

# NOVEMBER SALES:

## 2015 Registers Highest Ever November SAAR

### KEY INSIGHTS

3<sup>rd</sup> STRAIGHT 18M+ SAAR

November marked the third consecutive month that the SAAR (Seasonally Adjusted Annual Rate) was over 18M, an unprecedented feat. With sustained momentum in the past few months, 2015 will be the best year ever for car sales barring an unexpected December result.

### BLACK FRIDAY

Black Friday bolstered November sales for another year and is becoming an integral tool for dealers and manufacturers to improve a typically lackluster sales month. Incentives varied widely from low APRs to bonus cash; leasing reached its highest ever level in November with 29.7% of new sales leased.

### AVAILABLE VWs SELLING QUICKLY

VW sales were down 25% in November but there is positive evidence for the troubled brand. The cars available for sell sold 13 days quicker than the industry average and significantly quicker than any point for VW this year. With November bringing out the deal seekers, car shoppers believe they will be getting an excellent deal at VW at this time.



**Best Selling Car**  
Camry: 30,945 Units

**Best Selling Truck**  
F-Series: 60,642 Units



New Vehicle Sales: **1,314,794**

SAAR: **18.1M**

 **229,296** +2% YOY  
Market Share: 17.4%

 **189,517** +3% YOY  
Market Share: 14.4%

 **186,889** +0.3% YOY  
Market Share: 14.2%

 **175,974** +3% YOY  
Market Share: 13.4%

 **115,441** -5% YOY  
Market Share: 8.8%

 **107,083** +4% YOY  
Market Share: 8.1%

 **105,560** +7% YOY  
Market Share: 8.0%

## SUVs Power Record Sales with Highest Ever Market Share

