

MAY SALES:

Sales Slide from 2015 but Remain Strong

KEY INSIGHTS

SLOWER SALES, STRONG SAAR

May sales declined 6% from 2015 which can largely be attributed to one less selling weekend. It's been nearly 3 years since any month has seen a drop this high. Despite this, new vehicle sales are 1% higher CYTD.

BIGGEST MANUFACTURERS FALL THE HARDEST

Both the largest domestic and Japanese automakers registered the largest declines in May. GM is planning to roll out new incentives this month since they witnessed an 18% drop in sales in May. Due to poor sales of their passenger car line up, Toyota experienced a 10% drop in sales. The redesigned Prius sales dropped 36% year-over-year.

LEASING SUSTAINS MARKET

Leasing has accounted for 32% of new vehicle sales through May. With leasing at record levels, it's become a hot topic for dealers and manufacturers. Recently, leasing has been extended to some CPO cars and Toyota has partnered with Uber to collaborate on leasing programs.



Best Selling Car
Camry: 36,916 Units

Best Selling Truck
F-Series: 62,186 Units



New Vehicle Sales: **1,531,875**

SAAR: **17.4M**

 **240,450** ▼ -18% YOY
Market Share: **15.7%**

 **234,748** ▼ -6% YOY
Market Share: **15.3%**

 **219,339** ▼ -10% YOY
Market Share: **14.3%**

 **204,452** ▲ +1% YOY
Market Share: **13.3%**

 **147,108** ▼ -5% YOY
Market Share: **9.6%**

 **133,932** ▲ +6% YOY
Market Share: **8.7%**

 **133,496** ▼ -1% YOY
Market Share: **8.7%**

Car Market Share Continues to Struggle as Americans Shift to Light Trucks

