

NEW VEHICLE REGISTRATION SNAPSHOT

DEALER STATE	CYTD 2023 NEW REGISTRATIONS	CYTD 2023 %
NM	19,718	79.0%
OUTSIDE OF NM	4,536	18.1%
UNKNOWN	721	2.9%
TOTAL	24,975	100.0%

UNKNOWN INCLUDES NON-PARTICIPATING MAKES: Aston Martin, BMW, Bugatti, Ferrari, Genesis, Lotus, Maserati, Mercedes-Benz, Mini, Rolls Royce, Saab, Smart

TOP 15 COUNTIES	CYTD 2023 NEW REGISTRATIONS	CYTD 2023 %
Bernalillo County, NM	7,665	31.1%
Sandoval County, NM	2,847	11.6%
Santa Fe County, NM	2,239	9.1%
San Juan County, NM	1,700	6.9%
Lea County, NM	1,109	4.5%
Eddy County, NM	987	4.0%
McKinley County, NM	852	3.5%
Otero County, NM	719	2.9%
Chaves County, NM	691	2.8%
La Plata County, CO	644	2.6%
Valencia County, NM	585	2.4%
Apache County, AZ	584	2.4%
Rio Arriba County, NM	569	2.3%
Taos County, NM	358	1.5%
San Miguel County, NM	353	1.4%

TOP 25 MAKES	CYTD 2023 NEW REGISTRATIONS
TOYOTA	3,700
FORD	3,605
CHEVROLET	2,667
NISSAN	1,692
HONDA	1,663
KIA	1,462
GMC	1,327
JEEP	1,300
SUBARU	1,251
HYUNDAI	1,055
RAM	916
TELSA	420
MAZDA	412
DODGE	397
BMW	378
LEXUS	364
VOLKSWAGEN	324
MERCEDES-BENZ	288
BUICK	284
ACURA	202
CADILLAC	160
VOLVO	156
AUDI	155
CHRYSLER	127
LINCOLN	124

TOP 25 NEW VEHICLE DEALERS	CYTD 2023 NEW REGISTRATIONS
LARRY H MILLER TOYOTA ALBUQUERQUE	941
LARRY H MILLER AMERICAN TOYOTA ALBUQUERQUE	829
MELLOYNISSAN	686
RICH FORD SALES INC	656
GARCIA HONDA	585
CHALMERS FORD	516
RELIABLE NISSAN	486
PITRE KIA	477
POWER FORD	471
TOYOTA OF SANTA FE	438
PERFECTION HONDA	426
RELIABLE CHEVROLET NM LLC	400
GARCIA SUBARU NORTH	393
LARRY H MILLER CHRYSLER JEEP DODGE ALBUQ	387
SUBARU OF SANTA FE	378
LARRY H MILLER HYUNDAI ALBUQUERQUE	363
FIESTA SUBARU	347
DURANGO FORD	327
UNIVERSITY VOLKSWAGEN	312
LARRY H MILLER CASA CHEVROLET	308
FIESTA KIA	293
LARRY H MILLER CASA CHRYSLER JEEP	284
MELLOYDODGE RAM FIAT	283
SANDIA BMW MINI	269
AUDI ALBUQUERQUE	268