

june sales insights

robust june caps strong first half

key insights

june closes the month strong

June was yet another strong month for the industry, matching March for the highest SAAR of the year. June 2018 benefited from an additional selling day and an additional weekend, which boasted July Fourth sales events that assisted sales. Through the first half of the year sales in 2018 are 151,000 units higher than last year, a 1.8 percent lift.

zero percent deals dry up

Zero percent financing hit its lowest level since 2009, accounting for just 5.6 percent of finance transactions in June. Zero percent deals have historically been a summer tradition, rolled out to incentivize the sale of outgoing model-year vehicles. To see these numbers shrinking at this time of year is a strong reminder of the tightening credit landscape. Automakers will need to curb inventories to avoid a costly model-year changeover.

tariffs can topple sales

Though the industry has been roaring along, the potential tariffs on raw materials, vehicle components or imported vehicles have the potential to derail new-vehicle sales. Consumers will likely bear a substantial share of any price increases that could greatly reduce shopper demand. Tariffs would also raise the price of used vehicles as demand would shift from new to used causing prices to climb.

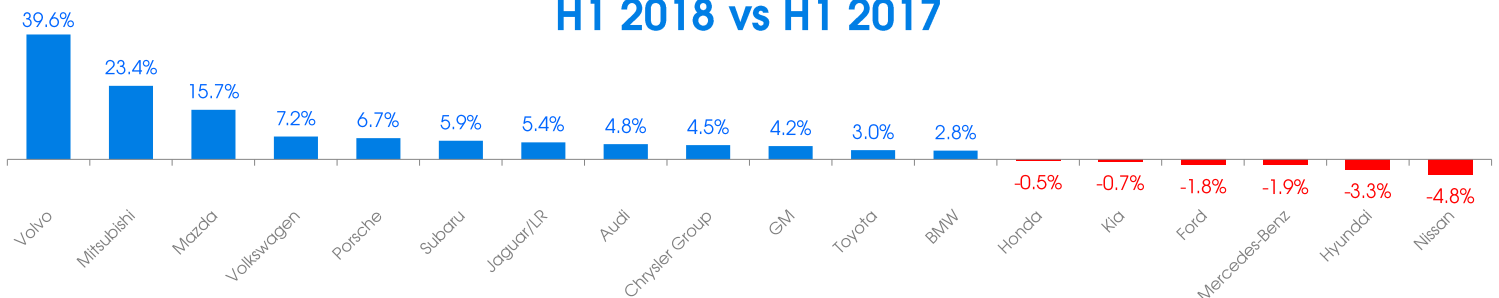


Best-selling car
Civic: 33,306 units

Best-selling truck
F-Series: 73,193 units



H1 2018 vs H1 2017



New-vehicle sales **1,542,631**

SAAR (seasonally adjusted annual rate) **17.4M**

GM 255,882* **+5%** YOY
Market Share: **16.6%** *estimate

Ford 229,537 **+1%** YOY
Market Share: **14.9%**

Toyota 209,599 **+4%** YOY
Market Share: **13.6%**

FCA 202,263 **+8%** YOY
FIAT CHRYSLER AUTOMOBILES
Market Share: **13.1%**

Honda 146,563 **+5%** YOY
Market Share: **9.5%**

NISSAN 145,096 **+1%** YOY
Market Share: **9.4%**

HYUNDAI KIA 120,623 **+9%** YOY
Market Share: **7.8%**