

The New-Vehicle Department

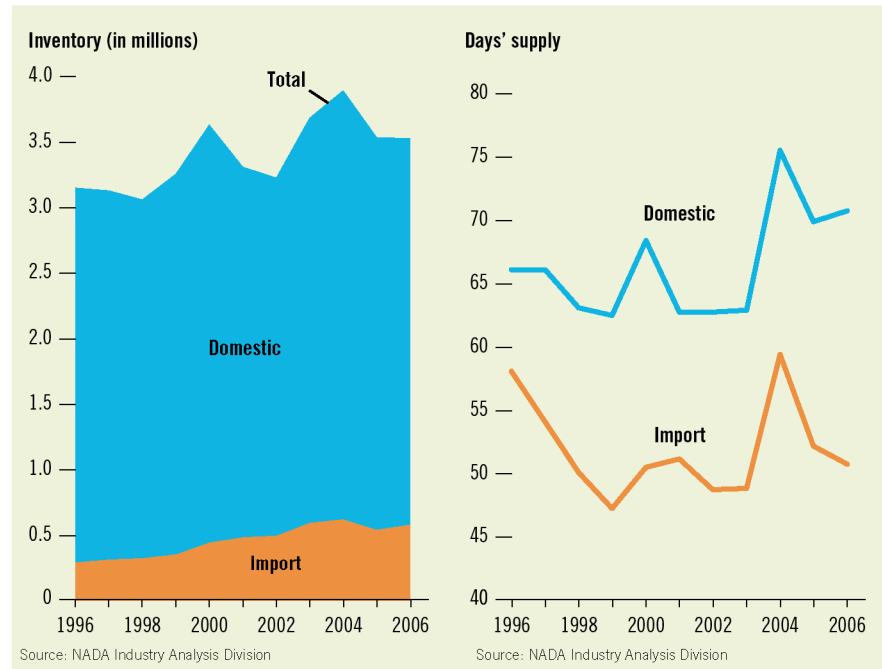
NEW-VEHICLE SALES—16.5 million units in 2006—were lower than the 16.9 million units in 2005. On a seasonally adjusted annual rate (SAAR) basis, sales volume was at or above 16.6 million units in the first four months of 2006. Sales dropped off for most of the summer months and the fall, and showed some recovery only in December, reaching 16.7 million units SAAR for the month. Total automaker inventory remained on par with 2005, averaging 3.6 million units in 2006. Days' supply of domestic vehicles rose to 71; days' supply of faster-selling imported vehicles fell to 51.

As shown on the next page, the popularity of crossover vehicles helped sustain light-duty truck sales in 2006 at 8.7 million units. Light trucks outsold cars, but light-truck market share dropped to about 53 percent for 2006 from 55 percent of total light vehicles sold in 2005.

The average selling price of a new vehicle, including accessories and options, remained almost the same as 2005 (next page, upper right), with 2005 posting a 1.1 percent rise over 2004.

New-vehicle sales by manufacturer (bottom of the next page) show GM, Ford, and Chrysler losing market share in 2006, as did Nissan. Two of the major Japanese brands—Toyota and Honda—saw their shares rise. Lexus, Hyundai, Mazda, Subaru Suzuki, and Kia saw gains, as did Audi, BMW, Land Rover, Mercedes, VW, and Porsche. Jaguar, Mitsubishi, Isuzu, and Volvo faced market-share declines in 2006.

New-vehicle inventories and days' supply



New-vehicle sales, by month

	2006 Actual	2006 SAAR* (in millions)	2005 Actual	2005 SAAR* (in millions)	% change 2005–2006
January	1,140,345	17.6	1,060,498	10.7	7.5%
February	1,258,099	16.6	1,251,168	14.1	0.6
March	1,526,603	16.6	1,573,023	20.5	-3.0
April	1,444,894	16.7	1,500,648	18.6	-3.7
May	1,485,857	16.1	1,496,354	17.6	-0.7
June	1,497,221	16.3	1,674,267	19.4	-10.6
July	1,489,361	16.6	1,801,851	21.7	-17.3
August	1,482,832	16.0	1,478,217	17.3	0.3
September	1,349,923	16.6	1,324,634	16.9	1.9
October	1,212,849	16.1	1,143,219	13.4	6.1
November	1,194,173	16.0	1,161,621	14.0	2.8
December	1,424,408	16.7	1,479,500	17.3	-3.7
Full year	16,506,565	16.5	16,945,000	16.9	-2.6

*Seasonally adjusted annual rate
Source: NADA Industry Analysis Division

New light-duty vehicle sales, by year

Year	New cars	Light-duty trucks	Total light-duty vehicles	Light-duty trucks as % of total
1996	8,526,800	6,570,400	15,097,200	43.5%
1997	8,272,100	6,858,100	15,130,200	45.3
1998	8,137,400	7,404,500	15,541,900	47.6
1999	8,698,600	8,197,200	16,895,800	48.5
2000	8,846,900	8,502,800	17,349,700	49.0
2001	8,422,600	8,699,300	17,121,900	50.8
2002	8,103,200	8,714,300	16,817,500	51.8
2003	7,609,800	9,024,900	16,634,700	54.3
2004	7,505,900	9,360,600	16,866,500	55.5
2005	7,666,700	9,278,300	16,945,000	54.8
2006	7,780,800	8,721,000	16,502,700	52.8
Average 1996–2006	8,142,800	8,302,855	16,445,736	50.5%

Source: NADA Industry Analysis Division

Number of new vehicles sold and selling price

Year	New vehicles sold per dealership	Average retail selling price
1996	664	\$21,900
1997	668	22,650
1998	694	23,600
1999	759	24,450
2000	783	24,900
2001	785	25,800
2002	774	26,150
2003	769	27,550
2004	779	28,050
2005	788	28,400
2006	778	28,450

Source: NADA Industry Analysis Division

New-vehicle sales and market share, by manufacturer

Year	DaimlerChrysler	Ford	General Motors	Toyota	Honda	Nissan	Volkswagen	Other imports	Total
1996	2,450,800 16.23%	3,843,400 25.46%	4,743,600 31.42%	1,159,700 7.68%	843,900 5.59%	749,800 4.97%	163,300 1.08%	1,142,700 7.57%	15,097,200
1997	2,303,800 15.23%	3,807,100 25.16%	4,734,100 31.29%	1,230,100 8.13%	940,400 6.22%	728,400 4.81%	172,000 1.14%	1,214,400 8.03%	15,130,200
1998	2,510,000 16.15%	3,860,200 24.84%	4,570,100 29.41%	1,361,000 8.76%	1,009,600 6.50%	621,600 4.00%	267,200 1.72%	1,342,300 8.64%	15,541,900
1999	2,638,600 15.62%	4,115,600 24.36%	4,974,600 29.44%	1,475,400 8.73%	1,076,900 6.37%	677,900 4.01%	381,500 2.26%	1,555,300 9.21%	16,895,800
2000	2,522,700 14.54%	4,147,700 23.91%	4,911,700 28.31%	1,619,200 9.33%	1,158,900 6.68%	752,800 4.34%	435,900 2.51%	1,800,800 10.38%	17,349,700
2001	2,273,200 13.28%	3,915,500 22.87%	4,852,500 28.34%	1,741,300 10.17%	1,207,600 7.05%	703,700 4.11%	438,900 2.56%	1,989,200 11.62%	17,121,900
2002	2,205,450 13.11%	3,576,250 21.27%	4,815,150 28.63%	1,756,150 10.44%	1,247,850 7.42%	739,850 4.40%	423,850 2.52%	2,052,950 12.21%	16,817,500
2003	2,127,450 12.79%	3,437,700 20.67%	4,716,050 28.35%	1,866,300 11.22%	1,349,850 8.11%	794,800 4.78%	389,100 2.34%	1,953,450 11.74%	16,634,700
2004	2,206,000 13.08%	3,271,100 19.39%	4,657,400 27.61%	2,060,050 12.21%	1,394,400 8.27%	855,000 5.07%	334,050 1.98%	2,088,500 12.38%	16,866,500
2005	2,304,900 13.60%	3,106,900 18.34%	4,456,800 26.30%	2,260,300 13.34%	1,462,500 8.63%	1,076,900 6.36%	307,250 1.81%	1,969,450 11.62%	16,945,000
2006	2,142,500 12.98%	2,848,100 17.26%	4,067,600 24.65%	2,542,500 15.41%	1,509,400 9.15%	1,019,500 6.18%	325,300 1.97%	2,047,900 12.41%	16,502,700
Average 1996–2006	2,335,036 14.20%	3,629,959 22.07%	4,681,782 28.47%	1,733,818 10.54%	1,200,118 7.30%	792,750 4.82%	330,759 2.01%	1,741,541 10.59%	16,445,736

Source: NADA Industry Analysis Division