

# JANUARY SALES:

## 2016 Kicks off with Highest Jan SAAR in a Decade

### KEY INSIGHTS

#### STRONG SALES TO START THE YEAR

January sales were a strong start to the year. While sales came in just below last January's, the month had two less selling days and sales also had to weather winter storms across the east coast. January was a solid start to an expected record sales year.

#### SMALL CARS STRUGGLING

Light Trucks (pickups, SUVs, and vans) outsold cars for the 29th straight month in January. Low gas prices are making larger vehicles more appealing, to the detriment of smaller cars. But just how slow is it for small car sales? The average days to turn (DTT) for small car brands Fiat and Mini is well over 100 days, which is significantly higher than the industry average of 67 days.

#### LEASING STAYS STRONG

The leasing train keeps chugging along. January is projected to deliver the highest lease penetration ever for a single month, with leases accounting for an estimated 31.6 percent of all new vehicle transactions.



**Best Selling Car**  
Camry: 26,848 Units

**Best Selling Truck**  
F-Series: 47,628 Units



New Vehicle Sales: **1,144,974**

SAAR: **17.5M**



203,745 **+0.5%** YOY

Market Share: 17.8%



172,478 **-3%** YOY

Market Share: 15.1%



161,283 **-5%** YOY

Market Share: 14.1%



155,037 **+7%** YOY

Market Share: 13.5%



105,734 **+2%** YOY

Market Share: 9.2%



100,497 **-2%** YOY

Market Share: 8.8%



83,316 **+1%** YOY

Market Share: 7.3%

### Share of Sales by Segment

The top 3 segments were in a tight race in January. Luxury SUVs also outsold Luxury Cars.

