

september sales insights

september sales rebound to 17.3M SAAR

key insights

september sales rally past 17M pace

High incentives along with unexpected fleet demand pushed September sales to 1.42 million units. Although September sales were a strong end to what began as a lackluster quarter, sales still came in 100,000 units lower than last year when replacement demand from Hurricane Harvey lifted sales to an anomalously high level. Through three quarters, sales have totaled 12.8 million units, just a hair lower than 2017.

rising APRs

In late September the Federal Reserve lifted its target interest rate above 2 percent. This will put further upward pressure on already rising industry finance rates. In September the average APR rose to 5.8 percent, a full percentage point lift from a year ago. Tighter access to credit has also suppressed the availability of zero percent loans, which at 5.6 percent of finance deals represented the lowest September share in over a decade.

USMCA and the auto industry

The United States Mexico Canada Agreement (USMCA) is a trade deal struck by the three nations on September 30 that replaced NAFTA. As part of the agreement, automobiles must have 75 percent of their components manufactured in North America to avoid tariffs. Additionally, by 2023 40 to 45 percent of vehicle parts will need to be made by workers earning at least \$16 an hour. Tariffs on steel and aluminum are expected to stay intact. This policy will increase the price of building vehicles.

Best-selling truck
F-Series: 69,509 units



Best-selling car
Camry: 27,640 units



New-vehicle sales **1,418,319**

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

 **234,638*** -16% YOY
 Market Share: **16.5%**
*estimate

 **203,098** -10% YOY
 Market Share: **14.3%**

 **199,819** +15% YOY
 Market Share: **14.1%**

 **196,496** -11% YOY
 Market Share: **13.9%**

 **132,668** -7% YOY
 Market Share: **9.4%**

 **112,376** -12% YOY
 Market Share: **7.6%**

 **111,406** -1% YOY
 Market Share: **7.6%**

Q1-Q3 2018 vs. Q1-Q3 2017

