

# october sales insights

sales rally for second straight 18M+ SAAR

## key insights

### october SAAR hits 18M

The fourth quarter got off to a strong start in October as sales exceeded analysts' expectations and posted a SAAR of at least 18 million for the second consecutive month.

Near-record incentives, continued vehicle replacement in hurricane-damaged regions, and slightly elevated fleet sales all helped cut into piled-up inventory and lead to another stellar sales month.

### historically slow model-year sell-down

The industry has been slow to transition to the 2018 model year. In October 2017, 73 percent of sales were of 2017MY vehicles, compared to October 2016 when 62 percent came from 2016MY vehicles. A strong close to the year will help make way for 2018 vehicles before the outgoing model-year units require even more generous incentives to sell.

### holiday sales events begin

With two months left in the year, the industry will look to blitz the market with holiday sales campaigns to further reduce inventories and close the year strong. Black Friday has emerged as a marquee sales event in recent years, with Black Friday weekend sales averaging about 15 percent of November totals. Continued high incentives and the extension of sales events once reserved for December could spur sales in November.

New-vehicle sales **1,349,993**

SAAR (seasonally adjusted annual rate) **18.0M**

**GM** **252,813** **-2%** YOY  
Market Share: **18.7%**

**Ford** **199,698** **+6%** YOY  
Market Share: **14.8%**

**Toyota** **188,434** **+1%** YOY  
Market Share: **14.0%**

**FCA** **153,373** **-13%** YOY  
FIAT CHRYSLER AUTOMOBILES  
Market Share: **11.4%**

**Honda** **127,353** **+1%** YOY  
Market Share: **9.4%**

**NISSAN** **123,012** **+8%** YOY  
Market Share: **9.1%**

**HYUNDAI** **97,407** **-13%** YOY  
**KIA**  
Market Share: **7.2%**



**Best-selling car**  
**Civic:** 30,319 units

**Best-selling truck**  
**F-Series:** 70,562 units



## pickup truck market share reaches 10-year high in october

