

AUGUST SALES:

Strong Sales Push SAAR to Highest Level in a Decade

KEY INSIGHTS

THE INDUSTRY WEATHERS WALL STREET TURBULENCE

The auto market impressively weathered the stock market's turmoil in August. Sales remained undaunted and in fact hit the highest SAAR of the year. This says a lot about the stability of the industry's recovery; that even significant blows to consumer confidence have not deterred new vehicle shoppers.

LABOR DAY DEALS BOOST SALES

Although Labor Day Weekend didn't fall in August as it did last year, August still benefited from deals that manufacturers and dealers extended across the close of the month. Labor day deals correspond with model year end clearances so incentives are enhanced to make way for incoming 2016 model year stock.

TRUCKS OUTSELL CARS FOR 2 YEARS

August marks two full years that light trucks (pickups, SUVs, & vans) have outsold cars. Light truck popularity shows no signs of slowing down and is actually at its highest levels of this 24 month stretch.

Best Selling Luxury Car 3-Series: 10,163 Units
Best Selling Luxury SUV RX: 9,037 Units



New Vehicle Sales: **1,573,573**

SAAR: **17.7M**

 **270,480** -1% YOY
Market Share: **17.2%**

 **233,880** +6% YOY
Market Share: **14.9%**

 **224,381** -9% YOY
Market Share: **14.3%**

 **201,672** +2% YOY
Market Share: **12.8%**

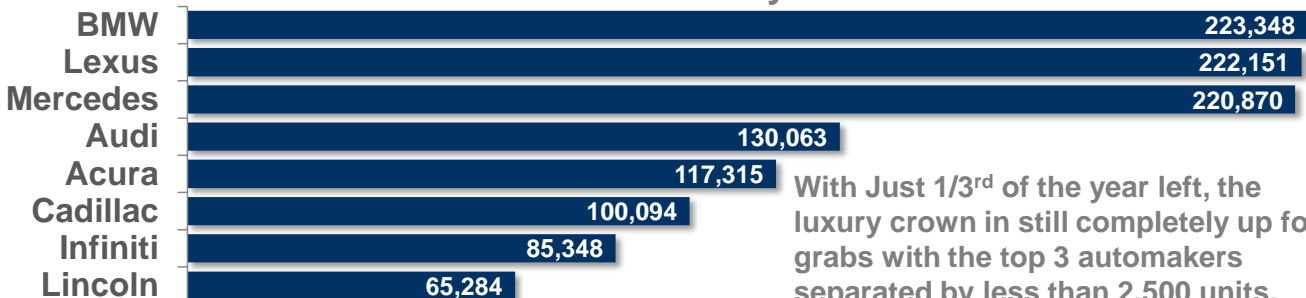
 **155,491** -7% YOY
Market Share: **9.9%**

 **133,351** -1% YOY
Market Share: **8.5%**

 **130,909** +5% YOY
Market Share: **8.3%**

Luxury Sales Race Gets Even Closer in August

Year To Date Luxury Sales



With Just 1/3rd of the year left, the luxury crown is still completely up for grabs with the top 3 automakers separated by less than 2,500 units.