

december sales insights

strong december caps off year for industry

key insights

december ends 2018 with a bang

December sales came in at 1.62 million units for a SAAR of 17.5 million, the highest SAAR of the year. December's strength pushed industry sales to 17.3 million, 0.4 percent higher than 2017. The year's unexpected growth was fueled by continued strong demand but also high incentives and increased fleet deliveries.

2018 in review

2018's surprising strength proved that the post-recession industry can sustain a "new normal" pace near 17 million units. However, in a lot of ways 2018 was a turning point for the industry. The low interest rates that have facilitated sales for nearly a decade climbed steeply in 2018, making financing vehicles more expensive for shoppers. Domestic automakers Ford and GM outlined plans to eliminate many of their long-lived car models as shoppers flock to SUVs. And plug-in vehicles finally made substantial gains, nearly doubling market share as Tesla moved from an EV upstart to a legitimate rival to luxury automakers.

looking ahead

For 2019 we expect sales to slightly decline to 16.9 million new units. The rising interest rates that materialized in 2018 will keep climbing through 2019 and begin to impact sales. The industry will continue to transition to light trucks, with SUVs accounting for half of all sales. Plug-in vehicles will add on last year's sales gains as more vehicles enter the segment.

New-vehicle sales **1,623,483**

SAAR (seasonally adjusted annual rate) **17.5M**

GM 294,229* -5% YOY
Market Share: **18.1%** *estimate

Toyota 220,910 -1% YOY
Market Share: **13.6%**

Ford 219,634 -9% YOY
Market Share: **13.5%**

FCA 196,520 +14% YOY
Market Share: **12.1%**

Honda 155,115 +4% YOY
Market Share: **9.6%**

NISSAN 148,720 +8% YOY
Market Share: **9.2%**

HYUNDAI KIA 113,149 +6% YOY
Market Share: **7.0%**

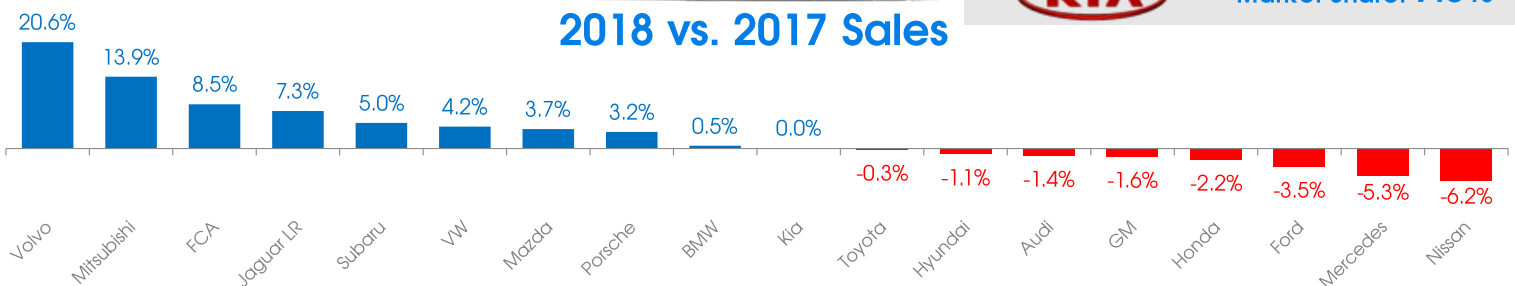


Best-selling car
Camry: 29,093 units

Best-selling truck
F-Series: 81,929 units



2018 vs. 2017 Sales



*we estimate Tesla sales increased 258%