

Hawaii New Retail Car and Light Truck Registrations - History and Forecast									
	Registrations			Percent Change			Market Share		
	2003	2004	Forecast 2005	2003	2004	Forecast 2005	2003	2004	Forecast 2005
<b>TOTAL</b>	62,712	65,882	64,710	17.6%	5.1%	-1.8%	100	100	100
Acura	766	836	858	4.2%	9.1%	2.6%	1.2	1.3	1.3
Audi	349	304	324	33.2%	-12.9%	6.6%	0.6	0.5	0.5
BMW	1,234	1,400	1,371	34.9%	13.5%	-2.1%	2.0	2.1	2.1
Buick	291	213	146	-0.3%	-26.8%	-31.5%	0.5	0.3	0.2
Cadillac	246	333	295	39.8%	35.4%	-11.4%	0.4	0.5	0.5
Chevrolet	3,917	4,072	3,767	22.8%	4.0%	-7.5%	6.2	6.2	5.8
Chrysler	441	580	671	-24.1%	31.5%	15.7%	0.7	0.9	1.0
Dodge	3,276	3,508	3,159	21.0%	7.1%	-9.9%	5.2	5.3	4.9
Ford	7,302	6,891	6,442	7.7%	-5.6%	-6.5%	11.6	10.5	10.0
GMC	1,053	1,051	864	38.7%	-0.2%	-17.8%	1.7	1.6	1.3
Honda	7,329	7,395	7,485	25.4%	0.9%	1.2%	11.7	11.2	11.6
Hummer	82	103	117	412.5%	25.6%	13.6%	0.1	0.2	0.2
Hyundai	867	1,072	1,232	17.0%	23.6%	14.9%	1.4	1.6	1.9
Infiniti	697	750	782	94.2%	7.6%	4.3%	1.1	1.1	1.2
Isuzu	362	391	314	-17.0%	8.0%	-19.7%	0.6	0.6	0.5
Jaguar	306	263	204	-4.7%	-14.1%	-22.4%	0.5	0.4	0.3
Jeep	726	755	718	2.0%	4.0%	-4.9%	1.2	1.1	1.1
Kia	652	985	1,068	14.6%	51.1%	8.4%	1.0	1.5	1.7
Land Rover	129	111	142	-1.5%	-14.0%	27.9%	0.2	0.2	0.2
Lexus	1,394	1,460	1,454	22.4%	4.7%	-0.4%	2.2	2.2	2.2
Lincoln Mercury	498	471	485	-3.7%	-5.4%	3.0%	0.8	0.7	0.7
Mazda	3,037	2,893	2,634	10.3%	-4.7%	-9.0%	4.8	4.4	4.1
Mercedes	1,164	1,338	1,349	19.9%	14.9%	0.8%	1.9	2.0	2.1
Mini	477	371	359	100.4%	-22.2%	-3.2%	0.8	0.6	0.6
Mitsubishi	464	438	397	-31.7%	-5.6%	-9.4%	0.7	0.7	0.6
Nissan	6,295	7,666	8,036	24.8%	21.8%	4.8%	10.0	11.6	12.4
Others	33	62	59	-26.7%	87.9%	-4.8%	0.1	0.1	0.1
Pontiac	447	424	377	10.4%	-5.1%	-11.1%	0.7	0.6	0.6
Porsche	130	148	145	100.0%	13.8%	-2.0%	0.2	0.2	0.2
Saab	168	127	79	86.7%	-24.4%	-37.8%	0.3	0.2	0.1
Saturn	1,119	831	671	38.0%	-25.7%	-19.3%	1.8	1.3	1.0
Scion	0	670	946	--	--	41.2%	0.0	1.0	1.5
Subaru	812	757	809	36.0%	-6.8%	6.9%	1.3	1.1	1.3
Suzuki	638	509	521	-18.7%	-20.2%	2.4%	1.0	0.8	0.8
Toyota	14,118	15,018	14,984	20.6%	6.4%	-0.2%	22.5	22.8	23.2
Volkswagen	1,457	1,217	1,015	-7.4%	-16.5%	-16.6%	2.3	1.8	1.6
Volvo	436	469	431	16.0%	7.6%	-8.1%	0.7	0.7	0.7

Source for historical data: The Polk Company

## Hawaii Auto Outlook

### Published by:

Auto Outlook, Inc.  
5 Great Valley Parkway, Suite 234  
Malvern, PA 19355  
Phone: 800-206-0102  
EMail: autoecon@email.msn.com

Editor: Jeffrey A. Foltz

Reproduction, including photocopying of this publication in whole or in part, is prohibited without the express permission of Auto Outlook, Inc. Any material quoted must be attributed to *Hawaii Auto Outlook*, published by Auto Outlook, Inc. on behalf of HADA. Unforeseen events may affect the forecast projections presented in *Hawaii Auto Outlook*. Consequently, Auto Outlook, Inc. is not responsible for management decisions based on the content of *Hawaii Auto Outlook*.

Copyright Auto Outlook, Inc.  
May, 2005

*Hawaii Auto Outlook* is distributed free of charge to all members of the Hawaii Automobile Dealers Association. The publication is sponsored and supported by the Association.

*Hawaii Auto Outlook* is published and edited by Auto Outlook, Inc., an independent automotive market research firm. Opinions expressed in *Hawaii Auto Outlook* are solely those of Auto Outlook, Inc., and are not necessarily shared by the Hawaii Automobile Dealers Association.

Hawaii Automobile Dealers Association  
1100 Alakea Street  
Suite 2601  
Honolulu, HI 96813