

april sales insights

april sales cool after hot start to 2018

key insights

sales decline

Sales dropped 5 percent year over year in April, ending a streak of strong sales that propelled Q1 2018 to an all-time high. Even with the slowdown in the sales pace, April still posted stronger sales than expected, yet the month's results align with the 16.8 million sales target we forecast for the year.

car woes continue

Cars accounted for just 31.3 percent of sales in April, another record low. Compounding the bad news for cars, Ford, America's best-selling brand, plans to pull entirely away from sedans, leaving the venerable Mustang as the last standing car in its lineup.

Although reminiscent of the SUV and truck-heavy focus of domestic automakers in the recession, Ford's move is prompted by sagging demand for cars and the strength of higher-profit light trucks. Today's trucks and SUVs are more economical than in the past, and Ford is betting that these more balanced SUVs will continue to top shoppers' lists in the future.

finance rates mean higher payments

New vehicle APRs stayed high in April (5.6 percent), seeming to signal the end of the sub-5 percent APRs that were a hallmark of the post-recession auto market. Low interest rates have stimulated sales and facilitated the purchase of more expensive vehicles by helping to keep payments low. Shoppers re-entering the market in 2018 will likely face higher APRs and thus higher payments.



Best-selling car
Camry: 29,848 units

Best-selling truck
F-Series: 67,019 units



New-vehicle sales **1,349,742**

SAAR (seasonally adjusted annual rate) **17.1M**

GM **237,464*** **-3%** YOY
Market Share: **17.6%**
*estimate

Ford **203,856** **-4%** YOY
Market Share: **15.1%**

Toyota **192,348** **-5%** YOY
Market Share: **14.3%**

FCA **184,149** **+5%** YOY
FIAT CHRYSLER AUTOMOBILES
Market Share: **13.6%**

Honda **125,701** **-9%** YOY
Market Share: **9.3%**

HYUNDAI KIA **106,648** **-8%** YOY
Market Share: **7.9%**

NISSAN **87,764** **-28%** YOY
Market Share: **6.5%**

April sales from light trucks

