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february sales insights

february posts second straight SAAR below 17M

New vehicle sales 1,263,177

SAAR (seasonally adjusted annual rate) 16.6M

	Sales	YOY	Market Share
GM	208,000*	-5%	16.5% *estimate
Ford	181,000*	-7%	14.3% *estimate
	172,748	-5%	13.7%
FCA FIAT CHRYSLER AUTOMOBILES	162,036	-2%	12.8%
	115,139	-0%	9.1%
NISSAN	114,342	-12%	9.0%
HYUNDAI KIA	90,546	+4%	7.2%

key insights

february doesn't see shoppers return to dealerships

February sales slid 3 percent from last year to 1.26 million units for a SAAR of 16.6 million. February posted 2019's second consecutive year-over-year decline, and sales for the year, while historically strong, are 66,000 units lower than 2018. January's government shutdown and extreme weather didn't lead to a substantial recuperation of sales in February. The gradual sales decline is more reflective of demand and affordability.

light trucks continue to dominate sales

Despite average transaction prices that have surpassed $36,000 and less favorable finance conditions, shoppers continue to shift to light trucks (pickups, SUVs and vans). In February, 70 percent of shoppers bought light trucks compared to just 30 percent who purchased cars. As popularity of cars has waned, manufacturers have responded by reducing production (or eliminating models), so this ailing segment generally doesn't have the most generous incentives. Because of this incentive reduction, we expect car share to decrease further as 2019 wears on.

used market stays strong

Although new car sales are softening, used sales remain strong, largely because of the growing value they present over new vehicles. With the record leasing of three years ago, 2019 is expected to have an oversupply of near-new vehicles that will spur both used and certified pre-owned (CPO) sales throughout the year.

Best-selling car
Corolla: 29,016 units

Best-selling truck
F-Series: 62,037 units

February Light Truck Share by Manufacturer