

2004 BRAND SCOREBOARD

The graph below shows the percent change in Hawaii new retail vehicle registrations during 2004 versus 2003. Figures include cars and light trucks. (Source: R.L. Polk and Company.) Observations follow.

- ❑ Kia had the highest percent increase in registrations last year (up 51.1%).
- ❑ Surging SUV registrations helped Cadillac record a 35.4% gain during 2004.
- ❑ Strong sales of the popular 300 led Chrysler to the third highest percentage increase in registrations during 2004, up 31.5%.
- ❑ Nissan's new product offensive in the light truck segment continued last year, as sales increased more than 20% versus 2003.
- ❑ Ford registrations declined from 2003 to 2004, while Dodge, Toyota, and Chevrolet increased. Honda was up less than 1%.

Percent Change in New Retail Light Registrations—2004 vs. 2003

