

APRIL SALES INSIGHTS

Slow April sales post lowest SAAR in 5 years

Key insights

April sales dip after strong March

April sales fell to 1.33 million sales, a 2.3% decline from last April. The drop in sales comes partly from saturated demand from years of elevated sales but also reflects the increased cost of purchasing a vehicle in today's market. Interest rates have steadily climbed since last year, reaching 6.3% in April, and combined with average transaction prices nearing \$37,000, affordability has become a real issue in the market. April's slow sales could indicate a robust summer selling season as automakers try to cut into mounting inventories.

EV slowdown

Tesla surprised analysts in April by reporting just 24,000 domestic Model 3 sales in Q1, less than half the 59,000 units it sold in Q4 2018. While Tesla did begin sales abroad in the quarter, the lack of stateside sales indicates sagging demand in the U.S., where the vehicle once had hundreds of thousands of reservations. New players in the EV space, the Audi e-tron and the Jaguar I-Pace, both posted sales below 300 units in April. The EV segment is slated for a year-over-year decline as the Model 3 phenomenon loses steam and the new entrants yield only nominal sales.

Inventory remains elevated

April new vehicle inventory remained above 4 million units. This elevated level, coupled with the slower selling pace the industry has settled into, means that the industry must address the excess. Fleet sales and increased incentives will help tackle existing inventories, but the lower sales pace should also prompt production reductions.

Best-selling car

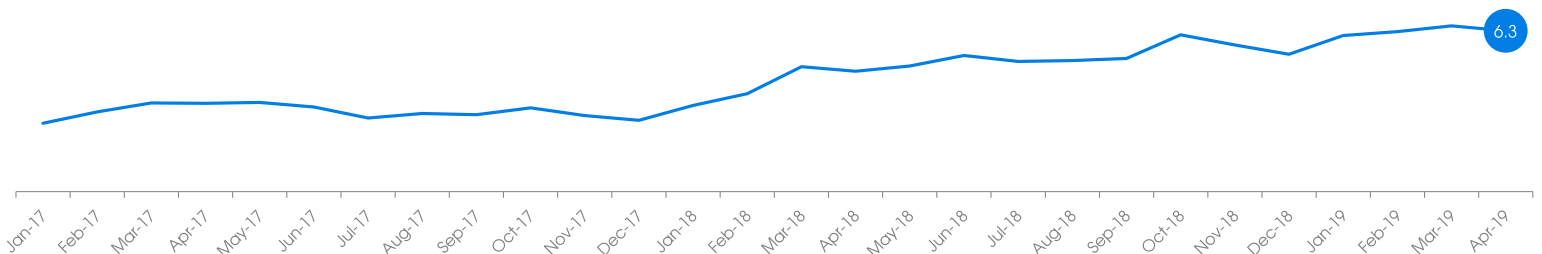
Camry: 29,227 units

Best-selling truck

F-Series: 70,006 units



New Vehicle APRs



New vehicle sales 1,328,473

SAAR (seasonally adjusted annual rate) 16.3M

	231,000* Market Share: 17.4% ▼ -3% YOY
	194,000* Market Share: 14.6% ▼ -5% YOY
	183,866 Market Share: 13.8% ▼ -4% YOY
	172,900 Market Share: 13.0% ▼ -6% YOY
	125,775 Market Share: 9.5% ▲ +0% YOY
	108,410 Market Share: 8.2% ▲ +2% YOY
	95,698 Market Share: 7.2% ▲ +9% YOY

*estimate