

august sales insights

sales falter, post lowest SAAR since 2014

key insights

august sales miss expectations

With sales depressed by Hurricane Harvey, August sales failed to reach analysts' expectations for the month. The August SAAR was just 16.0 million, the lowest since February 2014. Through the first eight months of the year, sales are 329,000 units below the record set last year.

hurricane harvey

We estimate that 2 percent fewer new vehicles were sold because of Hurricane Harvey in August, and declines in Texas are expected through early September. As the state recovers, we expect to see a localized bump in sales as people replace flood-damaged vehicles.

august deals don't materialize

Even with elevated inventories and vehicles sitting on dealer lots for 77 days, the longest average time in eight years, a predicted bump in incentive spending by manufacturers didn't surface in August. The majority of automakers had month-over-month declines in incentive spending, and zero-percent finance deals accounted for just 10% of loans compared to 15% last August. With sales on Labor Day weekend typically 33% stronger than on opening weekends of the other months, it will be a prime opportunity to liquidate stockpiled inventory in September.



Best-selling car
Camry: 37,051 units

Best-selling truck
F-Series: 71,134 units



New-vehicle sales **1,478,572**

SAAR (seasonally adjusted annual rate) **16.0M**

275,552 +7% YOY
Market Share: **18.6%**

227,625 +7% YOY
Market Share: **15.4%**

209,029 -2% YOY
Market Share: **14.1%**

176,033 -11% YOY
Market Share: **11.9%**

146,015 -2% YOY
Market Share: **9.9%**

108,326 -13% YOY
Market Share: **7.3%**

107,633 -15% YOY
Market Share: **7.3%**

January-August Sales: Light Trucks Power the Industry

