

# 2016 Automotive Industry Sales Report

## Vehicle Market Data

**F&I Tools key points:** General Motors crushed the competition in Quarter 4 and was one of only manufacturers to post gains in every quarter of 2016. Subaru and Mercedes also held strong quarter over quarter in their market segments. Volkswagen showed steady gains as the brand positioned itself to rebound from the diesel engine buybacks. The rankings remained the same throughout the year with the exception of Honda moving up a spot over Nissan.



### United States Vehicle Sales by Quarter 2016 Major Automotive Brands

#### LIGHT-DUTY CAR SALES DATA

Quarter 1 (January - March) Quarter 2 (April - June)

Quarter 3 (July - September) Quarter 4 (October - December)

Data listed alphabetically by manufacturer. Data reflects quantity of new car sales.

<b>2016 Top 6</b>	<b>US Rank</b>	<b>Q1</b>	<b>Q2</b>	<b>Q3</b>	<b>Q4</b>	<b>2016 Sum</b>
Chrysler Jeep Group	4	551,203	601,156	570,366	529,955	2,252,680
Ford Motor Company	2	641,569	703,583	632,123	621,918	2,599,193
General Motors	1	683,698	755,217	773,482	830,378	3,042,775
Honda	5	357,703	434,652	436,025	409,562	1,637,942
Nissan	6	400,204	397,910	384,910	381,399	1,564,423
Toyota	3	569,079	628,721	624,618	627,169	2,449,587
<b>Other Leaders</b>						
BMW	12	81,542	97,128	90,464	96,160	365,294
Hyundai	7	173,330	200,730	213,628	183,077	770,760
Jaguar Land Rover	14	25,802	21,837	27,101	30,364	105,104
Kia	8	146,321	182,006	163,437	155,834	647,598
Mazda	13	64,643	80,711	78,913	73,506	297,773
Mercedes-Benz	11	84,309	96,823	97,272	102,348	380,752
Mitsubishi	15	25,212	26,722	22,417	21,916	96,267
Porsche	17	12,238	14,470	13,538	14,034	54,280
Subaru	9	132,397	147,061	167,429	168,245	615,132
Volkswagen Audi	10	111,274	134,674	137,499	164,854	548,301
Volvo	16	16,361	20,159	21,881	24,192	82,593
<b>Top 6 Total</b>		3,203,456	3,521,239	3,421,524	3,400,381	13,546,600
<b>Other Total</b>		873,429	1,022,321	1,033,579	1,034,530	3,963,859
<b>2016 Grand Total</b>		4,076,885	4,543,560	4,455,103	4,434,911	17,510,459

### Global Automotive Industry Data

3 Year World Automotive Market Data in Millions of Vehicles

<b>Region</b>	<b>2014</b>	<b>2015</b>	<b>2016</b>	<b>2014 - 2016</b>
China	18.37	20.01	23.57	61.95
EU	12.11	13.20	13.97	39.28
US	16.40	17.70	17.50	51.30
<b>Top 3 Total</b>	46.88	50.61	55.04	152.53 million