

FEBRUARY SALES:

SAAR reaches highest February Total in 15 years

KEY INSIGHTS

SALES PACE STAYS STRONG

February was another strong sales month for the industry with the highest February SAAR since 2000.

A study by Edmunds revealed that election years tend to have year over year sales growth. With a strong February lift, 2016 looks slated to build on a record 2015.

LEASING REACHES NEW RECORD

Leasing accounted for one in three retail sales in February, an all time high. Leasing, which has been high for the past few years, has a major impact on the used car market which gets flooded with three year old vehicles when the leases are returned.

SUVS POWER THE INDUSTRY

58% of vehicles sold in February were light trucks (pickups, SUVs, & vans), the 30th consecutive month that they've outsold cars. Low gas prices are making larger vehicles more appealing but with compact SUVs remaining the best selling retail segment, it's clear efficiency is still on shopper's minds.



Best Selling Car
Camry: 32,405 Units

Best Selling Truck
F-Series: 55,455 Units



New Vehicle Sales: **1,340,528**

SAAR: **17.5M**

 **227,825** ▼ -2% YOY
Market Share: 17.0%


 **216,045** ▲ +20% YOY
Market Share: 16.1%

 **187,954** ▲ +4% YOY
Market Share: 14.0%

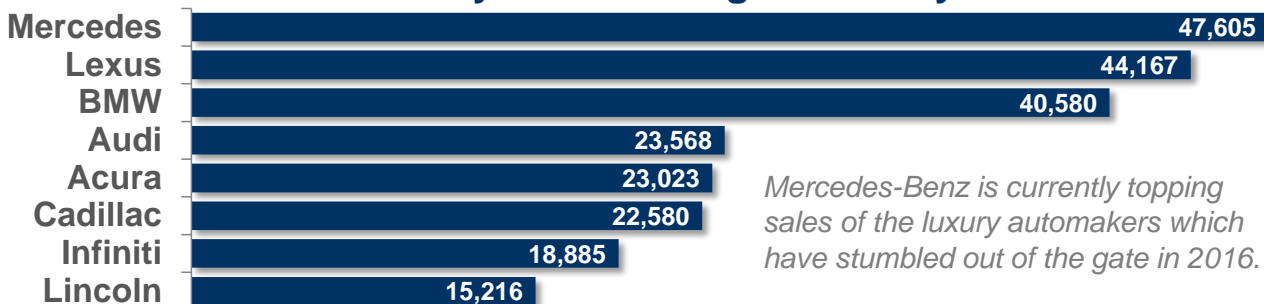
 **182,879** ▲ +12% YOY
Market Share: 13.6%

 **130,911** ▲ +11% YOY
Market Share: 9.8%

 **118,985** ▲ +13% YOY
Market Share: 8.9%

 **102,746** ▲ +6% YOY
Market Share: 7.7%

Luxury Race Through February



Mercedes-Benz is currently topping sales of the luxury automakers which have stumbled out of the gate in 2016.