

july sales insights

july sales register year's largest year-over-year drop

key insights

July Sales Continue a Soft Slide

July sales dropped 7 percent from last year, making it the latest and largest decline in the sales slowdown we've expected in 2017. Although sales have been in gradual decline, there are a few bright spots. Light trucks (pickups, SUVs, and vans) have continued to grow in sales year over year. Additionally, automakers have curbed fleet sales that inflate sales numbers.

Summer Sales Season

Inventories remain high, and the slower sales pace means that a mounting stock of 2017 model year vehicles is on dealer lots. The late summer months could bring an incentive spike to make way for 2018 model year vehicles. Shoppers have responded to aggressive incentive hikes by automakers. In July, the major Japanese automakers had a 42 percent lift in incentives and saw a modest sales lift year over year.

The Model 3 Debuts

Tesla began production of its more affordable EV offering, the Model 3, in July. With over 500,000 people placing deposits, the Model 3's waiting list exceeds the number of pure EVs ever sold. Potential challenges may unfold because Tesla has never before mass produced a vehicle, and distribution will be further complicated as Tesla faces expiring EV tax credits and a limited distribution network.



Best-selling car
Civic: 36,683 units

Best-selling truck
F-Series: 65,307 units



New-vehicle sales **1,410,593**

SAAR (seasonally adjusted annual rate) **16.7M**

226,107 -15% YOY
Market Share: **16.0%**

222,057 +4% YOY
Market Share: **15.7%**

199,318 -7% YOY
Market Share: **14.1%**

161,477 -11% YOY
Market Share: **11.4%**

150,980 -1% YOY
Market Share: **10.7%**

128,295 -3% YOY
Market Share: **9.1%**

110,466 -18% YOY
Market Share: **7.8%**

APR Reaches 6-Month Low as Automakers Ramp Up 0% Deals

