

december sales insights

strong december fuels 2016 sales record

key insights

2016 breaks all-time sales record

Capping off 2016 with a best ever December sales record of 1.68M units (2.5% above last year) pushed the full year's sales past the record set in 2015. 2016 sales came in at 17.5M new units, a 0.3% lift from 2015.

Sales surged in the final week of December, 88% higher than the other weeks in the month. Much of the sales rush was stimulated by generous incentives, but the lift still bodes well for sustained demand in 2017 when we are expecting sales to surpass 17M units again.

pickups, suvs, and vans have a banner year

Light trucks (pickups, SUVs, and vans) accounted for 60% of sales in 2016, a record high. Shoppers have flocked to light trucks at a staggering pace; in December alone over a million light trucks were sold. Light trucks are expected to continue to attract shoppers in 2017 as oil prices are forecasted to remain steady.

2017 outlook

We expect the industry's 7 year growth streak to finally come to an end in 2017 as sales taper off near this new high. We forecast that 17.2M new cars will be sold in 2017, not quite the records set in the past two years, but still very strong.



Best selling car
Accord: 33,873 units

Best selling truck
F-Series: 81,755 units



New vehicle sales **1,683,524**

SAAR **18.3M**

 **319,108** +10% YOY
Market Share: **19.0%**

 **243,229** +2% YOY
Market Share: **14.4%**

 **237,785** +0.1% YOY
Market Share: **14.1%**

 **192,519** -10% YOY
Market Share: **11.4%**

 **160,477** +6% YOY
Market Share: **9.5%**

 **152,743** +10% YOY
Market Share: **9.1%**

 **116,658** -1% YOY
Market Share: **6.9%**

2016 vs. 2015 sales comparison

