

DECEMBER SALES:

Best December Propels 2015 to be Best Year Ever

KEY INSIGHTS

Two Records Broken in December

2015 had the strongest December new vehicle sales on record and was best sales month since July of 2005. December sales also pushed 2015 to 17.4M sales, the highest ever annual total.

Luxury Brand Sales Race

The "Best Selling Luxury Brand" title goes to BMW for the second year in a row. Lexus finishes 2nd with 344,601 vehicles sold and Mercedes Benz drops to 3rd. December is normally a monster sales month for luxury brands but it seems as if early holiday advertising is pumping up November at the expense of December.

Transaction Prices at All Time Highs

The average new car transaction price in 2015 was \$33,188, up 2.5 percent from \$32,386 in 2014. To put that number in perspective, the average transaction price has climbed 20 percent since 2005, when ATP for new cars was \$27,655.



Best Selling Car
Camry: 30,945 Units

Best Selling Truck
F-Series: 60,642 Units



New Vehicle Sales: **1,637,932**

SAAR: **17.2M**



290,230 **+6%** YOY

Market Share: 17.7%



238,350 **+11%** YOY

Market Share: 14.6%



237,606 **+8%** YOY

Market Share: 14.5%



217,527 **+13%** YOY

Market Share: 13.3%



150,893 **+10%** YOY

Market Share: 9.2%



139,300 **+19%** YOY

Market Share: 8.5%



117,749 **+7%** YOY

Market Share: 7.2%

