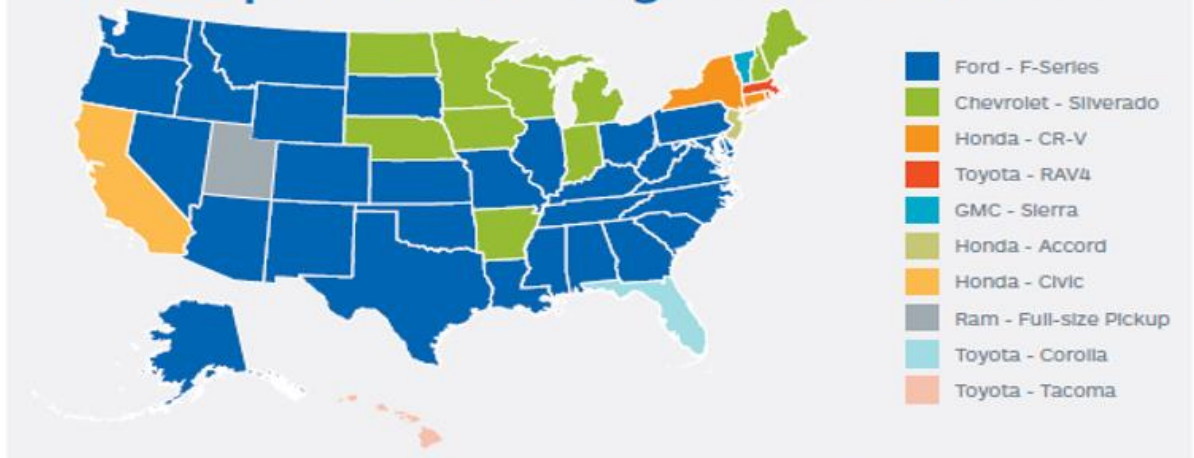


IHS Automotive 2015 U.S. Vehicle Market At-A-Glance

Note: All detail provided within is based on total U.S. new light vehicle registrations in CY 2015 unless otherwise noted.

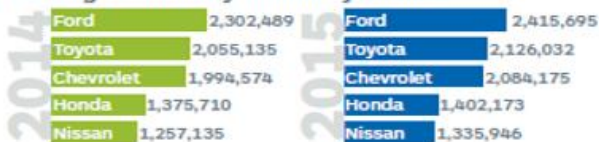
Most Popular Vehicles Registered in Each State



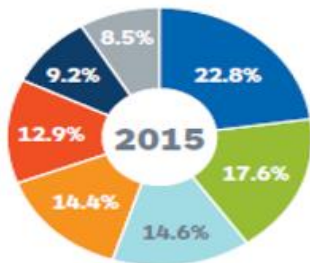
Leading Luxury Brands by Volume



Leading Non-Luxury Brands by Volume



Top OEMs by U.S. Corporate Market Share



Mix of U.S. Industry (Car v. Light Truck)



Average Age of Vehicles on the Road in 2015:

11.5 YEARS

Average Length of Ownership in 2015:

6.5 YEARS
NEW VEHICLES

5.25 YEARS
USED VEHICLES

IHS AUTOMOTIVE
driven by POLK

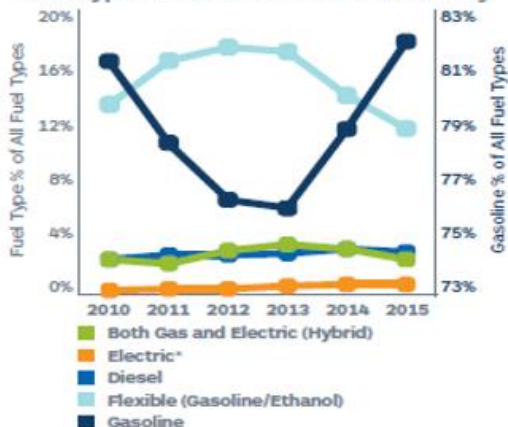


For additional details or interviews on these or other topics, please contact press@ihs.com.

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Consumer Preferences in 2015

Fuel Type Mix Based on Share of Industry



Who's Most Loyal?

Manufacturer Loyalty General Motors	65.2%
Brand Loyalty Ford	63.7%
Model Loyalty Mercedes-Benz S-Class	46.3%
Ethnic Loyalty to Brand African American	53.2%

Loyalty is determined when a household that owns a new vehicle returns to market and purchases or leases another new vehicle of the same make, model or manufacturer. Loyalty rates are based on 2015 model year, Oct. 2015 - Sept. 2015.

Top 5 States

Hybrid % of All Fuel Types	Electric % of All Fuel Types	Diesel % of All Fuel Types
1. California	1. California	1. Wyoming
2. Washington	2. Georgia	2. Idaho
3. Oregon	3. Hawaii	3. Montana
4. Vermont	4. Washington	4. Utah
5. Hawaii	5. Oregon	5. South Dakota

The Gender Gap: Women vs. Men

Share of Industry for Both (of known population)



41%

59%

Most Popular Model for Both



Honda CR-V

Chevrolet Silverado

Ethnic consumers represent **27%** percent of U.S. vehicle market and are growing twice as fast as the industry. Note: Based on personal new light vehicle registrations for the 2015 model year, Oct. 2014 - Sept. 2015.

Leading Models Among Hispanics

1. Toyota Corolla
2. Honda Civic
3. Honda Accord
4. Nissan Altima
5. Toyota Camry

Leading Models Among African Americans

1. Toyota Camry
2. Nissan Altima
3. Honda Accord
4. Toyota Corolla
5. Honda Civic

Leading Models Among Asians

1. Toyota Camry
2. Honda Accord
3. Toyota RAV4
4. Honda CR-V
5. Toyota Corolla

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