

JULY SALES:

SUV/Truck Popularity Powers Strong July

KEY INSIGHTS

17.5M SAAR

The SAAR (Seasonally Adjusted Annual Rate) for July hit 17.5M, the third consecutive month that the industry has reached a SAAR of above 17M; a remarkable pace. Annual new vehicle sales have not reached 17M since 2001 so if the sales momentum continues, 2015 will be a benchmark sales year for the auto industry.

VEHICLES ARE SELLING FAST

Vehicles spent an average of 62 days on dealership lots before selling in July. This is the lowest monthly average since 2011. Lower days to turn is a solid indicator that there is strong demand for vehicles and that manufacturers are producing at healthy levels. Trucks and SUVs are powering this trend, generally selling faster than cars.

JULY FINANCE TRENDS

At 4.38%, July had the lowest average new car loan APR since September of 2014. Loan terms continue to grow, at 68.1 months in July, which increases how much shoppers can afford. 13% of financing new car buyers in July locked in a 0% APR, the highest level of the year.

Best Selling Car

Camry: 38,435 Units

Best Selling Truck

F-Series: 61,422 Units



New Vehicle Sales: **1,507,643**

SAAR: **17.5M**



272,512 **+6%** YOY

Market Share: **18.1%**



222,014 **+5%** YOY

Market Share: **14.7%**



217,181 **+1%** YOY

Market Share: **14.4%**



178,027 **+6%** YOY

Market Share: **11.8%**



146,324 **+8%** YOY

Market Share: **9.7%**



130,872 **+8%** YOY

Market Share: **8.7%**



127,324 **+7%** YOY

Market Share: **8.4%**

Light Trucks Continue to Gain Popularity as Gas Prices Rise

