

# may sales insights

may posts first sub-17M SAAR of 2018

## key insights

### high incentives buoy may sales

Although May had the first SAAR of the year below 17 million, sales were still 4.7 percent higher than in May 2017. High incentives and healthy shopper demand helped power the month. Through the first five months of the year, sales are 1.1 percent higher than in 2017.

### APRs hit 9-year high

In May, APRs for financed new vehicles hit 5.75 percent, the highest level since 2009. Although this increased rate will cost shoppers more, the rise hasn't yet deterred them. It may actually be the case that the looming prospect of further APR increases is bringing buyers into dealers now to lock in these comparatively favorable rates.

### rising gas prices

Gas prices have been climbing since the start of the year. On average buyers are paying 35 cents more for a gallon of gas than they did in January. Still, rising gas prices haven't been able to pry shoppers away from SUVs and pickups, which have carried on with record market share.

Edmunds' analysis of gas prices revealed that gas would need to approach \$3.60 a gallon to spur downsizing, and at \$4 a gallon we'd expect a drastic swing back to cars and a clamor for electrified vehicles.



**Best-selling car**  
Civic: 34,349 units

**Best-selling truck**  
F-Series: 78,934 units



New-vehicle sales **1,584,546**

SAAR (seasonally adjusted annual rate) **16.8M**



**265,030\*** ▲ +12% YOY  
Market Share: **16.7%**  
\*estimate



**241,527** ▲ +1% YOY  
Market Share: **15.2%**



**215,321** ▼ -1% YOY  
Market Share: **13.6%**



**214,294** ▲ +11% YOY  
Market Share: **13.5%**



**153,069** ▲ +3% YOY  
Market Share: **9.7%**



**131,832** ▼ -4% YOY  
Market Share: **8.3%**



**125,518** ▲ +6% YOY  
Market Share: **7.9%**

## Average Finance APR

