

JUNE SALES INSIGHTS

Strong June sales close the first half on a high note

Key insights

June shows continued strength

June followed a strong May with the third SAAR above 17 million of 2019. After reining in incentives to start the year, automakers have shown in May and June a renewed willingness to offer deals. These deals, along with heavy fleet deliveries, were the primary drivers of June's sales pace. With inventories far too high for the industry's projected sales of 16.9 million this year, it seems increasingly likely that elevated incentives will be in effect for the remaining summer months.

Cars continue to slump

Cars hit a new low mark in 2019, finishing up the first half with market share below 30% for the first time. SUVs accounted for a record 47.3% of sales in the first half of the year, and pickups, with 17.4% of sales, approached levels near the highs set in the early 2000s. With the coming demise of several domestic car nameplates, the situation for cars will likely get worse before it gets better. In the first half of 2019, the industry sold just 5,000 more cars than it did at the bottom of the recession in 2009 – a year when only 10.4 million vehicles were sold.

Looking ahead to the 2nd half

The remainder of 2019 is expected to match the character of the first half with steady small year-over-year declines. Expanding incentive spending has been a solid formula for driving sales and should continue for the model-year sell-down and reemerge for winter sales events. Fleet sales continue to be an X-factor for the industry, accounting for a proportion of sales far higher than they have in recent years. They will likely continue to elevate sales totals in some projected lackluster months.

Best-selling car

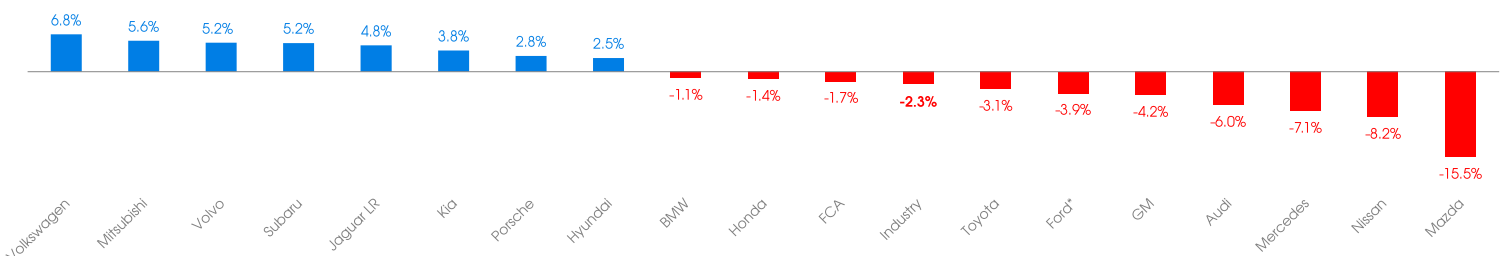
Civic: 29,715 units

Best-selling truck

F-Series: 76,893 units



HI 2019 vs HI 2018 Sales



New vehicle sales **1,524,991**

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

	255,785* Market Share: 16.8% ▲ +0% YOY
	217,000* Market Share: 14.2% ▼ -5% YOY
	206,083 Market Share: 13.5% ▲ +2% YOY
	202,352 Market Share: 13.3% ▼ -3% YOY
	135,901 Market Share: 8.9% ▼ -7% YOY
	123,504 Market Share: 8.1% ▼ -15% YOY
	122,890 Market Share: 8.1% ▲ +2% YOY

*estimate