

PRESS RELEASE

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Troy, MI, USA

US VEHICLE SALES FELL BY 2.1% IN THE FIRST HALF OF 2017; RESURGENT VW GAINED MARKETSHARE

- **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 closely followed by Honda Civic**
- **Volkswagen beginning to recover from effects of diesel crisis**

Vehicle sales for the first half of 2017 fell 2.1% over the same period in 2016. SUVs and Pickup Trucks continue to gain market share, particularly smaller crossover SUVs such as Honda's CR-V and Nissan's Rogue. Toyota's RAV4 was its best selling vehicle in the first half, outselling the perennial leader Camry.

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 429,860 units in the first half of 2017, up from 395,244 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 nearly 200,000 units in the first half. Toyota Camry remained the best selling car, despite declining sales (176,897 units vs. 199,760 units), followed closely by the Honda Civic and Toyota Corolla (175,763 and 165,596 units respectively).

Volkswagen continues to improve its position in the US market, increasing their sales by almost 12,000 units when compared to the same time period last year (161,241 vs. 149,015 units). These gains were largely driven by increased Golf family sales, and the introduction of the full-size Atlas SUV, which gives VW an entry into a popular segment. Over 4,000 Atlas units were sold in its first two months on the market.

USA Q2 & H1 2017 VOLUME

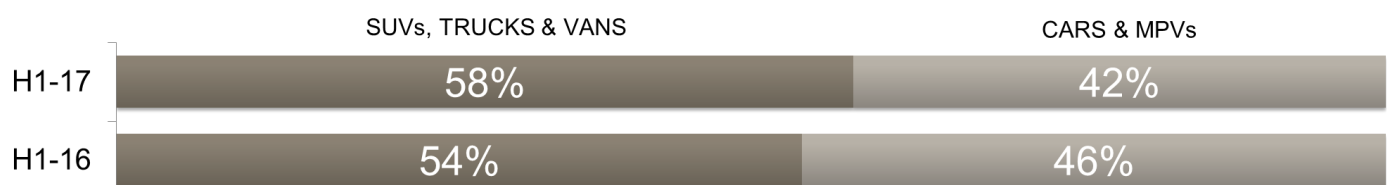
	APR	MAY	JUN	Q2	VAR. Q2	H1	VAR. H1	SAAR
2017	1,422,361	1,515,224	1,474,545	4,412,130	-2.8%	8,451,196	-2.1%	16,903,960
2016	1,496,748	1,526,039	1,514,762	4,537,549		8,632,334		

Continuing the trend of recent years, the market share of SUVs and Trucks continue to rise within the United States. In the first half of 2017, SUVs, Trucks, and Vans represented 58%, 4 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.

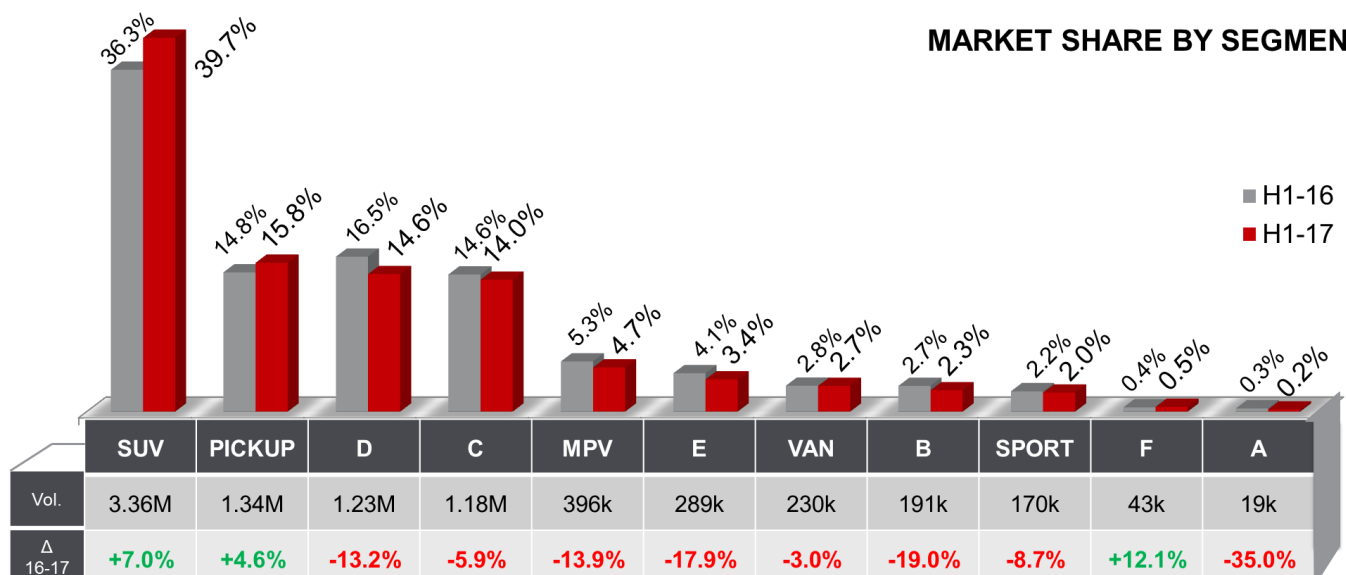
The biggest decline was seen in the D-Segment. The segment's share declined by 1.9 percentage points, from 16.5% in H1 2016 to 14.6% in H1 2017. This decline has been seen throughout the segment, including market leaders like Toyota Camry, Ford Fusion, and Chevrolet Malibu.

The F-Segment (large luxury cars) was the only car segment to post a year-over-year increase, largely because of Lincoln's new Continental. The A-Segment (city cars) dropped dramatically, off 35% for H1.

SALES BY VEHICLE TYPE



MARKET SHARE BY SEGMENT



TOP SELLING BRANDS

	H1-17	H1-16	Var. H1 16-17
FORD	1,238,060	1,291,873	-4.2%
TOYOTA	1,020,551	1,008,516	+1.2%
CHEVROLET	968,878	1,006,890	-3.8%
NISSAN	740,545	733,136	+1.0%
HONDA	718,015	713,361	+0.7%
JEEP	406,291	467,169	-13.0%
HYUNDAI	336,437	374,060	-10.1%
SUBARU	304,810	279,458	+9.1%
KIA	295,736	328,327	-9.9%
RAM	279,595	255,505	+9.4%
GMC	263,175	254,587	+3.4%
DODGE	260,980	267,676	-2.5%
MERCEDES	177,760	178,539	-0.4%
VOLKSWAGEN	161,241	149,015	+8.2%
BMW	149,086	153,436	-2.8%
MAZDA	141,624	145,404	-2.6%
LEXUS	133,757	151,564	-11.7%
BUICK	110,316	104,207	+5.9%
AUDI	102,971	96,934	+6.2%
CHRYSLER	102,095	131,361	-22.3%
INFINITI	79,143	64,978	+21.8%
ACURA	73,871	78,994	-6.5%
CADILLAC	72,073	73,231	-1.6%
LINCOLN	56,337	53,297	+5.7%
MITSUBISHI	54,576	51,934	+5.1%
LAND ROVER	35,839	36,648	-2.2%
VOLVO	34,105	36,519	-6.6%
PORSCHE	27,568	26,708	+3.2%
MINI	22,202	25,144	-11.7%
JAGUAR	20,665	10,991	+88.0%
TESLA*	20,215	16,424	+23.1%
FIAT	14,682	16,927	-13.3%
GENESIS	9,919	0	New
MASERATI	7,052	5,202	+35.6%
ALFA ROMEO	3,719	297	+1152.2%
SMART	1,983	2,593	-23.5%
FERRARI	1,488	1,172	+27.0%
BENTLEY	1,148	628	+82.8%
SCION	853	37,720	-97.7%
ROLLS-ROYCE*	689	556	+23.9%
LAMBORGHINI	506	559	-9.5%
ASTON MARTIN*	432	371	+16.4%

TOP 10 CAR GROUPS MARKET SHARE

	H1-17
GM	16.74%
Ford	15.32%
Toyota	13.67%
FCA	12.71%
Renault-Nissan	10.34%
Honda	9.37%
Hyundai-Kia	7.60%
Subaru	3.61%
VW Group	3.47%
Daimler	2.13%

TOP 5 MKT SHARES WINNERS & LOSERS

Renault-Nissan	+0.50
Subaru	+0.37
VW Group	+0.30
Honda	+0.19
Tata Group	+0.12
BMW Group	-0.04
Toyota	-0.21
Ford	-0.27
Hyundai-Kia	-0.54
FCA	-0.54

↑ MARKET SHARE % POINTS CHANGE ↓

GM was the market share leader in the first half, despite both their full-size pickups reporting sales declines. Ford maintained its position as best-selling brand, however, with the F-Series continuing its success driven by the redesigned heavy duty models.

*Forecast by LMC Automotive

TOP SELLING MODELS

	H1-17	H1-16	Var. H1 16-17
F-SERIES	429,860	395,244	+8.8%
SILVERADO	262,940	273,652	-3.9%
RAM PICKUP	250,443	230,257	+8.8%
ROGUE	192,252	140,738	+36.6%
CR-V	187,256	159,075	+17.7%
RAV4	184,766	165,900	+11.4%
CAMRY	176,897	199,760	-11.4%
CIVIC	175,763	189,840	-7.4%
COROLLA	165,596	182,193	-9.1%
ACCORD	160,091	169,354	-5.5%
ESCAPE	156,956	155,378	+1.0%
ALTIMA	146,284	172,695	-15.3%
EXPLORER	135,551	129,107	+5.0%
EQUINOX	133,454	121,320	+10.0%
GRAND CHEROKEE	116,379	100,441	+15.9%
SENTRA	112,574	123,014	-8.5%
LEGACY/OUTBACK	111,817	107,743	+3.8%
FUSION	107,225	146,833	-27.0%
CRUZE	105,188	86,731	+21.3%
IMPREZA/WRX/STI/XV	102,739	89,053	+15.4%
HIGHLANDER	99,975	81,929	+22.0%
SIERRA	99,153	106,466	-6.9%
WRANGLER	98,922	100,380	-1.5%
TACOMA	94,596	95,035	-0.5%
ELANTRA	92,459	86,188	+7.3%
FORESTER	87,957	80,255	+9.6%
MALIBU	83,899	120,325	-30.3%
FOCUS	82,721	103,144	-19.8%
CHEROKEE	81,368	100,853	-19.3%
GRAND CARAVAN	79,867	72,502	+10.2%
SONATA	76,315	104,401	-26.9%
EDGE	71,257	71,038	+0.3%
TRANSIT	66,410	78,480	-15.4%
4RUNNER	63,521	54,468	+16.6%
SANTA FE/GRAND	60,012	57,444	+4.5%
OPTIMA	59,717	61,067	-2.2%
PACIFICA	59,598	10,449	+470.4%
FORTE	58,746	52,742	+11.4%
CX-5	57,077	51,611	+10.6%
TRAVERSE	56,958	54,632	+4.3%
JOURNEY	56,877	45,046	+26.3%
SIENNA	56,158	68,225	-17.7%
ACADIA	55,995	38,182	+46.7%
JETTA	55,495	58,280	-4.8%
PILOT	54,355	62,174	-12.6%
TUNDRA	53,652	54,966	-2.4%
SOUL	53,116	70,528	-24.7%
RENEGADE	53,027	52,888	+0.3%
TUCSON	51,707	42,664	+21.2%
COLORADO	50,301	51,227	-1.8%



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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