

Nevada Auto Outlook



Covering the Nevada automotive market

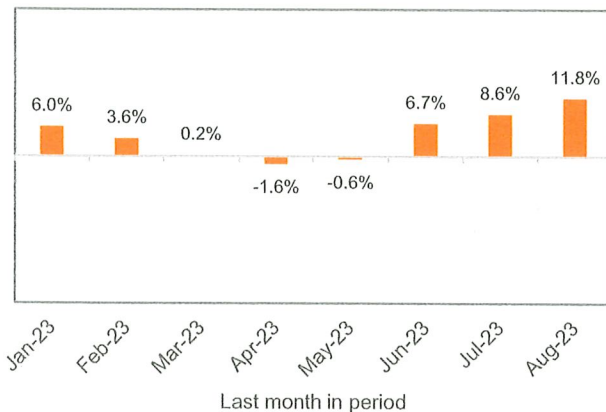
Data thru August 2023

Nevada New Retail Car and Light Truck Registrations

	Most Recent Two Months			YTD thru August			YTD Market Share		
	7/22 & 8/22	7/23 & 8/23	% change	YTD '22	YTD '23	% change	YTD '22	YTD '23	change
	Industry Total	17,807	19,464	9.3%	70,308	73,825	5.0%	76.5	75.9
Cars	4,405	4,857	10.3%	16,491	17,796	7.9%	23.5	24.1	0.6
Light Trucks	13,402	14,607	9.0%	53,817	56,029	4.1%	76.5	75.9	-0.6

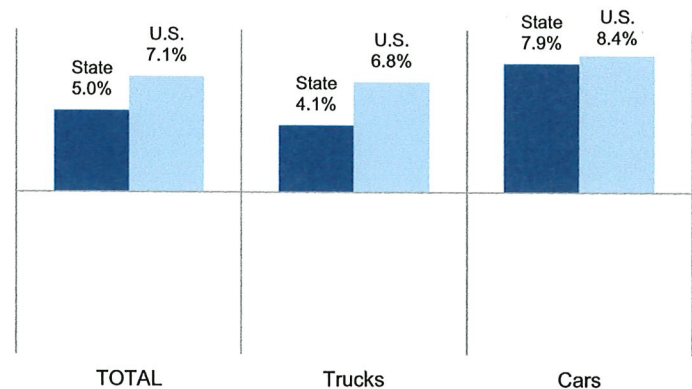
Data sourced from Experian Automotive. Figures for August 2023 are partially estimated.

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



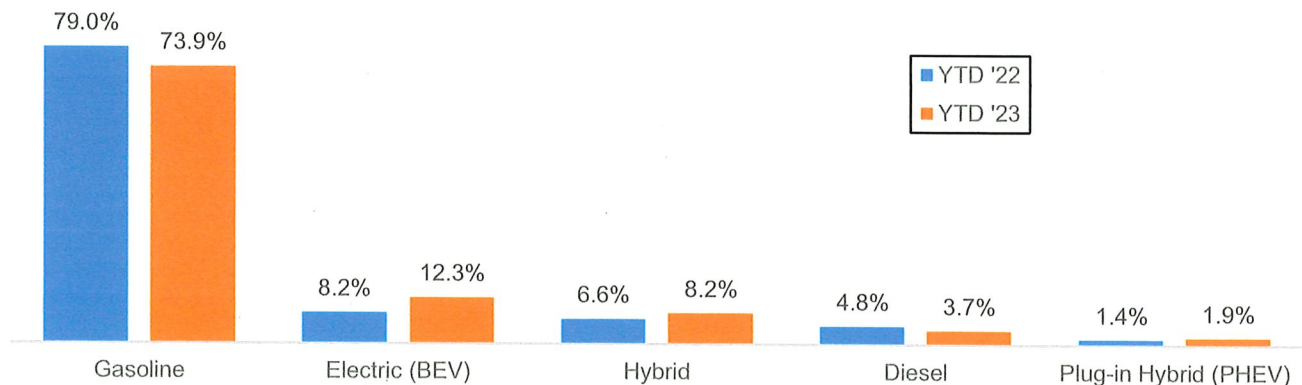
The graph above shows the year-over-year percent change in the three month moving average of new vehicle registrations. Data sourced from Experian Automotive.

Percent Change in Nevada and U.S. New Retail Light Vehicle Markets YTD '23 thru August 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 by Powertrain Type YTD 2022 and YTD 2023, thru August



The graph above shows market share by type of powertrain. Hybrid vehicle market share excludes mild hybrids. Data sourced from Experian Automotive.

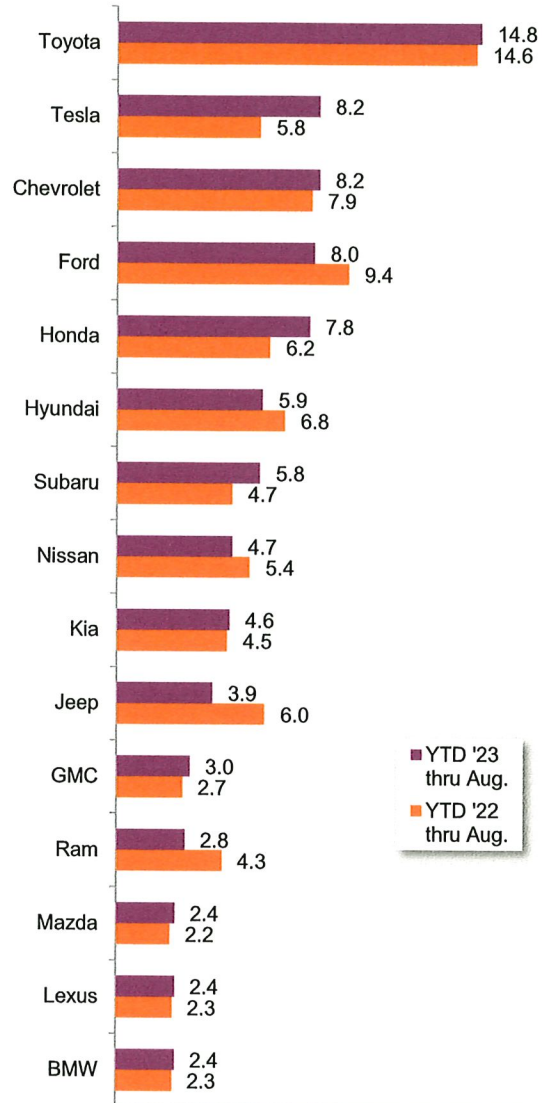
Data Information

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 Aug.	YTD '23 thru Aug.	% change	YTD '22 thru Aug.	YTD '23 thru Aug.	
Acura	607	685	13%	0.9%	0.9%	
Alfa Romeo	78	50	-36%	0.1%	0.1%	
Audi	1,273	1,334	5%	1.8%	1.8%	
BMW	1,584	1,770	12%	2.3%	2.4%	
Buick	307	470	53%	0.4%	0.6%	
Cadillac	649	864	33%	0.9%	1.2%	
Chevrolet	5,528	6,046	9%	7.9%	8.2%	
Chrysler	281	243	-14%	0.4%	0.3%	
Dodge	1,069	982	-8%	1.5%	1.3%	
Ford	6,618	5,910	-11%	9.4%	8.0%	
Genesis	305	406	33%	0.4%	0.5%	
GMC	1,888	2,251	19%	2.7%	3.0%	
Honda	4,391	5,745	31%	6.2%	7.8%	
Hyundai	4,765	4,339	-9%	6.8%	5.9%	
Infiniti	127	143	13%	0.2%	0.2%	
Jaguar	38	48	26%	0.1%	0.1%	
Jeep	4,238	2,902	-32%	6.0%	3.9%	
Kia	3,146	3,425	9%	4.5%	4.6%	
Land Rover	362	479	32%	0.5%	0.6%	
Lexus	1,587	1,766	11%	2.3%	2.4%	
Lincoln	364	324	-11%	0.5%	0.4%	
Maserati	54	51	-6%	0.1%	0.1%	
Mazda	1,547	1,753	13%	2.2%	2.4%	
Mercedes	1,662	1,678	1%	2.4%	2.3%	
MINI	190	228	20%	0.3%	0.3%	
Mitsubishi	300	215	-28%	0.4%	0.3%	
Nissan	3,763	3,467	-8%	5.4%	4.7%	
Other	172	194	13%	0.2%	0.3%	
Polestar	21	11	-48%	0.0%	0.0%	
Porsche	445	408	-8%	0.6%	0.6%	
Ram	3,027	2,053	-32%	4.3%	2.8%	
Rivian	33	263		0.0%	0.4%	
Subaru	3,283	4,277	30%	4.7%	5.8%	
Tesla	4,089	6,064	48%	5.8%	8.2%	
Toyota	10,256	10,919	6%	14.6%	14.8%	
Volkswagen	1,784	1,629	-9%	2.5%	2.2%	
Volvo	477	433	-9%	0.7%	0.6%	



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

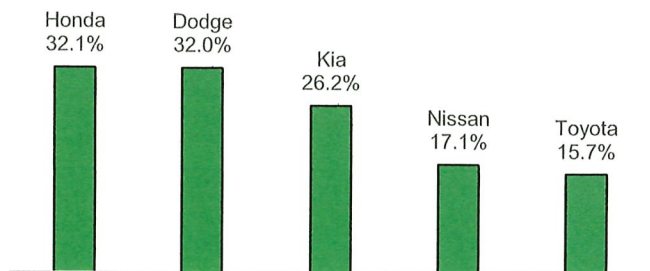


Top ten ranked brands in each percent change category are shaded gray. Data sourced from Experian Automotive.

Brands On the Move



Largest % increase in registrations during past 3 months (Jun '23 thru Aug '23) vs. preceding 3 months (Mar '23 thru May '23) Among top 20 selling brands



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