

## Five Hundred and LaCrosse Increase Share in Retail Market

(Continued from page 2)

- No doubt about it, the Chrysler 300 is a bona fide hit. Registrations increased 380% and its market share was up 345%!
- Although there may not be waiting lists at Ford dealerships for the Five Hundred, indications are that Ford had a sound strategy for replacing the Taurus. Combined retail registrations for the Five Hundred and Freestyle were up 84% versus the Taurus sedan and wagon, while combined market share increased 107%.
- Nissan Pathfinder registrations increased by a seemingly disappointing 8% during the First Quarter, but Pathfinder's share of the sagging Mid Size SUV segment increased 28%.
- The all-new Acura RL is making some serious noise in the Luxury segment with registrations increasing 183% and market share up 199%.
- The Pontiac G6 definitely has a tough assignment on its hands, attempting to take sales away from segment stalwarts (Camry and Accord). Indeed, registrations were essentially unchanged, but retail segment market share for the G6 exceeded year earlier levels for the Grand Am during the First Quarter.
- Mustang is an unqualified hit. Registrations for the new model were up 53% in the First Quarter, while segment market share increased to a commanding 70.9%.
- The new Cadillac STS followed up on the strong performance of the CTS. Retail registrations were up 252% in the First Quarter compared to the Seville, while market share increased 272%.
- There was some concern with Dodge's strategy of only having a wagon version available (Magnum) for the first year as a replacement for the Intrepid, but the Magnum has been a strong performer. Magnum registrations in the First Quarter of this year were up 151% over Intrepid's total during the First Quarter of last year, while its Large Mid Size market share was 152% higher.

### County Close-Up

## New Retail Vehicle Market Up 14.6% During First Quarter on Big Island

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 the First Quarters of 2004 and 2005, 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 the First Quarter of this year. The top rated county is shaded.

**Observations:** Registrations declined in three of the four markets, with the only increase on the Big Island (up 14.6%). Light truck market share increased 7.1% share points in Kauai. Domestic brand market share was up 1.2 points in Kauai, and down 5.9 points on Honolulu.

Source: The Polk Company.

New Vehicle Markets Summary					
	Local Markets				Statewide
	Hawaii	Honolulu	Kauai	Maui	Total
<b>Market Summary</b>					
First Quarter, 2004	2,021	11,637	894	2,109	16,661
First Quarter, 2005	2,316	11,217	867	1,851	16,251
Percent change	14.6%	-3.6%	-3.0%	-12.2%	-2.5%
<b>Light Truck Market Share</b>					
First Quarter, 2004	69.8%	54.0%	66.3%	65.5%	58.1%
First Quarter, 2005	69.0%	55.1%	73.4%	66.8%	59.3%
Change	-0.8%	1.1%	7.1%	1.3%	1.2%
<b>Big Three Market Share</b>					
First Quarter, 2004	34.1%	29.2%	29.9%	39.1%	31.1%
First Quarter, 2005	30.7%	23.3%	31.1%	34.7%	26.1%
Change	-3.4%	-5.9%	1.2%	-4.4%	-5.0%
<b>Market Share for Top 5 Selling Car Brands in State (First Quarter, 2005)</b>					
Toyota	17.2%	21.1%	26.8%	16.4%	20.5%
Honda	19.7%	10.0%	21.6%	13.2%	11.8%
Nissan	13.1%	11.4%	10.4%	8.3%	11.3%
Mazda	9.7%	4.9%	7.8%	5.9%	5.6%
Ford	5.4%	4.6%	3.9%	12.5%	5.4%
<b>Market Share for Top 5 Selling Light Truck Brands in State (First Quarter, 2005)</b>					
Toyota	24.2%	25.9%	31.3%	23.0%	25.6%
Ford	13.8%	11.2%	12.4%	24.4%	13.4%
Nissan	15.6%	15.0%	13.1%	10.1%	14.3%
Honda	10.6%	9.7%	9.4%	11.2%	10.0%
Chevrolet	7.4%	9.2%	8.0%	5.0%	8.3%