

# SEPTEMBER SALES INSIGHTS

September sales close Q3 on strong note

## Key insights

### September sales make the most of a tough month

As expected, September sales came in lower than last year because the month had fewer selling days and was not anchored by the Labor Day weekend as it was in 2018. Even so, sales were relatively strong, climbing to a SAAR of 17.1 million, the highest of the quarter. September capped off a strong Q3, which posted the first year-over-year quarterly lift of 2019. Finance rates in Q4 will be the lowest of the year, which should spur sales and sets the stage for a strong close to the year.

### Large truck race heats up

With two all-new models, the large truck segment has been extremely competitive this year, accounting for 14.1% of sales in 2019, the highest market share in 14 years. While the Ford F-Series remains the best-selling model in the segment, the Ram has surpassed the Silverado to claim the No. 2 spot. Incentives remain elevated amid the competition, but the new products have driven transaction price increases – the average transaction price for a large truck crossed the \$50,000 threshold for the first time in September.

### Inventory update

Inventory levels declined in September, partly due to the UAW strike affecting GM’s production. The strike began in mid-September and has halted GM’s U.S. production and forced several plants in Canada and Mexico offline as well. The strike so far hasn’t significantly hurt sales for GM but can be expected to have a larger impact if it wears on through October. Overall the industry’s inventory can accommodate current demand.

#### Best-selling car

**Camry:** 23,328 units

#### Best-selling truck

**F-Series:** 64,305 units



New vehicle sales **1,264,212**

SAAR (seasonally adjusted annual rate) **17.1M**

	<b>212,000*</b> Market Share: <b>16.8%</b> ▼ -10% YOY
	<b>178,000*</b> Market Share: <b>14.1%</b> ▼ -10% YOY
	<b>169,656</b> Market Share: <b>13.4%</b> ▼ -16% YOY
	<b>169,000*</b> Market Share: <b>13.4%</b> ▼ -11% YOY
	<b>113,925</b> Market Share: <b>9.0%</b> ▼ -14% YOY
	<b>101,244</b> Market Share: <b>8.0%</b> ▼ +18% YOY
	<b>98,129</b> Market Share: <b>7.8%</b> ▼ -10% YOY

\*estimate

## Average New Vehicle APR

