

PRESS RELEASE

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Troy, MI, USA

US VEHICLE SALES FELL BY 1.9% IN THE FIRST QUARTER OF 2017 FOLLOWING DECLINES IN TRADITIONAL SEGMENTS

- **SUVs, Pickups increase their share of total market while cars continue to slide**
- **Ford's F-Series trucks maintain their top selling position; Toyota Camry is best-selling car**
- **Volkswagen beginning to recover from effects of diesel crisis**

Vehicle sales for the first quarter of 2017 fell 1.9% over the same period in 2016. Analysts had predicted a small increase for March sales but saw a decline despite reported high incentives spending. SUVs and Pickup Trucks continue to gain market share, with Honda's 4.3% increase in share driven by sales from the CR-V and returning Ridgeline, which as re-entered the market after a two model year hiatus.

Once again, the top three best selling vehicles in the United States are the Ford F-Series, Chevrolet Siverado, and Ram Pickup. Ford's F-Series line of trucks continues as the best-selling vehicle overall, selling 205,281 units in the first quarter of 2017, up from 186,121 units during the same time period in 2016.

Gaining ground on the top three is the forth best-selling vehicle and the best-selling SUV, Nissan Rogue, selling 100,000 units in the quarter in sales for the first time. Toyota Camry remained the best selling car, despite declining sales (83,459 units vs. 96,244 units), followed closely by the Honda Civic and Toyota Corolla (81,654 and 76,086 units respectively).

After years of declining sales, Volkswagen looks they might have turned the tide, increasing their sales by almost 7,000 units when compared to the same time period last year (76,293 vs, 69,316 units). These gains were largely driven by increased Golf family sales, which were up 48.2% for the quarter. VW has posted four consecutive monthly sales increases and will be introducing the Atlas full-sized SUV soon which should help it continue to show positive movement.

USA Q1 2017 VOLUME

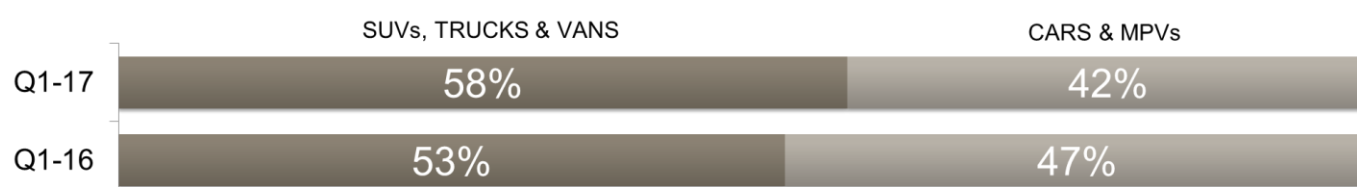
	JAN	FEB	MAR	Q1	VAR. Q1	SAAR
2017	1,142,051	1,333,152	1,556,035	4,031,239	-1.9%	16,596,117
2016	1,164,177	1,347,658	1,596,874	4,108,709		

Continuing the trend of recent years, the market share of SUVs and Trucks continue to rise within the United States. In the first quarter of 2017, SUVs, Trucks, and Vans represented 58%, 5 percentage points more than what was seen in 2016. This increase was mostly due to the ever increasing popularity of smaller SUVs and crossovers like the Nissan Rogue, Honda CR-V, and Toyota RAV4.

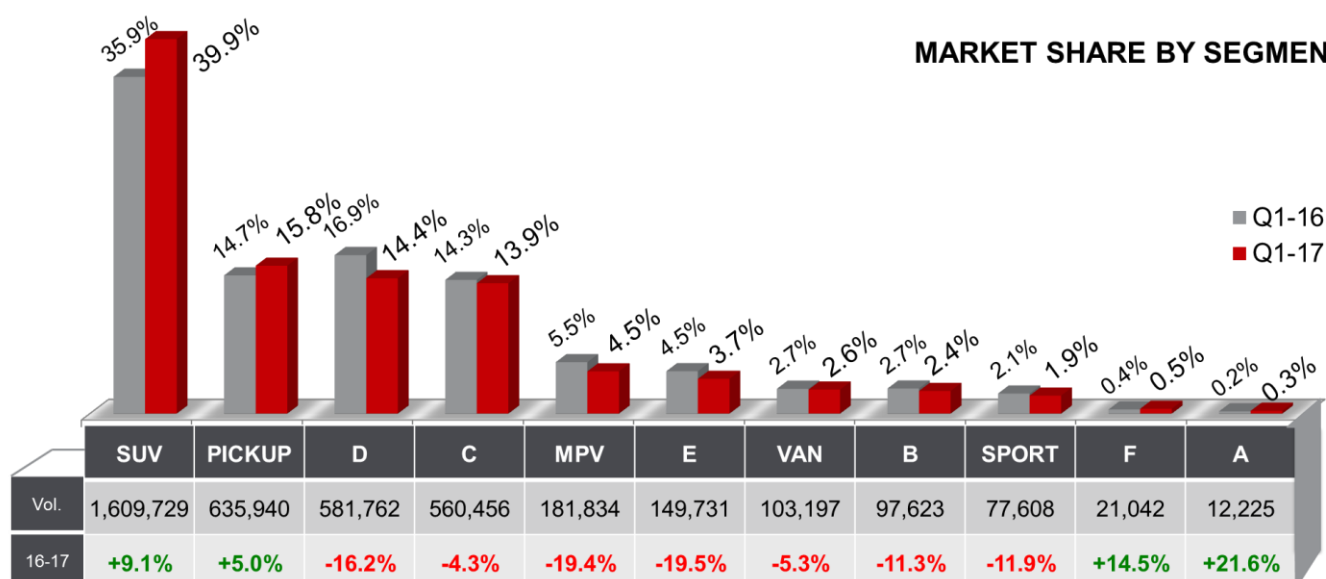
The biggest decline was seen in the D-Segment. The segment decline in sales by 2.5 percentage points, from 16.9% in Q1 2016 to 14.4% in Q1 2017. This decline has been seen throughout the segment, including market leaders like Toyota Camry, Ford Fusion, and Chevrolet Malibu.

While car sales were down overall, the A- and F-Segments (small cars and large luxury cars) actually had increases year-over-year. The Chevy Spark was up almost 40% for the quarter, while the new Lincoln Continental was a major reason for the gain in the F-Segment.

SALES BY VEHICLE TYPE



MARKET SHARE BY SEGMENT



TOP SELLING BRANDS

	Q1-17	Q1-16	Var. Q1 16-17
FORD	586,462	616,682	-4.9%
CHEVROLET	471,723	472,730	-0.2%
TOYOTA	470,262	476,616	-1.3%
NISSAN	373,331	367,544	+1.6%
HONDA	333,531	319,828	+4.3%
JEEP	188,743	218,167	-13.5%
HYUNDAI	163,633	173,330	-5.6%
SUBARU	144,250	132,397	+9.0%
DODGE	134,063	146,436	-8.4%
GMC	133,611	121,048	+10.4%
RAM	132,579	127,347	+4.1%
KIA	127,728	146,321	-12.7%
MERCEDES	86,574	83,009	+4.3%
VOLKSWAGEN	76,293	69,316	+10.1%
BMW	71,682	70,613	+1.5%
MAZDA	69,071	64,643	+6.8%
LEXUS	61,845	74,221	-16.7%
BUICK	50,205	54,287	-7.5%
CHRYSLER	47,076	71,287	-34.0%
AUDI	45,647	41,960	+8.8%
INFINITI	43,561	32,660	+33.4%
CADILLAC	33,982	35,633	-4.6%
ACURA	31,762	37,875	-16.1%
MITSUBISHI	29,147	25,212	+15.6%
LINCOLN	27,083	24,905	+8.7%
LAND ROVER	19,875	20,805	-4.5%
VOLVO	13,479	16,361	-17.6%
PORSCHE	12,718	12,238	+3.9%
JAGUAR	11,376	4,997	+127.7%
MINI	10,251	10,839	-5.4%
TESLA*	9,187	7,137	+28.7%
FIAT	7,231	8,452	-14.4%
GENESIS	5,155	0	New
MASERATI	3,289	2,250	+46.2%
ALFA ROMEO	1,106	168	+558.3%
SMART	1,061	1,300	-18.4%
FERRARI	772	516	+49.6%
BENTLEY	552	262	+110.7%
SCION	504	18,242	-97.2%
ROLLS-ROYCE*	344	406	-15.3%
ASTON MARTIN*	266	202	+31.7%
LAMBORGHINI	229	253	-9.5%

TOP 10 CAR GROUPS MARKET SHARE

Q1-17

GM	17.10%
Ford	15.22%
Toyota	13.21%
FCA	12.75%
Renault-Nissan	11.06%
Honda	9.06%
Hyundai-Kia	7.36%
Subaru	3.58%
VW Group	3.36%
Daimler	2.17%

TOP 5 MKT SHARES WINNERS & LOSERS

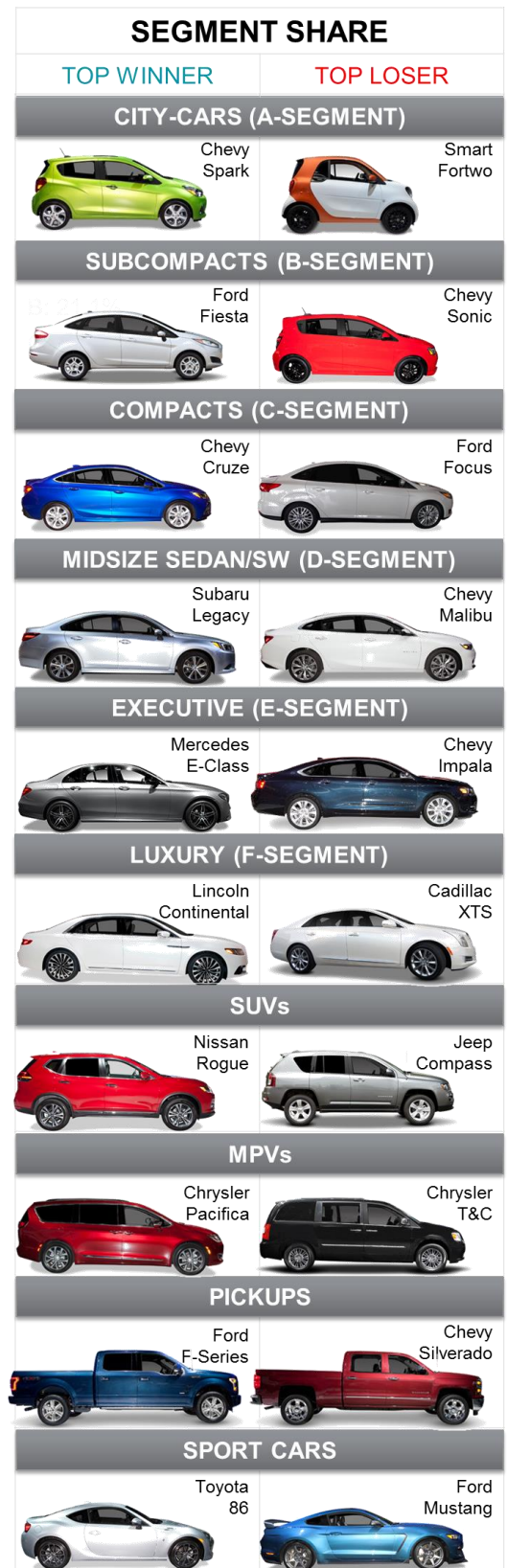
Renault-Nissan	+0.71
GM	+0.46
Subaru	+0.36
Honda	+0.36
VW Group	+0.34
Geely	-0.06
Ford	-0.40
Hyundai-Kia	-0.42
Toyota	-0.64
FCA	-1.22

↑ MARKET SHARE % POINTS CHANGE ↓

Ford maintains its number one market share position despite losing significant share for the quarter. While the F-Series continued to make positive gains, Ford's best selling cars, the Fusion and Focus, were down significantly for the quarter; 32.3% and 26.9% respectively.

TOP SELLING MODELS

	Q1-17	Q1-16	Var. Q1 16-17
F-SERIES	205,281	186,121	+10.3%
SILVERADO	128,467	128,965	-0.4%
RAM PICKUP	119,199	114,525	+4.1%
ROGUE	101,180	62,618	+61.6%
CR-V	94,057	71,188	+32.1%
CAMRY	83,459	96,244	-13.3%
CIVIC	81,654	87,303	-6.5%
RAV4	80,533	76,122	+5.8%
ESCAPE	76,338	71,594	+6.6%
COROLLA	76,086	84,260	-9.7%
ALTIMA	73,985	85,332	-13.3%
ACCORD	69,815	77,073	-9.4%
EXPLORER	62,770	63,415	-1.0%
EQUINOX	62,709	59,879	+4.7%
GRAND CHEROKEE	56,600	49,471	+14.4%
LEGACY/OUTBACK	55,275	51,749	+6.8%
CRUZE	53,923	37,241	+44.8%
SENTRA	51,414	62,944	-18.3%
FUSION	50,786	74,994	-32.3%
SIERRA	49,810	51,131	-2.6%
ELANTRA	47,750	33,759	+41.4%
HIGHLANDER	46,642	38,673	+20.6%
IMPREZA/WRX/STI/XV	46,512	41,010	+13.4%
TACOMA	43,493	44,576	-2.4%
FORESTER	41,476	38,427	+7.9%
WRANGLER	41,311	42,046	-1.7%
CHEROKEE	40,755	51,306	-20.6%
GRAND CARAVAN	40,054	37,858	+5.8%
SONATA	37,869	61,457	-38.4%
FOCUS	36,705	50,215	-26.9%
MALIBU	35,005	58,222	-39.9%
JOURNEY	34,400	27,947	+23.1%
EDGE	31,947	35,993	-11.2%
4RUNNER	31,656	25,571	+23.8%
TRANSIT	30,283	36,022	-15.9%
TRAVERSE	29,352	26,919	+9.0%
ACADIA	29,112	18,571	+56.8%
SANTA FE	28,102	17,217	+63.2%
OPTIMA	26,945	29,768	-9.5%
PATHFINDER	26,720	22,408	+19.2%
SIENNA	26,020	34,529	-24.6%
RENEGADE	25,345	22,114	+14.6%
PILOT	25,224	28,726	-12.2%
VERSA	25,093	25,001	+0.4%
FORTE	25,062	23,922	+4.8%
PACIFICA	25,052	110	New
JETTA	24,563	28,024	-12.4%
CX-5	24,374	23,607	+3.2%
SOUL	23,920	33,076	-27.7%
TUNDRA	23,220	25,535	-9.1%



Jeep's all new-Compass is scheduled to be released in the next couple of months; there are few left of the old model in inventory.

-Ends-

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More insights:



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