

september sales insights

sales rebound, industry hits highest SAAR since 2005

key insights

september sales record

September 2017 was an exceptional sales month. Not only were unprecedented sales numbers posted for the month of September, it also marked the highest SAAR in over a decade. Sales were bolstered by manufacturers' record incentive spending and a surge in new-car sales as people in hurricane-damaged regions replaced their lost or totaled vehicles.

hurricane harvey impact

An Edmunds analysis revealed that new-vehicle sales in Houston spiked 109 percent in the three weeks following Hurricane Harvey compared to the three weeks preceding it.

record incentive levels; looking ahead to Q4

Average incentive spending in September hit \$3,506 per vehicle, an all-time record. The spike in incentives remedied tepid shopper demand and helped address mounting inventories, particularly of vehicles from the outgoing model year. The same factors that spurred September sales will be in place as we move into Q4. Inventory is still high and flush with 2017 model year cars and trucks. Vehicles sat on dealer lots for an average of 80 days before being sold – the longest length since the heart of the recession. We expect the year will close strongly as manufacturers keep incentives high to combat the bloated inventory.

New-vehicle sales **1,519,081**

SAAR (seasonally adjusted annual rate) **18.5M**

279,397 +12% YOY
Market Share: **18.4%**

226,632 +15% YOY
Market Share: **14.9%**

221,643 +9% YOY
Market Share: **14.6%**

174,266 -10% YOY
Market Share: **11.5%**

142,722 +7% YOY
Market Share: **9.4%**

139,932 +9% YOY
Market Share: **9.2%**

109,475 -5% YOY
Market Share: **7.2%**



Best-selling car
Civic: 35,452 units

Best-selling truck
F-Series: 76,025 units



new vehicles: average days on dealer lots before selling

