February sales insights
February posts second straight SAAR below 17M

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 thisailing 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.

New vehicle sales 1,263,177
SAAR (seasonally adjusted annual rate) 16.6M

GM
208,000* -5% YOY
Market Share: 16.5%

Ford
181,000* -7% YOY
Market Share: 14.3%

Toyota
172,748 -5% YOY
Market Share: 13.7%

FCA
162,036 -2% YOY
Market Share: 12.8%

Honda
115,139 -0% YOY
Market Share: 9.1%

Nissan
114,342 -12% YOY
Market Share: 9.0%

Hyundai
90,546 +4% YOY
Market Share: 7.2%

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

Best-selling car
Corolla: 29,016 units

February Light Truck Share by Manufacturer

- 40.6% Kia
- 50.5% Volkswagen
- 53.1% Honda
- 53.7% BMW
- 53.7% Mercedes
- 54.2% Audi
- 54.8% Toyota
- 55.5% Honda
- 58.1% Nissan
- 66.6% Porsche
- 70.8% Mazda
- 76.5% Geely
- 81.2% Subaru
- 81.9% Suzuki
- 84.2% GM
- 87.0% Ford
- 90.0% Mitsubishi
- 90.0% Jagaar LA
- 91.1% Chrysler