (+5 Percentage Points or PPT) grew 5x faster than the balance of the industry (+1 PPT) from 2015 MY to 2016 MY.



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