

december sales insights

december closes 2017 with the year's highest sales

key insights

the year in review

December sales set a new high mark for 2017, and the year closed with 17.17 million new vehicles sold. Although 2017 marks the first time in seven years that sales declined year over year, sales still broke the 17 million unit threshold, which is a rare feat and demonstration of the continued strength of the industry.

Light trucks (pickups, SUVs and vans) continued their unprecedented growth and set an all-time sales record in 2017.

the year ahead: sales

Edmunds forecasts that 16.8 million new vehicles will be sold in 2018, marking the second straight year of sales decreases. Cars will continue to struggle in 2018 and are projected to account for just 34.5 percent of sales, a new low. Automakers were plagued by bloated inventories in 2017, but will look to adjust production to better meet demand. As a result, incentives that soared in 2017 are expected to retract somewhat in 2018.

the year ahead: green cars

With a fresh crop of models, green cars are poised to have a banner year in 2018. Several all-new plug-ins are slated to hit the market early in the year, and perhaps most important the Tesla Model 3, with 400,000 preorders, looks to reach full production at midyear. Not only will green cars grab record market share in 2018, but plug-ins will also outsell traditional hybrids and EV tax credits will begin to expire for vehicles from GM and Tesla, the first in the industry.

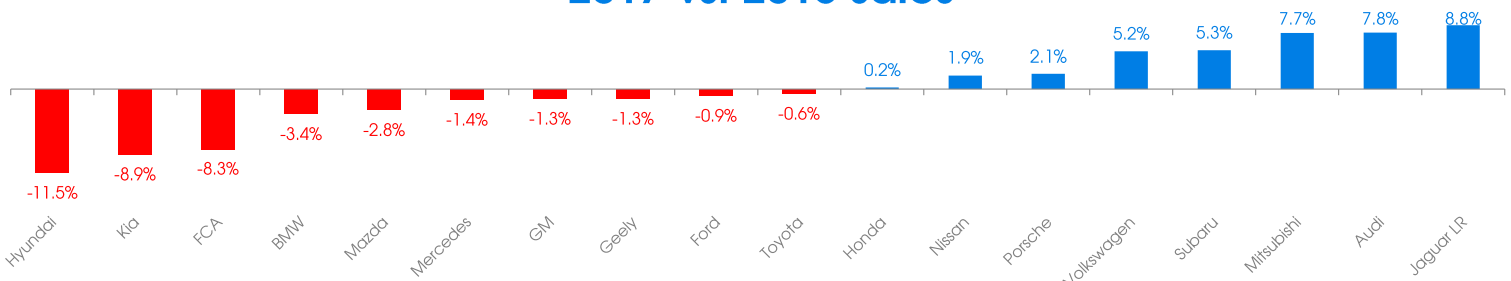


Best-selling car
Camry: 43,331 units

Best-selling truck
F-Series: 83,371 units



2017 vs. 2016 sales



New-vehicle sales **1,597,816**

SAAR (seasonally adjusted annual rate) **17.7M**

GM **308,539** **-3%** YOY
Market Share: **19.3%**

Ford **240,910** **+1%** YOY
Market Share: **15.1%**

Toyota **222,985** **-8%** YOY
Market Share: **14.0%**

FCA **171,946** **-11%** YOY
Market Share: **10.8%**

Honda **149,317** **-7%** YOY
Market Share: **9.3%**

NISSAN **138,226** **-10%** YOY
Market Share: **8.7%**

HYUNDAI KIA **106,633** **-9%** YOY
Market Share: **6.7%**