

Key Market Indicators

In this opening section of the **Tire Review Sourcebook**, we present big picture data that sheds light on the opportunities for tire replacements and vehicle service on a robust U.S. car parc comprised of 286.8 million registered motor vehicles in 2019, according to the Auto Care Association's *Auto Care Factbook*. Pair that with another record year for miles driven in 2018 and the average vehicle age at an all-time high, and it's the perfect landscape for your dealership to capitalize on necessary and overlooked maintenance, helping drive your profitability with every vehicle service performed.

Consumer Tire Overview	
Replacement Tires in 2018	
Passenger on autos	59%
Passenger on light trucks	29%
LT on non-commercial light trucks	12%
OE Tires in 2018	
Passenger on autos	37%
Passenger on light trucks	53%
LT on non-commercial light trucks	10%

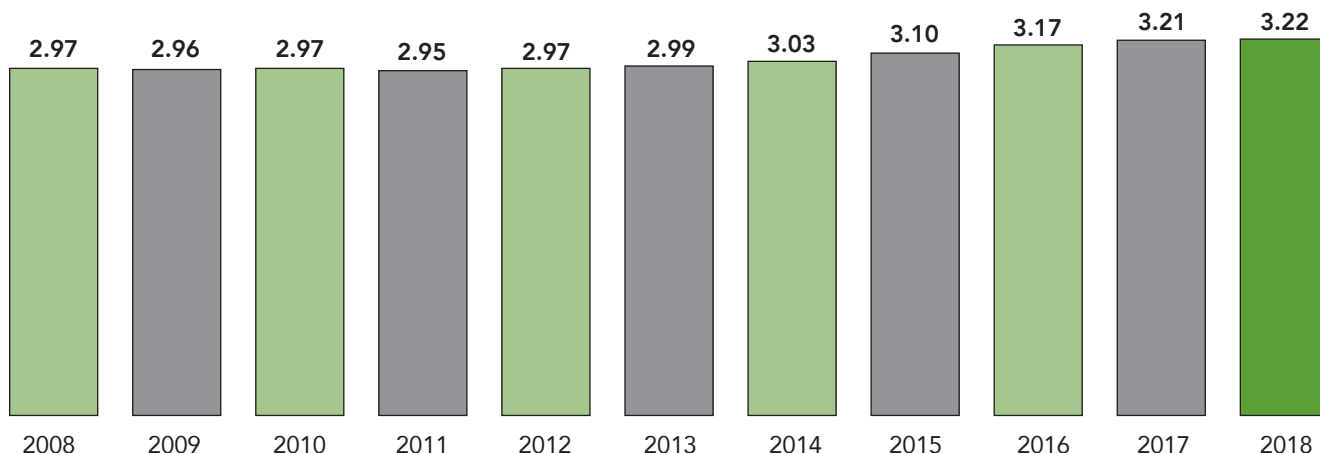
Source: U.S. Tire Manufacturers Association (USTMA) (radials only)

Average Age of Cars and Light Trucks 2010 – 2019

Year....	Passenger Car	Light Trucks.....	All Light Vehicles
2010	10.8.....	10.4	10.6
2011	11.0.....	10.7	10.9
2012	11.2.....	11.0	11.1
2013	11.3.....	11.2	11.3
2014	11.4.....	11.3	11.4
2015	11.5.....	11.5	11.5
2016	11.6.....	11.5	11.6
2017	11.7.....	11.5	11.6
2018	11.9.....	11.6	11.7
2019	12.2.....	11.6.....	11.8

Source: IHS Markit, 2019

Annual Miles Driven, 2008 - 2018 (trillions of miles)



Source: U.S. Department of Transportation, 2018

AUTO INDUSTRY AT-A-GLANCE

Top 10 Passenger Car Registrations			
	2018	2017	% Change
Toyota Camry	349,131	386,302	-9.6%
Honda Civic	326,788	376,452	-13.2%
Honda Accord	288,520	324,606	-11.1%
Toyota Corolla	284,944	314,110	-9.3%
Nissan Sentra	216,257	211,377	2.3%
Nissan Altima	212,660	256,506	-17.1%
Hyundai Elantra Sedan	185,210	191,063	-3.1%
Ford Fusion	174,266	209,091	-16.7%
Chevrolet Malibu	144,845	191,954	-24.5%
Chevrolet Cruze	144,012	186,696	-22.9%
Top 10 Passenger Car Registrations Total	2,326,633	2,648,157	-12.1%
Total Passenger Car Registrations	5,429,241	6,133,805	-11.5%
Top 10 as a % of Total Passenger Cars	42.9%	43.2%	

Source: IHS Markit, 2019

Top 10 Light Truck Registrations			
	2018	2017	% Change
Ford F Series	858,607	847,687	1.3%
Chevrolet Silverado	588,532	588,836	-0.1%
Dodge Ram	513,812	487,088	5.5%
Toyota RAV4	426,355	411,109	3.7%
Honda CR-V	379,354	377,516	0.5%
Chevrolet Equinox	329,793	291,580	13.1%
Nissan Rogue	323,614	362,557	-10.7%
Ford Escape	271,909	307,336	-11.5%
Ford Explorer	258,919	270,191	-4.2%
Toyota Tacoma	244,575	200,141	22.2%
Top 10 Light Truck Registrations Total	4,195,470	4,144,041	1.2%
Total Light Truck Registrations	11,681,769	11,013,924	6.1%
Top 10 as a % of Total Light Truck	35.9%	37.6%	

Source: IHS Markit, 2019

Total U.S. Light Vehicle Registrations	17,111,010	17,147,729	-0.2%
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Source: IHS Markit, 2019

AUTO INDUSTRY AT-A-GLANCE

Total Operating Costs for Light Vehicles in 2018

(cents per mile)

Operating Costs	Small Sedan	Medium Sedan.....	Minivan.....	Large Sedan	SUV 4WD
Gasoline	8.01.....	9.18.....	11.87	12.19	12.43
Maintenance, Repairs and Tires	7.25.....	8.58.....	8.23	8.80	8.66
Total Cost Per Mile	15.26	17.76	20.10	20.99	21.09

Source: American Automobile Association (AAA)

3.22 trillion

Miles were driven by Americans in 2018 – the seventh consecutive year that miles traveled increased.

U.S. Motor Vehicle Population (VIO), 2015-2019 (in thousands)

Cars

Year	Domestic	Import	Total	% Import
2015	50,275	70,192	120,468	58%
2016	49,063	72,250	121,312	60%
2017	47,475	73,694	121,169	61%
2018	45,537	74,136	119,672	60%
2019	43,871	74,835	118,707	63%
YOY % Change	-3.7%	0.9%	-0.8%	

Light Trucks (GVW 1-3)

Year	Domestic	Import	Total	% Import
2015	96,238	40,406	136,644	30%
2016	98,072	43,578	141,650	31%
2017	100,042	47,137	147,179	32%
2018	101,783	50,715	152,498	33%
2019	104,408	54,952	159,360	35%
YOY % Change	2.6%	8.4%	4.5%	

Source: IHS Markit, 2019