

november sales insights

SAAR falls below 18M but best november in history

key insights

black friday events spread throughout november

Heavy incentives helped November reach a new record for the month, but Black Friday sales events failed to draw in a flurry of shoppers during the final week. Instead of a pointed weekend lift as we've seen from past Black Fridays, the deals that extended across the month lured in shoppers early and didn't deliver the customary massive sales surge to end November.

light trucks continue unprecedented gains

Light trucks (pickups, SUVs and vans) have been the strength of the industry, and the segment continues to grow at the expense of cars. In November, light trucks accounted for 65 percent of sales, with cars making up the remaining 35 percent of the market. The dramatic shift has increased throughout the year and is expected to continue to do so in 2018.

december sales season

The prospects for continued strong sales into December look good. The industry failed to unload a substantial portion of excess 2017 model vehicles in November. For the month, 57 percent of sales were 2017 model-year vehicles, a far higher current model-year share than in years past. December will be the last opportunity for manufacturers to spur shopper demand before we head into 2018.

New-vehicle sales **1,392,583**

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

245,387 -3% YOY
Market Share: **17.6%**

210,205 +7% YOY
Market Share: **15.1%**

191,617 -3% YOY
Market Share: **13.8%**

154,919 -4% YOY
Market Share: **11.1%**

133,156 +8% YOY
Market Share: **9.6%**

135,985 +17% YOY
Market Share: **9.8%**

101,513 -12% YOY
Market Share: **7.3%**



Best-selling car
Camry: 34,991 units

Best-selling truck
F-Series: 67,697 units



light truck market share reaches and all-time high in november

