

Hawaii Auto Outlook™

Sponsored by: Hawaii Automobile Dealers Association

FORECAST

New Vehicle Registrations Predicted to Decline in 2nd Half of '25

Below is a list of five key trends and developments in the Hawaii new vehicle market:

1. The state market got off to a slow start in the first half of this year. New retail light vehicle registrations fell 3.3% during the first six months of 2025 versus a year earlier. The U.S. market improved by 6.4%.
2. As discussed in the sidebar on the right, there is heightened uncertainty for the new vehicle sales outlook. At this point, it looks like the market will move lower for the rest of this year. Second half registrations are predicted to decline 5.6% compared to the same period in 2024. The market is expected to decline 4.5% for all of this year (see graph below).
3. Hybrid vehicle sales continue to move higher. Hybrid registrations increased 33% in the first half of this year, easily outpacing the overall market. Market share reached 14.7%. BEV market share was 11.9% in the Second Quarter of this year, down from 17.3% in the First Quarter.
4. Hybrids accounted for 30% of Lexus registrations during the first six months of 2025. More than 25% of BMW, Cadillac, Genesis, Porsche, Volkswagen, and Volvo registrations were BEVs. ICE powertrain share was 70% or higher for 19 of the top 30 selling brands (see page 7).
5. First half registrations increased by more than 9% for seven of the top 30 selling brands in the state: Porsche, GMC, Hyundai, Ram, Kia, Mercedes, and Nissan.



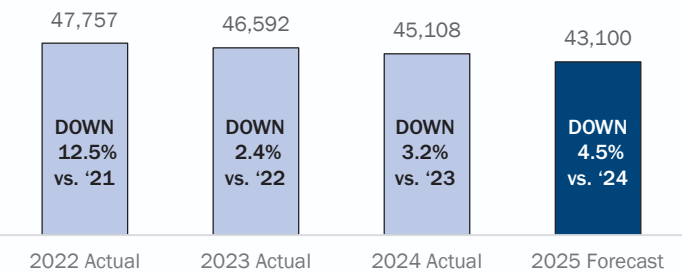
Primary Factors Driving the Hawaii New Vehicle Market

As 2025 approached, the outlook for new vehicle sales was positive. Affordability was likely to improve due to lower interest rates and declining transaction prices. The economy was also in relatively good shape: GDP growth was solid, unemployment remained low, incomes were on the rise, and inflation was cooling. Add in pent-up demand resulting from deferred purchases during the pandemic and ensuing supply chain disruptions, and the stage was set for improving sales.

But that clear road quickly turned bumpy. U.S. trade policy was abruptly and dramatically altered, throwing a wrench into a relatively stable economic environment. The global economy is intricately interconnected, and the introduction of this level of policy uncertainty has left both businesses and consumers partially paralyzed. This level of disruption is substantial and without historical precedence, which makes isolating the impact on new vehicle sales very difficult.

Bottom line: Higher tariffs will likely lead to rising vehicle prices and in the short run, increasing inflation, lower economic growth, and stagnant household disposable income, all negatives for new vehicle sales. In addition, sales were pulled ahead this year as shoppers advanced purchases due to the anticipation of higher vehicle prices resulting from tariffs. New vehicle registrations in the second half of the year are projected to decline from the year earlier, but the situation is highly dynamic and subject to change, so stay tuned.

Forecast for State New Retail Light Vehicle Registrations



The graph above shows annual new retail light vehicle registrations from 2022 through 2024, and Auto Outlook’s projection for 2025. Historical data sourced from Experian Automotive.

Market Summary

	YTD '24 thru June	YTD '25 thru June	% Chg. '24 to '25	Mkt. Share YTD '25
TOTAL	22,651	21,904	-3.3%	
Car	5,177	4,340	-16.2%	19.8%
Light Truck	17,474	17,564	0.5%	80.2%
Domestic	5,497	5,405	-1.7%	24.7%
European	1,996	2,061	3.3%	9.4%
Japanese	13,113	12,030	-8.3%	54.9%
Other Asian	2,045	2,408	17.8%	11.0%

Domestics consist of vehicles sold by GM, Ford, Stellantis (excluding Alfa Romeo and FIAT), Tesla, Rivian, and Lucid. Other Asian includes Genesis, Hyundai, Kia, and VinFast. Data sourced from Experian Automotive.

KEY TRENDS IN HAWAII NEW VEHICLE MARKET



STATE MARKET VS. U.S.

% Change In
New Retail Market
YTD '25 thru June
vs.
YTD '24

Hawaii
DOWN 3.3%

U.S.
UP 6.4%

New retail light vehicle registrations in the state declined 3.3% during the first six months of this year versus year earlier. National market was up 6.4%.

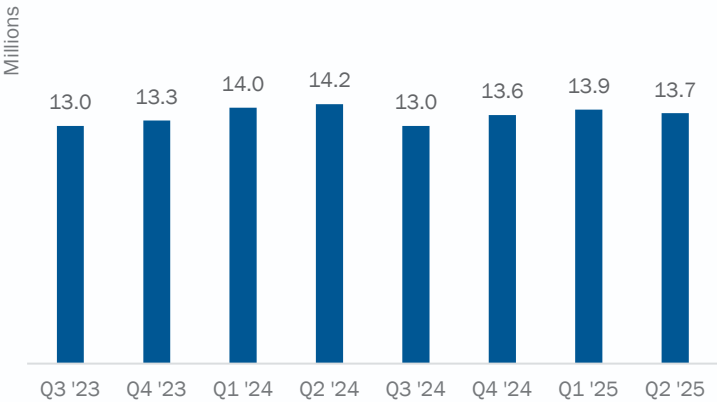
Data sourced from Experian Automotive.



QUARTERLY RESULTS

Hawaii
Quarterly Registrations

Seasonally Adjusted
Annual Rate, Converted
to Equivalent U.S. New
Vehicle Market SAAR
(millions of units)



The graph on the left provides an easily recognizable way to gauge the strength of the state market. It shows quarterly registrations based on a seasonally adjusted annual rate. These figures are then indexed to SAAR sales figures for the U.S. new vehicle market. So just like in the national market, when the quarterly SAAR is above 17 million units, the state market is strong, 15 million is about average, and below 13 million is weak. Equivalent SAAR levels in the state slipped from 13.9 million in the First Quarter of 2025 to 13.7 million in the Second Quarter.

Data sourced from Experian Automotive. SAAR estimates: Auto Outlook.

% Change in quarterly
registrations vs.
year earlier
(2Q '25 vs. 2Q '24)

DOWN 5.8%



% Change in
registrations vs.
previous quarter
(2Q '25 vs. 1Q '25)

DOWN 7.2%



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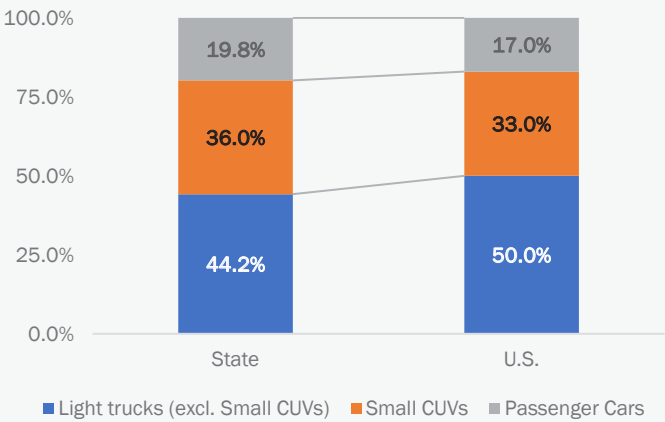
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KEY TRENDS IN HAWAII NEW VEHICLE MARKET



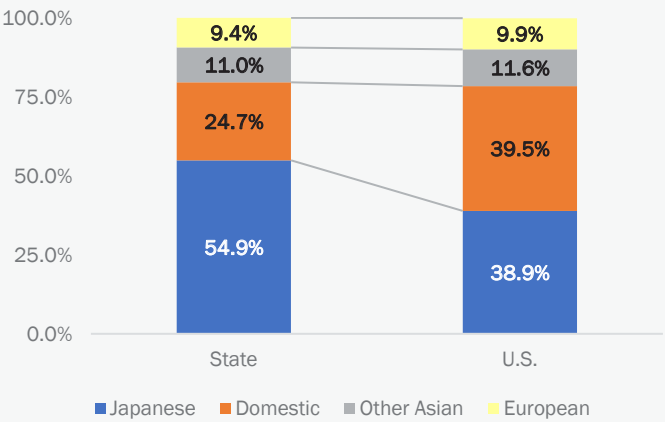
VEHICLE AND BRAND SEGMENTS - HAWAII AND U.S. (YTD '25 thru June)

Market Share by Type of Vehicle



Combining the blue and orange sections in the graph above corresponds to the standard industry definition of light trucks. Small crossovers are broken out, however, since many are more similar to compact hatchbacks than to trucks. State light truck share (excluding small CUVs) was **44.2%** during the first half of this year, below the **50%** share in the U.S. Data sourced from Experian Automotive.

Domestic, European, Japanese, & Other Asian Share



Japanese brand market share in the state was well above U.S. levels: **54.9%** vs. **38.9%**. State Domestic brand share (which includes Tesla and Rivian) was **24.7%** in the first half of this year. Other Asian and European brands accounted for a lower share of the state market than in the Nation. Note: Other Asian includes Genesis, Hyundai, Kia, and VinFast. Data sourced from Experian Automotive.



COUNTY MARKETS

Observations and Key Facts

The table on the right provides a summary of each of Hawaii's four retail light vehicle markets. The table is divided into four sections. Market Summary shows total new retail light vehicle registrations during the first six months of 2024 and 2025. The second and third sections show Light Truck and Domestic Brand market share. The fourth section shows market share figures for the top 10 selling light vehicle brands in the state. The top rated county in each category is shaded.

Data sourced from Experian Automotive.

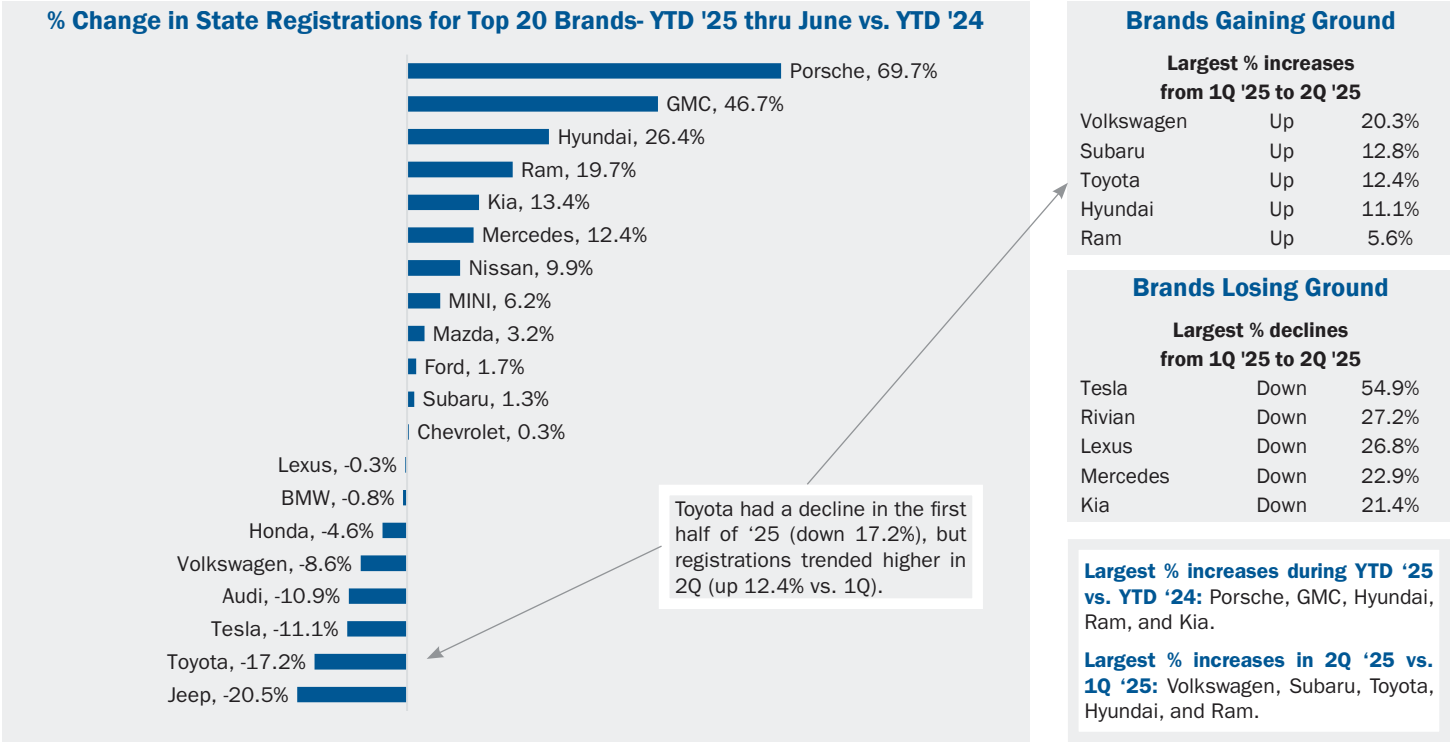
New Vehicle Markets Summary				
	Hawaii	Kauai	MauI	Oahu
Market Summary				
YTD '24 thru June	3331	1115	2755	15449
YTD '25 thru June	3272	1099	2679	14854
Percent change	-1.8%	-1.4%	-2.8%	-3.9%
Light Truck Market Share				
YTD '24 thru June	81.7%	88.3%	82.9%	74.3%
YTD '25 thru June	86.2%	90.4%	84.0%	77.4%
Change (share points)	4.5	2.1	1.1	3.1
Domestic Brand Market Share				
YTD '24 thru June	23.5%	28.2%	26.5%	23.8%
YTD '25 thru June	24.7%	28.3%	24.3%	24.5%
Change (share points)	1.2	0.1	-2.2	0.7
Market Share for Top 10 Selling Brands In State - YTD '25 thru June				
Toyota	23.9%	27.4%	24.4%	23.7%
Honda	10.9%	10.1%	13.5%	12.7%
Tesla	2.4%	2.5%	4.5%	9.8%
Ford	10.4%	12.9%	8.1%	5.7%
Nissan	6.8%	6.4%	5.5%	6.8%
Kia	9.3%	9.6%	6.0%	4.9%
Subaru	13.0%	9.4%	5.5%	3.2%
Hyundai	5.3%	4.8%	3.2%	4.9%
Lexus	0.9%	1.2%	4.6%	5.4%
Chevrolet	5.7%	4.8%	4.2%	4.0%

BRANDS AND MODELS



WINNERS AND LOSERS

The primary metric used to identify winning and losing brands is the percent change in registrations vs. year earlier, shown on the graph below. Porsche and GMC were the biggest gainers in the state market so far this year among the top 20 brands. BUT this snapshot does not capture the shorter term trend in sales. Registrations for a brand may have posted a big year-over year increase (definitely a positive), but if growth has stalled during the most recent quarter, that's significant. The tables to the right of the graph show results from the First to the Second Quarters of this year.

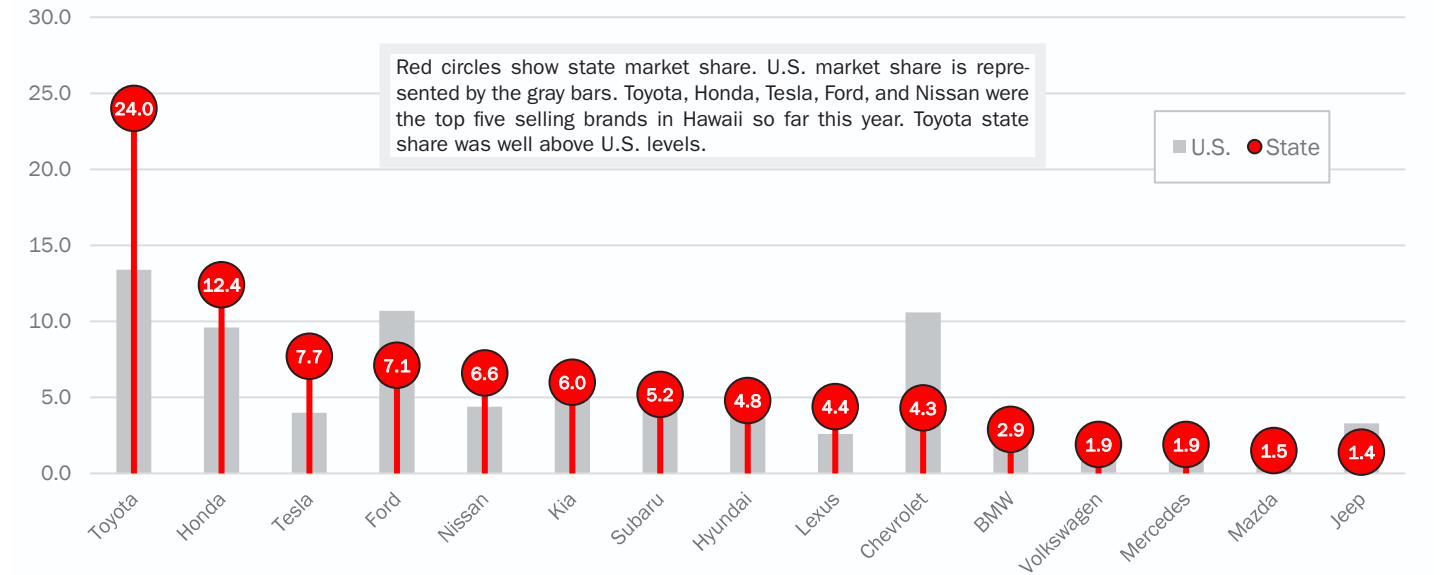


Data sourced from Experian Automotive.



TOP SELLING BRANDS

Hawaii and U.S. Market Shares for Top 15 Brands in State - YTD '25 thru June



Data sourced from Experian Automotive.

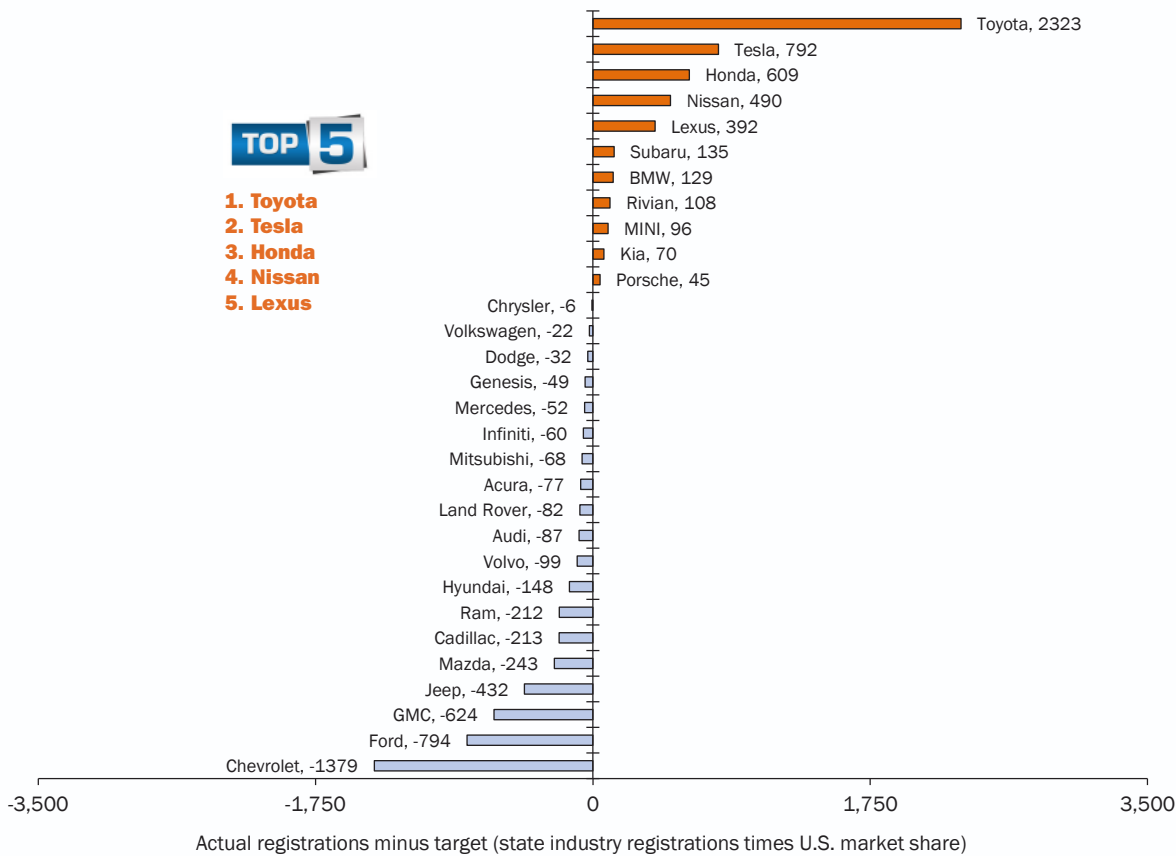
BRANDS AND MODELS



BRAND SALES PERFORMANCE

The graph below provides an indicator of brands that are popular in Hawaii (relative to the National standard), and those that are not. Here's how it works: For the top 30 selling brands, each brand's share of the U.S. market is multiplied by industry retail registrations in the state during the first six months of this year. This yields a "target" for the state market. Target registrations are subtracted from actual registrations to derive the measurement of sales performance. Brands at the top of the graph (i.e., Toyota, Tesla, Honda, Nissan, and Lexus) are relatively strong sellers in the state, with actual registrations exceeding calculated targets by large margins. For instance, Toyota registrations exceeded the target by 2,323 units.

Hawaii Retail Market Performance based on registrations during YTD 2025 thru June
Actual registrations minus target (state industry registrations times U.S. market share)



TOP SELLING MODELS

Top 20 Selling Models during YTD '25 thru June - Market Share and % Change in Registrations vs. YTD '24						
Rank	Model	State Share %	% chg. '24 to '25	Rank	Model	State Share %
1	Toyota Tacoma	7.0	6.1	11	Ford F-Series	1.8
2	Toyota RAV4	5.2	14.5	12	Nissan Frontier	1.7
3	Tesla Model Y	4.7	-23.1	13	Subaru Forester	1.6
4	Toyota Corolla	3.5	-5.8	14	Chevrolet Silverado	1.6
5	Honda CR-V	3.2	-1.0	15	Nissan Kicks	1.4
6	Honda Civic	2.4	-14.6	16	Toyota Land Cruiser	1.3
7	Subaru Crosstrek	2.4	10.2	17	Honda Odyssey	1.3
8	Tesla Model 3	2.1	4.3	18	Lexus NX	1.3
9	Toyota 4Runner	2.1	-57.0	19	Lexus RX	1.3
10	Honda HR-V	2.0	-21.0	20	Honda Accord	1.2

Table on the left presents the top 20 selling models in the state during the first six months of 2025. Share of industry registrations and the percent change versus the same period in 2024 are also shown. Models with the five largest percentage increase are shaded blue.

Data sourced from Experian Automotive.

ALTERNATIVE POWERTRAIN MARKET

FIVE KEY TRENDS

1.

BEV share was 11.9% in 2Q '25, down vs. year earlier and off from 1Q '25.

2.

Hybrid vehicles continued to post gains. Hybrid share was 14.7% so far this year, up four points vs. year earlier.

3.

Tesla registrations declined 11.1% so far this year. BEV sales by franchised dealerships increased 10.9% vs. year earlier.

4.

Hybrids accounted for more than 20% of registrations for Honda, Hyundai, Kia, Lexus, and Toyota (see next page).

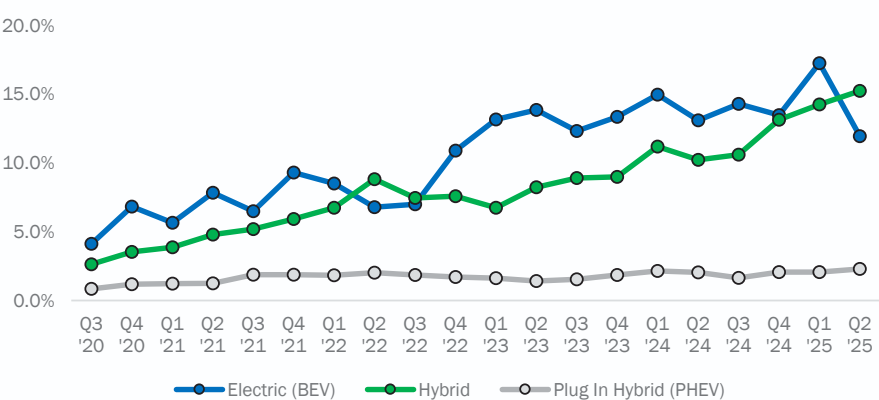
5.

ICE powertrains accounted for 70% or more of registrations for 19 of the top 30 selling brands.



BEV, PHEV, AND HYBRID MARKET SHARE

Percent Share of Industry Registrations by Powertrain Type



YTD thru June		
	YTD '24	YTD '25
Electric (BEV)	14.0%	14.7% ▲
Hybrid	10.7%	14.7% ▲
Plug In Hybrid (PHEV)	2.1%	2.2% ▲

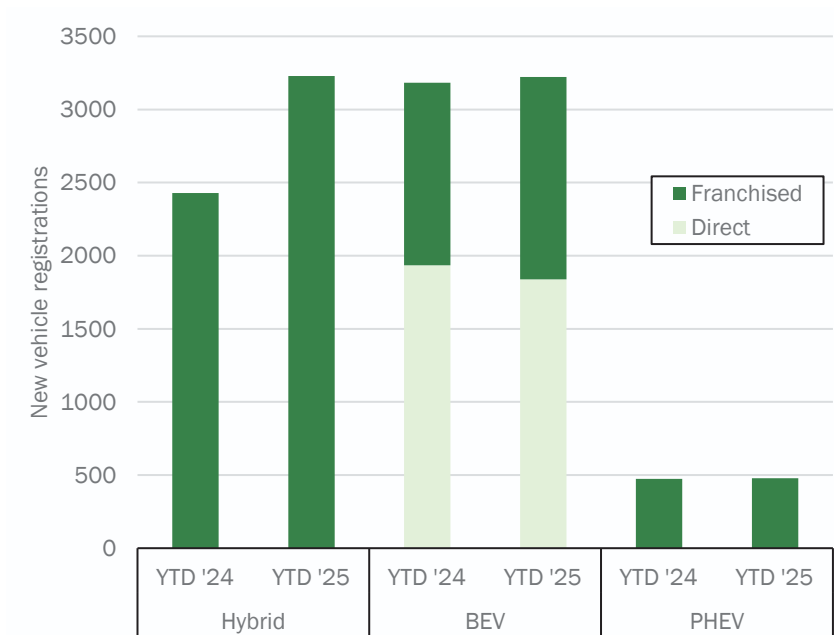
Quarterly		
	1Q '25	2Q '25
Hybrid	14.3%	15.2% ▲
Electric (BEV)	17.3%	11.9% ▼
Plug In Hybrid (PHEV)	2.1%	2.3% ▲

Data sourced from Experian Automotive. Hybrid registrations exclude mild hybrids.



FRANCHISED DEALERSHIPS AND DIRECT SELLERS

New Hybrid, BEV, and PHEV Registrations in Hawaii by Type of Selling Dealership



BEV Registrations and Market Share		
	Franchised Dealerships	Direct Sellers
YTD '24 thru Jun. regs.	1,248	1,934
YTD '25 thru Jun. regs.	1,384	1,838
% change	10.9%	-5.0%
YTD '24 mkt. share %	39.2	60.8
YTD '25 mkt. share %	43.0	57.0
change	3.8	-3.8
1Q '25 regs.	713	1,249
2Q '25 regs.	671	589
% change	-5.9%	-52.8%
1Q '25 mkt. share %	36.3	63.7
2Q '25 mkt. share %	53.3	46.7
change	17.0	-17.0

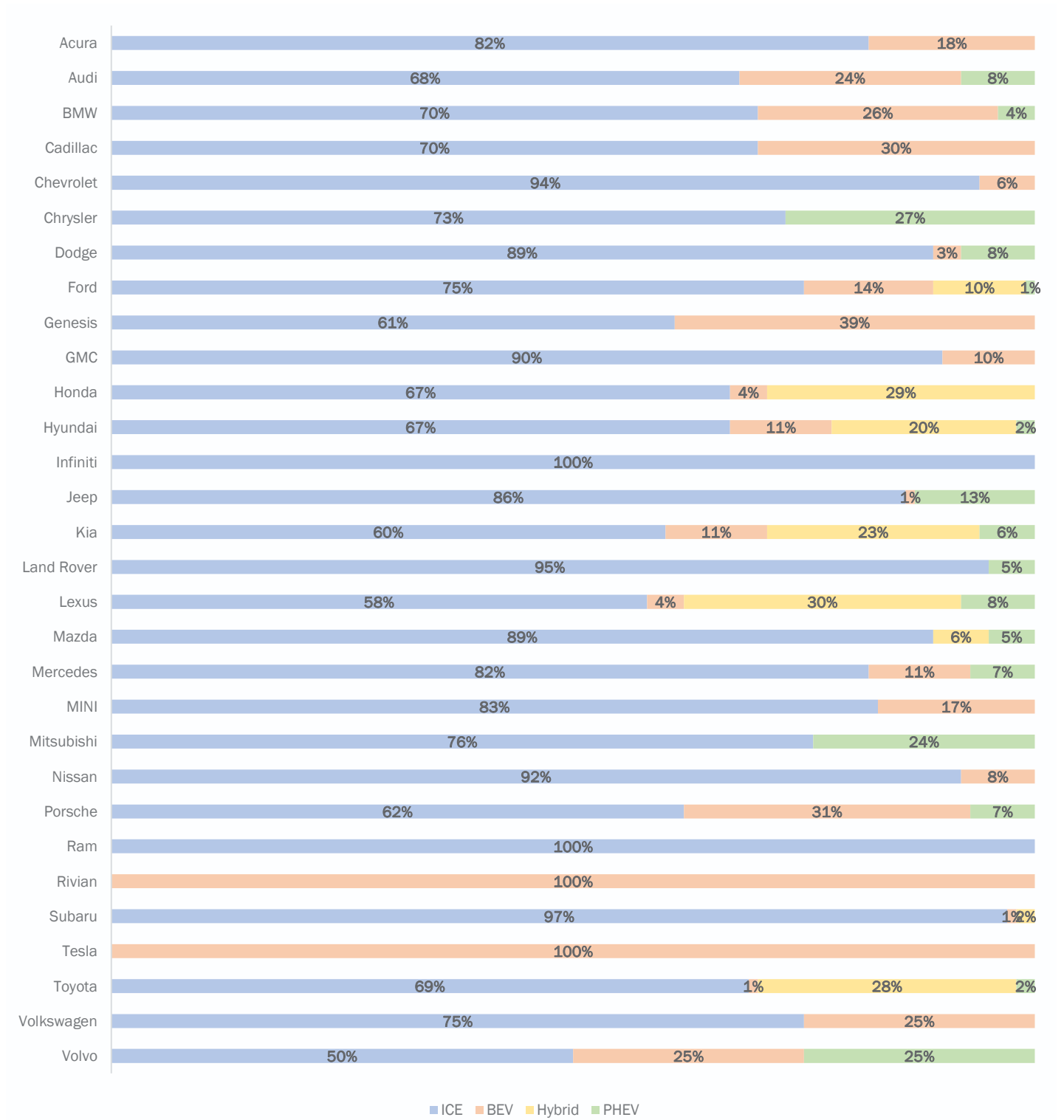
The dark green areas in the graph show sales by powertrain type for franchised dealerships. Sum of the green areas is 5,090 registrations, 74% of the overall total.

Data sourced from Experian Automotive. Hybrid registrations exclude mild hybrids.

ALTERNATIVE POWERTRAIN MARKET



Share of Brand Registrations in Hawaii by Type of Powertrain - YTD 2025 thru June (top 30 brands)



The graph above shows the breakdown of new vehicle registrations by powertrain type for each of the top 30 selling brands in the state during the first six months of 2025. Data sourced from Experian Automotive.

Brand Registrations Report												
Hawaii New Retail Car and Light Truck Registrations												
	Second Quarter						Year to date thru June					
	Registrations			Market Share (%)			Registrations			Market Share (%)		
	2Q '24	2Q '25	% change	2Q '24	2Q '25	Change	YTD '24	YTD '25	% change	YTD '24	YTD '25	Change
TOTAL	11,199	10,545	-5.8				22,651	21,904	-3.3			
Cars	2,452	2,119	-13.6	21.9	20.1	-1.8	5,177	4,340	-16.2	22.9	19.8	-3.1
Light Trucks	8,747	8,426	-3.7	78.1	79.9	1.8	17,474	17,564	0.5	77.1	80.2	3.1
Domestic Brands	2,680	2,288	-14.6	23.9	21.6	-2.3	5,497	5,405	-1.7	24.3	24.7	0.4
European Brands	883	998	13.0	7.9	9.5	1.6	1,996	2,061	3.3	8.8	9.4	0.6
Japanese Brands	6,607	6,104	-7.6	59.0	57.9	-1.1	13,113	12,030	-8.3	57.9	54.9	-3.0
Other Asian Brands	1,029	1,155	12.2	9.2	11.0	1.8	2,045	2,408	17.8	9.0	11.0	2.0
Acura	70	71	1.4	0.6	0.7	0.1	121	126	4.1	0.5	0.6	0.1
Audi	78	73	-6.4	0.7	0.7	0.0	175	156	-10.9	0.8	0.7	-0.1
BMW	240	295	22.9	2.1	2.8	0.7	651	646	-0.8	2.9	2.9	0.0
Buick	31	2	-93.5	0.3	0.0	-0.3	46	8	-82.6	0.2	0.0	-0.2
Cadillac	17	24	41.2	0.2	0.2	0.0	40	50	25.0	0.2	0.2	0.0
Chevrolet	450	420	-6.7	4.0	4.0	0.0	939	942	0.3	4.1	4.3	0.2
CDJR Total	419	363	-13.4	3.7	3.4	-0.3	775	710	-8.4	3.4	3.2	-0.2
Chrysler	31	31	0.0	0.3	0.3	0.0	53	55	3.8	0.2	0.3	0.1
Dodge	57	36	-36.8	0.5	0.3	-0.2	102	64	-37.3	0.5	0.3	-0.2
Jeep	197	146	-25.9	1.8	1.4	-0.4	376	299	-20.5	1.7	1.4	-0.3
Ram	134	150	11.9	1.2	1.4	0.2	244	292	19.7	1.1	1.3	0.2
Ford	733	755	3.0	6.5	7.2	0.7	1,528	1,554	1.7	6.7	7.1	0.4
Genesis	29	32	10.3	0.3	0.3	0.0	70	61	-12.9	0.3	0.3	0.0
GMC	108	129	19.4	1.0	1.2	0.2	197	289	46.7	0.9	1.3	0.4
Honda	1,528	1,326	-13.2	13.6	12.6	-1.0	2,851	2,721	-4.6	12.6	12.4	-0.2
Hyundai	447	549	22.8	4.0	5.2	1.2	825	1,043	26.4	3.6	4.8	1.2
Infiniti	19	8	-57.9	0.2	0.1	-0.1	40	18	-55.0	0.2	0.1	-0.1
Jaguar	2	2	0.0	0.0	0.0	0.0	9	3	-66.7	0.0	0.0	0.0
Kia	553	574	3.8	4.9	5.4	0.5	1,150	1,304	13.4	5.1	6.0	0.9
Land Rover	27	34	25.9	0.2	0.3	0.1	62	66	6.5	0.3	0.3	0.0
Lexus	452	409	-9.5	4.0	3.9	-0.1	971	968	-0.3	4.3	4.4	0.1
Lincoln	32	6	-81.3	0.3	0.1	-0.2	38	14	-63.2	0.2	0.1	-0.1
Maserati	4	0	-100.0	0.0	0.0	0.0	9	0	-100.0	0.0	0.0	0.0
Mazda	174	159	-8.6	1.6	1.5	-0.1	309	319	3.2	1.4	1.5	0.1
Mercedes	182	178	-2.2	1.6	1.7	0.1	364	409	12.4	1.6	1.9	0.3
MINI	50	85	70.0	0.4	0.8	0.4	130	138	6.2	0.6	0.6	0.0
Mitsubishi	14	14	0.0	0.1	0.1	0.0	24	29	20.8	0.1	0.1	0.0
Nissan	702	729	3.8	6.3	6.9	0.6	1,318	1,448	9.9	5.8	6.6	0.8
Polestar	1	0		0.0	0.0	0.0	1	0		0.0	0.0	0.0
Porsche	30	76	153.3	0.3	0.7	0.4	89	151	69.7	0.4	0.7	0.3
Rivian	36	67	86.1	0.3	0.6	0.3	43	159	269.8	0.2	0.7	0.5
Subaru	551	607	10.2	4.9	5.8	0.9	1,130	1,145	1.3	5.0	5.2	0.2
Tesla	852	522	-38.7	7.6	5.0	-2.6	1,889	1,679	-11.1	8.3	7.7	-0.6
Toyota	3,097	2,781	-10.2	27.7	26.4	-1.3	6,349	5,256	-17.2	28.0	24.0	-4.0
Volkswagen	249	225	-9.6	2.2	2.1	-0.1	451	412	-8.6	2.0	1.9	-0.1
Volvo	13	20	53.8	0.1	0.2	0.1	42	59	40.5	0.2	0.3	0.1
Other	9	10	11.1	-3.5	-3.3	0.2	15	21	40.0	-3.4	-3.2	0.2
Data sourced from Experian Automotive. Other Asian Brands includes Genesis, Hyundai, Kia, and VinFast.												

The table shows new retail light vehicle (car and light truck) registrations in the Hawaii market. Figures are shown for the Second Quarters of '24 and '25, and year to date totals. Vehicle registrations are recorded based on when the vehicle title information is processed, which occurs after the vehicle is sold.