

# SEPTEMBER SALES:

## Highest September Sales in Fifteen Years

### KEY INSIGHTS

18.1M SAAR

September's SAAR of 18.1M marked the fifth straight month of SAARs above 17M and the first time that it has surpassed 18M in over a decade. The fact that sales are pacing so consistently high is great news for the health of the industry and put us on pace for a record breaking sales year.

### VOLKSWAGEN WOES

Volkswagen was front and center in the media in September when news broke that some of their diesel models violate the EPA's emission standards. No resolutions or sanctions have yet been levied.

Amid all the controversy, VW has sustained its traffic on Edmunds.com and was still able to eek out a modest year over year sales lift.

### COMPACT SUV: BEST SELLING SEGMENT

Compact SUVs outsold all other segments for the first time. The success of the hugely popular compact utility vehicles has only been helped by the incoming waive of smaller SUVs like the Jeep Renegade and Honda HRV. Compact SUVs should continue to compete for the top selling segment from here on.



**Best Selling Car**  
Camry: 34,487 Units

**Best Selling Truck**  
F-Series: 65,613 Units



New Vehicle Sales: **1,438,997**

SAAR: **18.1M**



251,310 **+12%** YOY

Market Share: 17.5%



221,269 **+23%** YOY

Market Share: 15.4%



194,399 **+16%** YOY

Market Share: 13.5%



193,019 **+14%** YOY

Market Share: 13.4%



133,750 **+13%** YOY

Market Share: 9.3%



121,782 **+18%** YOY

Market Share: 8.5%



113,835 **+18%** YOY

Market Share: 7.9%

2015 is on Record Pace; Already Outselling 2010 Full Year

