

# october sales insights

october sales sustain 17M+ pace

## key insights

### october posts another strong month

New-vehicle sales in October hit 1.3 million units for a SAAR of 17.3 million. Though sales dropped off 1.4 percent from 2017, the month was able to avoid the larger fall that analysts expected. Persisting elevated fleet sales in October have buoyed sales and helped mask the reduction in retail demand this year.

### domestics' Q3 earnings

Domestic automakers all posted generally strong Q3 earnings in October. Upstart Tesla notably achieved the profitability it has promised as the production of its higher-volume Model 3 has started more expansive production. Still, automakers hinted at an impending slowdown, citing tariffs, the economy and lower demand as potential hindrances. All the domestics were able to lean on their sales success in America to counteract largely poor performances abroad.

### headwinds going into holiday sales seasons

Favorable credit conditions that have helped spur the post-recession auto market continue to dry up. In October we crossed notable benchmarks that will alter the types of deals extended in the closing months of the year. Average APRs rose past 6 percent for the first time since 2009, and zero percent financing fell to its lowest level in over a decade. As automakers can't bank on finance incentives to lure in shoppers, 2018 will set a precedent for how they can attract shoppers in these critical months.



**Best-selling car**  
Camry: 26,914 units

**Best-selling truck**  
F-Series: 64,744 units



New-vehicle sales **1,340,451**

SAAR (seasonally adjusted annual rate) **17.3M**

**GM** **242,000\*** **-4%** YOY  
Market Share: **18.1%**  
\*estimate

**Ford** **191,682** **-4%** YOY  
Market Share: **14.3%**

**Toyota** **191,102** **+1%** YOY  
Market Share: **14.3%**

**FCA** **177,391** **+16%** YOY  
FIAT CHRYSLER AUTOMOBILES  
Market Share: **13.2%**

**Honda** **122,182** **-4%** YOY  
Market Share: **9.1%**

**NISSAN** **109,962** **-11%** YOY  
Market Share: **8.2%**

**HYUNDAI**  
**KIA** **98,127** **+1%** YOY  
Market Share: **7.3%**

## Average New-Vehicle APRs

