



Kelley Blue Book
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QUARTERLY LIGHT-VEHICLE SALES REPORT — Q1 2021 —

New-Car Sales

- Summary by Brand, Manufacturer, and Segment
- Historical SAAR Chart
- Detailed Summary by Segment including Model Trends

BRAND SUMMARY

	Q1 Sales			YTD Sales			Market Share	
	2021	2020	YOY	2021	2020	YOY	Q1-2021	YTD
Acura	37,888	28,531	32.8%	37,888	28,531	32.8%	1.0%	1.0%
Alfa Romeo	4,646	3,703	25.5%	4,646	3,703	25.5%	0.1%	0.1%
Audi	54,840	41,367	32.6%	54,840	41,367	32.6%	1.4%	1.4%
BMW	71,433	59,455	20.1%	71,433	59,455	20.1%	1.8%	1.8%
Bentley	659	488	35.0%	659	488	35.0%	0.0%	0.0%
Buick	45,784	33,870	35.2%	45,784	33,870	35.2%	1.2%	1.2%
Cadillac	37,277	30,325	22.9%	37,277	30,325	22.9%	1.0%	1.0%
Chevrolet	425,106	433,519	-1.9%	425,106	433,519	-1.9%	10.9%	10.9%
Chrysler	39,737	30,124	31.9%	39,737	30,124	31.9%	1.0%	1.0%
Dodge	63,988	88,657	-27.8%	63,988	88,657	-27.8%	1.6%	1.6%
Ferrari	617	579	6.6%	617	579	6.6%	0.0%	0.0%
Fiat	815	1,128	-27.7%	815	1,128	-27.7%	0.0%	0.0%
Ford	492,301	489,053	0.7%	492,301	489,053	0.7%	12.6%	12.6%
GMC	131,239	118,718	10.5%	131,239	118,718	10.5%	3.4%	3.4%
Genesis	8,222	3,955	107.9%	8,222	3,955	107.9%	0.2%	0.2%
Honda	309,203	270,253	14.4%	309,203	270,253	14.4%	7.9%	7.9%
Hyundai	167,130	130,875	27.7%	167,130	130,875	27.7%	4.3%	4.3%
Infiniti	19,071	25,558	-25.4%	19,071	25,558	-25.4%	0.5%	0.5%
Jaguar	4,230	5,894	-28.2%	4,230	5,894	-28.2%	0.1%	0.1%
Jeep	197,545	182,670	8.1%	197,545	182,670	8.1%	5.1%	5.1%
Karma	14			14			0.0%	0.0%
Kia	159,550	137,945	15.7%	159,550	137,945	15.7%	4.1%	4.1%
Lamborghini	565	475	18.9%	565	475	18.9%	0.0%	0.0%
Land Rover	23,720	19,535	21.4%	23,720	19,535	21.4%	0.6%	0.6%
Lexus	74,253	56,345	31.8%	74,253	56,345	31.8%	1.9%	1.9%
Lincoln	25,410	25,561	-0.6%	25,410	25,561	-0.6%	0.7%	0.7%
MINI	6,285	5,237	20.0%	6,285	5,237	20.0%	0.2%	0.2%
Maserati	1,663	1,458	14.1%	1,663	1,458	14.1%	0.0%	0.0%
Mazda	83,258	67,670	23.0%	83,258	67,670	23.0%	2.1%	2.1%
Mercedes-Benz	70,236	75,266	-6.7%	70,236	75,266	-6.7%	1.8%	1.8%
Mitsubishi	28,231	35,563	-20.6%	28,231	35,563	-20.6%	0.7%	0.7%
Nissan	266,482	232,048	14.8%	266,482	232,048	14.8%	6.8%	6.8%
Polestar	118			118			0.0%	0.0%
Porsche	17,368	11,994	44.8%	17,368	11,994	44.8%	0.4%	0.4%
Ram	162,920	140,486	16.0%	162,920	140,486	16.0%	4.2%	4.2%
Rolls Royce	303	241	25.7%	303	241	25.7%	0.0%	0.0%
Subaru	160,426	130,591	22.8%	160,426	130,591	22.8%	4.1%	4.1%
Tesla	69,300	56,200	23.3%	69,300	56,200	23.3%	1.8%	1.8%
Toyota	528,813	439,402	20.3%	528,813	439,402	20.3%	13.5%	13.5%
Volkswagen	90,853	75,075	21.0%	90,853	75,075	21.0%	2.3%	2.3%
Volvo	27,239	19,485	39.8%	27,239	19,485	39.8%	0.7%	0.7%
Total	3,908,738	3,509,299	11.4%	3,908,738	3,509,299	11.4%		

MANUFACTURER SUMMARY

	Q1 Sales			YTD Sales			Market Share	
	2021	2020	YOY	2021	2020	YOY	Q1-2021	YTD
American Honda	347,091	298,784	16.2%	347,091	298,784	16.2%	8.9%	8.9%
BMW Group	71,736	59,696	20.2%	71,736	59,696	20.2%	1.8%	1.8%
Daimler	70,236	75,266	-6.7%	70,236	75,266	-6.7%	1.8%	1.8%
Stellantis	472,129	449,354	5.1%	472,129	449,354	5.1%	12.0%	12.0%
Ford Motor Co	517,711	514,614	0.6%	517,711	514,614	0.6%	13.2%	13.2%
GM	639,406	616,432	3.7%	639,406	616,432	3.7%	16.4%	16.4%
Hyundai Kia	334,902	272,775	22.8%	334,902	272,775	22.8%	8.6%	8.6%
Mazda	83,258	67,670	23.0%	83,258	67,670	23.0%	2.1%	2.1%
Mitsubishi	28,231	35,563	-20.6%	28,231	35,563	-20.6%	0.7%	0.7%
Nissan NA	285,553	257,606	10.8%	285,553	257,606	10.8%	7.3%	7.3%
Subaru	160,426	130,591	22.8%	160,426	130,591	22.8%	4.1%	4.1%
Tata	27,950	25,429	9.9%	27,950	25,429	9.9%	0.7%	0.7%
Tesla Motors	69,300	56,200	23.3%	69,300	56,200	23.3%	1.8%	1.8%
Toyota Motor Co	603,066	495,747	21.6%	603,066	495,747	21.6%	15.4%	15.4%
VW	164,285	129,399	27.0%	164,285	129,399	27.0%	4.2%	4.2%
Volvo NA	27,239	19,485	39.8%	27,239	19,485	39.8%	0.7%	0.7%
Total	3,908,738	3,509,299	11.4%	3,908,738	3,509,299	11.4%		

MONTHLY INDUSTRY SAAR



Source: bea.gov

SEGMENT SUMMARY

	Q1 Sales		YTD Sales		Market Share	
	2021	YOY	2021	YOY	Q1-2021	YTD
Compact Car	280,631	2.6%	280,631	2.6%	7.2%	7.2%
Compact SUV/Crossover	646,604	10.7%	646,604	10.7%	16.5%	16.5%
Electric Vehicle	95,379	43.2%	95,379	43.2%	2.4%	2.4%
Entry-level Luxury Car	91,606	8.9%	91,606	8.9%	2.3%	2.3%
Full-size Car	39,237	-7.3%	39,237	-7.3%	1.0%	1.0%
Full-size Pickup Truck	566,851	5.1%	566,851	5.1%	14.5%	14.5%
Full-size SUV/Crossover	84,537	15.5%	84,537	15.5%	2.2%	2.2%
High Performance Car	11,412	40.2%	11,412	40.2%	0.3%	0.3%
High-end Luxury Car	8,054	-19.5%	8,054	-19.5%	0.2%	0.2%
Hybrid/Alternative Energy Car	28,444	12.2%	28,444	12.2%	0.7%	0.7%
Luxury Car	19,290	-9.8%	19,290	-9.8%	0.5%	0.5%
Luxury Compact SUV/Crossover	129,625	23.7%	129,625	23.7%	3.3%	3.3%
Luxury Full-size SUV/Crossover	32,419	21.6%	32,419	21.6%	0.8%	0.8%
Luxury Mid-size SUV/Crossover	170,033	24.7%	170,033	24.7%	4.4%	4.4%
Luxury Subcompact SUV/Crossover	29,028	12.1%	29,028	12.1%	0.7%	0.7%
Mid-size Car	247,713	-16.6%	247,713	-16.6%	6.3%	6.3%
Mid-size Pickup Truck	164,014	22.2%	164,014	22.2%	4.2%	4.2%
Mid-size SUV/Crossover	666,739	15.3%	666,739	15.3%	17.1%	17.1%
Minivan	85,245	4.8%	85,245	4.8%	2.2%	2.2%
Super Luxury/Exotic	3,821	17.7%	3,821	17.7%	0.1%	0.1%
Sports Car	53,336	9.4%	53,336	9.4%	1.4%	1.4%
Subcompact Car	63,309	8.3%	63,309	8.3%	1.6%	1.6%
Subcompact SUV/Crossover	294,123	58.0%	294,123	58.0%	7.5%	7.5%
Van	97,288	-2.4%	97,288	-2.4%	2.5%	2.5%
Total	3,908,738	11.4%	3,908,738	11.4%		

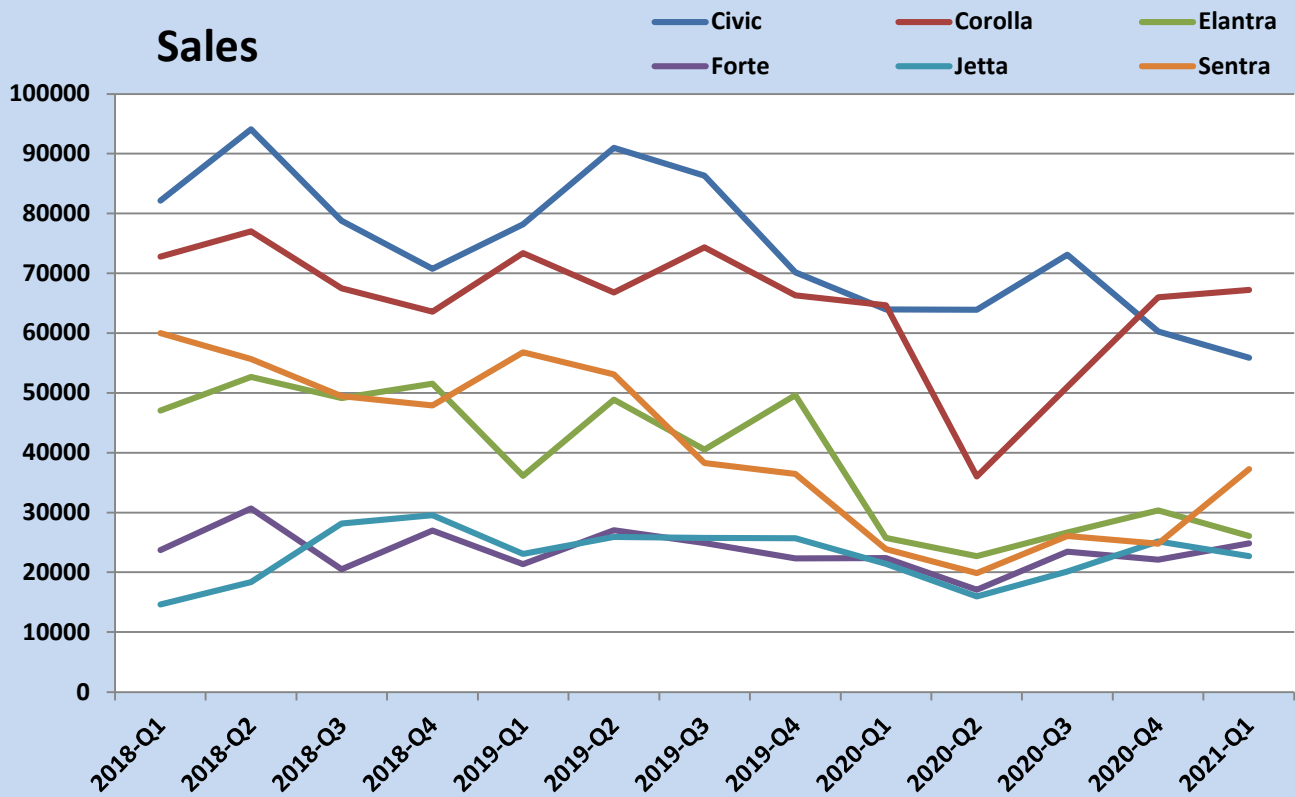
	Q1 Sales		YTD Sales		Market Share	
	2021	YOY	2021	YOY	Q1-2021	YTD
Car	942,232	0.4%	942,232	0.4%	24.1%	24.1%
SUV	2,053,108	19.7%	2,053,108	19.7%	52.5%	52.5%
Truck	730,865	8.5%	730,865	8.5%	18.7%	18.7%
Van	182,533	0.9%	182,533	0.9%	4.7%	4.7%
Total	3,908,738	11.4%	3,908,738	11.4%		

	Q1 Sales		YTD Sales		Market Share	
	2021	YOY	2021	YOY	Q1-2021	YTD
Luxury	480,055	17.3%	480,055	17.3%	12.3%	12.3%
Non-Luxury	3,428,683	10.6%	3,428,683	10.6%	87.7%	87.7%
Total	3,908,738	11.4%	3,908,738	11.4%		

COMPACT CAR

	Q1 Sales			YTD Sales			Market Share	
	2021	2020	YOY	2021	2020	YOY	Q1-2021	YTD
500L	69	130	-46.9%	69	130	-46.9%	0.0%	0.0%
Beetle	1	1,610	-99.9%	1	1,610	-99.9%	0.0%	0.0%
Civic	55,903	63,944	-12.6%	55,903	63,944	-12.6%	19.9%	19.9%
Corolla	67,211	64,667	3.9%	67,211	64,667	3.9%	24.0%	24.0%
Corolla Hatchback	5,309	4,547	16.8%	5,309	4,547	16.8%	1.9%	1.9%
Cruze	13	405	-96.8%	13	405	-96.8%	0.0%	0.0%
Dart	1	3	-66.7%	1	3	-66.7%	0.0%	0.0%
Elantra	26,093	25,745	1.4%	26,093	25,745	1.4%	9.3%	9.3%
Forte	24,850	22,359	11.1%	24,850	22,359	11.1%	8.9%	8.9%
Golf	4,244	7,700	-44.9%	4,244	7,700	-44.9%	1.5%	1.5%
Impreza	9,115	10,289	-11.4%	9,115	10,289	-11.4%	3.2%	3.2%
Jetta	22,714	21,393	6.2%	22,714	21,393	6.2%	8.1%	8.1%
Lancer		0			0			
Mazda3	9,992	8,118	23.1%	9,992	8,118	23.1%	3.6%	3.6%
Sentra	37,238	23,879	55.9%	37,238	23,879	55.9%	13.3%	13.3%
Soul	17,191	16,713	2.9%	17,191	16,713	2.9%	6.1%	6.1%
Veloster	687	2,082	-67.0%	687	2,082	-67.0%	0.2%	0.2%
Total	280,631	273,584	2.6%	280,631	273,584	2.6%		

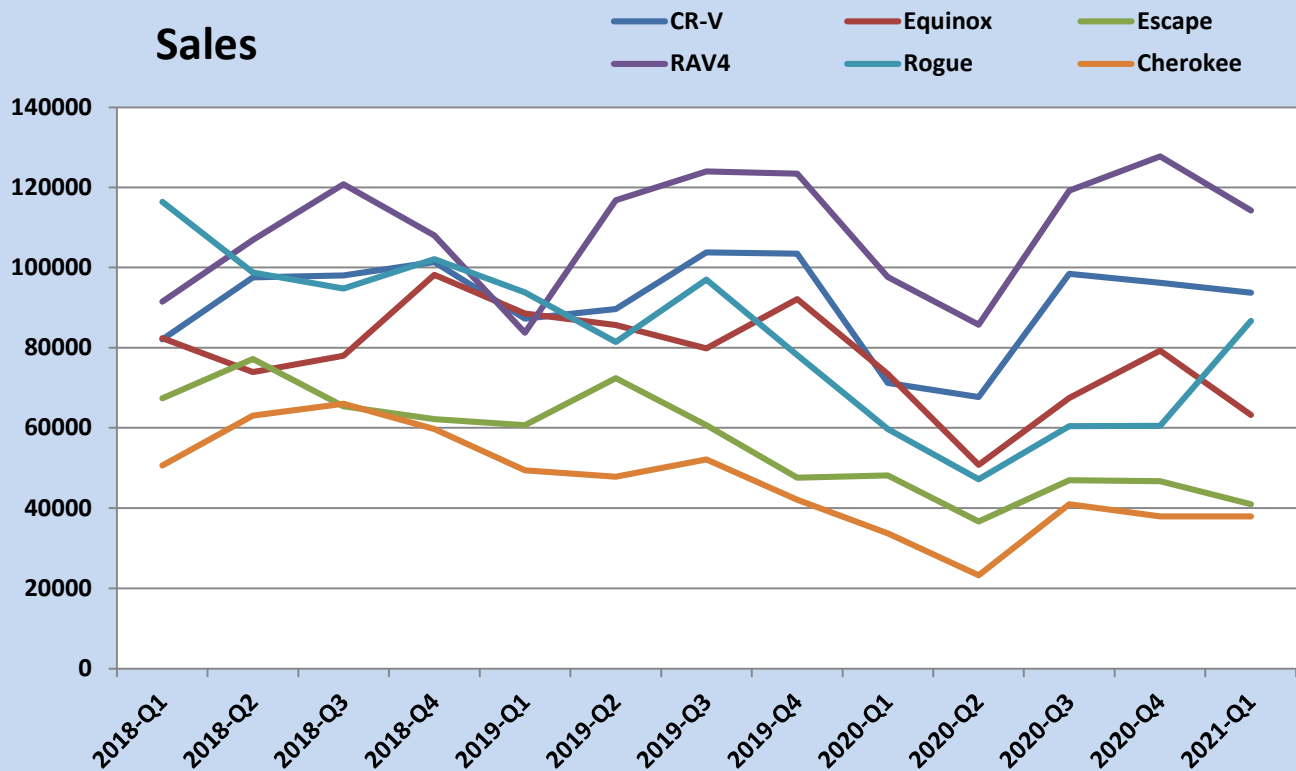
Sales



COMPACT SUV/CROSSOVER

	Q1 Sales			YTD Sales			Market Share	
	2021	2020	YOY	2021	2020	YOY	Q1-2021	YTD
CR-V	93,766	71,186	31.7%	93,766	71,186	31.7%	14.5%	14.5%
CX-5	40,750	35,211	15.7%	40,750	35,211	15.7%	6.3%	6.3%
Cherokee	37,923	33,675	12.6%	37,923	33,675	12.6%	5.9%	5.9%
Compass	19,959	29,820	-33.1%	19,959	29,820	-33.1%	3.1%	3.1%
Eclipse Cross	1,583	5,184	-69.5%	1,583	5,184	-69.5%	0.2%	0.2%
Equinox	63,218	73,453	-13.9%	63,218	73,453	-13.9%	9.8%	9.8%
Escape	40,990	48,117	-14.8%	40,990	48,117	-14.8%	6.3%	6.3%
Forester	47,694	39,080	22.0%	47,694	39,080	22.0%	7.4%	7.4%
Patriot	0	1	-100.0%	0	1	-100.0%	0.0%	0.0%
RAV4	114,255	97,631	17.0%	114,255	97,631	17.0%	17.7%	17.7%
Rogue	86,720	59,716	45.2%	86,720	59,716	45.2%	13.4%	13.4%
Sportage	22,417	20,057	11.8%	22,417	20,057	11.8%	3.5%	3.5%
Terrain	16,917	25,292	-33.1%	16,917	25,292	-33.1%	2.6%	2.6%
Tiguan	27,265	22,177	22.9%	27,265	22,177	22.9%	4.2%	4.2%
Tucson	33,147	23,735	39.7%	33,147	23,735	39.7%	5.1%	5.1%
Total	646,604	584,335	10.7%	646,604	584,335	10.7%		

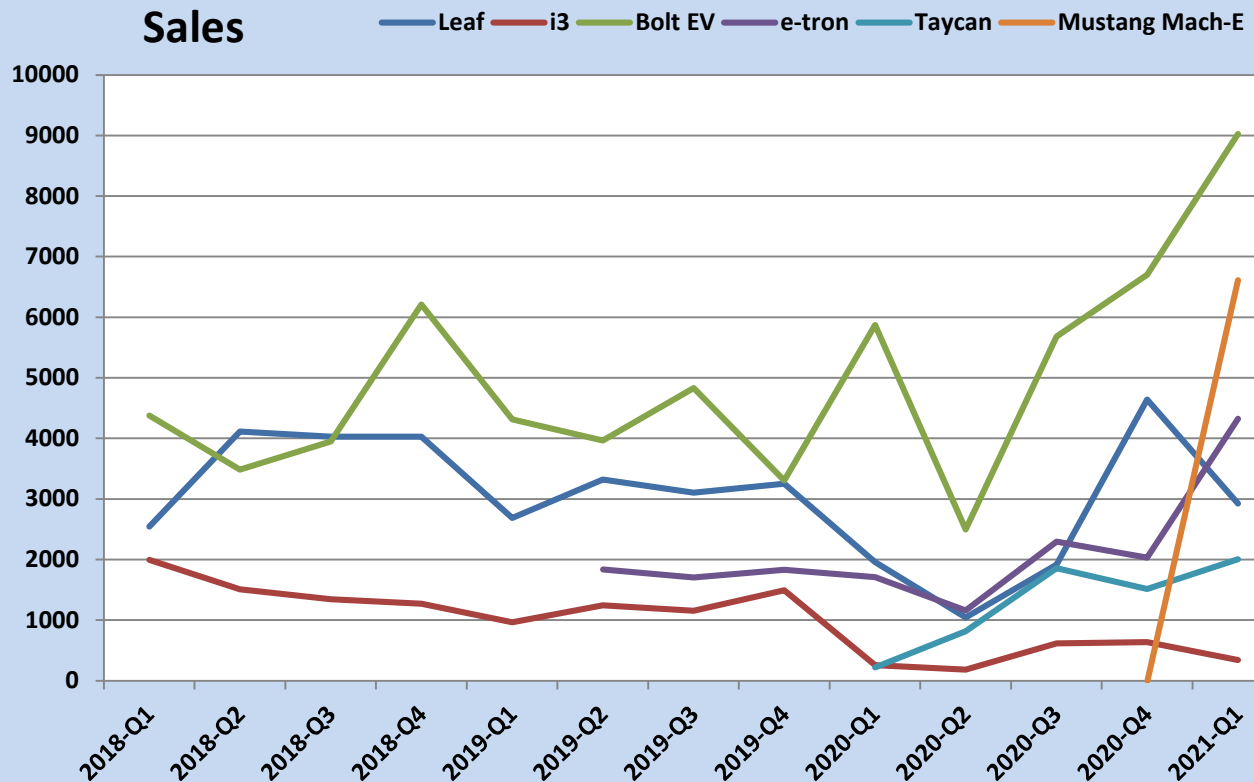
Sales



ELECTRIC VEHICLE

	Q1 Sales			YTD Sales			Market Share	
	2021	2020	YOY	2021	2020	YOY	Q1-2021	YTD
Bolt EV	9,025	5,873	53.7%	9,025	5,873	53.7%	9.5%	9.5%
I-Pace	251	378	-33.6%	251	378	-33.6%	0.3%	0.3%
ID.4	474			474			0.5%	0.5%
Leaf	2,925	1,958	49.4%	2,925	1,958	49.4%	3.1%	3.1%
Model 3	20,700	48,000	-56.9%	20,700	48,000	-56.9%	21.7%	21.7%
Model S	4,800	4,600	4.3%	4,800	4,600	4.3%	5.0%	5.0%
Model X	6,100	3,600	69.4%	6,100	3,600	69.4%	6.4%	6.4%
Model Y	37,700			37,700			39.5%	39.5%
Mustang Mach-E	6,614			6,614			6.9%	6.9%
Polestar1	3			3			0.0%	0.0%
Polestar2	115			115			0.1%	0.1%
Taycan	2,008	221	808.6%	2,008	221	808.6%	2.1%	2.1%
e-tron	4,324	1,711	152.7%	4,324	1,711	152.7%	4.5%	4.5%
i3	340	259	31.3%	340	259	31.3%	0.4%	0.4%
Total	95,379	66,600	43.2%	95,379	66,600	43.2%		

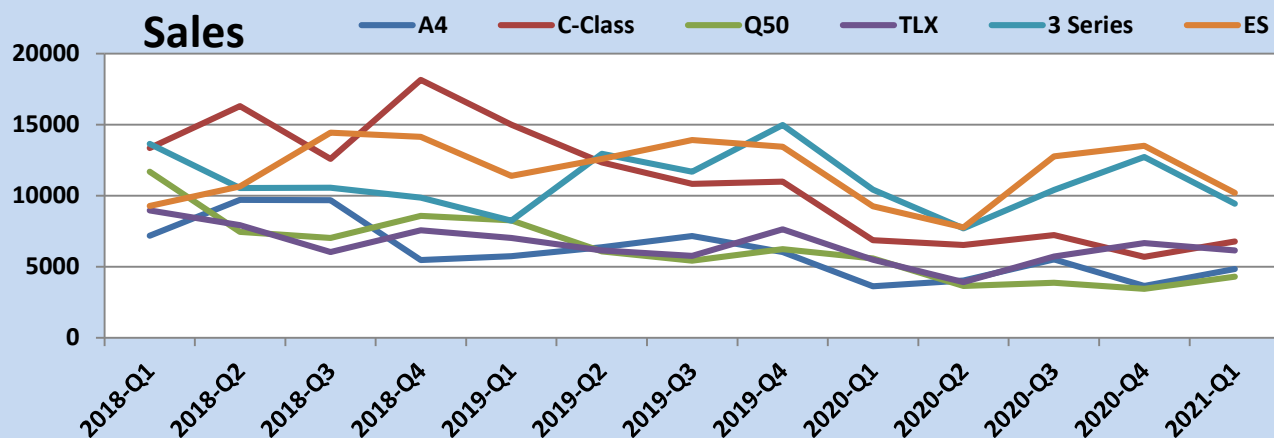
Sales



*Segment total includes estimates for Tesla

ENTRY-LEVEL LUXURY CAR

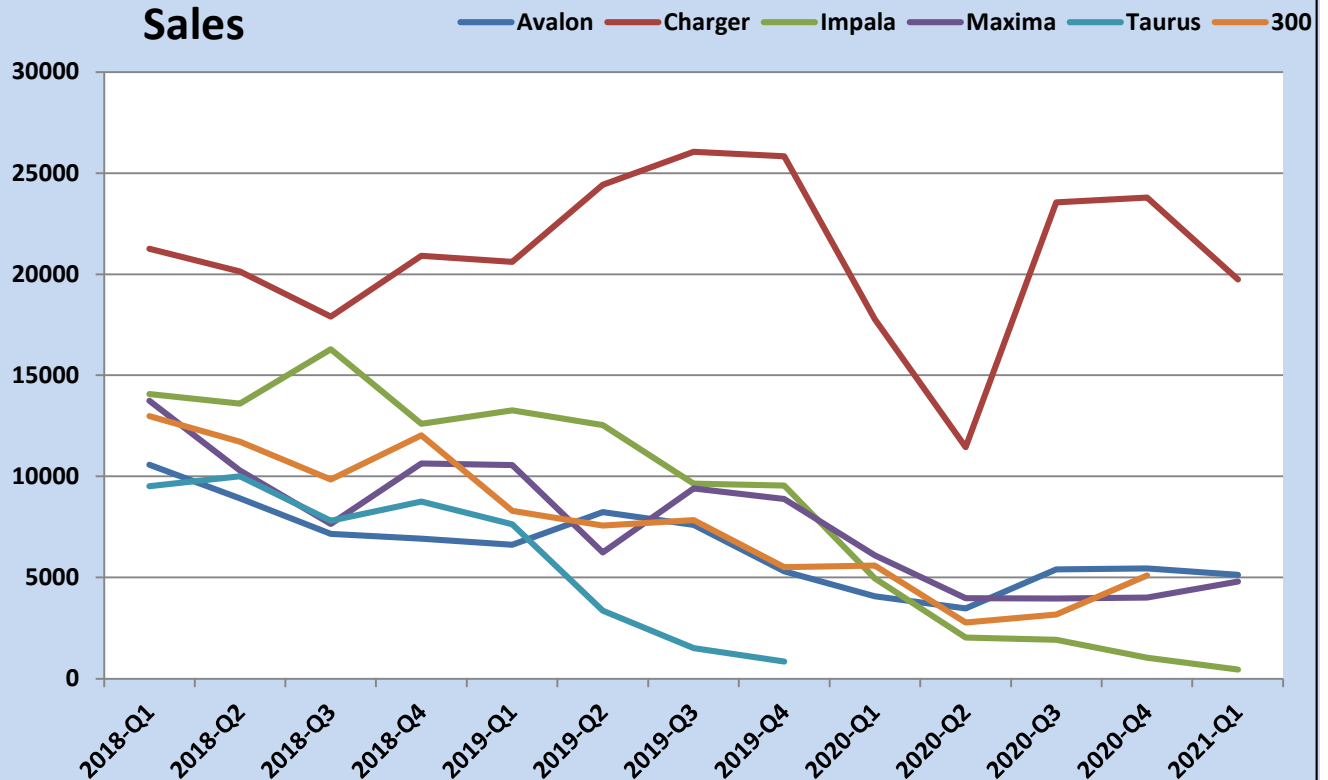
	Q1 Sales			YTD Sales			Market Share	
	2021	2020	YOY	2021	2020	YOY	Q1-2021	YTD
1/2 Series	5,307	1,773	199.3%	5,307	1,773	199.3%	5.8%	5.8%
3 Series	9,426	10,420	-9.5%	9,426	10,420	-9.5%	10.3%	10.3%
4 Series	4,785	2,197	117.8%	4,785	2,197	117.8%	5.2%	5.2%
60 Series	4,616	3,505	31.7%	4,616	3,505	31.7%	5.0%	5.0%
A-Class	2,844	3,696	-23.1%	2,844	3,696	-23.1%	3.1%	3.1%
A3	1,329	2,237	-40.6%	1,329	2,237	-40.6%	1.5%	1.5%
A4	4,831	3,619	33.5%	4,831	3,619	33.5%	5.3%	5.3%
A5	4,527	5,320	-14.9%	4,527	5,320	-14.9%	4.9%	4.9%
ATS	4	47	-91.5%	4	47	-91.5%	0.0%	0.0%
C-Class	6,778	6,856	-1.1%	6,778	6,856	-1.1%	7.4%	7.4%
CLA	2,006	3,280	-38.8%	2,006	3,280	-38.8%	2.2%	2.2%
CT4	2,627	41	6307.3%	2,627	41	6307.3%	2.9%	2.9%
CT5	4,374	3,000	45.8%	4,374	3,000	45.8%	4.8%	4.8%
Cascada		7			7			
ES	10,192	9,247	10.2%	10,192	9,247	10.2%	11.1%	11.1%
G70	1,864	2,074	-10.1%	1,864	2,074	-10.1%	2.0%	2.0%
G80	1,512	1,197	26.3%	1,512	1,197	26.3%	1.7%	1.7%
Genesis	0	0		0	0		0.0%	0.0%
Giulia	2,065	1,759	17.4%	2,065	1,759	17.4%	2.3%	2.3%
ILX	2,986	2,741	8.9%	2,986	2,741	8.9%	3.3%	3.3%
IS	6,028	2,712	122.3%	6,028	2,712	122.3%	6.6%	6.6%
LaCrosse	8	138	-94.2%	8	138	-94.2%	0.0%	0.0%
MKZ	1,238	3,482	-64.4%	1,238	3,482	-64.4%	1.4%	1.4%
Q50	4,302	5,575	-22.8%	4,302	5,575	-22.8%	4.7%	4.7%
Q60	686	927	-26.0%	686	927	-26.0%	0.7%	0.7%
RC	777	757	2.6%	777	757	2.6%	0.8%	0.8%
Regal	19	1,202	-98.4%	19	1,202	-98.4%	0.0%	0.0%
TLX	6,141	5,484	12.0%	6,141	5,484	12.0%	6.7%	6.7%
XE	94	470	-80.0%	94	470	-80.0%	0.1%	0.1%
allroad	240	330	-27.3%	240	330	-27.3%	0.3%	0.3%
Total	91,606	84,093	8.9%	91,606	84,093	8.9%		



FULL-SIZE CAR

	Q1 Sales			YTD Sales			Market Share	
	2021	2020	YOY	2021	2020	YOY	Q1-2021	YTD
300	5,394	5,596	-3.6%	5,394	5,596	-3.6%	13.7%	13.7%
Arteon	1,099	788	39.5%	1,099	788	39.5%	2.8%	2.8%
Avalon	5,136	4,080	25.9%	5,136	4,080	25.9%	13.1%	13.1%
Cadenza	155	485	-68.0%	155	485	-68.0%	0.4%	0.4%
Charger	19,740	17,771	11.1%	19,740	17,771	11.1%	50.3%	50.3%
Impala	462	4,965	-90.7%	462	4,965	-90.7%	1.2%	1.2%
Maxima	4,807	6,102	-21.2%	4,807	6,102	-21.2%	12.3%	12.3%
Stinger	2,444	2,560	-4.5%	2,444	2,560	-4.5%	6.2%	6.2%
Total	39,237	42,347	-7.3%	39,237	42,347	-7.3%		

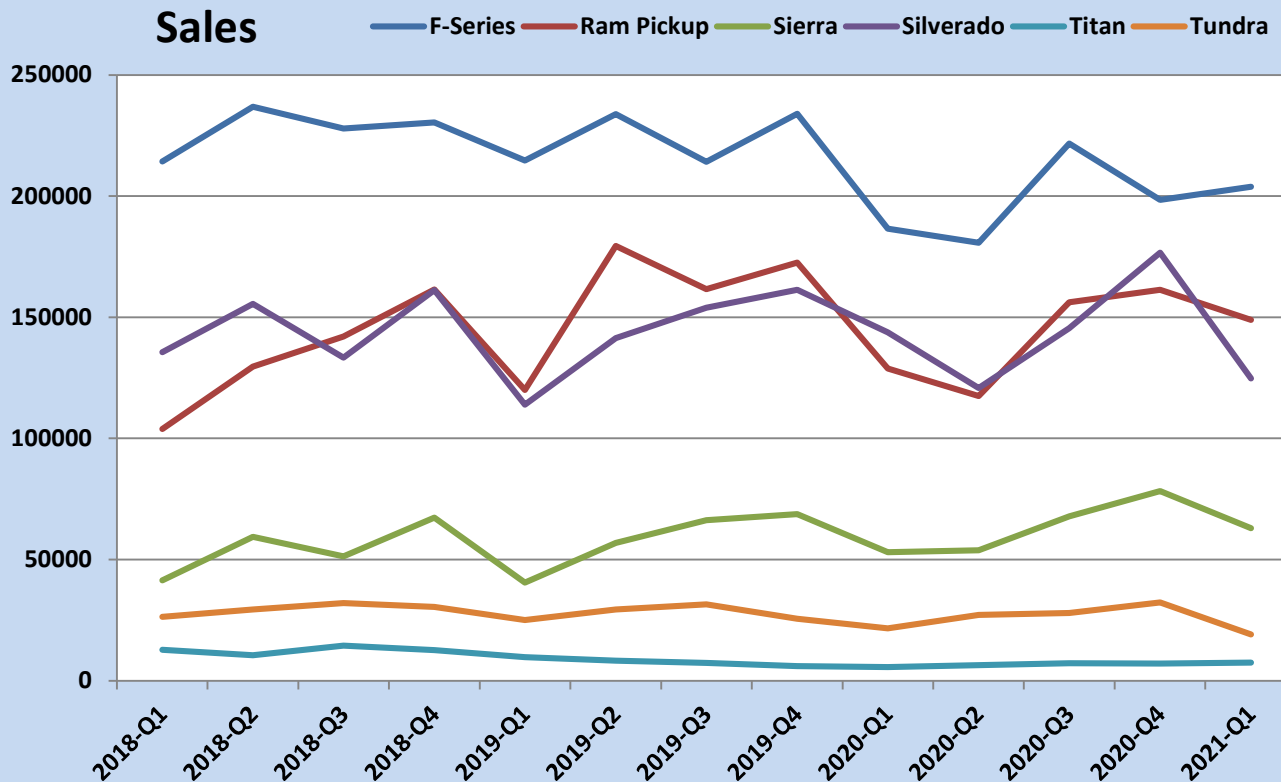
Sales



FULL-SIZE PICKUP TRUCK

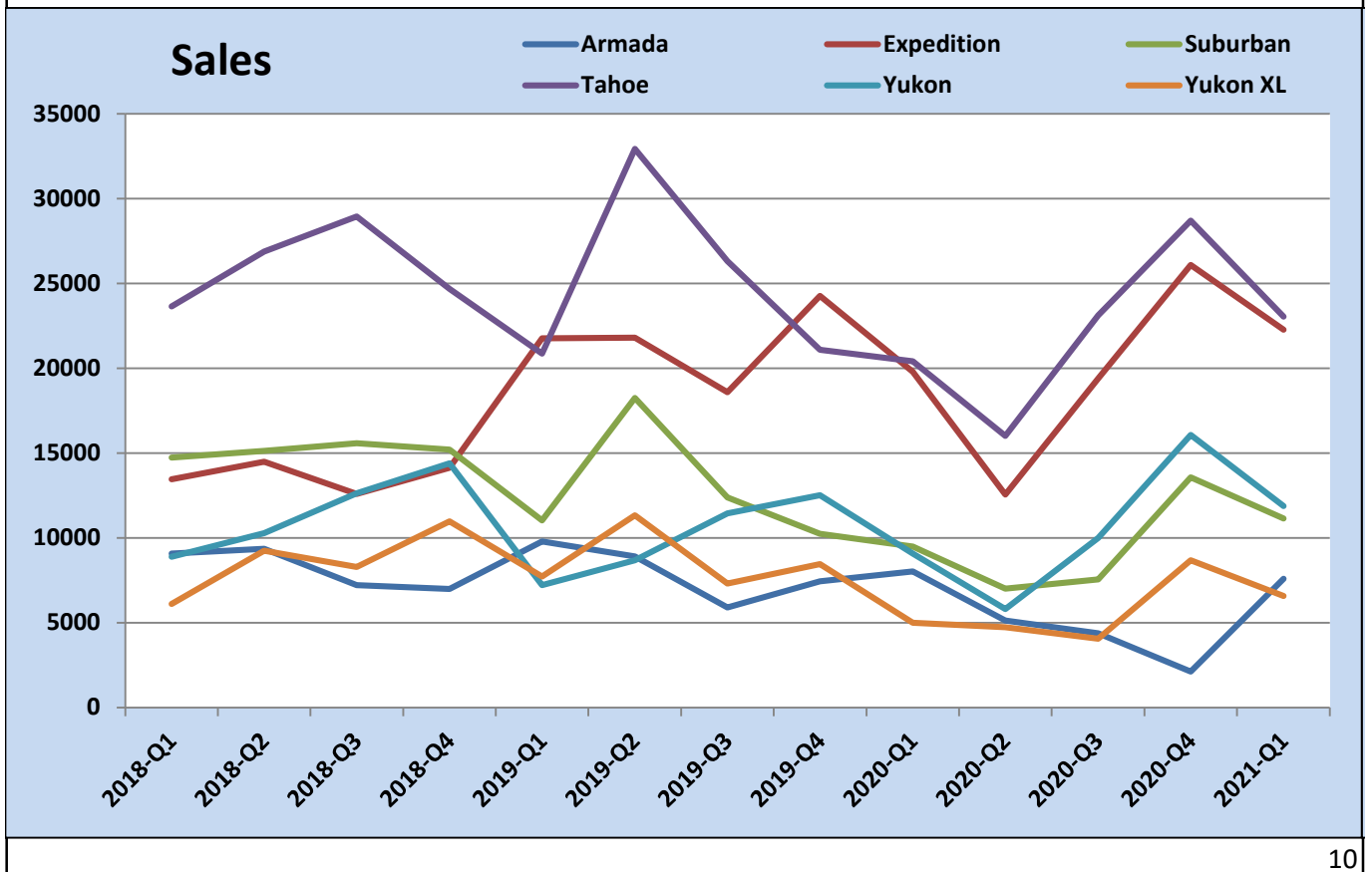
	Q1 Sales			YTD Sales			Market Share	
	2021	2020	YOY	2021	2020	YOY	Q1-2021	YTD
F-Series	203,797	186,562	9.2%	203,797	186,562	9.2%	36.0%	36.0%
Ram Pickup	148,836	128,805	15.6%	148,836	128,805	15.6%	26.3%	26.3%
Sierra	62,917	53,009	18.7%	62,917	53,009	18.7%	11.1%	11.1%
Silverado	124,704	143,698	-13.2%	124,704	143,698	-13.2%	22.0%	22.0%
Titan	7,463	5,732	30.2%	7,463	5,732	30.2%	1.3%	1.3%
Tundra	19,134	21,658	-11.7%	19,134	21,658	-11.7%	3.4%	3.4%
Total	566,851	539,464	5.1%	566,851	539,464	5.1%		

Sales



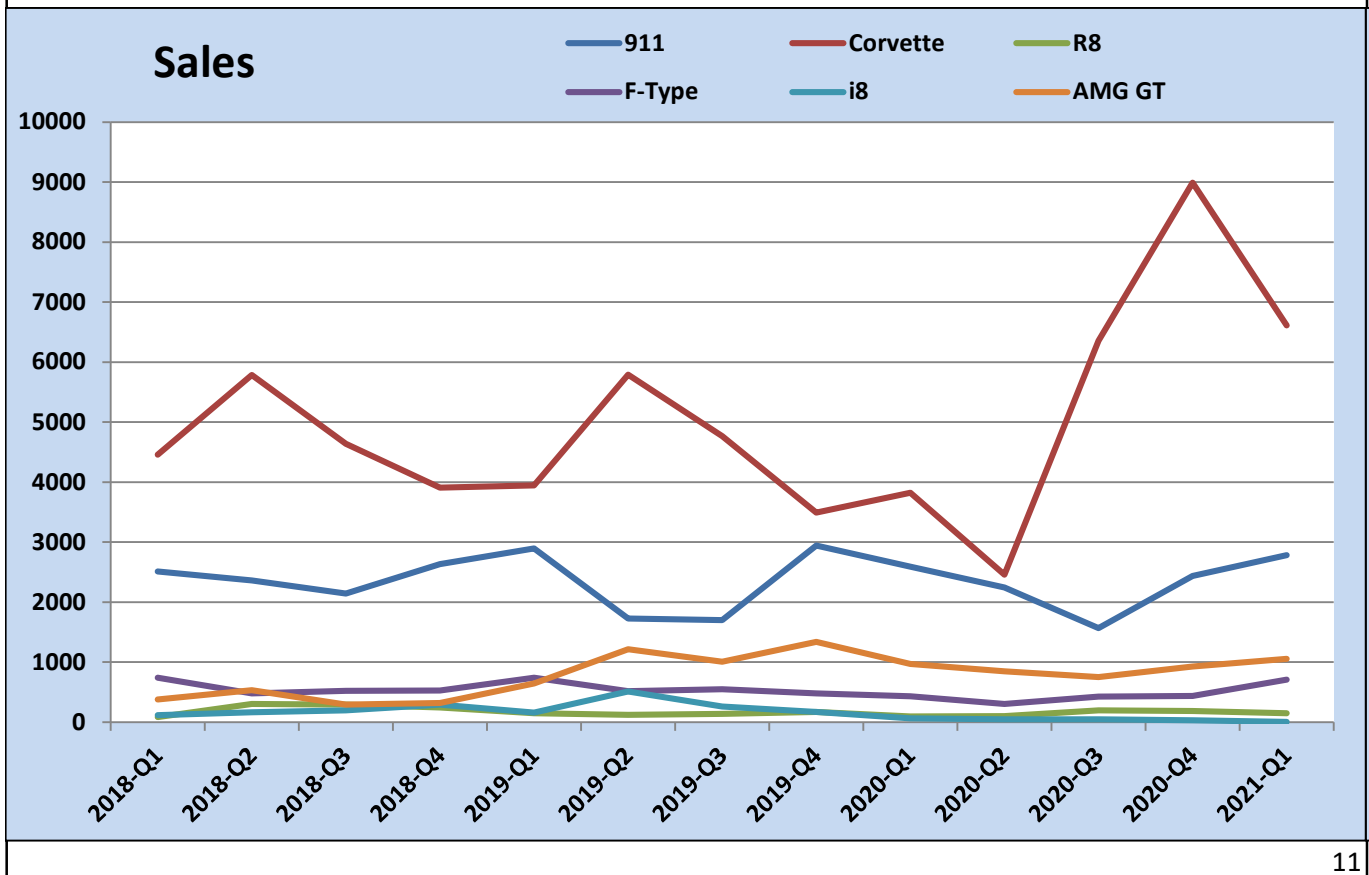
FULL-SIZE SUV/CROSSOVER

	Q1 Sales			YTD Sales			Market Share	
	2021	2020	YOY	2021	2020	YOY	Q1-2021	YTD
Armada	7,598	8,027	-5.3%	7,598	8,027	-5.3%	9.0%	9.0%
Expedition	22,263	19,790	12.5%	22,263	19,790	12.5%	26.3%	26.3%
Sequoia	2,037	1,408	44.7%	2,037	1,408	44.7%	2.4%	2.4%
Suburban	11,143	9,495	17.4%	11,143	9,495	17.4%	13.2%	13.2%
Tahoe	23,038	20,403	12.9%	23,038	20,403	12.9%	27.3%	27.3%
Yukon	11,882	9,073	31.0%	11,882	9,073	31.0%	14.1%	14.1%
Yukon XL	6,576	4,993	31.7%	6,576	4,993	31.7%	7.8%	7.8%
Total	84,537	73,189	15.5%	84,537	73,189	15.5%		



HIGH PERFORMANCE CAR

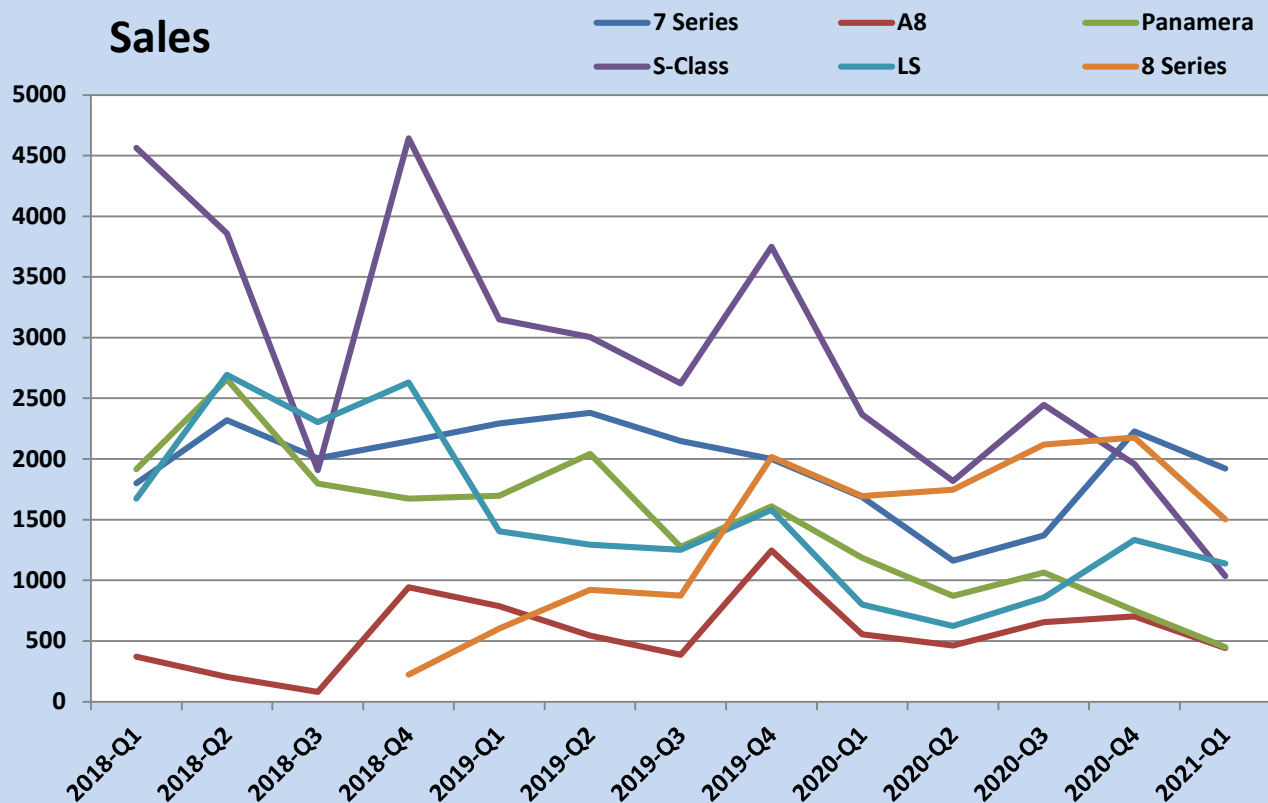
	Q1 Sales			YTD Sales			Market Share	
	2021	2020	YOY	2021	2020	YOY	Q1-2021	YTD
911	2,782	2,590	7.4%	2,782	2,590	7.4%	24.4%	24.4%
AMG GT	1,052	967	8.8%	1,052	967	8.8%	9.2%	9.2%
Corvette	6,611	3,820	73.1%	6,611	3,820	73.1%	57.9%	57.9%
F-Type	709	428	65.7%	709	428	65.7%	6.2%	6.2%
GT	33	79	-58.2%	33	79	-58.2%	0.3%	0.3%
GTR	50	58	-13.8%	50	58	-13.8%	0.4%	0.4%
LFA	0	2	-100.0%	0	2	-100.0%	0.0%	0.0%
NSX	17	34	-50.0%	17	34	-50.0%	0.1%	0.1%
R8	148	97	52.6%	148	97	52.6%	1.3%	1.3%
Viper	2	0		2	0		0.0%	0.0%
i8	8	64	-87.5%	8	64	-87.5%	0.1%	0.1%
Total	11,412	8,139	40.2%	11,412	8,139	40.2%		



HIGH-END LUXURY CAR

	Q1 Sales			YTD Sales			Market Share	
	2021	2020	YOY	2021	2020	YOY	Q1-2021	YTD
7 Series	1,920	1,685	13.9%	1,920	1,685	13.9%	23.8%	23.8%
8 Series	1,502	1,694	-11.3%	1,502	1,694	-11.3%	18.6%	18.6%
A8	441	554	-20.4%	441	554	-20.4%	5.5%	5.5%
CLS-Class	594	776	-23.5%	594	776	-23.5%	7.4%	7.4%
LC	654	240	172.5%	654	240	172.5%	8.1%	8.1%
LS	1,137	801	41.9%	1,137	801	41.9%	14.1%	14.1%
Panamera	451	1,184	-61.9%	451	1,184	-61.9%	5.6%	5.6%
S-Class	1,035	2,366	-56.3%	1,035	2,366	-56.3%	12.9%	12.9%
SL	315	401	-21.4%	315	401	-21.4%	3.9%	3.9%
XJ	5	300	-98.3%	5	300	-98.3%	0.1%	0.1%
Total	8,054	10,001	-19.5%	8,054	10,001	-19.5%		

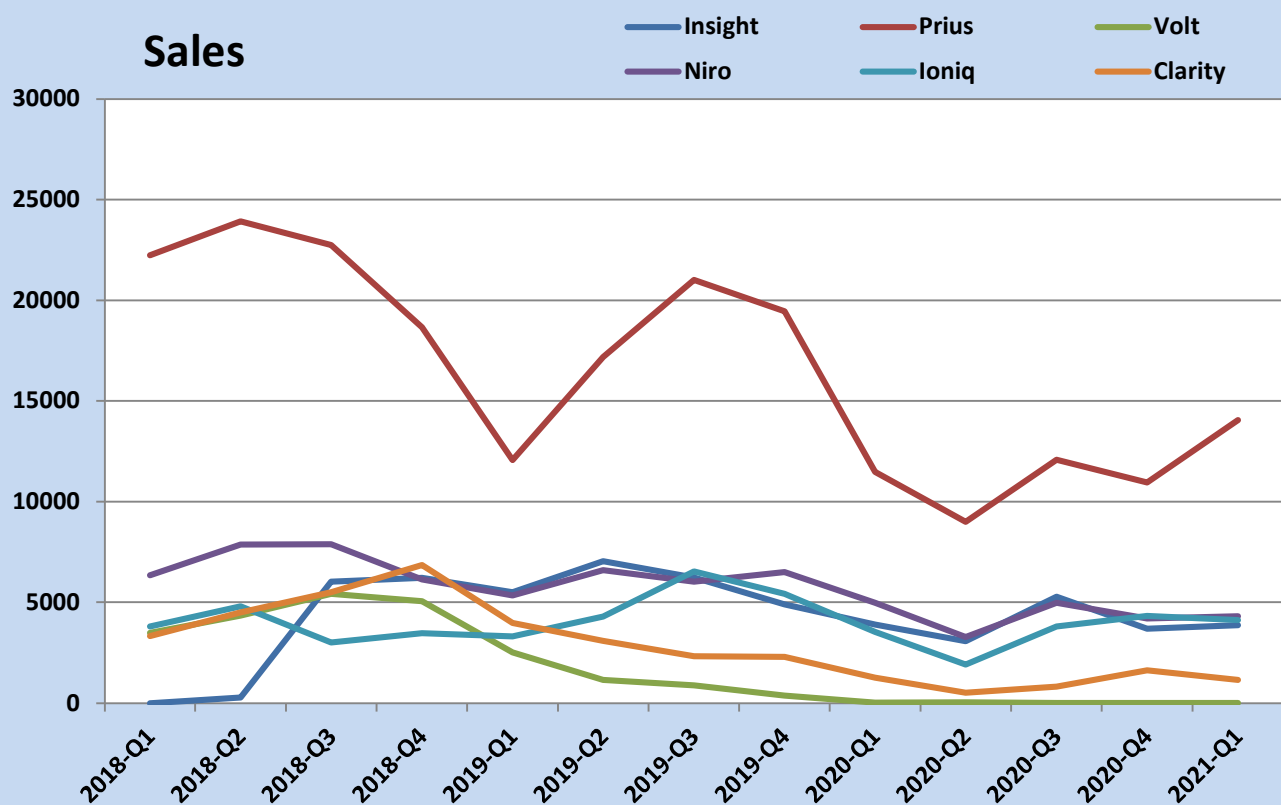
Sales



HYBRID/ALTERNATIVE ENERGY CAR

	Q1 Sales			YTD Sales			Market Share	
	2021	2020	YOY	2021	2020	YOY	Q1-2021	YTD
CR-Z		1			1			
Clarity	1,147	1,255	-8.6%	1,147	1,255	-8.6%	4.0%	4.0%
Insight	3,859	3,903	-1.1%	3,859	3,903	-1.1%	13.6%	13.6%
Ioniq	4,125	3,522	17.1%	4,125	3,522	17.1%	14.5%	14.5%
Mirai	869	147	491.2%	869	147	491.2%	3.1%	3.1%
Nexo	78	51	52.9%	78	51	52.9%	0.3%	0.3%
Niro	4,311	4,975	-13.3%	4,311	4,975	-13.3%	15.2%	15.2%
Prius	14,050	11,483	22.4%	14,050	11,483	22.4%	49.4%	49.4%
Volt	5	23	-78.3%	5	23	-78.3%	0.0%	0.0%
Total	28,444	25,360	12.2%	28,444	25,360	12.2%		

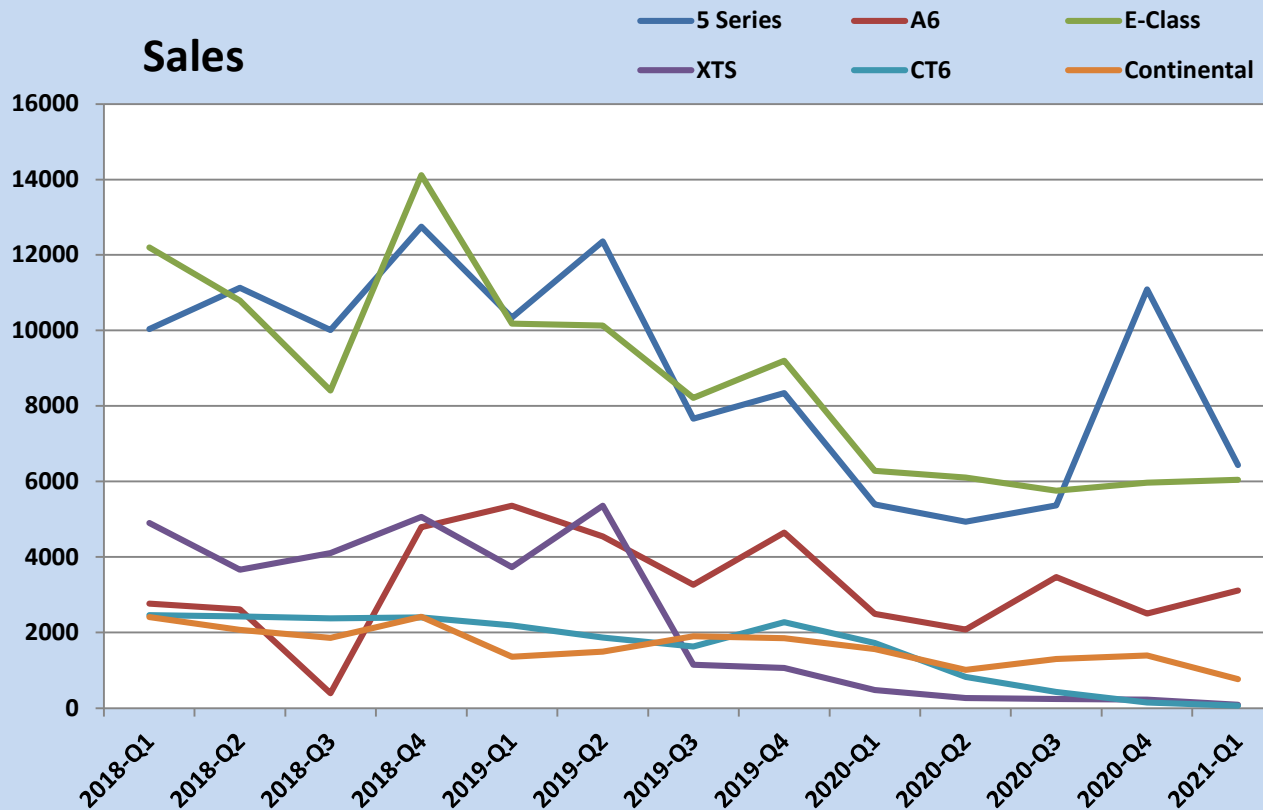
Sales



LUXURY CAR

	Q1 Sales			YTD Sales			Market Share	
	2021	2020	YOY	2021	2020	YOY	Q1-2021	YTD
5 Series	6,433	5,395	19.2%	6,433	5,395	19.2%	33.3%	33.3%
6 Series	41	51	-19.6%	41	51	-19.6%	0.2%	0.2%
90 Series	594	354	67.8%	594	354	67.8%	3.1%	3.1%
A6	3,113	2,492	24.9%	3,113	2,492	24.9%	16.1%	16.1%
A7	989	649	52.4%	989	649	52.4%	5.1%	5.1%
CT6	67	1,725	-96.1%	67	1,725	-96.1%	0.3%	0.3%
CTS	59	160	-63.1%	59	160	-63.1%	0.3%	0.3%
Continental	768	1,563	-50.9%	768	1,563	-50.9%	4.0%	4.0%
E-Class	6,046	6,284	-3.8%	6,046	6,284	-3.8%	31.3%	31.3%
G90	415	684	-39.3%	415	684	-39.3%	2.2%	2.2%
GS	52	624	-91.7%	52	624	-91.7%	0.3%	0.3%
K900	56	65	-13.8%	56	65	-13.8%	0.3%	0.3%
Q70	0	115	-100.0%	0	115	-100.0%	0.0%	0.0%
RLX	144	178	-19.1%	144	178	-19.1%	0.7%	0.7%
SLK/SLC	187	419	-55.4%	187	419	-55.4%	1.0%	1.0%
XF	239	163	46.6%	239	163	46.6%	1.2%	1.2%
XTS	87	473	-81.6%	87	473	-81.6%	0.5%	0.5%
Total	19,290	21,394	-9.8%	19,290	21,394	-9.8%		

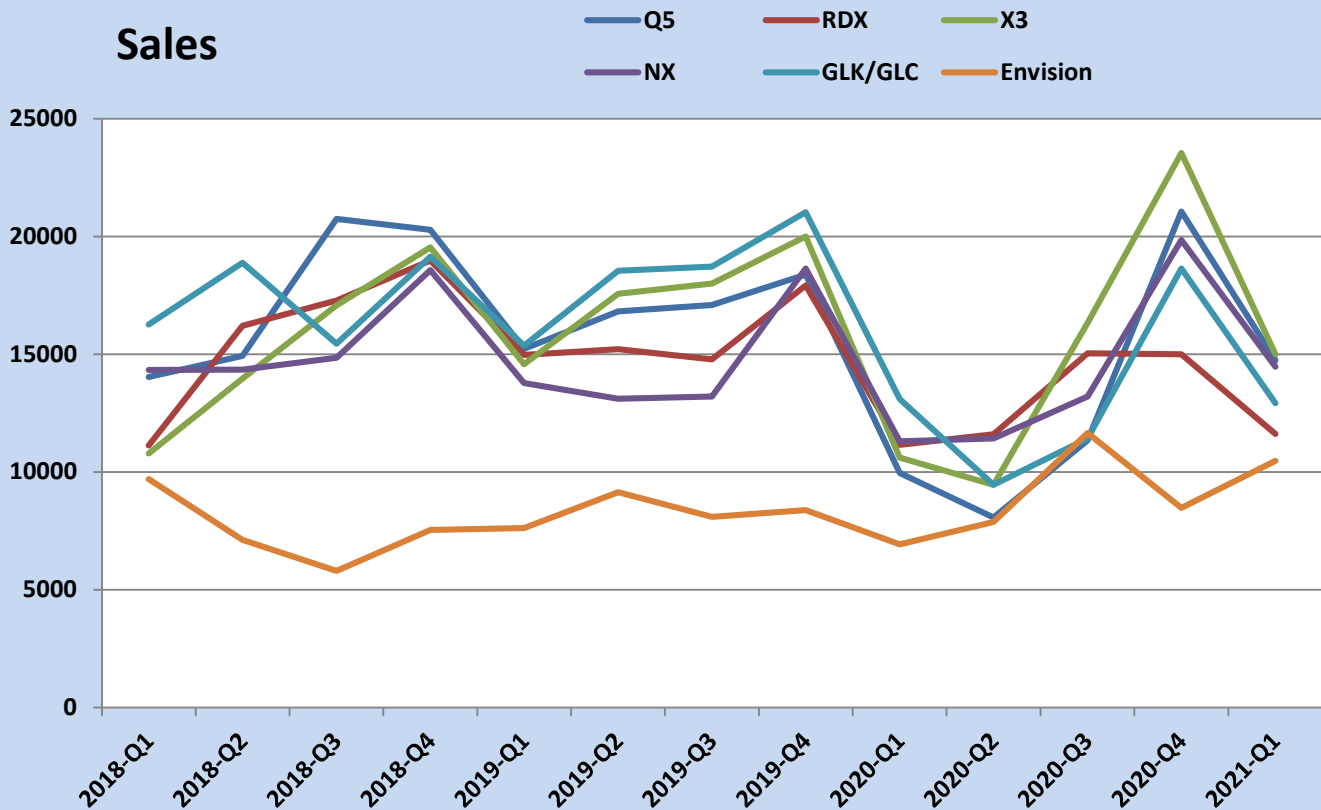
Sales



LUXURY COMPACT SUV/CROSSOVER

	Q1 Sales			YTD Sales			Market Share	
	2021	2020	YOY	2021	2020	YOY	Q1-2021	YTD
Corsair/MKC	7,114	5,670	25.5%	7,114	5,670	25.5%	5.5%	5.5%
Discovery Sport	2,435	2,372	2.7%	2,435	2,372	2.7%	1.9%	1.9%
Envision	10,476	6,932	51.1%	10,476	6,932	51.1%	8.1%	8.1%
Evoque	2,480	3,348	-25.9%	2,480	3,348	-25.9%	1.9%	1.9%
F-Pace	2,339	3,111	-24.8%	2,339	3,111	-24.8%	1.8%	1.8%
GLB	5,669	4,820	17.6%	5,669	4,820	17.6%	4.4%	4.4%
GLK/GLC	12,920	13,099	-1.4%	12,920	13,099	-1.4%	10.0%	10.0%
Macan	6,391	3,777	69.2%	6,391	3,777	69.2%	4.9%	4.9%
NX	14,462	11,309	27.9%	14,462	11,309	27.9%	11.2%	11.2%
Q5	14,731	9,959	47.9%	14,731	9,959	47.9%	11.4%	11.4%
QX50	6,425	4,170	54.1%	6,425	4,170	54.1%	5.0%	5.0%
RDX	11,612	11,153	4.1%	11,612	11,153	4.1%	9.0%	9.0%
Stelvio	2,557	1,913	33.7%	2,557	1,913	33.7%	2.0%	2.0%
X3	14,988	10,614	41.2%	14,988	10,614	41.2%	11.6%	11.6%
X4	1,682	1,788	-5.9%	1,682	1,788	-5.9%	1.3%	1.3%
XC60	7,890	5,569	41.7%	7,890	5,569	41.7%	6.1%	6.1%
XT4	5,454	5,162	5.7%	5,454	5,162	5.7%	4.2%	4.2%
Total	129,625	104,766	23.7%	129,625	104,766	23.7%		

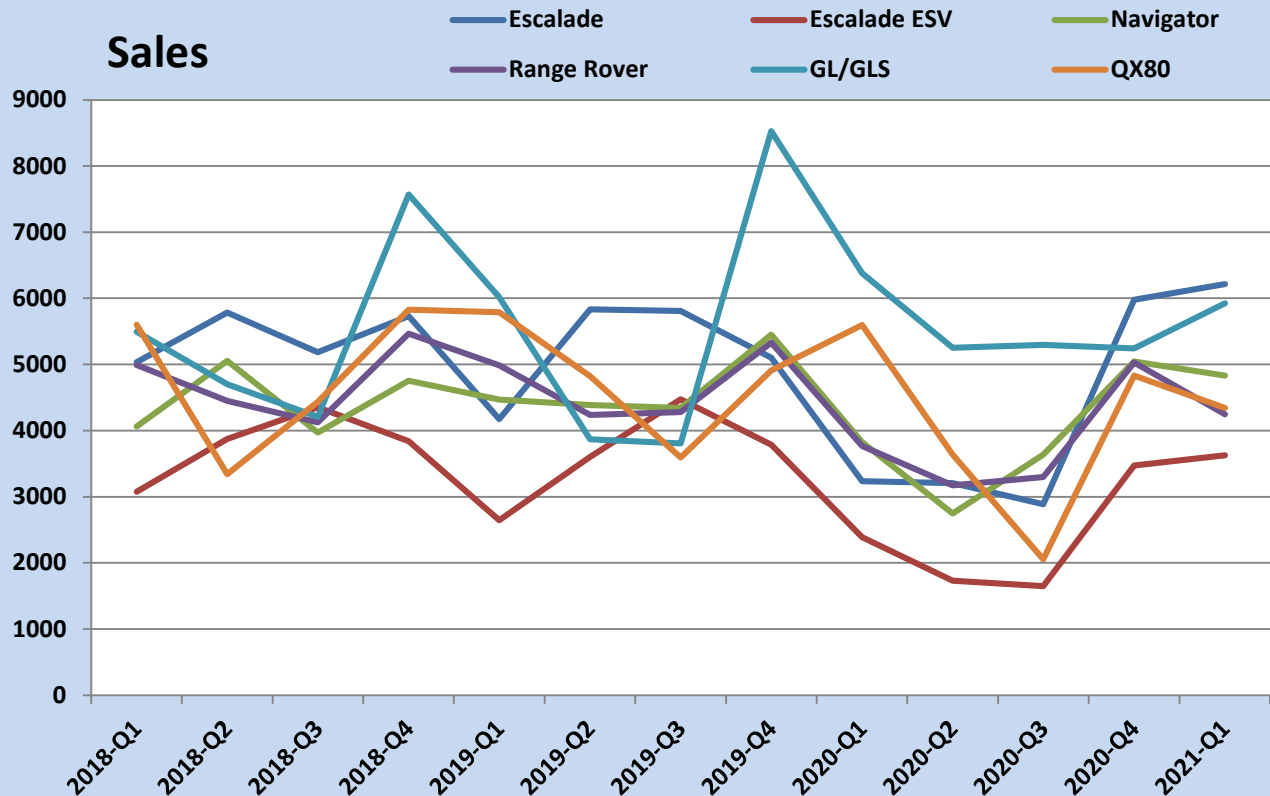
Sales



LUXURY FULL-SIZE SUV/CROSSOVER

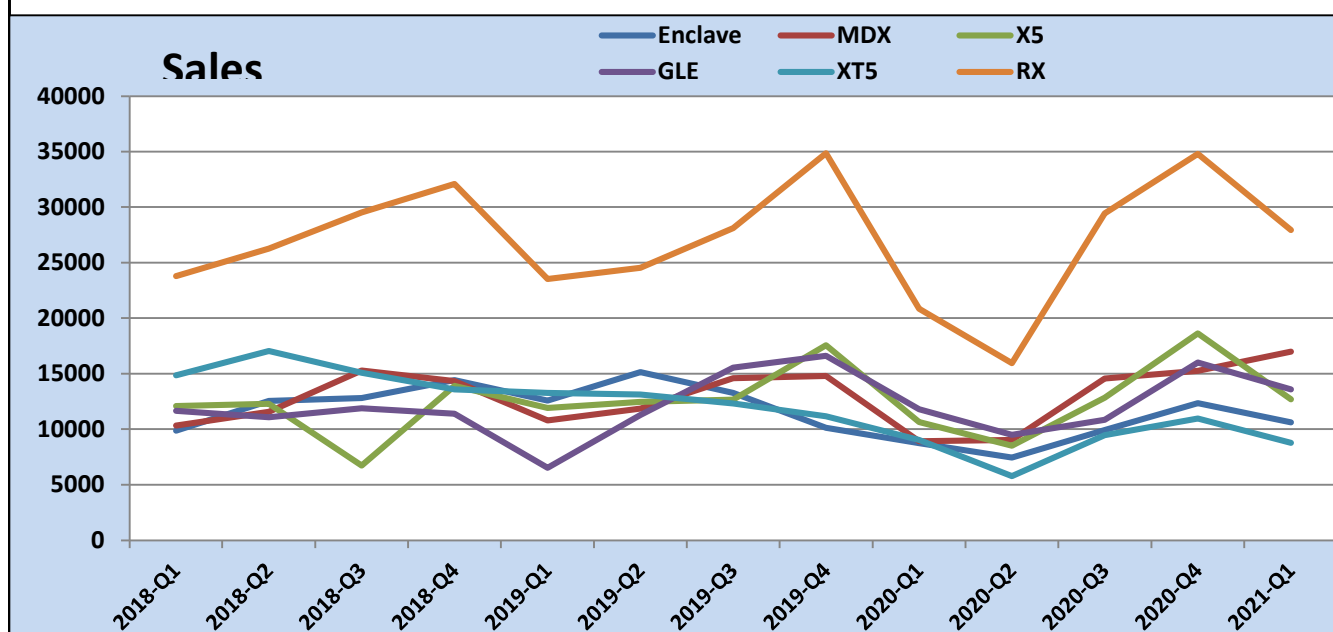
	Q1 Sales			YTD Sales			Market Share	
	2021	2020	YOY	2021	2020	YOY	Q1-2021	YTD
Escalade	6,217	3,234	92.2%	6,217	3,234	92.2%	19.2%	19.2%
Escalade ESV	3,625	2,386	51.9%	3,625	2,386	51.9%	11.2%	11.2%
GL/GLS	5,923	6,381	-7.2%	5,923	6,381	-7.2%	18.3%	18.3%
LX	1,340	846	58.4%	1,340	846	58.4%	4.1%	4.1%
Land Cruiser	1,896	614	208.8%	1,896	614	208.8%	5.8%	5.8%
Navigator	4,832	3,826	26.3%	4,832	3,826	26.3%	14.9%	14.9%
QX80	4,342	5,598	-22.4%	4,342	5,598	-22.4%	13.4%	13.4%
Range Rover	4,244	3,768	12.6%	4,244	3,768	12.6%	13.1%	13.1%
Total	32,419	26,653	21.6%	32,419	26,653	21.6%		

Sales



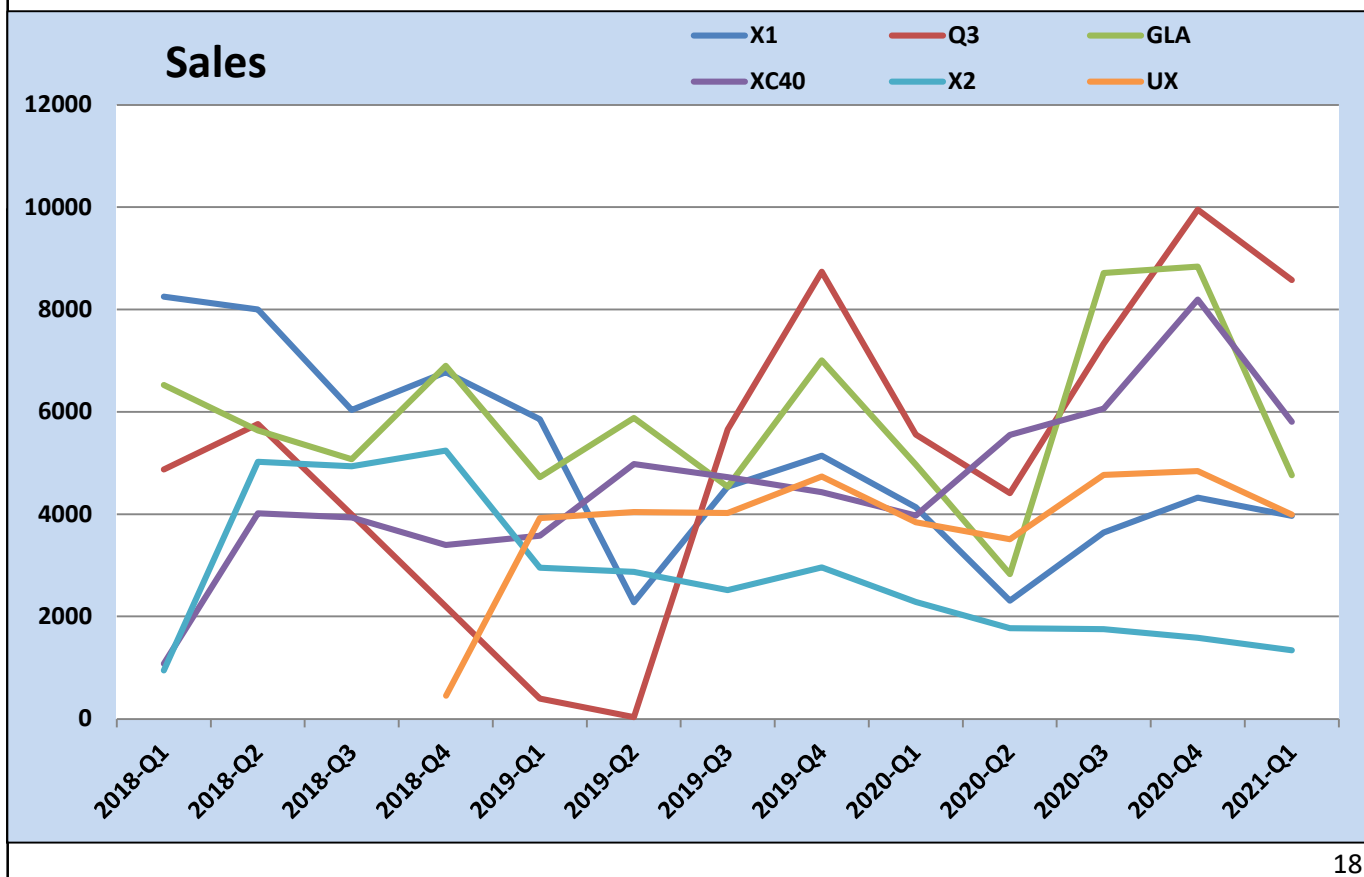
LUXURY MID-SIZE SUV/CROSSOVER

	Q1 Sales			YTD Sales			Market Share	
	2021	2020	YOY	2021	2020	YOY	Q1-2021	YTD
Aviator	6,086	5,666	7.4%	6,086	5,666	7.4%	3.6%	3.6%
Cayenne	4,230	3,822	10.7%	4,230	3,822	10.7%	2.5%	2.5%
Defender	5,249			5,249			3.1%	3.1%
Discovery	365	1,936	-81.1%	365	1,936	-81.1%	0.2%	0.2%
Enclave	10,617	8,752	21.3%	10,617	8,752	21.3%	6.2%	6.2%
G-Class	1,314	1,630	-19.4%	1,314	1,630	-19.4%	0.8%	0.8%
GLE	13,576	11,805	15.0%	13,576	11,805	15.0%	8.0%	8.0%
GV80	4,431			4,431			2.6%	2.6%
GX	7,677	5,122	49.9%	7,677	5,122	49.9%	4.5%	4.5%
MDX	16,988	8,941	90.0%	16,988	8,941	90.0%	10.0%	10.0%
MKT		109			109			
Nautilus/MKX	5,372	5,245	2.4%	5,372	5,245	2.4%	3.2%	3.2%
Q7	7,714	6,232	23.8%	7,714	6,232	23.8%	4.5%	4.5%
Q8	3,612	2,436	48.3%	3,612	2,436	48.3%	2.1%	2.1%
QX60	3,315	9,061	-63.4%	3,315	9,061	-63.4%	1.9%	1.9%
RX	27,941	20,847	34.0%	27,941	20,847	34.0%	16.4%	16.4%
Range Rover Sport	6,490	4,871	33.2%	6,490	4,871	33.2%	3.8%	3.8%
Range Rover Velar	2,457	3,240	-24.2%	2,457	3,240	-24.2%	1.4%	1.4%
X5	12,700	10,638	19.4%	12,700	10,638	19.4%	7.5%	7.5%
X6	2,038	1,251	62.9%	2,038	1,251	62.9%	1.2%	1.2%
X7	4,763	4,582	4.0%	4,763	4,582	4.0%	2.8%	2.8%
XC90	8,335	6,087	36.9%	8,335	6,087	36.9%	4.9%	4.9%
XT5	8,773	9,023	-2.8%	8,773	9,023	-2.8%	5.2%	5.2%
XT6	5,990	5,074	18.1%	5,990	5,074	18.1%	3.5%	3.5%
Total	170,033	136,370	24.7%	170,033	136,370	24.7%		



LUXURY SUBCOMPACT SUV/CROSSOVER

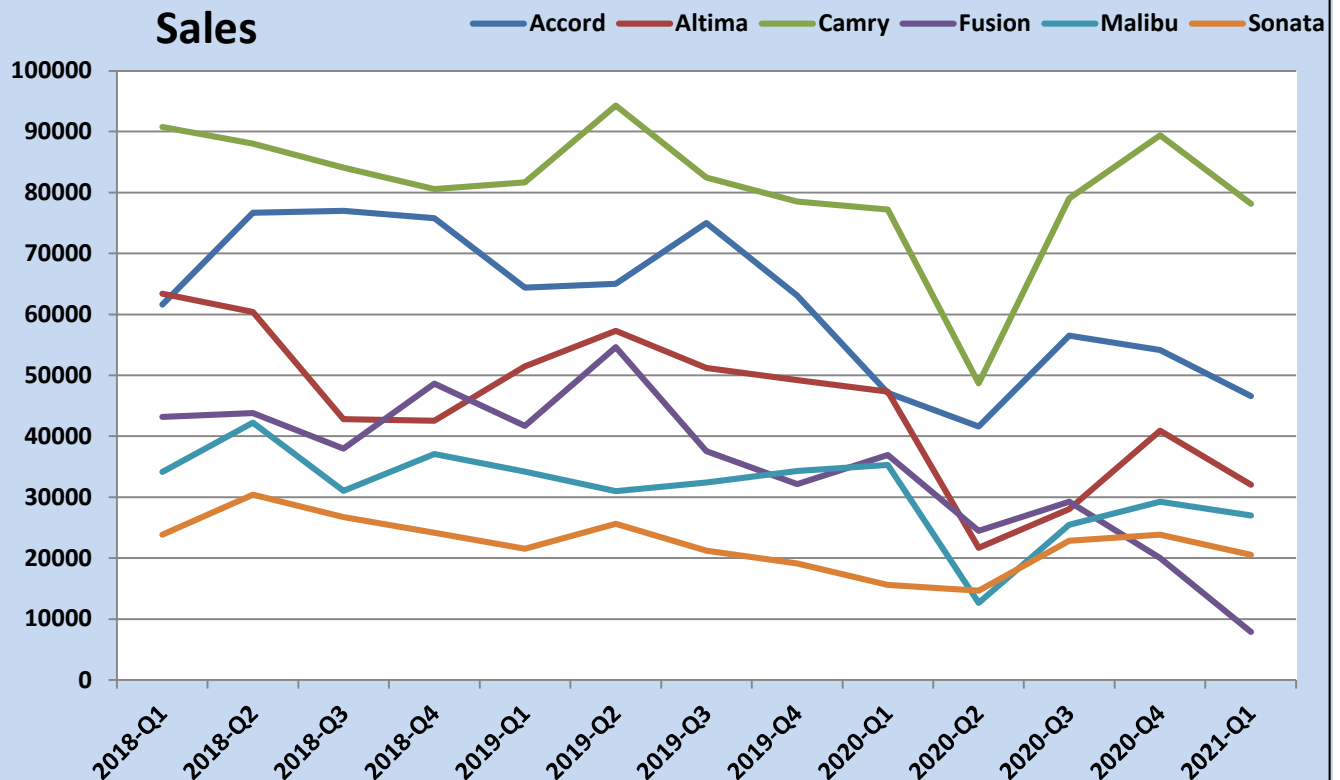
	Q1 Sales			YTD Sales			Market Share	
	2021	2020	YOY	2021	2020	YOY	Q1-2021	YTD
E-Pace	593	1,044	-43.2%	593	1,044	-43.2%	2.0%	2.0%
GLA	4,757	4,966	-4.2%	4,757	4,966	-4.2%	16.4%	16.4%
Q3	8,575	5,556	54.3%	8,575	5,556	54.3%	29.5%	29.5%
QX30	1	112	-99.1%	1	112	-99.1%	0.0%	0.0%
UX	3,993	3,838	4.0%	3,993	3,838	4.0%	13.8%	13.8%
X1	3,968	4,133	-4.0%	3,968	4,133	-4.0%	13.7%	13.7%
X2	1,337	2,286	-41.5%	1,337	2,286	-41.5%	4.6%	4.6%
XC40	5,804	3,970	46.2%	5,804	3,970	46.2%	20.0%	20.0%
Total	29,028	25,905	12.1%	29,028	25,905	12.1%		



MID-SIZE CAR

	Q1 Sales			YTD Sales			Market Share	
	2021	2020	YOY	2021	2020	YOY	Q1-2021	YTD
200	1	3	-66.7%	1	3	-66.7%	0.0%	0.0%
Accord	46,591	47,125	-1.1%	46,591	47,125	-1.1%	18.8%	18.8%
Altima	32,017	47,347	-32.4%	32,017	47,347	-32.4%	12.9%	12.9%
Avenger	0	0		0	0		0.0%	0.0%
CC	1	17	-94.1%	1	17	-94.1%	0.0%	0.0%
Camry	78,151	77,188	1.2%	78,151	77,188	1.2%	31.5%	31.5%
Fusion	7,889	36,937	-78.6%	7,889	36,937	-78.6%	3.2%	3.2%
K5	20,359			20,359			8.2%	8.2%
Legacy	6,305	6,535	-3.5%	6,305	6,535	-3.5%	2.5%	2.5%
Malibu	26,987	35,283	-23.5%	26,987	35,283	-23.5%	10.9%	10.9%
Mazda6	4,285	4,506	-4.9%	4,285	4,506	-4.9%	1.7%	1.7%
Optima	35	20,345	-99.8%	35	20,345	-99.8%	0.0%	0.0%
Passat	4,535	5,981	-24.2%	4,535	5,981	-24.2%	1.8%	1.8%
Sonata	20,557	15,602	31.8%	20,557	15,602	31.8%	8.3%	8.3%
Total	247,713	296,869	-16.6%	247,713	296,869	-16.6%		

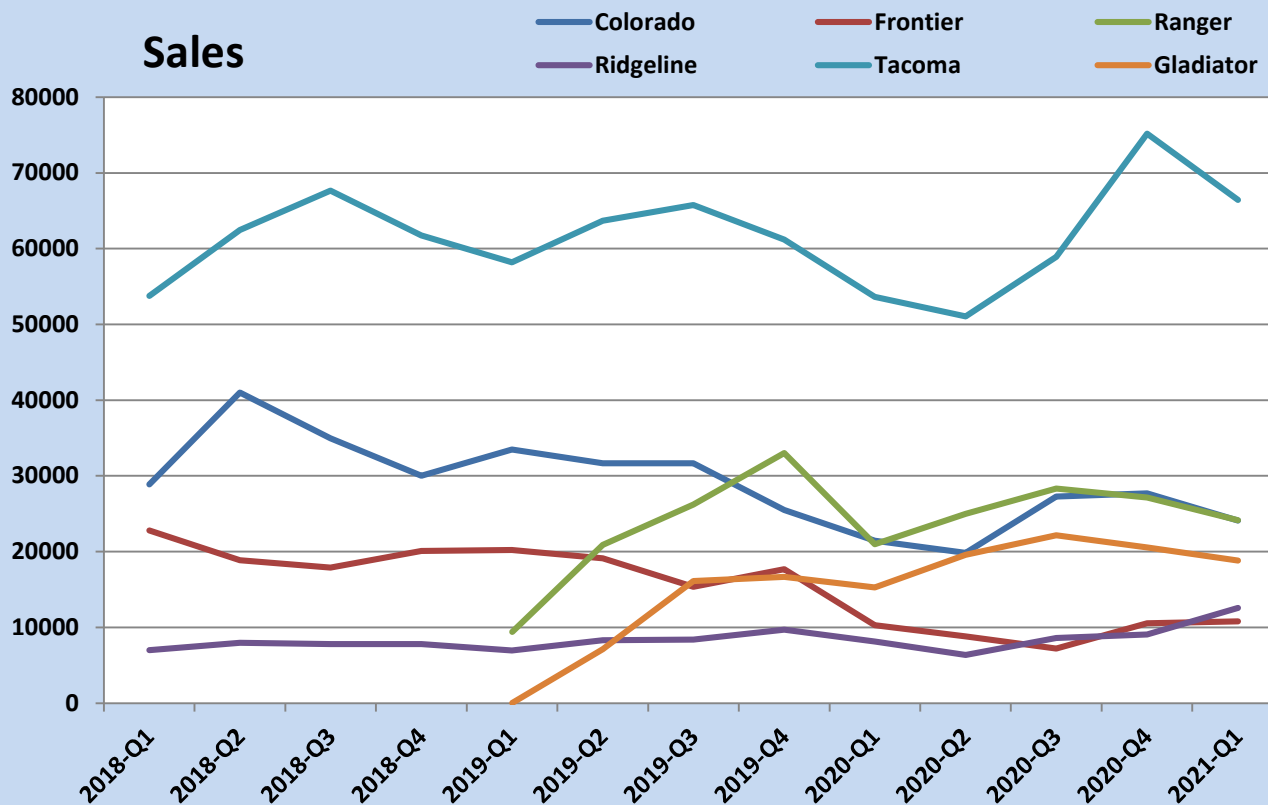
Sales



MID-SIZE PICKUP TRUCK

	Q1 Sales			YTD Sales			Market Share	
	2021	2020	YOY	2021	2020	YOY	Q1-2021	YTD
Canyon	7,144	4,483	59.4%	7,144	4,483	59.4%	4.4%	4.4%
Colorado	24,083	21,430	12.4%	24,083	21,430	12.4%	14.7%	14.7%
Frontier	10,780	10,280	4.9%	10,780	10,280	4.9%	6.6%	6.6%
Gladiator	18,822	15,259	23.4%	18,822	15,259	23.4%	11.5%	11.5%
Ranger	24,166	20,980	15.2%	24,166	20,980	15.2%	14.7%	14.7%
Ridgeline	12,570	8,125	54.7%	12,570	8,125	54.7%	7.7%	7.7%
Tacoma	66,449	53,636	23.9%	66,449	53,636	23.9%	40.5%	40.5%
Total	164,014	134,193	22.2%	164,014	134,193	22.2%		

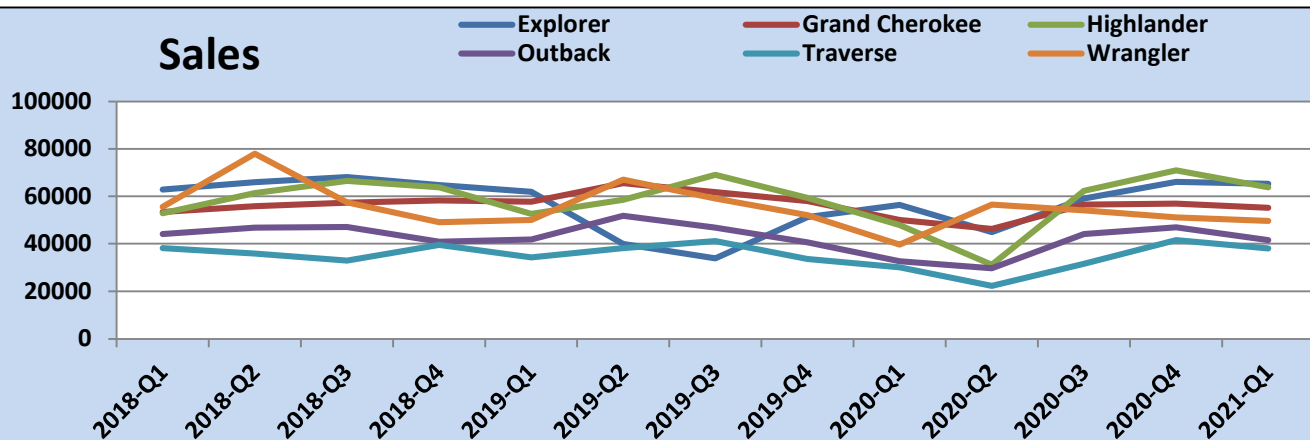
Sales



MID-SIZE SUV/CROSSOVER

	Q1 Sales			YTD Sales			Market Share	
	2021	2020	YOY	2021	2020	YOY	Q1-2021	YTD
4Runner	37,263	28,072	32.7%	37,263	28,072	32.7%	5.6%	5.6%
Acadia	19,956	17,686	12.8%	19,956	17,686	12.8%	3.0%	3.0%
Ascent	14,473	15,624	-7.4%	14,473	15,624	-7.4%	2.2%	2.2%
Atlas	19,218	14,278	34.6%	19,218	14,278	34.6%	2.9%	2.9%
Atlas Cross Sport	11,302	1,129	901.1%	11,302	1,129	901.1%	1.7%	1.7%
Blazer	19,265	22,144	-13.0%	19,265	22,144	-13.0%	2.9%	2.9%
CX-9	9,386	7,219	30.0%	9,386	7,219	30.0%	1.4%	1.4%
Durango	20,560	17,805	15.5%	20,560	17,805	15.5%	3.1%	3.1%
Edge	22,150	29,599	-25.2%	22,150	29,599	-25.2%	3.3%	3.3%
Explorer	65,244	56,310	15.9%	65,244	56,310	15.9%	9.8%	9.8%
FJ Cruiser	0	0		0	0		0.0%	0.0%
Flex		2,465			2,465			
Grand Cherokee	55,198	50,083	10.2%	55,198	50,083	10.2%	8.3%	8.3%
Highlander	63,831	47,890	33.3%	63,831	47,890	33.3%	9.6%	9.6%
Journey	6,880	15,152	-54.6%	6,880	15,152	-54.6%	1.0%	1.0%
Murano	11,523	15,683	-26.5%	11,523	15,683	-26.5%	1.7%	1.7%
Outback	41,503	32,615	27.3%	41,503	32,615	27.3%	6.2%	6.2%
Outlander	4,360	13,156	-66.9%	4,360	13,156	-66.9%	0.7%	0.7%
Palisade	21,207	16,333	29.8%	21,207	16,333	29.8%	3.2%	3.2%
Passport	11,610	7,833	48.2%	11,610	7,833	48.2%	1.7%	1.7%
Pathfinder	8,905	18,092	-50.8%	8,905	18,092	-50.8%	1.3%	1.3%
Pilot	31,451	23,898	31.6%	31,451	23,898	31.6%	4.7%	4.7%
Santa Fe	28,570	19,877	43.7%	28,570	19,877	43.7%	4.3%	4.3%
Santa Fe XL		781			781			
Sorento	19,724	18,055	9.2%	19,724	18,055	9.2%	3.0%	3.0%
Telluride	21,854	16,826	29.9%	21,854	16,826	29.9%	3.3%	3.3%
Touareg	0	2	-100.0%	0	2	-100.0%	0.0%	0.0%
Traverse	38,037	30,095	26.4%	38,037	30,095	26.4%	5.7%	5.7%
Venza	13,623			13,623			2.0%	2.0%
Wrangler	49,646	39,668	25.2%	49,646	39,668	25.2%	7.4%	7.4%
Total	666,739	578,370	15.3%	666,739	578,370	15.3%		

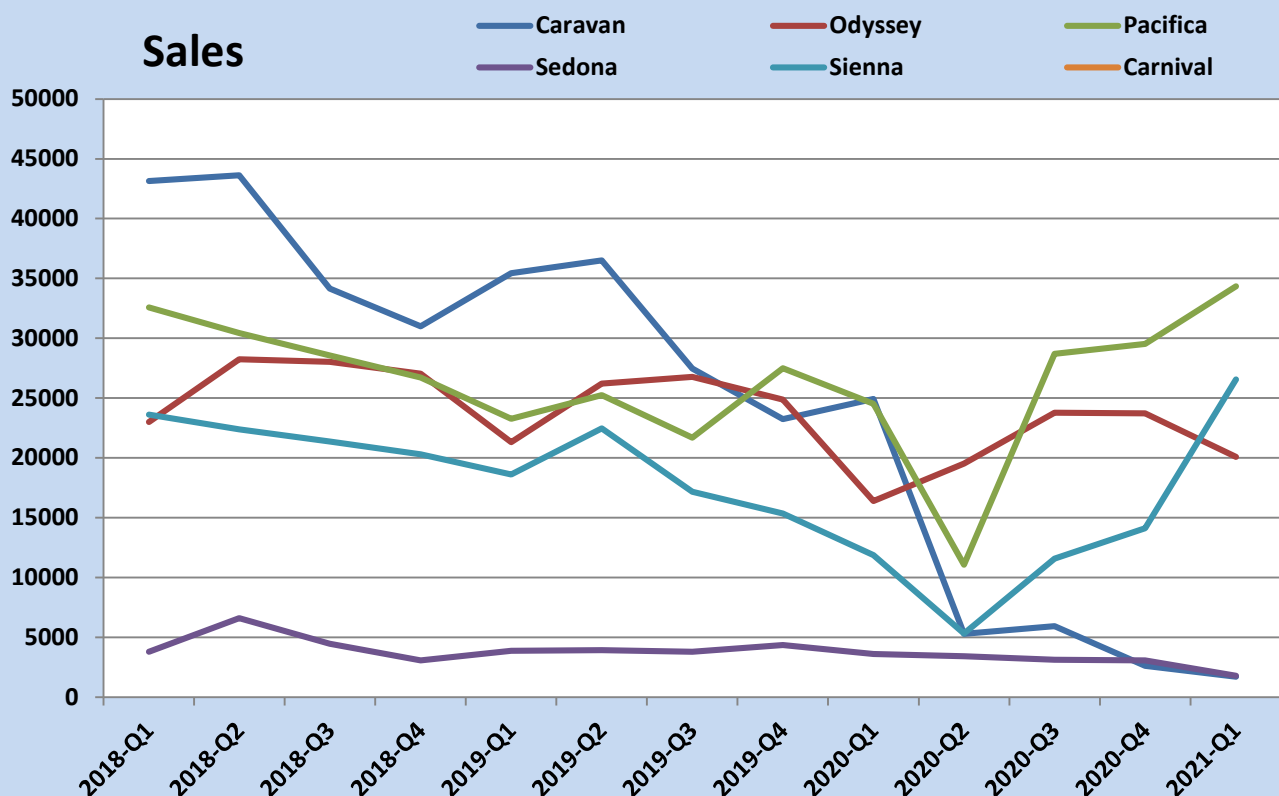
Sales



MINIVAN

	Q1 Sales			YTD Sales			Market Share	
	2021	2020	YOY	2021	2020	YOY	Q1-2021	YTD
Caravan	1,709	24,931	-93.1%	1,709	24,931	-93.1%	2.0%	2.0%
Carnival	747			747			0.9%	0.9%
Odyssey	20,066	16,390	22.4%	20,066	16,390	22.4%	23.5%	23.5%
Pacifica	34,342	24,525	40.0%	34,342	24,525	40.0%	40.3%	40.3%
Sedona	1,803	3,608	-50.0%	1,803	3,608	-50.0%	2.1%	2.1%
Sienna	26,578	11,876	123.8%	26,578	11,876	123.8%	31.2%	31.2%
Town & Country	0	0		0	0		0.0%	0.0%
Total	85,245	81,330	4.8%	85,245	81,330	4.8%		

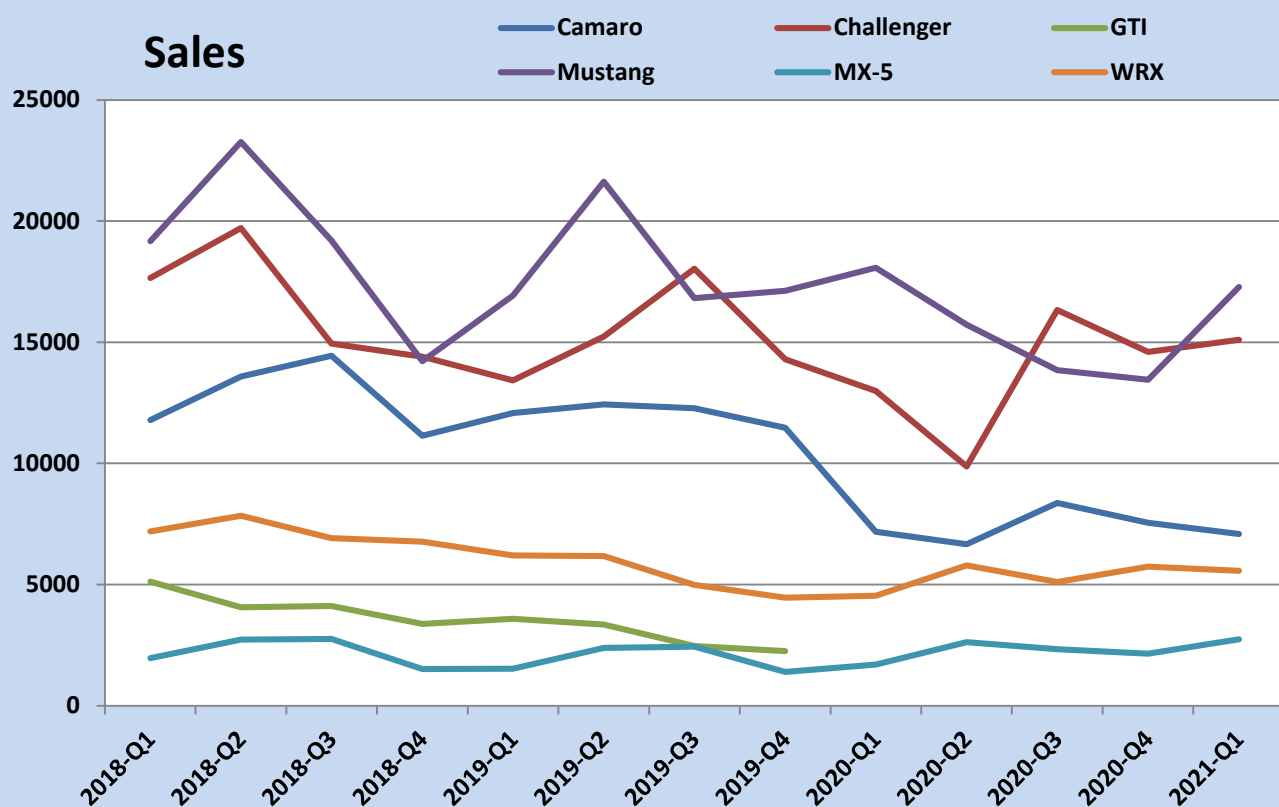
Sales



SPORTS CAR

	Q1 Sales			YTD Sales			Market Share	
	2021	2020	YOY	2021	2020	YOY	Q1-2021	YTD
124 Spider	477	388	22.9%	477	388	22.9%	0.9%	0.9%
370Z	28	561	-95.0%	28	561	-95.0%	0.1%	0.1%
4C	24	26	-7.7%	24	26	-7.7%	0.0%	0.0%
86	764	704	8.5%	764	704	8.5%	1.4%	1.4%
BRZ	583	392	48.7%	583	392	48.7%	1.1%	1.1%
Boxster	602	192	213.5%	602	192	213.5%	1.1%	1.1%
Camaro	7,089	7,185	-1.3%	7,089	7,185	-1.3%	13.3%	13.3%
Cayman	904	208	334.6%	904	208	334.6%	1.7%	1.7%
Challenger	15,096	12,995	16.2%	15,096	12,995	16.2%	28.3%	28.3%
MX-5	2,743	1,700	61.4%	2,743	1,700	61.4%	5.1%	5.1%
Mustang	17,274	18,069	-4.4%	17,274	18,069	-4.4%	32.4%	32.4%
Supra	1,725	1,013	70.3%	1,725	1,013	70.3%	3.2%	3.2%
TT	266	175	52.0%	266	175	52.0%	0.5%	0.5%
WRX	5,566	4,540	22.6%	5,566	4,540	22.6%	10.4%	10.4%
Z4	195	625	-68.8%	195	625	-68.8%	0.4%	0.4%
Total	53,336	48,773	9.4%	53,336	48,773	9.4%		

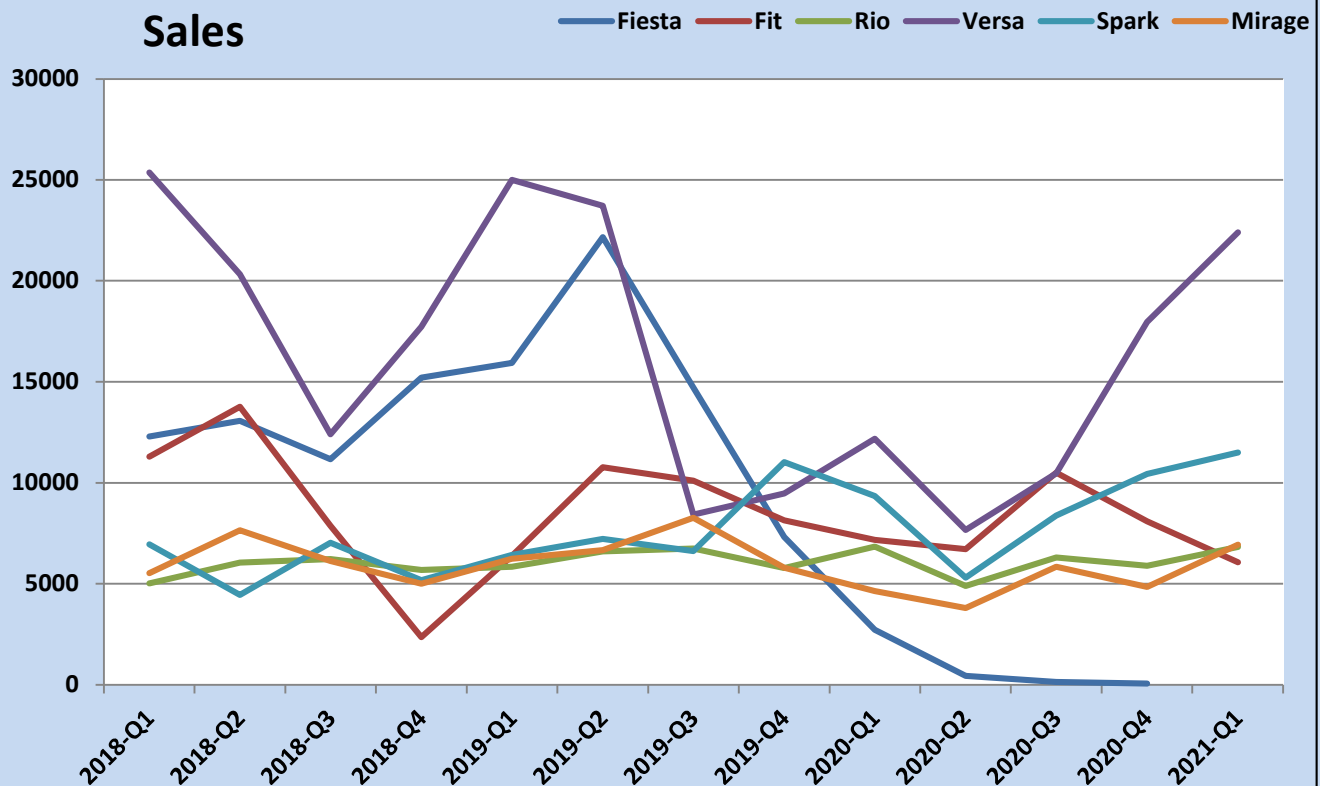
Sales



SUBCOMPACT CAR

	Q1 Sales			YTD Sales			Market Share	
	2021	2020	YOY	2021	2020	YOY	Q1-2021	YTD
500	4	327	-98.8%	4	327	-98.8%	0.0%	0.0%
Accent	4,272	4,807	-11.1%	4,272	4,807	-11.1%	6.7%	6.7%
Fiesta		2,723			2,723			
Fit	6,065	7,179	-15.5%	6,065	7,179	-15.5%	9.6%	9.6%
Mini Cooper	4,123	3,670	12.3%	4,123	3,670	12.3%	6.5%	6.5%
Mirage	6,932	4,646	49.2%	6,932	4,646	49.2%	10.9%	10.9%
Rio	6,818	6,845	-0.4%	6,818	6,845	-0.4%	10.8%	10.8%
Sonic	1,065	4,341	-75.5%	1,065	4,341	-75.5%	1.7%	1.7%
Spark	11,505	9,352	23.0%	11,505	9,352	23.0%	18.2%	18.2%
Versa	22,394	12,176	83.9%	22,394	12,176	83.9%	35.4%	35.4%
Yaris	62	1,656	-96.3%	62	1,656	-96.3%	0.1%	0.1%
Yaris iA	69	760	-90.9%	69	760	-90.9%	0.1%	0.1%
Total	63,309	58,482	8.3%	63,309	58,482	8.3%		

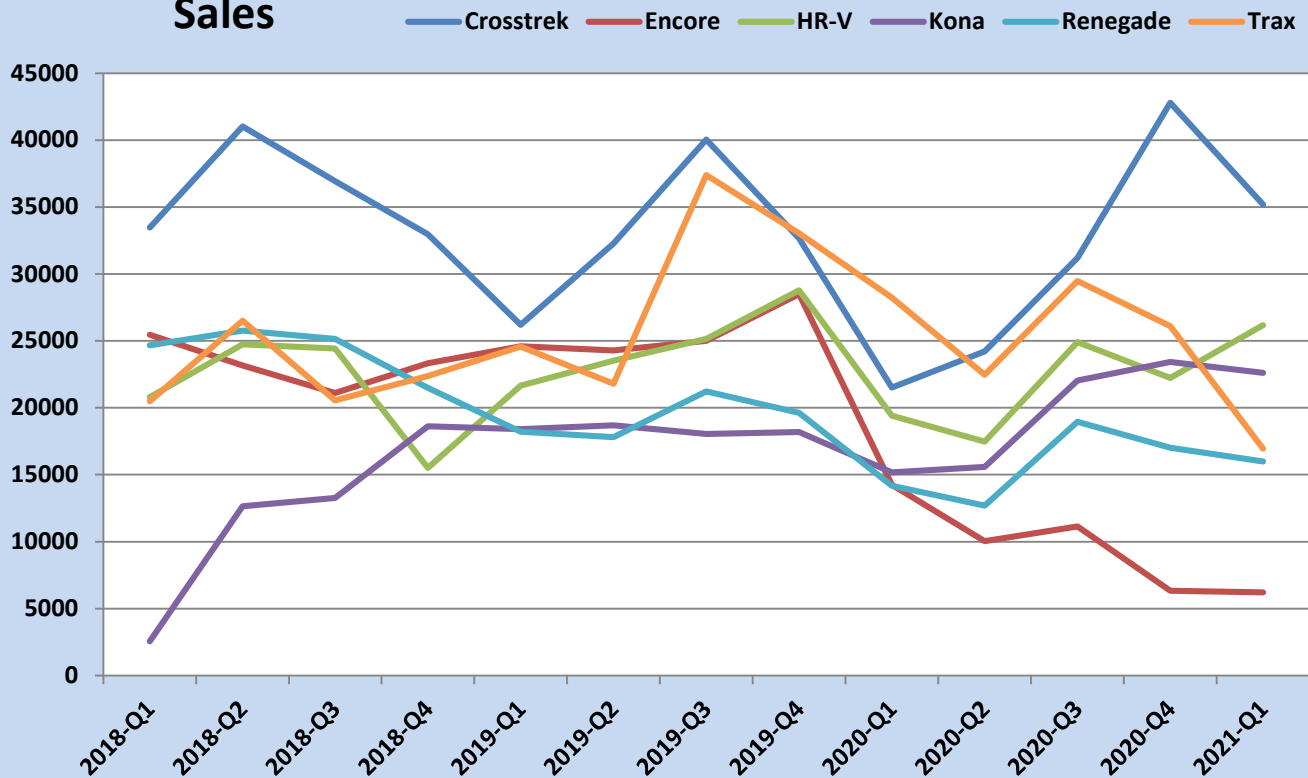
Sales



SUBCOMPACT SUV/CROSSOVER

	Q1 Sales			YTD Sales			Market Share	
	2021	2020	YOY	2021	2020	YOY	Q1-2021	YTD
500X	265	283	-6.4%	265	283	-6.4%	0.1%	0.1%
Bronco Sport	23,356			23,356			7.9%	7.9%
C-HR	10,401	10,372	0.3%	10,401	10,372	0.3%	3.5%	3.5%
CX-3	1,513	2,552	-40.7%	1,513	2,552	-40.7%	0.5%	0.5%
CX-30	14,589	8,364	74.4%	14,589	8,364	74.4%	5.0%	5.0%
Countryman	2,162	1,567	38.0%	2,162	1,567	38.0%	0.7%	0.7%
Crosstrek	35,187	21,516	63.5%	35,187	21,516	63.5%	12.0%	12.0%
EcoSport	12,878	12,923	-0.3%	12,878	12,923	-0.3%	4.4%	4.4%
Encore	6,229	14,238	-56.3%	6,229	14,238	-56.3%	2.1%	2.1%
Encore GX	18,435	2,601	608.8%	18,435	2,601	608.8%	6.3%	6.3%
HR-V	26,175	19,414	34.8%	26,175	19,414	34.8%	8.9%	8.9%
Kicks	24,421	13,969	74.8%	24,421	13,969	74.8%	8.3%	8.3%
Kona	22,610	15,174	49.0%	22,610	15,174	49.0%	7.7%	7.7%
Outlander Sport	15,356	12,577	22.1%	15,356	12,577	22.1%	5.2%	5.2%
Renegade	15,997	14,164	12.9%	15,997	14,164	12.9%	5.4%	5.4%
Seltos	16,786	5,052	232.3%	16,786	5,052	232.3%	5.7%	5.7%
Trailblazer	25,024	3		25,024	3		8.5%	8.5%
Trax	16,955	28,242	-40.0%	16,955	28,242	-40.0%	5.8%	5.8%
Venue	5,784	3,166	82.7%	5,784	3,166	82.7%	2.0%	2.0%
Total	294,123	186,177	58.0%	294,123	186,177	58.0%		

Sales



VAN

	Q1 Sales			YTD Sales			Market Share	
	2021	2020	YOY	2021	2020	YOY	Q1-2021	YTD
Cargo Van	0	0		0	0		0.0%	0.0%
E-Series	10,573	10,098	4.7%	10,573	10,098	4.7%	10.9%	10.9%
Express	16,877	13,309	26.8%	16,877	13,309	26.8%	17.3%	17.3%
Metris	348	2,198	-84.2%	348	2,198	-84.2%	0.4%	0.4%
NV	4,074	3,728	9.3%	4,074	3,728	9.3%	4.2%	4.2%
NV200	5,539	4,740	16.9%	5,539	4,740	16.9%	5.7%	5.7%
ProMaster	10,880	9,585	13.5%	10,880	9,585	13.5%	11.2%	11.2%
ProMaster City	3,204	2,096	52.9%	3,204	2,096	52.9%	3.3%	3.3%
Savana	5,847	4,182	39.8%	5,847	4,182	39.8%	6.0%	6.0%
Sprinter	4,872	5,322	-8.5%	4,872	5,322	-8.5%	5.0%	5.0%
Transit	27,451	36,836	-25.5%	27,451	36,836	-25.5%	28.2%	28.2%
Transit Connect	7,623	7,565	0.8%	7,623	7,565	0.8%	7.8%	7.8%
Total	97,288	99,659	-2.4%	97,288	99,659	-2.4%		

