

Houston Auto Market News

February 2024



Sound Bites

- Q4-2023 Total & Retail Vehicle Sales up from the previous year. See charts to the right.
- 2023 wraps up with vehicle prices moderating after several years of increases. See Page 5.

Inside Story

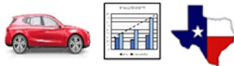
- The Fleet Sales continue to bolster vehicle sales in Q4-2023, See page 5.
- Houston Total Market Share for Electric Vehicle (EV), Hybrid & Plugin Hybrid (PHEV) . See page 6.

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INFONATION, INC.



Detailed new auto sales results by brand and dealer are available in the **TexAuto Facts Report** from InfoNation, Inc., the provider of data for Houston Auto Market News.

See page 8.

INSIGHTS TO THE HOUSTON VEHICLE MARKET

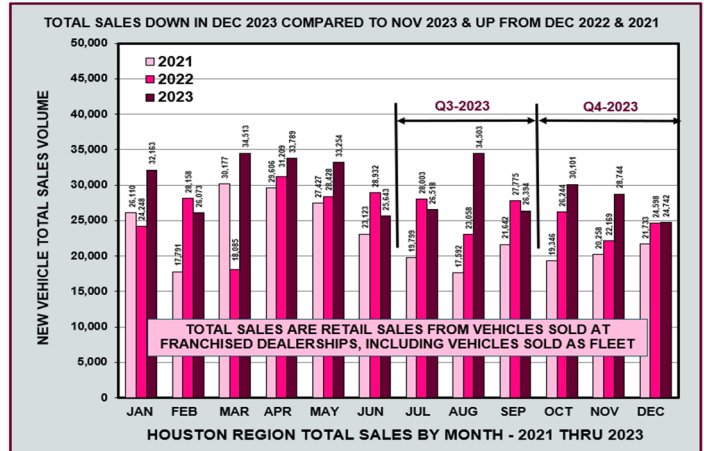
Volume 14 Issue 5

Houston Region Total Sales were down in Q4-2023 at 83,587 units compared to Q3-2023 at 87,415 units sold and up compared to Q4-2022 at 73,011 units.

The Houston Region Retail Sales for Q4-2023 were down at 73,302 units compared to Q3-2023 at 78,939 units, and up with 67,014 units sold in Q4-2022.

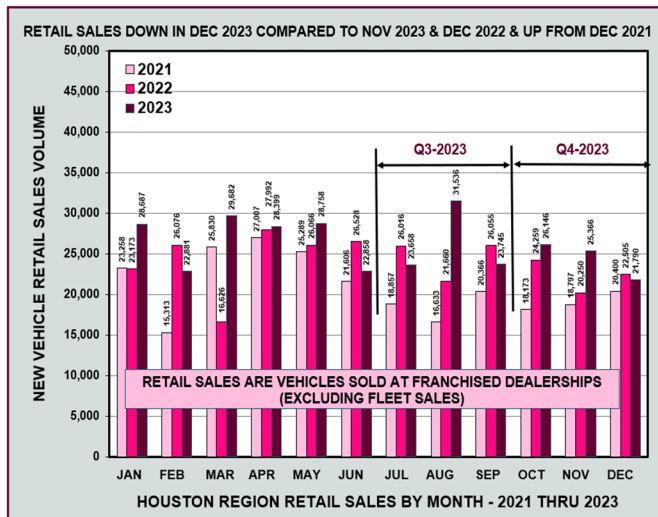
The Retail Auto Segment sold 15,872 units in Q4-2023 for the Houston Region, down compared to Q3-2023 with 17,863 units sold and up from 15,057 units sold in Q4-2022.

The Retail Truck/SUV Segment sold 57,430 units for Q4-2023, this was down compared to Q3-2023 with 61,076 units sold and up from Q4-2022 with 51,957 units sold.



PRE-PANDEMIC	PANDEMIC	POST-PANDEMIC		
2019 (YTD)	2020 (YTD)	2021 (YTD)	2022 (YTD)	2023 (YTD)
292,606	248,034	274,604	310,907	356,437

2023 (YTD) Total Sales up over the past four years.



PRE-PANDEMIC	PANDEMIC	POST-PANDEMIC		
2019 (YTD)	2020 (YTD)	2021 (YTD)	2022 (YTD)	2023 (YTD)
247,148	220,561	251,529	287,206	313,506

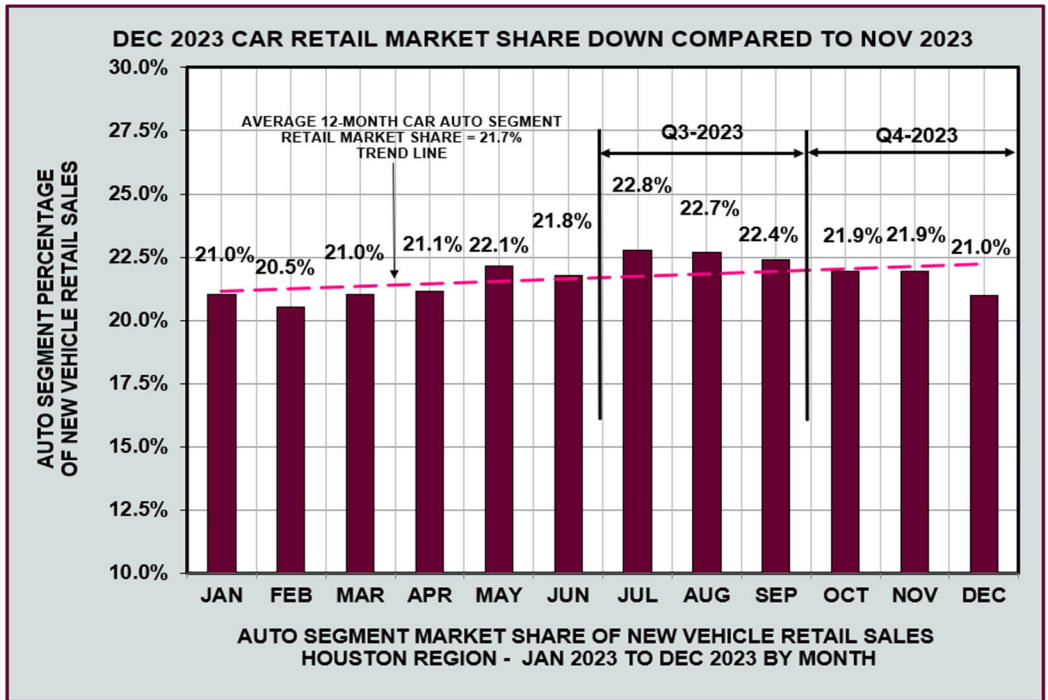
2023 (YTD) Retail Sales up over the past four years.

Note: Due to the supply chain issues, some sales figures & data in 2023 may be skewed due to the lag time from registering the automobiles at the dealership vs. titling at the Texas DMV.

LOOKING AHEAD

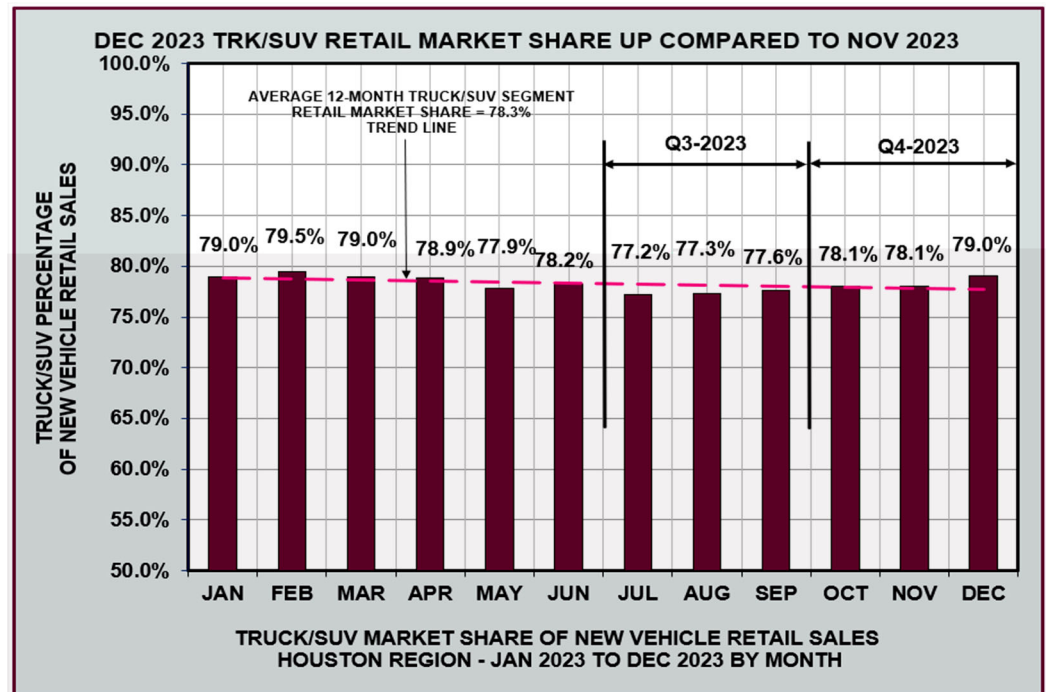
Sometimes, when “Looking Ahead”, one must look where we’ve been. Since tracking new vehicle sales in the Houston Region, **2023** saw the 4th best year in new vehicle sales for the Houston Region at 356,437 vehicles sold, eclipsing **2022** with 310,907 units sold, while **2021** had 274,604 units, compared to 248,034 units in **2020** & 292,606 units for **2019**. There were 303,385 units in **2018**, 290,354 units in **2017** & 299,461 units in **2016**. We must look back to years before & after the “Great Recession”: **2007** at 358,770, **2014** at 373,998 & **2015** at 376,481 units. With the past few years behind & consumer confidence high, **2024** is looking to be even better than **2023**, perhaps surpassing the all-time high of **2015**. Let’s see what lies ahead!

The 12 month average for the Auto Segment Retail Market Share was 21.7%.



The Q4-2023 Auto Segment Retail Market Share decreased from 21.6% compared to Q3-2023 at 22.6%. Q4-2023 was down compared to Q4-2022 at 22.5% for the Houston Region.

The 12 month average for the Truck/SUV Retail Market Share was high at 78.3%.

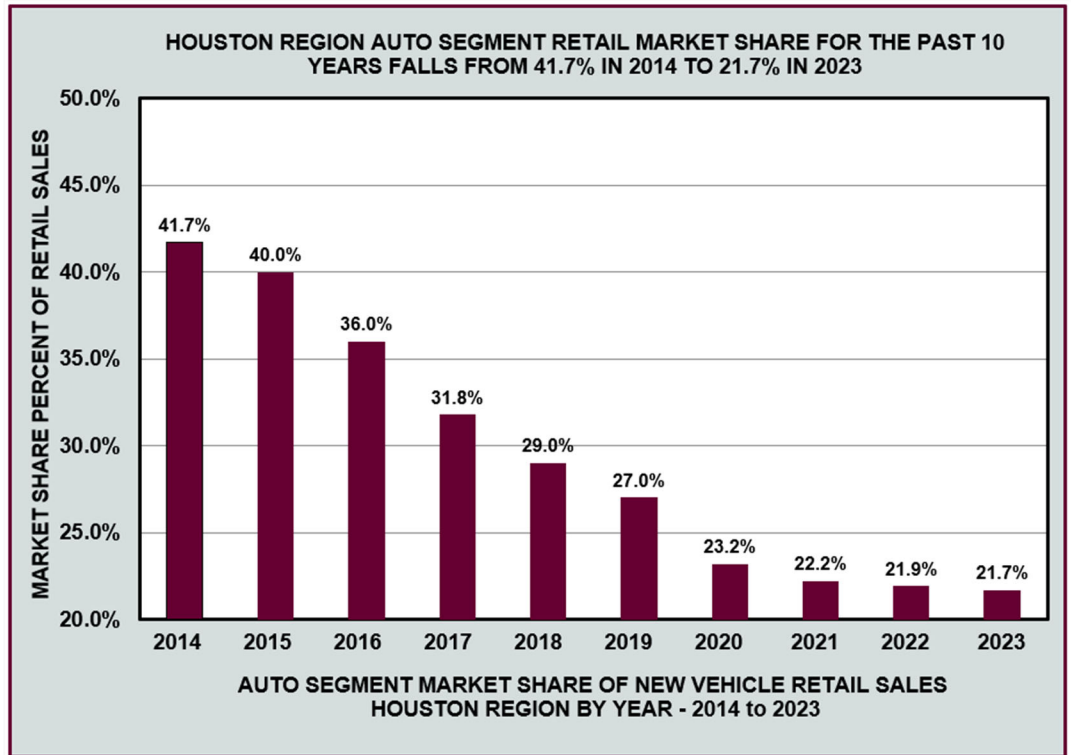


The Q4-2023 Truck/SUV Retail Market Share was up at 78.4% compared to Q3-2023 of 77.4% and up from Q4-2022 at 77.5%.

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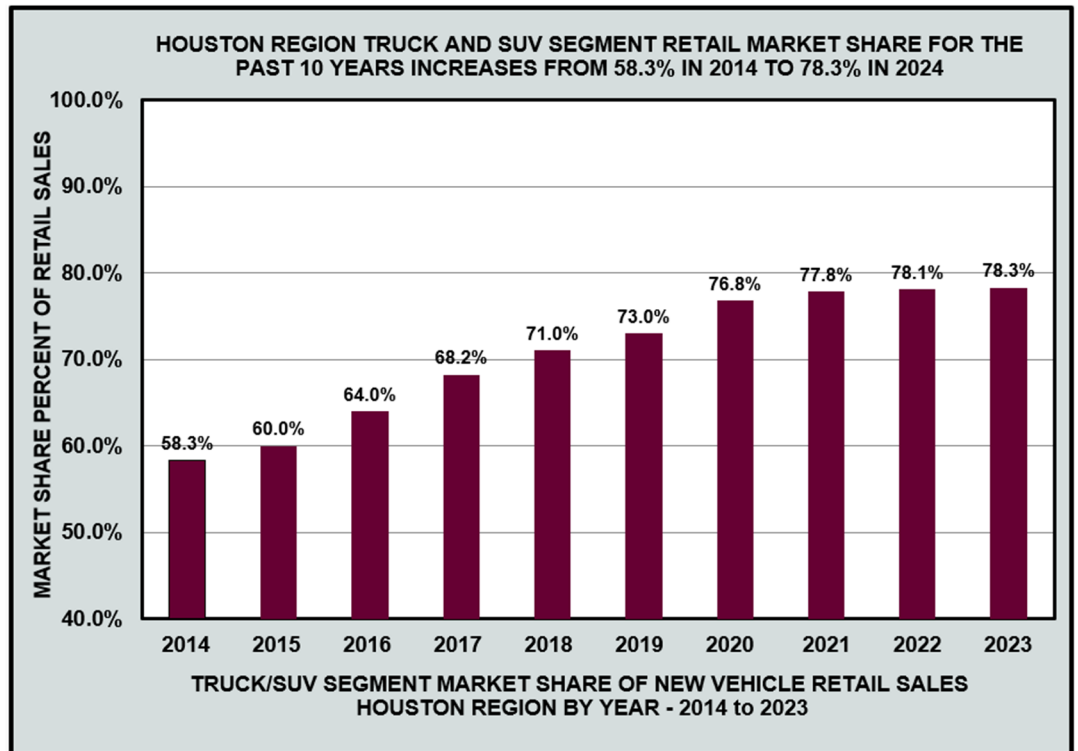
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2014 was an all-time for sales per unit for the Auto segment.



The Retail Sales for the Auto Segment sold 68,050 units in 2023 versus 62,817 units in 2022, with a significant decrease from 130,627 units in 2014.

2023 saw an all-time for sales per unit for the Truck/SUV segment.

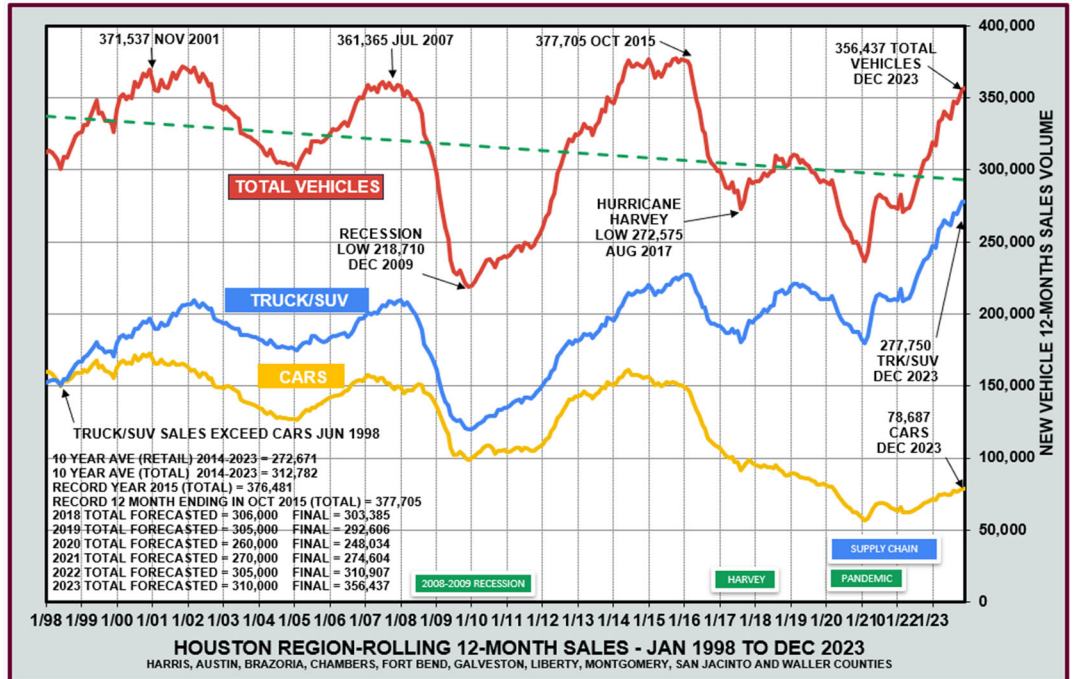


The Retail Sales for the Truck/SUV Segment sold 245,456 in 2023 versus 224,389 units in 2022 with a significant increase from 188,733 units sold in 2014.

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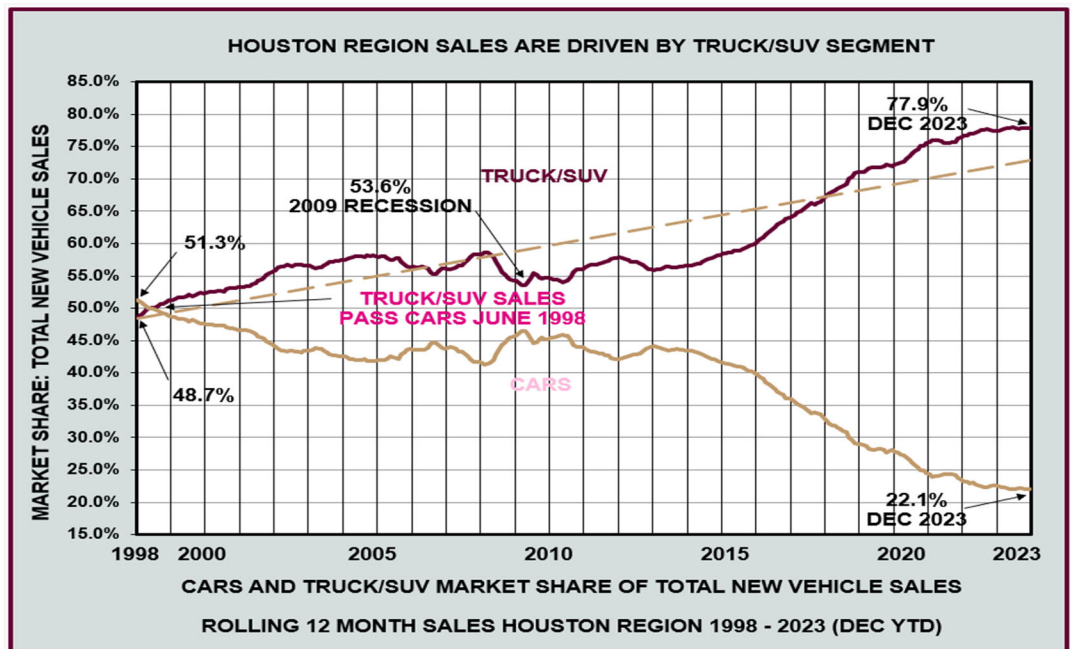
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The 12-Month Rolling Total Sales for Autos in the Houston Region continues to fluctuate month to month.



The 12-Month Rolling Total Sales for 2023 ended at 356,437 in that sales exceeded the forecasted units sold of 310,000 in the Houston Region.

The Truck/SUV became the "Family Car" in 1998, sidelining the station wagon & the minivan.

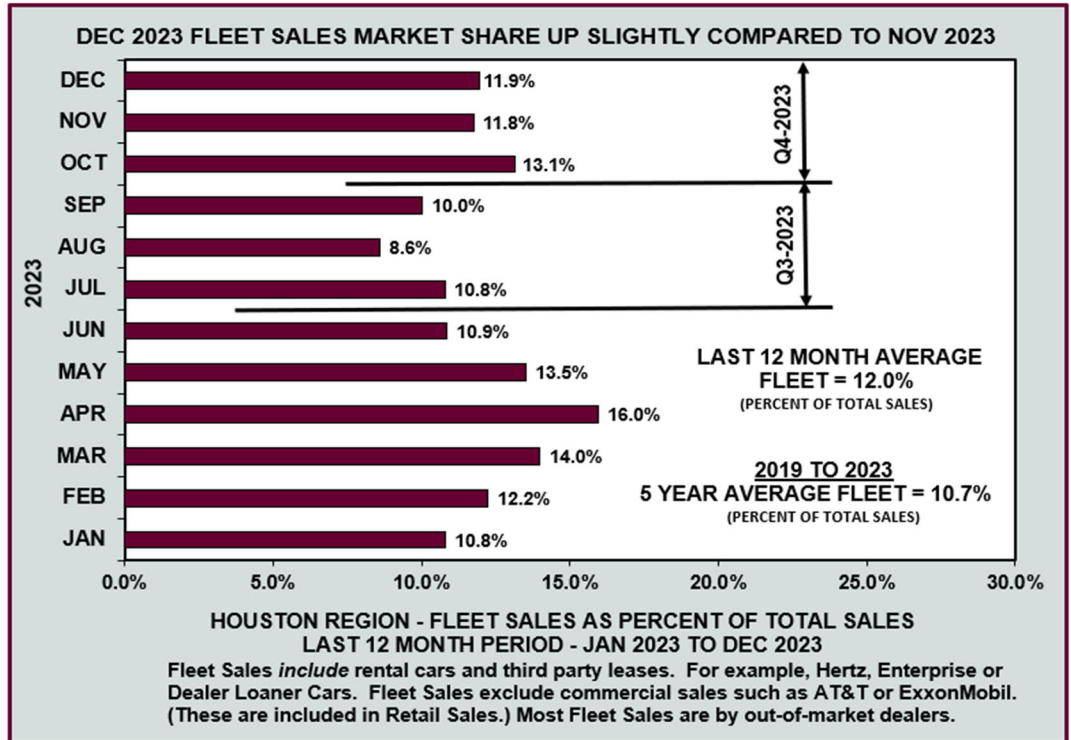


'Hurricane Harvey', 'The Pandemic' and 'The Supply Chain Issues' were all major events for the US & the Houston Region. Each of these events have been smoothed out on the 12-month Rolling Chart for Houston Total Sales. In comparison, 'The 2009 Recession' was & is still a very prominent data point.

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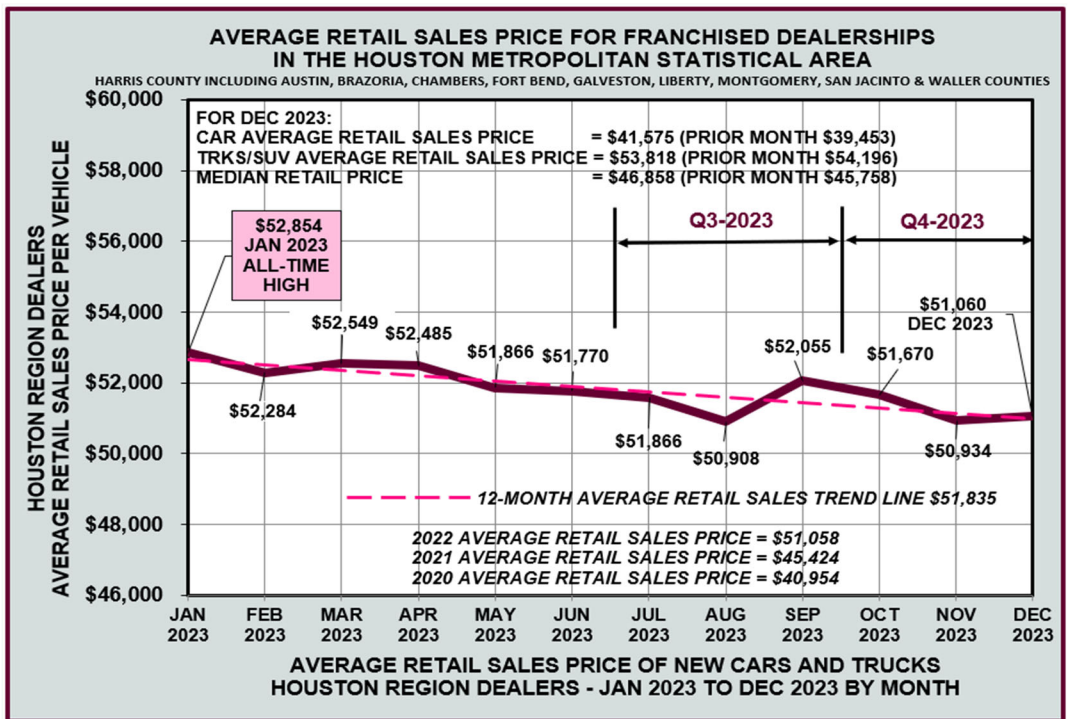
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The Average Fleet Sales Market Share for the last 12 Months was 12.0%.



Fleet Sales Market Share was up at 12.3% for Q4-2023 compared to 9.8% in Q3-2023 and up from Q4-2022 at 8.2%. Fleet Sales can be an indicator of general business conditions and confidence. Fleet Sales include rental vehicles and third party leases.

The record breaking all-time high for the Average Retail Sales Price in January, levels out for the remainder of 2023.



The Average Retail Sales Price for Q4-2023 was \$51,221 down compared to Q3-2023 at \$51,517 and down compared to Q4-2022 at \$52,040. Retail Sales Prices are vehicles sold at franchised dealerships.

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In 2023-YTD, Electric (EV), Hybrid & Plug-in Hybrids (PHEV) Vehicles account for 17.8% Of The Market Share

Electric Vehicles (EV)



Hybrid (Gas/Battery Engine)



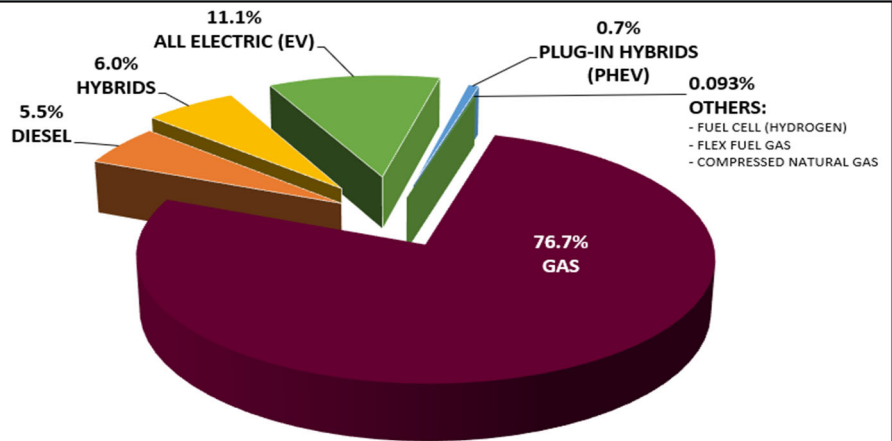
Plug-in Hybrid Electric Vehicle (PHEV)



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2023 YEAR TO DATE TOTAL MARKET SHARE BY ENGINE/FUEL TYPE



TOTAL MARKET SHARE
356,437 TOTAL AUTOS SOLD IN THE HOUSTON REGION (MSA) 2023 YTD
83,587 VEHICLES SOLD IN Q4-2023
87,415 VEHICLES SOLD IN Q3-2023
92,686 VEHICLES SOLD IN Q2-2023
92,749 VEHICLES SOLD IN Q1-2023

MFG'S OF EV, HYBRID & PHEV'S		
RANK	MAKE/BRAND	MKT SHARE
1	TOYOTA	17.8%
2	TESLA	15.9%
3	MERCEDES-BENZ	11.1%
4	HONDA	9.4%
5	BMW	7.2%
6	FORD	6.5%
7	AUDI	6.1%
8	RIVIAN	5.0%
9	HYUNDAI	3.8%
10	LEXUS	3.2%
11	LAND ROVER	2.6%
12	JEEP	2.0%
13	VOLVO	2.0%
14	KIA	1.7%
15	MAZDA	1.5%
16	VOLKSWAGEN	1.0%
17	CHEVROLET	0.7%
18	CADILLAC	0.5%
19	NISSAN	0.4%
20	PORSCHE	0.3%
21	GENESIS	0.2%
22	MASERATI	0.2%
23	ALFA-ROMEO	0.1%
24	POLESTAR	0.1%
25	CHRYSLER	0.1%
	OTHER	0.5%

TOP 10 ELECTRIC VEHICLES (EV)		
RANK	MAKE/MODEL	MKT SHARE
1	TESLA MODEL Y	25.2%
2	TESLA MODEL 3	17.2%
3	RIVIAN R1S	12.3%
4	HYUNDAI IONIQ 5	3.5%
5	TESLA MODEL X	3.2%
6	FORD F-150 LIGHTNING	3.0%
7	VOLKSWAGEN ID.4	2.9%
8	FORD MUSTANG MACH-E	2.9%
9	MERCEDES EQB SUV	2.5%
10	MERCEDES EQE SUV	2.0%

TOP 10 HYBRID VEHICLES		
RANK	MAKE/MODEL	MKT SHARE
1	HONDA CR-V HYBRID	9.1%
2	TOYOTA RAV4 HYBRID	7.6%
3	HONDA ACCORD SEDAN	6.1%
4	MERCEDES GLE-CLASS	5.0%
5	TOYOTA TUNDRA	4.1%
6	AUDI Q5	4.0%
7	TOYOTA SIENNA	3.8%
8	FORD MAVERICK	3.8%
9	BMW X5	3.8%
10	MERCEDES GLC-CLASS	3.2%

TOP 10 PLUG-IN HYBRID VEHICLES (PHEV)		
RANK	MAKE/MODEL	MKT SHARE
1	JEEP WRANGLER	27.4%
2	JEEP GRAND CHEROKEE	9.3%
3	BMW X5	8.9%
4	VOLVO CX-90	7.9%
5	MERCEDES GLE-CLASS	6.8%
6	FORD ESCAPE	4.6%
7	BMW 3-SERIES	3.1%
8	VOLVO XC90	3.0%
9	ALFA ROMEO TONALE	3.0%
10	TOYOTA RAV4 PRIME	3.0%

PlugShare is a comprehensive app for locating charging stations world wide (APPLE/ANDROID).



For the first time in the Houston Region & Nationally, the Hyundai Group overtook Stellantis as the 4th best selling Brand in 2023.

2023 NEW AUTO SALES BY BRAND FOR THE HOUSTON METROPOLITAN STATISTICAL AREA

TEXAUTO FACTS
SUMMARY BY MANUFACTURER
NEW CARS AND TRUCKS REGISTERED IN HOUSTON REGION
DECEMBER 2023

MANUFACTURER	THIS MONTH		YEAR TO DATE		2022 YTD		MARKET SHARE				% CHNG 23 VS 22		2023
	RETAIL	TOTAL	RETAIL	TOTAL	RETAIL	TOTAL	2023 YTD	2022 YTD	2022 YTD	2022 YTD	RETAIL	TOTAL	12 MOS / Q4 *
AMERICAN HONDA	1949	1954	27031	27242	18576	19100	8.6%	7.6%	6.5%	6.1%	45.5%	42.6%	33.0%
BMW GROUP	703	727	9420	9694	8760	8909	3.0%	2.7%	3.1%	2.9%	7.5%	8.8%	9.3%
STELLANTIS (FORMERLY FCA) **	1494	1870	23328	30046	30456	34793	7.4%	8.4%	10.6%	11.2%	-23.4%	-13.6%	-1.3%
FORD MOTOR CO	2567	2871	39204	45027	37476	41040	12.5%	12.6%	13.0%	13.2%	4.6%	9.7%	7.0%
GENERAL MOTORS	3345	3744	51592	59027	46565	50600	16.5%	16.6%	16.2%	16.3%	10.8%	16.7%	14.1%
HYUNDAI KIA GROUP	2517	2830	33921	36059	29496	30388	10.8%	10.1%	10.3%	9.8%	15.0%	18.7%	12.1%
ISUZU	26	38	328	382	216	258	0.1%	0.1%	0.1%	0.1%	51.9%	48.1%	0.0%
JAGUAR LAND ROVER NA	161	161	2762	2791	2304	2316	0.9%	0.8%	0.8%	0.7%	19.9%	20.5%	11.5%
MAZDA	416	468	6195	7399	5436	5645	2.0%	2.1%	1.9%	1.8%	14.0%	31.1%	23.2%
MACLAREN AUTOMOTIVE	0	0	23	24	30	30	0.0%	0.0%	0.0%	0.0%	-23.3%	-20.0%	21.5%
MERCEDES-BENZ USA	717	722	8656	8959	9404	9428	2.8%	2.5%	3.3%	3.0%	-8.0%	-8.0%	0.2%
MITSUBISHI	85	108	1871	1965	1899	2072	0.6%	0.6%	0.7%	0.7%	-1.5%	-5.2%	1.8%
NISSAN NORTH AMERICA	1054	1286	16685	23030	16142	18847	5.3%	6.5%	5.6%	6.1%	3.4%	22.2%	23.2%
SUBARU	489	490	6760	6836	5824	5921	2.2%	1.9%	2.0%	1.9%	16.1%	15.5%	13.6%
TESLA	409	409	12667	12667	7694	7696	4.0%	3.6%	2.7%	2.5%	64.6%	64.6%	36.5%
TOYOTA MOTOR SALES	4112	4953	51712	59711	47677	53221	16.5%	16.8%	16.6%	17.1%	8.5%	12.2%	6.6%
VOLVO	97	121	1420	1739	1382	1530	0.5%	0.5%	0.5%	0.5%	2.7%	13.7%	26.1%
VW GROUP OF AMERICA	1136	1374	15765	18475	16088	17044	5.0%	5.2%	5.6%	5.5%	-2.0%	8.4%	13.4%
OTHER	513	618	4166	5464	1781	2069	1.3%	1.5%	0.6%	0.7%	133.9%	164.1%	116.6%
TOTAL	21790	24742	313506	356437	287206	310907	100%	100%	100%	100%	9.2%	14.6%	12.6%

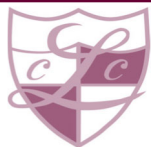
NOTE: RETAIL SALES EXCLUDES RENTAL CARS AND THIRD PARTY LEASES. DEFINED AS FLEET SALES. FOR EXAMPLE, TO HERTZ, ENTERPRISE OR DEALER LOANER CARS. RETAIL INCLUDES COMMERCIAL SALES. FOR EXAMPLE, FOR BUSINESS USE SUCH AS TO RELIANT ENERGY OR EXXONMOBIL.

* SOURCE: AUTOMOTIVE NEWS DATA CENTER. QUARTELY US SALES REPORTED BY THE MANUFACTURERS MAY DIFFER FROM NUMBERS CALCULATED BY OTHER SOURCES.

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In the Houston Region, Toyota sold 59,711 units in 2023 just beating General Motors at 59,027 units sold by 684 units, while Ford came in a distant 3rd at 45,027. Hyundai came in 4th at 36,059 units surpassing Stellantis for the first time at 30,046 units for the 5th place spot. The Houston Region Total Vehicle Sales (YTD) were up at 14.6% and also up compared to US National Total Vehicle Sales at 12.6%.

SAVE THE DATE!



LAKESIDE
COUNTRY CLUB



SUGAR CREEK
COUNTRY CLUB



RIVERBEND
COUNTRY CLUB

Wednesday, February 14, 2024
Location: Lakeside Country Club

Monday, May 6th, 2024
Locations: Sugar Creek & Riverbend Country Clubs

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Member Services
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The Houston Auto Dealer Association is comprised of approximately 184 franchised new car and truck dealers, employing over 30,000 people in the Houston area alone, HADA is proud to serve as the local backbone for Houston's automotive industry.

www.houstoncardealers.com

MOTORIST ASSISTANCE PROGRAM (MAP)

The Motorist Assistance Program (MAP) has a significant impact on every Houston motorist, providing crucial support during times of distress. Being stranded on a freeway can be a daunting and potentially hazardous situation, but the arrival of a MAP patrol vehicle brings a sense of relief and reassurance.

Originally launched in 1986 with two service vans, the MAP fleet has expanded to include eighteen specially-equipped vehicles operated by Harris County Sheriff's deputies. These dedicated officers traverse Houston-area freeways tirelessly, covering hundreds of miles each weekday, around the clock. Their primary objective is to identify motorists in need of basic roadside assistance, such as fuel or other essential services. By promptly and safely attending to these motorists, the MAP deputies contribute to reducing traffic congestion.

Since the MAP program's inception, HADA has donated and placed more than 120 new vehicles into service and nearly 1 million drivers have been assisted. The program is administered by the Harris County Sheriff's Department and funded by METRO, Texas Department of Transportation, City of Houston, Houston TranStar and HADA. #

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