

# november sales insights

## black friday deals spur shopper demand

### key insights

#### november maintains strong sales pace

Black Friday deals powered November sales to 1.39 million units for a monthly SAAR of 17.4 million. Continued elevated fleet sales also increased the sales total. While sales remain strong, November marks the fifth consecutive month of year-over-year declines, a gradual drop that we expect to continue into 2019.

#### black november

Black Friday sales deals lifted November's historically low sales pace. Automakers have found a winning formula by combining incentive spending with marketing and the extension of Black Friday deals across the month.

In November there was a slight uptick in the extension of 0 percent deals, which led to a reduction in average interest rates. Average APRs are still above 6 percent and will likely continue to trend upward.

#### GM ending production of key car models

GM announced in November that it will reduce its workforce and shut several plants that produce several car models including the Cruze, Impala, and Volt. This move mirrors the decision made in April by Ford to move away from cars to focus on popular and highly profitable SUVs and pickups. GM's restructuring underscores the company's intention to utilize these higher profit models today to build out autonomous and electric models for the future.



**Best-selling car**  
Camry: 24,545 units

**Best-selling truck**  
F-Series: 67,094 units



New-vehicle sales **1,387,431**

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

**249,000\*** ▲ +1% YOY  
Market Share: **17.9%**  
\*estimate

**195,255** ▼ -7% YOY  
Market Share: **14.1%**

**190,423** ▼ -1% YOY  
Market Share: **13.7%**

**181,310** ▲ +17% YOY  
Market Share: **13.1%**

**120,534** ▼ -9% YOY  
Market Share: **8.7%**

**110,513** ▼ -19% YOY  
Market Share: **8.0%**

**102,600** ▲ +1% YOY  
Market Share: **7.4%**

### Light-Truck Share Reaches New High

