The record for U.S. auto sales was 17.8 million in 2000.
2015 U.S. Sales Forecast Looks Higher

- With a forecast average of 17.03 million sales in the U.S., this will be the most autos sold since 2003 (16.96 million).
U.S. Market Share by Manufacturer

- GM: 17.97%
- Ford: 15.76%
- Toyota: 14.46%
- Chrysler: 11.55%
- Nissan: 9.84%
- Honda: 8.03%
- Hyundai: 4.62%
- Kia: 3.41%
- Subaru: 2.71%
- Volkswagen: 2.61%
- BMW: 2.41%
- Daimler: 2.21%
- Mazda: 1.81%
- Audi: 1.00%
- Jaguar Land Rover: 0.40%
- Porsche: 0.40%
- Volvo: 0.40%
- Tesla: 0.10%
- Mitsubishi: 0.40%
- Subaru: 0.30%

Source: Ward’s Automotive, 2013 Sales
More Countries are Importing Auto Products from the U.S.

A decade ago, 68 countries imported substantial amounts of American auto products ($10 million or more).

In 2013, 105 countries imported $10 million+ of auto goods from the U.S.
Auto Exports Have Doubled in Dollar Value

In 2013, exports of cars and parts valued at $100 billion were shipped from U.S. ports—almost double the $50.8 billion of auto products exported from the U.S. a decade earlier.
U.S. Auto & Parts Exports by Region

- North America: $51.9B
- Europe: $13.3B
- Asia: $25.4B
- South/Central America: $4.3B
- Africa: $2.9B
- Australia and Oceania: $2.3B

EXPORTS TO ASIA INCREASE
$25.4B
UP 506%
Green Cars
More High-Mileage Autos Available to Consumers

Models Achieving 30 MPG or More (Highway): 2006-2014

Number of 30+ MPG models on sale

Source: FuelEconomy.gov
Gas is down from $4 a gallon to $3.25 a gallon

Source: Ward’s Automotive
Green Cars on Sale Today in the U.S.

50 Models of Hybrids
35 Models of Diesels
14 Models of BEVs*
10 Models of PHEVs**

* Battery Electric  **Plug-In Hybrid
Sales Rise: Hybrids, Diesels and Electric Vehicles

Increase in Alternative Fuel Models: 2006 - 2014

Number Of Models Available

- **Hybrid**
- **Diesel**
- **BEV**
- **PHEV**
Hybrid Sales Grow but Still Low

U.S. Hybrid Sales over 13 Years

Units Sold

- 0
- 100,000
- 200,000
- 300,000
- 400,000
- 500,000
- 600,000

Years:
- 2000
- 2001
- 2002
- 2003
- 2004
- 2005
- 2006
- 2007
- 2008
- 2009
- 2010
- 2011
- 2012
- 2013

Source: Ward’s Automotive
Clean Diesel Vehicle Sales Grow but Still Low

Increase In Diesel Sales and Market Share: 2012-2013

Sales

Market Share

Source: Ward’s Automotive
Sales of EVs and PHEVs Grow but Still Low

Source: Ward’s Automotive
The Gas Engine is Still the Top Choice

2013 U.S. Passenger Vehicles by % Power Type

- Gas: 94%
- Diesel: 2.1%
- Hybrid: 3.2%
- PHEV: 0.3%
- EV: 0.3%
- Other: 5.9%

Source: Ward’s Automotive
Success with Gas Powertrains Inhibits Appetite to Switch

What Type of Engine Will Your Next Vehicle Be Powered By?

- Gasoline
- Hybrid
- Diesel
- Electric
- Not Sure

- Remarkable consistency over two years
- Subtle increase in preference for gas
- Subtle decrease in preference for hybrids

(37) (47)
52% of new vehicle sales get highway MPG of 30 miles+. Of the top body styles, 89% of passenger cars and 29% of SUVs sold this year get 30 highway MPG. No pickups or passenger vans reach 30 highway MPG.
Making Autos Lighter: Aluminum

A recent study finds that every leading automaker will have numerous aluminum body and closure programs by 2025.

As the material mix for body and closure parts continues to change dramatically in the years to come, use of aluminum sheet for vehicle bodies will increase to 4 billion pounds by 2025, from 200 million pounds in 2012.
Data Available to OICA Members

Access the 2014 Facts & Figures at www.wardsauto.com/autoalliance14
Use Promo Code: Facts14AA63