

may sales insights

incentives sustain sales as demand tapers off

key insights

incentives rise to stimulate the market

In May automakers increased their incentive spending in response to lackluster new-car demand. Despite a 23 percent leap in incentives, sales for the month still registered a small 0.6 percent year-over-year decline — the fifth consecutive month of declines in 2017.

With inventories persisting at peak levels, deals on new vehicles are poised to continue through the summer selling season.

light trucks continue to anchor sales

Even as sales have begun to cool, light trucks (pickups, SUVs and vans) have still managed to increase sales year over year. Cars' popularity continues to dwindle, with sales dropping 8 percent from last May, but sales of light trucks have gained 3 percent with pickups leading the way with a 9 percent lift.

green cars stage a comeback

Sales of hybrids and EVs reached their highest levels of the year in May. Green cars have posted market share above 3 percent every month in 2017, a feat the segment didn't accomplish once through May of 2016. A bevy of new entrants such as the Bolt, Ioniq and Niro have bolstered the segment. While green car sales are no longer retracting, they still haven't returned to their peak market share achieved in 2013.



Best-selling car
Accord: 33,547 units

Best-selling truck
F-Series: 71,285 units



New-vehicle sales **1,513,408**

SAAR (seasonally adjusted annual rate) **16.6M**

 **240,250** +2% YOY
Market Share: **15.9%**

 **237,364** -1% YOY
Market Share: **15.7%**

 **218,248** -0% YOY
Market Share: **14.4%**

 **193,040** -1% YOY
Market Share: **12.8%**

 **148,414** +1% YOY
Market Share: **9.8%**

 **137,471** +3% YOY
Market Share: **9.1%**

 **118,518** -12% YOY
Market Share: **7.8%**

green car market share

