Experian Automotive Quarterly Briefing
First quarter 2016 automotive market share trends and registrations

Brad Smith | Director, Automotive Market Statistics
Marty Miller | Senior Product Manager, VIO
Experian Automotive
Today’s presentation
Part one

What’s on the Road

- VIO by model year, segment, age and market share
- U.S. light duty vehicles through March 31, 2016
- U.S. medium and heavy duty vehicles through March 31, 2016

Marty Miller
Senior Product Manager, VIO

- Presentation will be available 24-48 hours after Webinar
- Email with a link will be sent to all registrants to download
- Questions? Contact us at Auto@experian.com
Q1 2016 Registrations

- Market trends
- Geographic performance
- Manufacturer, make and model share
- Loyalty conquest and defection
U.S. Total Vehicles in Operation = 276.6M

- **Light Duty**
  - Passenger Cars, Light Trucks, Vans
  - Cars and GVW Class 1 - 3

- **Medium & Heavy Duty**
  - Large Vans, Delivery Trucks, Buses, RVs, Cement Trucks, Semi-Tractors
  - GVW Class 4 - 8

- **Power Sports**
  - Motorcycles, All-Terrain, Utility Task, Snowmobiles
Vehicles in Operation

What’s on the road today?

Light duty vehicles

CLASS 1 6,000 lbs or less
- Minivan
- Cargo Van
- Suv
- Pickup Truck

CLASS 2 6,001 to 10,000 lbs
- Minivan
- Cargo Van
- Full-size Pickup
- Step Van

CLASS 3 10,001 to 14,000 lbs
- Walk-In
- Box Truck
- City Delivery
- Heavy-duty Pickup
What’s on the road today?  
VIO Light duty vehicles

VIO additions/deletions: **28.5 million** (11%)  
(new sales + out of operation)

VIO total changes: **69.1 million** (26.6%)  
(used sales + new sales + out of operation)

**Vehicles in operation**

Q1 2015

253 million

Net out of operation

11.1 million  
(4.3%)

**Carryover**

**Vehicles in operation**

Q1 2016

259.3 million  
(2.5%)

**Used vehicle sales**

40.6 million

**New vehicle sales**

17.4 million

Source: Experian Automotive as of March 31, 2016  
(U.S. light duty vehicles only)
VIO change by model year (in millions)
Q1 2015 to Q1 2016

Out of operation
New vehicle sales
Carryover vehicles

New Sales 17.4M

Out of Operation
11.1M

Source: Experian Automotive as of March 31, 2016 (U.S. light duty vehicles only)
VIO change by model year (in millions)  
Q1 2012 to Q1 2016

Out of operation  
New vehicle sales  
Carryover vehicles

New Sales 64.3M

Out of Operation 50.1M

Source: Experian Automotive as of March 31, 2016 (U.S. light duty vehicles only)
The aftermarket “Sweet Spot” is defined as 6 to 12 model year old vehicles, and because of their age, are out of the general OEM manufacturer warranty for any repairs.

These vehicles are within a time period when more part replacement or services are needed (e.g. shocks, timing belt service, engine repairs) that may be performed by aftermarket service shops which are supplied by aftermarket part manufacturers and retailers.

Defining the Sweet Spot size helps identify the overall market potential, and changes to the Sweet Spot can have implications to those that service it.

“Post Sweet Spot” vehicles are defined as 13 model years old or older, and identify the models where less costs may be spent to service them due to their age and vehicle value.

“Pre Sweet Spot” vehicles are defined as 5 model years old or newer, and identify the incoming models into the Sweet Spot.
VIO by model year (in millions)

86M vehicles within “Sweet Spot” (MY2005 – 2011)

Source: Experian Automotive as of March 31, 2016 (U.S. light duty vehicles only)
Sweet Spot changing
Vehicle segment type

Source: Experian Automotive as of March 31, 2016 (U.S. light duty vehicles only)
VIO Top 20 segments on the road market share
Change from Q1 2016

Source: Experian Automotive as of March 31, 2016 (U.S. light duty vehicles only)
Trend by Select Segment Changes
Trend Hybrid/Electric Vehicles

Source: Experian Automotive as of March 31, 2016  (U.S. light duty vehicles only)
Average vehicle age (1967 to current MYs of period)
Rolling average vehicle age (first 20 MYs of period)

Source: Experian Automotive as of March 31, 2016 (U.S. light duty vehicles only)
Percentage of VIO by manufacturer market share
Trend from Q1 2013 to Q1 2016

Source: Experian Automotive as of March 31, 2016 (U.S. light duty vehicles only)
VIO Vocation
How light duty commercial vehicles are used

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VIO Vocation – Top 10 makes and 25 models
Light duty vehicles as of Q1 2016
(excludes passenger car rental / leasing)

Source: Experian Automotive as of March 31, 2016 (U.S. light duty vehicles only)
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Offices of Other Holding Companies</td>
<td>Plumbing Heating and Air-Conditioning Contractors</td>
<td>Religious Organizations</td>
</tr>
<tr>
<td>New Car Dealers</td>
<td>Electrical Contractors and Other Wiring Installation Contractors</td>
<td>Plumbing Heating and Air-Conditioning Contractors</td>
</tr>
<tr>
<td>Other Commercial and Industrial Machinery and Equipment Rental and Leasing</td>
<td>Legislative Bodies</td>
<td>Electrical Contractors and Other Wiring Installation Contractors</td>
</tr>
<tr>
<td>Commercial and Institutional Building Construction</td>
<td>Commercial and Institutional Building Construction</td>
<td>Landscaping Services</td>
</tr>
<tr>
<td>Legislative Bodies</td>
<td>Site Preparation Contractors</td>
<td>New Single-Family Housing Construction (except For-Sale Builders)</td>
</tr>
</tbody>
</table>

Source: Experian Automotive as of March 31, 2016 (U.S. light duty vehicles only)
Vehicles in Operation

What’s on the road today?

Medium and heavy duty vehicles
What’s on the road today? VIO by model year
Medium and heavy duty vehicles

Vehicles in operation
Q1 2016
6.9 million

30% of VIO MY2010+
67.1% of VIO MY2001+
83.3% of VIO MY1996+

Source: Experian Automotive as of March 31, 2016 (U.S. light duty vehicles only)
VIO by GVW class & engine manufacturer share
Medium and heavy duty vehicles

Source: Experian Automotive as of March 31, 2016 (U.S. light duty vehicles only)
Top VIO Market share of Vocation – High level Medium and heavy duty vehicles

Source: Experian Automotive as of March 31, 2016 (U.S. light duty vehicles only)
U.S. Market Overview

What products are selling?
Who’s buying?
Where is it happening?
Growth continues: New vehicle registrations are up 7.5% in the first quarter of 2016

New passenger car / light truck registrations through March 2016

<table>
<thead>
<tr>
<th>Year</th>
<th>New Registration Volume (Millions)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2006 Q1</td>
<td>3.9</td>
</tr>
<tr>
<td>2007 Q1</td>
<td>3.8</td>
</tr>
<tr>
<td>2008 Q1</td>
<td>3.7</td>
</tr>
<tr>
<td>2009 Q1</td>
<td>2.3</td>
</tr>
<tr>
<td>2010 Q1</td>
<td>2.7</td>
</tr>
<tr>
<td>2011 Q1</td>
<td>3.2</td>
</tr>
<tr>
<td>2012 Q1</td>
<td>3.5</td>
</tr>
<tr>
<td>2013 Q1</td>
<td>3.8</td>
</tr>
<tr>
<td>2014 Q1</td>
<td>3.9</td>
</tr>
<tr>
<td>2015 Q1</td>
<td>4.0</td>
</tr>
<tr>
<td>2016 Q1</td>
<td>4.3</td>
</tr>
</tbody>
</table>
Growth in fleet based sales categories is outpacing retail

Q1 '15 vs. Q1 '16

- Retail: 3.5%
- Rental/Lease: 10.9%
- Other: 22.8%
- Government: 36.9%
- Dealer Manufacturer: 31.0%
- Commercial/Taxi: 15.9%

% Change from Q1 2015

Total new vehicle registrations through March 2016

Growth in fleet based sales categories is outpacing retail.
10 states accounted for nearly 60% of retail registrations in the first quarter of 2016.
An increasing number of states are experiencing declines in new vehicle registration as compared to Q1 2015

New vehicle registrations
Individual buyers
Q1 2015 vs. Q1 2016

Source: Experian Automotive registrations through Q1 2016
New York and Los Angeles lead all markets for new vehicle registrations

Market Share by Nielsen DMA®

<table>
<thead>
<tr>
<th>DMA Area</th>
<th>Market Share</th>
</tr>
</thead>
<tbody>
<tr>
<td>NEW YORK</td>
<td>7.16%</td>
</tr>
<tr>
<td>LOS ANGELES</td>
<td>7.00%</td>
</tr>
<tr>
<td>DALLAS-FT. WORTH</td>
<td>2.84%</td>
</tr>
<tr>
<td>CHICAGO</td>
<td>2.82%</td>
</tr>
<tr>
<td>DETROIT</td>
<td>2.76%</td>
</tr>
<tr>
<td>PHILADELPHIA</td>
<td>2.68%</td>
</tr>
<tr>
<td>HOUSTON</td>
<td>2.50%</td>
</tr>
<tr>
<td>SAN FRANCISCO-OAK-SAN JOSE</td>
<td>2.41%</td>
</tr>
<tr>
<td>MIAMI-FT. LAUDERDALE</td>
<td>2.35%</td>
</tr>
<tr>
<td>BOSTON (MANCHESTER)</td>
<td>2.34%</td>
</tr>
<tr>
<td>WASHINGTON, DC (HAGRSTWN)</td>
<td>2.15%</td>
</tr>
<tr>
<td>ATLANTA</td>
<td>1.90%</td>
</tr>
<tr>
<td>TAMPA-ST. PETE (SARASOTA)</td>
<td>1.80%</td>
</tr>
<tr>
<td>PHOENIX (PRESCOTT)</td>
<td>1.74%</td>
</tr>
<tr>
<td>ORLANDO-DAYTONA BCH-MELBRN</td>
<td>1.53%</td>
</tr>
</tbody>
</table>

Source: Experian Automotive registrations through Q1 2016

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Led by Entry CUV, 10 vehicle segments accounted for approximately 80% of new individual registrations in Q1 2016.

Top 15 Vehicle Segments

<table>
<thead>
<tr>
<th>Segment</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>CUV - Entry Level</td>
<td>15.09%</td>
</tr>
<tr>
<td>Pickup - Full Sized</td>
<td>11.35%</td>
</tr>
<tr>
<td>Small Car - Economy</td>
<td>9.86%</td>
</tr>
<tr>
<td>Mid Range Car - Standard</td>
<td>9.48%</td>
</tr>
<tr>
<td>Mid Range Car - Lower</td>
<td>8.48%</td>
</tr>
<tr>
<td>CUV - Mid Range</td>
<td>6.44%</td>
</tr>
<tr>
<td>SUV - Lower Mid Range</td>
<td>5.56%</td>
</tr>
<tr>
<td>CUV - Premium</td>
<td>5.50%</td>
</tr>
<tr>
<td>Upscale - Near Luxury</td>
<td>3.31%</td>
</tr>
<tr>
<td>SUV - Entry Level</td>
<td>2.88%</td>
</tr>
<tr>
<td>Van - Mini</td>
<td>2.76%</td>
</tr>
<tr>
<td>Sport Car - Touring</td>
<td>2.45%</td>
</tr>
<tr>
<td>Pickup - Small</td>
<td>2.40%</td>
</tr>
<tr>
<td>Mid Range Car - Premium</td>
<td>2.33%</td>
</tr>
<tr>
<td>Small Car - Budget</td>
<td>2.15%</td>
</tr>
</tbody>
</table>
CUVs and SUV led in year over year growth, while luxury, premium and hybrid segments declined from compared to Q1 2015

Individual new vehicle registrations through March 2016
Minimum 5,000 registrations

Q1 2016 % Change from Q1 2015

- CUV - Premium: 24.7%
- CUV - Entry Level: 15.6%
- SUV - Large: 10.3%
- Van - Full Sized: 9.8%
- SUV - Lower Mid Range: 7.5%
- Upscale - Ultra: -10.9%
- Upscale - Near Luxury: -11.4%
- Sport Car - Premium: -11.4%
- Alt Power - Hybrid Car: -11.5%
- Upscale - Luxury: -25.2%
General Motors outsold Toyota by 25k units to lead Q1 2016 market share

Top 15 Manufacturers (Q1 2016)

- GM: 16.44%
- Toyota: 15.63%
- Ford: 12.19%
- FCA US LLC: 11.91%
- Honda: 11.27%
- Nissan: 8.77%
- Subaru: 4.06%
- Kia: 3.95%
- Hyundai: 3.90%
- VW: 3.15%
- BMW: 2.40%
- Daimler: 2.04%
- Mazda: 1.90%
- Mitsubishi: 0.71%
- Tata: 0.65%

Individual new vehicle registrations through March 2016.
Toyota outsold Ford by over 38k units to lead Q1 2016 brand market share

Top 15 Makes (Q1 2016)

- Toyota: 12.74%
- Ford: 11.54%
- Chevrolet: 10.99%
- Honda: 10.15%
- Nissan: 7.90%
- Jeep: 5.34%
- Subaru: 4.06%
- Kia: 3.95%
- Hyundai: 3.90%
- GMC: 3.17%
- Ram: 2.66%
- Dodge: 2.45%
- Lexus: 2.34%
- BMW: 2.07%
- Mercedes-Benz: 2.00%

Individual new vehicle registrations through March 2016
9 of the top 15 models are produced by Asian based manufacturers.

Top 15 Models

<table>
<thead>
<tr>
<th>Model</th>
<th>Share of New Individual Registrations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ford F150</td>
<td>2.86%</td>
</tr>
<tr>
<td>Honda Civic</td>
<td>2.74%</td>
</tr>
<tr>
<td>Chevrolet Silverado 1500</td>
<td>2.60%</td>
</tr>
<tr>
<td>Honda Accord</td>
<td>2.47%</td>
</tr>
<tr>
<td>Honda CR-V</td>
<td>2.19%</td>
</tr>
<tr>
<td>Toyota Corolla</td>
<td>2.17%</td>
</tr>
<tr>
<td>Toyota RAV4</td>
<td>2.17%</td>
</tr>
<tr>
<td>Toyota Camry</td>
<td>2.17%</td>
</tr>
<tr>
<td>Ford Escape</td>
<td>1.83%</td>
</tr>
<tr>
<td>Ram 1500</td>
<td>1.83%</td>
</tr>
<tr>
<td>Nissan Rogue</td>
<td>1.68%</td>
</tr>
<tr>
<td>Nissan Altima</td>
<td>1.63%</td>
</tr>
<tr>
<td>Nissan Sentra</td>
<td>1.49%</td>
</tr>
<tr>
<td>Ford Fusion</td>
<td>1.48%</td>
</tr>
<tr>
<td>Chevrolet Malibu</td>
<td>1.36%</td>
</tr>
</tbody>
</table>

Individual new vehicle registrations through March 2016

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Loyalty, Conquest & Defection
### Overview of Loyalty Methodologies

<table>
<thead>
<tr>
<th>Household</th>
<th>Disposal</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Consistent view of activity across all buyers</td>
<td>- Requires an owned vehicle to be registered to another owner</td>
</tr>
<tr>
<td></td>
<td>- Creates additional lag in reporting</td>
</tr>
<tr>
<td>- Captures additions to household fleets</td>
<td>- Registration must occur within 90 days of new vehicle purchase</td>
</tr>
<tr>
<td>- Looks for loyalty first and foremost</td>
<td>- Some off lease used vehicles missed due to turn time</td>
</tr>
<tr>
<td>- Census coverage, findings applicable to dealers of all sizes</td>
<td></td>
</tr>
<tr>
<td>- Most timely loyalty metric available</td>
<td>- Does not capture additions to household fleet</td>
</tr>
<tr>
<td></td>
<td>- Smaller population, finding not applicable to small dealers</td>
</tr>
</tbody>
</table>
Household Loyalty Rates Continue Climbing

Household Loyalty Trends

- Manufacturer
- Make
- Model
- Lender

Household Methodology
New to New
Through January 2016

Loyalty Rate vs. Time Period

- 2010 Q1 to 2016 Q1
- 2010 Q2 to 2016 Q1
- 2010 Q3 to 2016 Q1
- 2010 Q4 to 2016 Q1

Loyalty Rates:
- Manufacturer: 69.6%
- Make: 62.4%
- Model: 29.7%
- Lender: 24.3%
New buyers are the most loyal to their brands, followed by Certified Used and Non-Certified Used.
Ford led all manufacturers with 70.3% returning households remaining loyal to the manufacturer.

Manufacturer Loyalty Rates

- Ford: 70.3%
- GM: 69.6%
- Tesla: 69.0%
- Subaru: 68.5%
- Toyota: 67.9%
- FCA US LLC: 67.1%
- Daimler: 65.4%
- Kia: 63.5%
- Honda: 63.3%
- Nissan: 62.2%
- Hyundai: 61.2%
- BMW: 58.9%
- VW: 56.3%
- Porsche: 56.1%
- Tata: 53.7%

Minimum 1,000 RTM

Household Methodology
New to New
February 2015 – January 2016
Ford led all brands with 69.4% of returning owners buying another Ford vehicle.
Model Loyalty Rates (Top 15)

- Tesla Model S: 48.3%
- Land Rover Range Rover: 46.8%
- Lincoln MKZ: 46.8%
- Ram 1500: 46.8%
- Ford F150: 43.9%
- Cadillac Escalade ESV: 42.7%
- Kia Soul: 42.2%
- Cadillac SRX: 42.0%
- Subaru Outback: 42.0%
- Lexus RX350: 42.0%
- Subaru Forester: 41.7%
- Chevrolet Silverado 1500: 41.2%
- Mercedes-Benz C Class: 40.5%
- Mercedes-Benz S Class: 40.3%
- Hyundai Genesis: 40.2%

Tesla Model S leads all models with 69.1% model loyalty rate.

Household Methodology
New to New
February 2015 – January 2016

Minimum 2,000 RTM
Conquest / Defection Metrics

- When loyalty does not exist a conquest / defection relationship is present

- Conquest is assessed against the purchased vehicle / vehicle attribute

- Defection is assessed against the owned vehicle / vehicle attribute

- Conquest / defection ratio is the number of conquests divided by the number of defections

- Conquest / defection net is the number of conquests less the number of defections
For every customer lost, Subaru gains nearly four new customers from other brands.

Manufacturer Conquest / Defection Ratio

For every customer lost, Subaru gains nearly four new customers from other brands.

Household Methodology
New to New
February 2015 – January 2016

Minimum 5,000 RTM

<table>
<thead>
<tr>
<th>Manufacturer</th>
<th>Conquest / Defection Ratio</th>
</tr>
</thead>
<tbody>
<tr>
<td>Subaru</td>
<td>3.72</td>
</tr>
<tr>
<td>Porsche</td>
<td>1.90</td>
</tr>
<tr>
<td>Tata</td>
<td>1.82</td>
</tr>
<tr>
<td>Kia</td>
<td>1.79</td>
</tr>
<tr>
<td>Daimler</td>
<td>1.55</td>
</tr>
<tr>
<td>Mazda</td>
<td>1.51</td>
</tr>
<tr>
<td>BMW</td>
<td>1.40</td>
</tr>
<tr>
<td>VW</td>
<td>1.27</td>
</tr>
<tr>
<td>FCA US LLC</td>
<td>1.17</td>
</tr>
<tr>
<td>Hyundai</td>
<td>1.17</td>
</tr>
<tr>
<td>Nissan</td>
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<tr>
<td>Honda</td>
<td>0.83</td>
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<tr>
<td>Volvo</td>
<td>0.82</td>
</tr>
<tr>
<td>Toyota</td>
<td>0.78</td>
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<tr>
<td>Ford</td>
<td>0.76</td>
</tr>
<tr>
<td>Mitsubishi</td>
<td>0.72</td>
</tr>
<tr>
<td>GM</td>
<td>0.58</td>
</tr>
</tbody>
</table>
Small and mid-size brands are gaining owners while the larger, more established brands struggle to maintain their owner base.

Make Conquest / Defection Ratio

- Subaru: 3.72
- Jeep: 1.82
- Kia: 1.79
- Mercedes-Benz: 1.57
- Mazda: 1.51
- BMW: 1.42
- Lexus: 1.27
- Hyundai: 1.17
- GMC: 1.16
- Nissan: 1.03
- Volkswagen: 0.94
- Honda: 0.82
- Ford: 0.78
- Toyota: 0.73
- Chrysler: 0.66
- Chevrolet: 0.61
- Dodge: 0.40

Household Methodology
New to New
February 2015 – January 2016
Minimum 5,000 RTM
Top brands based on RTM
Small and mid-size utility vehicles are gaining owners while trucks and sedan lose

Model Conquest / Defection Ratio

- Toyota RAV4: 1.78
- Honda CR-V: 1.50
- Ford Escape: 1.38
- Chevrolet Equinox: 1.34
- Ford Fusion: 1.25
- Toyota Highlander: 1.15
- Toyota Tacoma: 1.06
- Hyundai Sonata: 0.99
- Chevrolet Silverado 1500: 0.90
- Ford F150: 0.90
- Nissan Altima: 0.78
- Toyota Corolla: 0.73
- Honda Civic: 0.73
- Honda Accord: 0.71
- Honda Odyssey: 0.67
- Toyota Camry: 0.62
- Ford Focus: 0.60

Minimum 5,000 RTM
Top models based on RTM

Household Methodology
New to New
February 2015 – January 2016
Luxury Vehicle Market Analysis
Import Luxury Loyalty

Make Loyalty Trend

- Audi
- BMW
- Lexus
- Mercedes-Benz

Make Loyalty Rate

- Q1 2010: 47%
- Q2 2010: 49%
- Q3 2010: 50%
- Q4 2010: 52%
- Q1 2011: 53%
- Q2 2011: 54%
- Q3 2011: 55%
- Q4 2011: 56%
- Q1 2012: 57%
- Q2 2012: 58%
- Q3 2012: 59%
- Q4 2012: 60%
- Q1 2013: 61%
- Q2 2013: 62%
- Q3 2013: 63%
- Q4 2013: 64%
- Q1 2014: 65%
- Q2 2014: 66%
- Q3 2014: 67%
- Q4 2014: 68%
- Q1 2015: 69%
- Q2 2015: 70%
- Q3 2015: 71%
- Q4 2015: 72%
- Q1 2016: 73%

Q1 2010: 0%
Q2 2010: 10%
Q3 2010: 20%
Q4 2010: 30%
Q1 2011: 40%
Q2 2011: 50%
Q3 2011: 60%
Q4 2011: 70%
Q1 2012: 80%
Q2 2012: 90%
Q3 2012: 100%
Q4 2012: 110%
Q1 2013: 120%
Q2 2013: 130%
Q3 2013: 140%
Q4 2013: 150%
Q1 2014: 160%
Q2 2014: 170%
Q3 2014: 180%
Q4 2014: 190%
Q1 2015: 200%
Q2 2015: 210%
Q3 2015: 220%
Q4 2015: 230%
Q1 2016: 240%

Make Loyalty Trend Graph

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Import Luxury Conquest and Defection Metrics

Household Methodology
New to New
February 2015 – January 2016

Conquest / Defection Net

<table>
<thead>
<tr>
<th></th>
<th>Audi</th>
<th>BMW</th>
<th>Lexus</th>
<th>Mercedes-Benz</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>32,560</td>
<td>25,866</td>
<td>21,851</td>
<td>32,019</td>
</tr>
</tbody>
</table>

Conquest / Defection Ratio

<table>
<thead>
<tr>
<th></th>
<th>Audi</th>
<th>BMW</th>
<th>Lexus</th>
<th>Mercedes-Benz</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2.01</td>
<td>1.42</td>
<td>1.27</td>
<td>1.57</td>
</tr>
</tbody>
</table>
Summary of Today’s Presentation

- Light duty vehicles in operation increased to over 259 million units.
- The aftermarket Sweet Spot will continue to decline for another year, when an increase will be met with change in vehicle segments.
- Ford dominates the commercial light duty vehicle market.
- Rental and Leasing is the top vocation in the United States.
- Q1 new vehicle registrations are up for the 7th consecutive year and up 7.5% over 2015.
- Entry level CUV segment was up 15.6% over 2015 to capture 15.09% of the market.
- General Motors outsold Toyota by 25k units to lead Q1 2016 market share among individual buyers.
- Ford led all manufacturers with a loyalty rate of 70.3%.
- Subaru led all brands and manufacturers with a conquest to defection ratio of 3.72.
Today’s presentation

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