

# OCTOBER SALES:

## SAAR Soars Above 18M for Second Straight Month

### KEY INSIGHTS

#### ON PACE FOR A RECORD YEAR

October's new sales strength puts the industry on pace for over 17 million units in 2015 and a likely **all-time high**. Annual sales above 17M units are uncommon - the last time sales topped the 17M mark was in 2001. 7M more cars will be sold in 2015 than the recessionary low in 2009.

#### LIGHT TRUCK POPULARITY CLIMBS

58% of new vehicles sold in October were Light Trucks (pickups, SUVs, & vans), approaching the highest level ever. The sustained demand for light trucks is what makes this trend remarkable. This is the 26<sup>th</sup> straight month that light trucks have outsold cars and the divide is widening. Manufacturers are adjusting their production to reflect this new preference, increasing truck production and reducing car builds.

#### LEASING BACK TO PEAK LEVELS

Leasing surged above 29% of new vehicle sales in October, matching highs set in March. As model year end sales have winded down, leasing has reemerged in full force. Moving into the winter sales events, we can expect leasing levels to stay high.



**Best Selling Car**  
Camry: 34,781 Units

**Best Selling Truck**  
F-Series: 59,269 Units



New Vehicle Sales: **1,451,715**  
SAAR: **18.1M**

 262,993 **+16%** YOY  
Market Share: 18.1%

 213,105 **+13%** YOY  
Market Share: 14.7%

 204,045 **+13%** YOY  
Market Share: 14.1%

 195,545 **+15%** YOY  
Market Share: 13.5%

 131,651 **+9%** YOY  
Market Share: 9.1%

 116,047 **+13%** YOY  
Market Share: 8.0%

 110,049 **+16%** YOY  
Market Share: 7.6%

### Increasing SAARs Bode Well for a Strong Year End

