JULY SALES:

SAAR hits the Highest Level of 2016

MONTHLY SALES INSIGHTS

KEY INSIGHTS

SMALL AUTOMAKERS HAVE BIG SALES

While the larger automakers had a mixed month, smaller companies helped power the highest July SAAR since 2005. Sales for makers outside of the Big 7 had 3% growth year-over-year compared to just 0.7% for the industry overall.

LEASING TAKES A BREAK

Lease penetration dropped to 27.8%, the lowest level since May 2015. Some of the softness comes from seasonality and GM's rollout of cash incentives in July but leasing has been critical avenue for automakers to grow sales and access to leasing will need to rebound to accommodate the surging popularity.

MODEL YEAR SELLDOWN

The summer months correspond with the rollout of 0% financing deals to clear the outgoing model year vehicles. Only 10% of loans were at 0% this July compared to 13% last year. It's great news that July's growth has come with fewer lease and finance deals, but we can expect these to rise in the coming months.

New Vehicle Sales: **1,517,526**

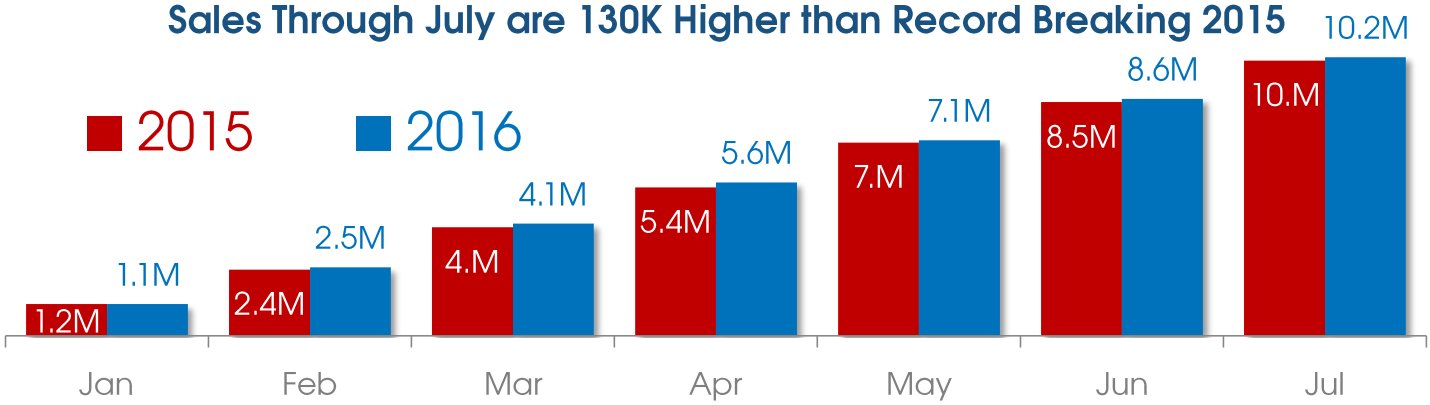
SAAR: **17.8M**

Company	Sales	YOY	Market Share
GM	267,258	-2%	17.6%
Ford	215,268	-3%	14.2%
Toyota	214,233	-1%	14.1%
FCA (Fiat Chrysler Automobiles)	180,727	+2%	11.9%
Honda	152,799	+4%	10.1%
Hyundai Kia	134,972	+6%	8.9%
Nissan	132,475	+1%	8.7%

Best Selling Car Camry: 34,122 Units

Best Selling Truck F-Series: 65,657 Units

Sales Through July are 130K Higher than Record Breaking 2015



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