

# january sales insights

SAAR paces above 17M to start the year

## key insights

### sales pace steadies

Sales in January took an expected small year-over-year drop (-2%). The 2017 sales pace is expected to lighten from record levels but settle above 17 million for the third consecutive year. The new presidential administration can prove to be an X-factor for the auto industry in 2017. Policy reform can have significant impact on model production and price and has the propensity to influence the market both positively and negatively.

### SUV nation

SUVs outsold cars for the first time ever in 2016, and that trend continued in January when SUVs made up 41% of the industry's sales while cars accounted for 37%.

The ongoing shift to light trucks (pickups, SUVs & vans) has contributed to the lift in the industry transaction prices. The average transaction price in January was \$34,960, a 4% year-over-year increase.

### incentive spending

The availability of deals facilitated sales in January. Leasing rose to 31% of sales while zero percent financing made up 10% of sales, an unusually high level for January.



**Best-selling car**  
Civic: 23,095 units



**Best-selling truck**  
F-Series: 53,829 units

New vehicle sales **1,138,233**

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

**GM** **195,909** -4% YOY  
Market Share: **17.2%**

**Ford** **171,186** -1% YOY  
Market Share: **15.0%**

**FCA** **152,218** -11% YOY  
FIAT CHRYSLER AUTOMOBILES  
Market Share: **13.4%**

**Toyota** **143,048** -11% YOY  
Market Share: **12.6%**

**NISSAN** **112,319** +6% YOY  
Market Share: **9.9%**

**Honda** **106,380** +6% YOY  
Market Share: **9.3%**

**HYUNDAI** **82,133** -1% YOY  
**KIA**  
Market Share: **7.2%**

## january sales by vehicle type

