

County Close-Up

All Four Markets Improve in 2004

The table on the right provides a summary of each of Hawaii's four retail light vehicle markets. This unique localized information provides a valuable perspective on market performance, and a barometer to evaluate the performance of your dealership. The table is divided into five parts. The first, Market Summary, shows total new retail light vehicle registrations during all of 2003 and 2004, and percent change. The second and third parts show market share for light trucks and the Big Three. The final two parts show market share figures for the top five selling car and light truck brands in the state during 2004. The top rated county is shaded.

Observations: Registrations in each of the four island markets increased more than 3%. Big Three market share fell less than one point in Honolulu, but declined 6.2 points in Maui. Toyota light truck market share in Kauai exceeded 27%. Nissan car market share exceeded 11% in Honolulu.

Source: The Polk Company.

New Vehicle Markets Summary					
	Local Markets				Statewide
	Hawaii	Honolulu	Kauai	Maui	Total
Market Summary					
2003 Annual Total	7,841	44,013	3,273	7,584	62,712
2004 Annual Total	8,260	45,992	3,379	8,250	65,882
Percent change	5.3%	4.5%	3.2%	8.8%	5.1%
Light Truck Market Share					
2003 Annual Total	65.9%	52.4%	67.6%	66.4%	56.6%
2004 Annual Total	66.8%	56.2%	68.6%	66.9%	59.5%
Change	0.9%	3.8%	1.0%	0.5%	2.9%
Big Three Market Share					
2003 Annual Total	34.3%	28.1%	34.5%	42.6%	31.0%
2004 Annual Total	31.8%	27.2%	33.5%	36.4%	29.2%
Change	-2.5%	-0.9%	-1.0%	-6.2%	-1.8%
Market Share for Top 5 Selling Car Brands in State (2004)					
Toyota	19.2%	22.1%	24.1%	13.9%	21.0%
Honda	24.4%	11.4%	23.0%	18.8%	14.0%
Nissan	10.8%	11.4%	7.8%	7.6%	10.8%
Mazda	12.2%	5.2%	9.8%	6.2%	6.2%
Ford	4.9%	3.8%	4.0%	8.9%	4.5%
Market Share for Top 5 Selling Light Truck Brands in State (2004)					
Toyota	26.3%	23.5%	27.2%	22.6%	24.0%
Ford	16.1%	12.1%	13.8%	24.6%	14.5%
Nissan	9.8%	13.2%	11.7%	10.2%	12.2%
Honda	9.8%	9.3%	8.9%	9.2%	9.3%
Chevrolet	7.8%	9.7%	10.2%	5.6%	8.9%

Market Tracker

Hawaii Market Easily Out-Performs U.S. During Past Three Years

The graph on the right shows the annual percent change in new retail light vehicle registrations in both the Hawaii and U.S. markets between 2000 and 2004. The graph provides an excellent picture of the similar (or dissimilar) paths that the two markets have followed. In 2001, the Hawaii market declined 3.7% while the U.S. market fell by less than 1%. In 2002 and 2003, the Hawaii market took off, posting double digit percentage increases in both years while the U.S. market declined. The Hawaii market was up 5.1% last year versus a 0.5% increase in the U.S.

Source: The Polk Company.

Percent Change in New Retail Light Vehicle Registrations—State vs. U.S.

