

MAY SALES INSIGHTS

Memorial Day sales events spur rebound

Key insights

Memorial Day deals lure in shoppers

May sales stormed back, besting analysts' expectations after April produced the slowest sales pace in several years. Incentives were at the highest level of the year in May as automakers boosted spending for the holiday sales events. Although incentive spending hasn't reached the same levels of the past few years, the increase from the first months of the year was able to move the sales needle. Fleet sales also helped clear inventory in May as the industry looked to better align supply with demand.

Tariff talks heat up again

In late May, President Trump announced that the United States may impose a 5% tariff on imported Mexican goods on June 10th. The tariff would increase in monthly intervals to 25% in October. With so much production of both vehicles and components in Mexico, the prospective tariff represents a massive concern for the auto industry. Its enactment will certainly impact automakers' bottom lines and could severely hinder demand if costs are deferred to shoppers.

Leasing stays at record pace

Lease penetration remains at its highest all-time level in 2019. Although the price of leasing has increased, it still represents the most affordable way to get into a new vehicle, which has helped maintain leasing's popularity. This sustained level of elevated leasing will continue to impact the used vehicle market. The huge number of vehicles that were leased during the peak sales of 2015 and 2016 have created an oversupply of late-model year used vehicles and dramatically reduced residual values.

Best-selling car

Camry: 36,208 units

Best-selling truck

F-Series: 84,355 units



New vehicle sales **1,590,073**

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

	260,000* Market Share: 16.4% ▼ -2% YOY
	232,000* Market Share: 14.6% ▼ -4% YOY
	222,174 Market Share: 14.0% ▲ +3% YOY
	218,702 Market Share: 13.8% ▲ +2% YOY
	145,532 Market Share: 9.2% ▼ -5% YOY
	131,983 Market Share: 8.3% ▲ +0% YOY
	128,496 Market Share: 7.5% ▲ +2% YOY

*estimate

Green Car Market Share

