

august sales insights

subdued sales continue in august

key insights

august posts second consecutive 16.5M SAAR

Sales in August came in below expectations at 1.47 million. Sales failed to top last year's totals despite Hurricane Harvey depressing sales by an estimated 2 percent last August. Sales remained hindered by higher interest rates, incentives that have topped out, and record transaction prices. The concluding four months of 2017 boasted very strong sales, so the close of 2018 will likely yield diminished sales year-over-year.

a new high for light trucks

Light trucks accounted for 71 percent of sales in August, an all-time high. America's transition to SUVs has been rapid, and the redesigned Ram and Silverado joining the best-selling F-Series will continue to elevate pickup sales. Sales of cars, accounting for just 29 percent of sales in August, look likely to fall further and put cars' viability in jeopardy as the segment undergoes this unprecedented contraction.

NAFTA negotiations

Talks of automobile tariffs resurfaced in August, this time with neighboring nations Mexico and Canada at the forefront of the negotiations. President Trump is presently working to revise NAFTA and, as part of that reworking, aims to increase the number of components built in North America using domestic steel and increase the share of vehicle construction by higher-wage labor. If enacted, these changes will raise vehicle pricing.

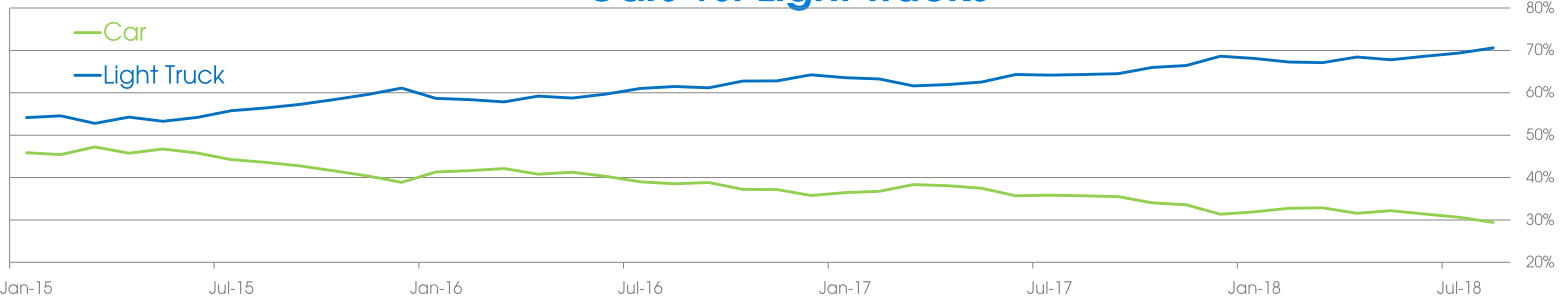


Best-selling car
Camry: 30,141 units

Best-selling truck
F-Series: 76,532 units



Cars vs. Light Trucks



New-vehicle sales **1,472,122**

SAAR (seasonally adjusted annual rate) **16.5M**



240,000* -13% YOY
Market Share: **16.3%**
*estimate



223,055 -2% YOY
Market Share: **15.2%**



217,700 +4% YOY
Market Share: **14.8%**



193,718 +10% YOY
Market Share: **13.2%**



147,903 +1% YOY
Market Share: **10.0%**



112,376 +4% YOY
Market Share: **7.6%**



111,406 +4% YOY
Market Share: **7.6%**