

march sales insights

march surprises with record sales

key insights

highest sales since december 2016

March sales came in at 1.65 million units, the highest sales total in over a year. The month's results were fueled by strong shopper demand and also aided by rising incentives and substantial fleet sales. March's strong sales capped a record Q1 for the industry, but with sales saturation and some recent market turbulence, particularly soaring interest rates, we expect sales to taper off as we move through the year.

finance rates continue to surge

The average APR for new vehicles sold in March jumped to 5.7 percent, a sizable lift over 5.2 percent in February 2018.

Shoppers are not only facing higher market APRs but also the drying up of zero-percent APR deals, which dropped from 11.4 percent in March 2017 to just 7.4 percent in March 2018.

Higher rates mean that people financing new cars could face higher payments, which could affect their shopping habits.

CAFE

March sales numbers rolled in on the day that EPA head Scott Pruitt announced the agency will move to roll back Corporate Average Fuel Economy (CAFE) standards. CAFE determines the required fuel efficiency of new vehicles sold, and under the last administration set ambitious targets for vehicles for the next seven model years. The initiative to relax these standards can influence the mpg of vehicles sold and sets the stage for a showdown with California which intends to maintain its own more stringent standards.



Best-selling car
Camry: 35,264 units

Best-selling truck
F-Series: 80,926 units



New-vehicle sales **1,648,222**

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



296,341 +16% YOY
Market Share: **18.0%**



243,021 +3% YOY
Market Share: **14.7%**



222,782 +4% YOY
Market Share: **13.5%**



216,063 +14% YOY
Market Share: **13.1%**



162,535 -4% YOY
Market Share: **9.9%**



142,392 +4% YOY
Market Share: **8.6%**



112,185 -5% YOY
Market Share: **6.8%**

2018 posts record Q1 sales

