

NOVEMBER SALES:

2016 Posts Highest Ever November Sales

KEY INSIGHTS

SALES HIT THEIR STRIDE

A record breaking November pushed 2016 year-to-date industry sales 4,600 higher than 2015 when the sales record was set. With rising consumer confidence and the Dow Jones Average reaching an all-time high, conditions seem ripe for the automotive industry to close the year very close to last year's record breaking total.

BLACK FRIDAY EMERGES AS SELLING EVENT

Since 2013 Black Friday Weekend has accounted for an average of 91% more new car sales than a typical weekend in November. In the preceding three years the lift was just 39%. This jump has been a boon for what was once a very sluggish sales month.

LEASING MILESTONE

While industry leasing has leveled off at about 30% of monthly sales, luxury leasing has been on the rise. For the first time ever, in 2016 luxury automakers are expected to lease more vehicles than they sell.



Best Selling Car
Camry: 28,189 Units

Best Selling Truck
F-Series: 67,363 Units



New Vehicle Sales: **1,374,125**
SAAR: **17.8M**

 **252,644** ▲ +10% YOY
Market Share: **18.4%**

 **197,645** ▲ +4% YOY
Market Share: **14.4%**

 **196,441** ▲ +5% YOY
Market Share: **14.3%**

 **160,827** ▼ -14% YOY
Market Share: **11.7%**

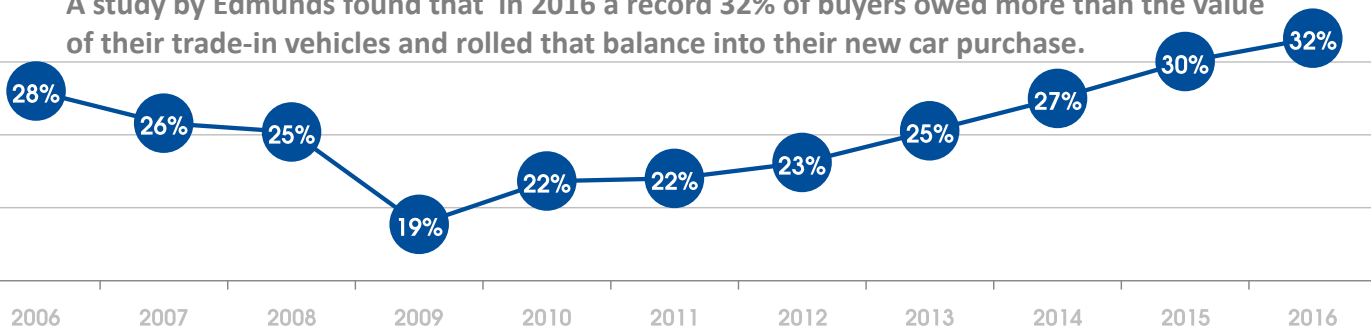
 **122,924** ▲ +6% YOY
Market Share: **8.9%**

 **115,136** ▲ +8% YOY
Market Share: **8.4%**

 **115,011** ▲ +9% YOY
Market Share: **8.4%**

Share of Sales with Negative Equity Reaches an All-Time High

A study by Edmunds found that in 2016 a record 32% of buyers owed more than the value of their trade-in vehicles and rolled that balance into their new car purchase.



MONTHLY SALES INSIGHTS

