

july sales insights

july shows first signs of market slowdown

key insights

lowest SAAR in 11 months

Sales slowed in July, posting a 4 percent decline year over year and a SAAR of 16.5 million units. Rising interest rates, reduced incentives, and a reduction in fleet sales all contributed to the decline. Because these factors are expected to continue in the second half of the year, July's pace signals that the close of year likely won't match the first half's accelerated pace.

an end to 0% deals

Zero percent financing accounted for just 6.9 percent of deals in July, a sharp decline from 11.3 percent a year ago. The decline in these deals contributed to the incentive drop-off but also may mark the end of a summer sales tradition for the automotive industry. As inventory approaches 4 million units, the industry is betting that it will not need to rely on these deals to liquidate outgoing models, which now include more desirable trucks and SUVs than in prior years.

tariffs dent earnings

Tariffs were a key topic as the domestic Big 3 released earnings in July. All three cited tariffs on steel and aluminum as adding billions of dollars in costs and hindering profits. These tariffs on raw materials are actually the least damaging of the tariffs that can affect the auto industry. If the cost of importing components or completed vehicles goes up, automakers will have to address much larger hits to their bottom lines.



Best-selling car
Camry: 26,311 units

Best-selling truck
F-Series: 65,914 units



New-vehicle sales **1,358,050**

SAAR (seasonally adjusted annual rate) **16.5M**



220,000* ▼ -3% YOY
Market Share: **16.2%**
*estimate



208,770 ▼ -6% YOY
Market Share: **15.4%**



192,743 ▼ -3% YOY
Market Share: **14.2%**



170,970 ▲ +6% YOY
Market Share: **12.6%**



138,602 ▼ -8% YOY
Market Share: **10.2%**



108,792 ▼ -15% YOY
Market Share: **8.0%**



104,864 ▼ -5% YOY
Market Share: **7.7%**

Finance Deals at 0%

