

# Nevada Auto Outlook



Covering the Nevada automotive market

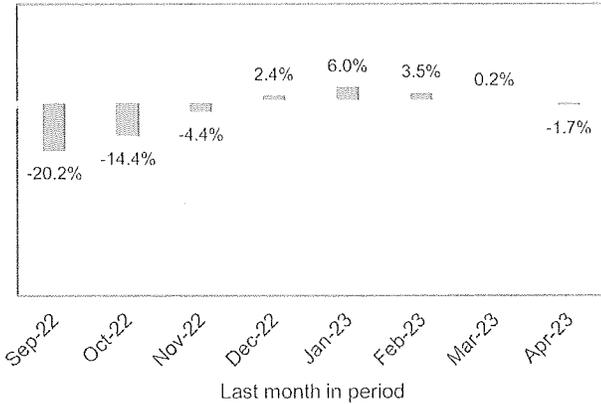
Data thru April 2023

## Nevada New Retail Car and Light Truck Registrations

	Most Recent Two Months			YTD thru April			YTD Market Share		
	3/22 & 4/22	3/23 & 4/23	% change	YTD '22	YTD '23	% change	YTD '22	YTD '23	change
Industry Total	17,809	17,318	-2.8%	35,067	35,140	0.2%			
Cars	4,076	4,091	0.4%	8,221	8,271	0.6%	23.4	23.5	0.1
Light Trucks	13,733	13,227	-3.7%	26,846	26,869	0.1%	76.6	76.5	-0.1

Data sourced from Experian Automotive. April '23 figures partially estimated.

**Percent Change in Three Month Moving Average of New Retail Registrations versus Year Earlier**



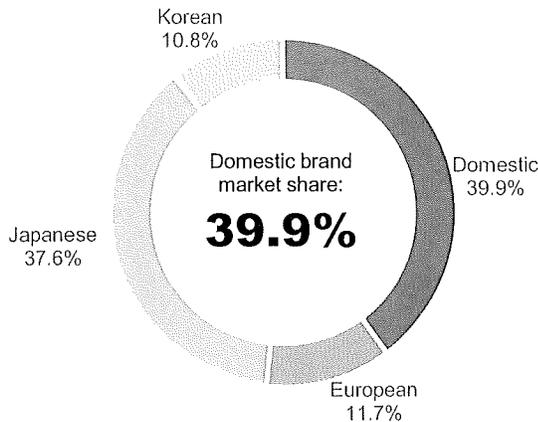
The graph above shows the year-over-year percent change in the three month moving average of new vehicle registrations. Data sourced from Experian Automotive.

**Percent Change in Nevada and U.S. New Retail Light Vehicle Markets YTD '23 thru April vs. Year Earlier**

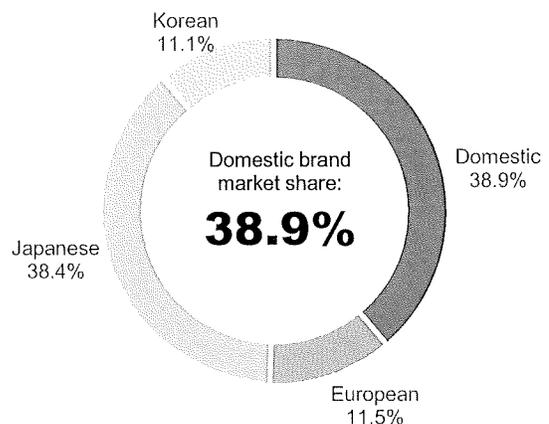


The graph above compares the change in new retail car and light truck registrations in both the state and U.S. markets. Data sourced from Experian Automotive.

**Nevada Market Shares YTD '22 thru Apr.**



**Nevada Market Shares YTD '23 thru Apr.**



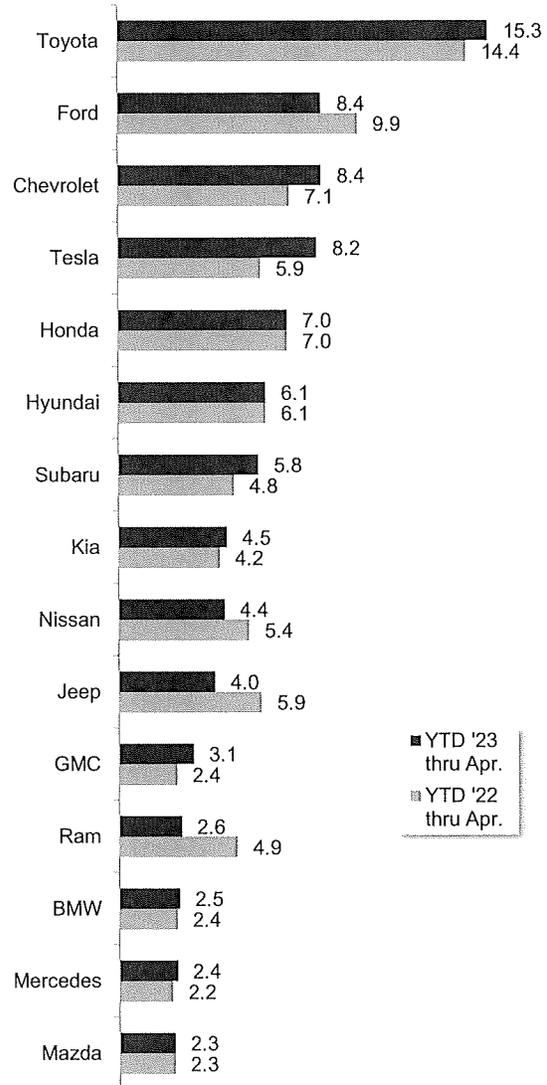
### Data Information

Data presented in Auto Outlook measures new retail vehicle registrations in Nevada. Monthly recording of registrations occurs when vehicle title information is processed, which may differ from date of sale. Title recording can occasionally be subject to processing delays by governmental agencies. For this reason, the year-to-date figures will typically be more reflective of market results.

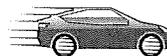
Nevada					
New Retail Light Vehicle Registrations					
	Registrations			Market share	
	YTD '22 thru Apr.	YTD '23 thru Apr.	% change	YTD '22 thru Apr.	YTD '23 thru Apr.
Acura	298	286	-4%	0.8%	0.8%
Alfa Romeo	37	25	-32%	0.1%	0.1%
Audi	577	640	11%	1.6%	1.8%
BMW	840	884	5%	2.4%	2.5%
Buick	135	221	64%	0.4%	0.6%
Cadillac	261	408	56%	0.7%	1.2%
Chevrolet	2,488	2,955	19%	7.1%	8.4%
Chrysler	155	125	-19%	0.4%	0.4%
Dodge	553	421	-24%	1.6%	1.2%
Ford	3,483	2,964	-15%	9.9%	8.4%
Genesis	176	207	18%	0.5%	0.6%
GMC	849	1,101	30%	2.4%	3.1%
Honda	2,457	2,447	0%	7.0%	7.0%
Hyundai	2,152	2,144	0%	6.1%	6.1%
Infiniti	59	58	-2%	0.2%	0.2%
Jaguar	20	27	35%	0.1%	0.1%
Jeep	2,085	1,410	-32%	5.9%	4.0%
Kia	1,460	1,566	7%	4.2%	4.5%
Land Rover	213	259	22%	0.6%	0.7%
Lexus	798	778	-3%	2.3%	2.2%
Lincoln	201	149	-26%	0.6%	0.4%
Maserati	28	20	-29%	0.1%	0.1%
Mazda	813	821	1%	2.3%	2.3%
Mercedes	785	833	6%	2.2%	2.4%
MINI	108	115	6%	0.3%	0.3%
Mitsubishi	142	121	-15%	0.4%	0.3%
Nissan	1,881	1,553	-17%	5.4%	4.4%
Other	75	105	40%	0.2%	0.3%
Polestar	8	5	-38%	0.0%	0.0%
Porsche	197	189	-4%	0.6%	0.5%
Ram	1,707	920	-46%	4.9%	2.6%
Rivian	4	101		0.0%	0.3%
Subaru	1,689	2,046	21%	4.8%	5.8%
Tesla	2,069	2,866	39%	5.9%	8.2%
Toyota	5,060	5,388	6%	14.4%	15.3%
Volkswagen	979	765	-22%	2.8%	2.2%
Volvo	225	217	-4%	0.6%	0.6%



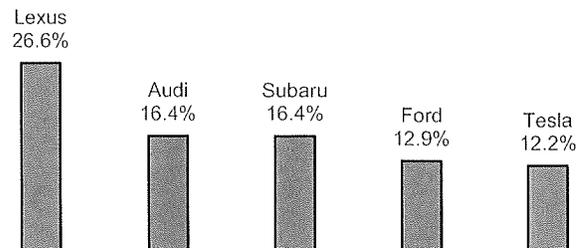
State Market Share for Top 15 Selling Brands YTD '23 thru April vs. Year Earlier



Top ten ranked brands in each percent change category are shaded gray. Data sourced from Experian Automotive.



Brands On the Move  
Largest % increase in registrations during past 3 months (Feb '23 thru Apr '23) vs. preceding 3 months (Nov '22 thru Jan '23) Among top 20 selling brands



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