

MARCH SALES:

2016 Records the Highest March Sales Since 2001

KEY INSIGHTS

UNDER EXPECTATIONS, STILL STRONG
With sales falling below analyst's expectations in March, SAAR dipped below 17M for the first time in 10 months. However, even with a weaker SAAR, sales still registered a 3% lift over last year. We expect stronger sales in April.

TESLA TAKES CENTER STAGE

At last count, Tesla had 276K reservations for their Model 3 which debuted on March 31st. Fans lined up by the hundreds at Tesla stores to put in their \$1,000 deposit for the car which is expected to start at \$35K and sell in a much higher volume than their X and S models. Tesla is expecting deliveries to start at the end of 2017 which is an ambitious goal for the upstart automaker.

NISSAN MAKES MOVE FOR 2ND

Nissan has been the second largest Japanese automaker behind Toyota for the third consecutive month. Nissan is now up by 42K sales over Honda which outsold Nissan by 100K units last year. Honda contends the numbers are inflated by fleet sales and long loan terms.



Best Selling Car
Camry: 36,991 Units

Best Selling Truck
F-Series: 68,234 Units



New Vehicle Sales: **1,591,211**
SAAR: **16.5M**

 **253,064** +8% YOY
Market Share: **15.9%**


 **252,128** +1% YOY
Market Share: **15.8%**

 **219,842** -3% YOY
Market Share: **13.8%**

 **213,187** +8% YOY
Market Share: **13.4%**

 **163,559** +13% YOY
Market Share: **10.3%**

 **138,221** +9% YOY
Market Share: **8.7%**

 **133,589** +0.2% YOY
Market Share: **8.4%**

Share of Sales That are Light Trucks

