

# MINORITY

## new vehicle report

2015 was a record year in the U.S. for new vehicle registrations. The total U.S. registrations of approximately 17.5 million new cars and trucks was an industry record. With a year over year volume growth rate of 5%, the U.S. auto industry is as strong as ever.

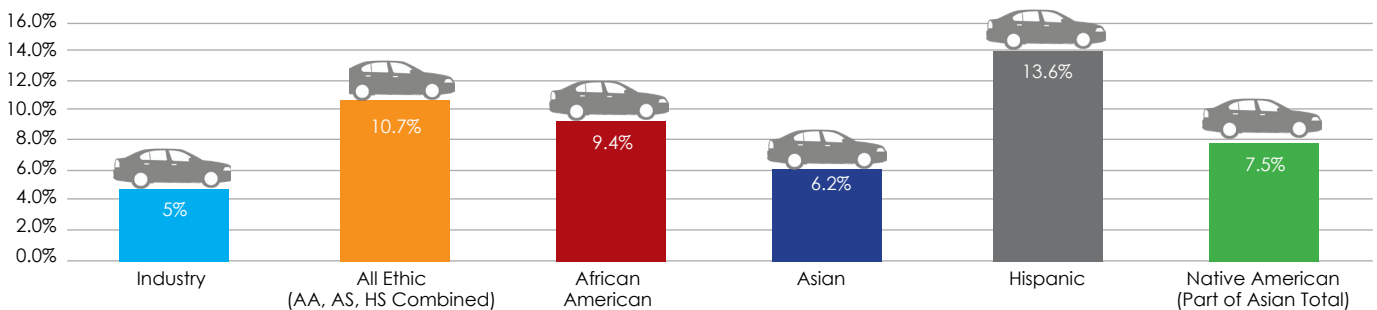
When we dig a bit deeper and look at the strong minority consumer growth rates (10% year over year growth – double the industry rate) we can understand why industry leaders like Marc Bland, VP Diversity & Inclusion from IHS Automotive state the following, “The role of the Minority Dealer in the U.S. is becoming more important everyday as Minority Consumer new vehicle growth outpaces the industry and OEMs seek to make a stronger connection with these fast growing consumer groups”.

The following is some information from our data partners at IHS Automotive to help educate all NAMAD readership in the following areas:

- Industry and Ethnic Consumer U.S. volume and growth rates.
- Top brands by Consumer group.
- Geographic hot spots by consumer group.

### U.S. Personal New Vehicle Volume Growth By Consumer Group:

IHS AUTOMOTIVE  
driven by POLK



Calendar Year End 2015	Industry	"All Ethnic (AA, AS, HS Combined)"	African American	Asian	Hispanic	"Native American (Part of Asian Total)"
Current Period Volume:	13,545,741	3,685,246	1,104,931	772,455	1,807,860	19,593
Same Period - 1 Year Prior Volume:	12,897,073	3,328,881	1,009,762	727,150	1,591,969	18,222
Volume Growth:	5.0%	10.7%	9.4%	6.2%	13.6%	7.5%
"Gross Revenue Contribution: (Based on \$32K X Current Period Volume)"	\$433,463,712,000	\$117,927,872,000	\$35,357,792,000	\$24,718,560,000	\$57,851,520,000	\$626,976,000
Top 10 Brands by Consumer Group	TOYOTA	TOYOTA	TOYOTA	TOYOTA	TOYOTA	CHEVROLET
	FORD	HONDA	NISSAN	HONDA	NISSAN	FORD
	CHEVROLET	NISSAN	CHEVROLET	NISSAN	HONDA	TOYOTA
	HONDA	CHEVROLET	FORD	LEXUS	CHEVROLET	JEEP
	NISSAN	FORD	HONDA	MERCEDES-BENZ	FORD	NISSAN
	JEEP	HYUNDAI	KIA	BMW	KIA	HONDA
	HYUNDAI	KIA	HYUNDAI	SUBARU	HYUNDAI	GMC
	SUBARU	JEEP	JEEP	FORD	JEEP	DODGE
	KIA	DODGE	DODGE	HYUNDAI	DODGE	KIA
GMC	LEXUS	GMC	ACURA	GMC	RAM	