



# TRUCKBEAT

REVIEW OF NEW MEDIUM AND HEAVY-DUTY TRUCK SALES



Produced by NADA's Industry Analysis Division | Steven Szakaly, Chief Economist | Angela Lisulo, Economist

October 2014

## OVERALL

Medium and heavy-duty truck sales amounted to **39,311** units in October 2014 up 6.1 percent from September 2014 and up 16.2 percent from October 2013.

For October 2014 YTD, there were **334,674** medium and heavy-duty truck sales up 16.3 percent from a year ago.

The October 2014 Seasonally Adjusted Annual Rate (SAAR) for medium and heavy-duty truck sales was **429,394**.

*Medium-duty trucks.* There were **17,279** medium-duty truck sales in October 2014 – this was up 1.8 percent from September 2014 and it was up 9.1 percent from October 2013. For October 2014 YTD, medium-duty truck sales amounted to **154,354** units up 12.5 percent from a year ago.

*Heavy-duty trucks.* There were **22,032** heavy-duty truck sales in October 2014 – this was up 9.7 percent from September 2014 and it was up 22.5 percent from October 2013. Heavy-duty truck sales amounted to **180,320** units, for October 2014 YTD, up 19.8 percent from a year ago.

## Medium-Duty Truck Sales, by brand (class 4-7)

With truck sales in every class in the medium-duty truck category, Ford held the largest share of medium-duty truck sales, in October 2014, at 32.8 percent up from a share of 32.3 percent in October 2013. October 2014 Ford sales were up 7.6 percent from September 2014 and up 11.1 percent from October 2013.

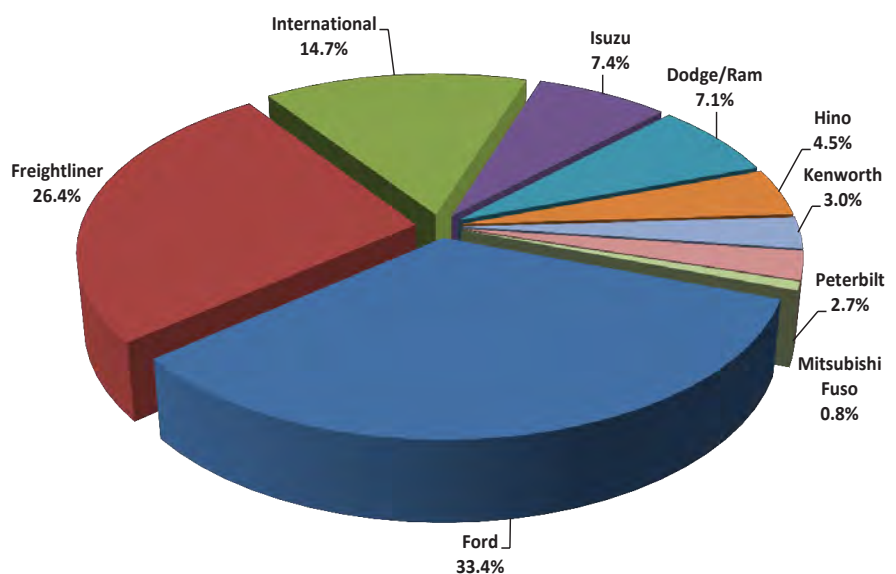
With truck sales in classes 4 and 5 only, Mitsubishi Fuso held the least share, for the month, at 0.7 percent down from a share of 1.2 percent in October 2013. October 2014 Mitsubishi Fuso sales were down 21.9 percent from September 2014 and down 32.2 percent from October 2013.

For October 2014 YTD, Ford held the largest share of medium-duty truck sales at 33.4 percent which was down from the share of 33.9 percent for October 2013 YTD. Most Ford sales consisted of class 5 trucks - a share of 63.8 percent of Ford class 4-7 truck sales YTD. October 2014 YTD Ford sales were up 10.6 percent from last year.

Mitsubishi Fuso held the least share of the October 2014 YTD market at 0.8 percent. Mitsubishi Fuso class 4 sales held the dominant share at 66.2 percent of its total sales YTD. October 2014 YTD Mitsubishi Fuso sales were down 12.3 percent from last year.

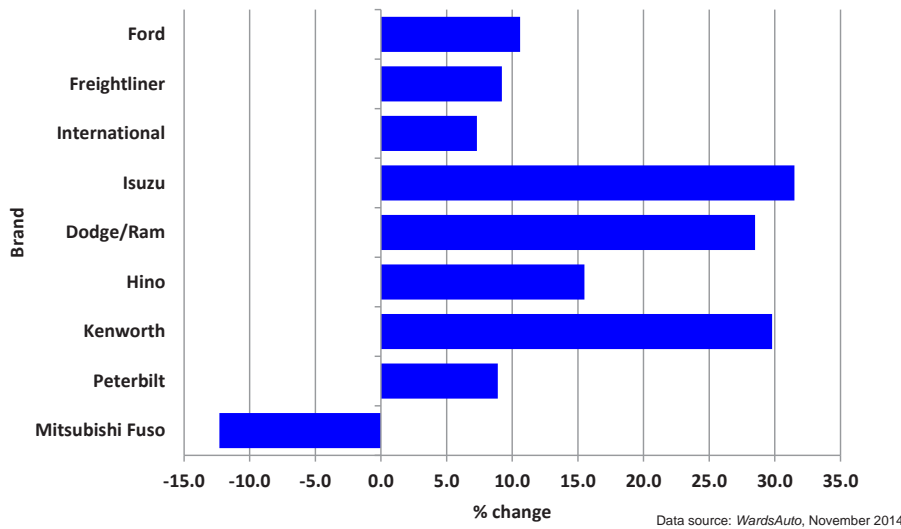
See figures 1 and 2.

**FIGURE 1: U.S. Medium-Duty Truck Sales market share (%), by brand October 2014 YTD**

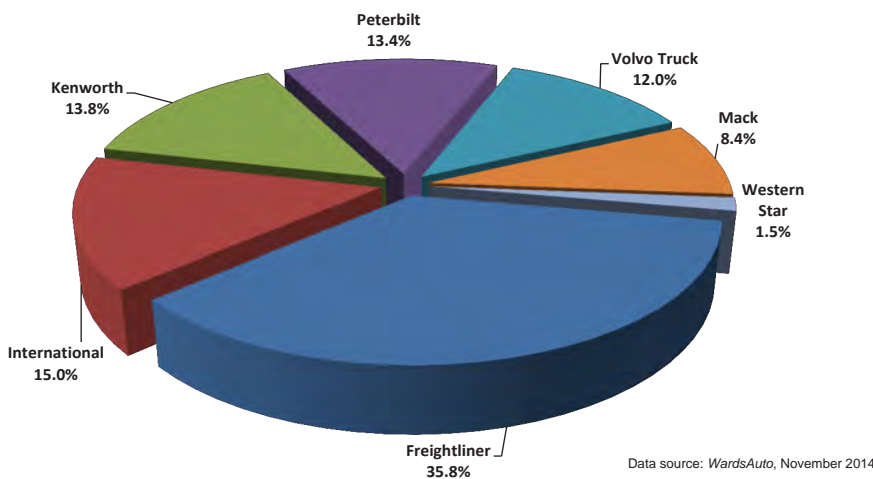


Data source: WardsAuto, November 2014

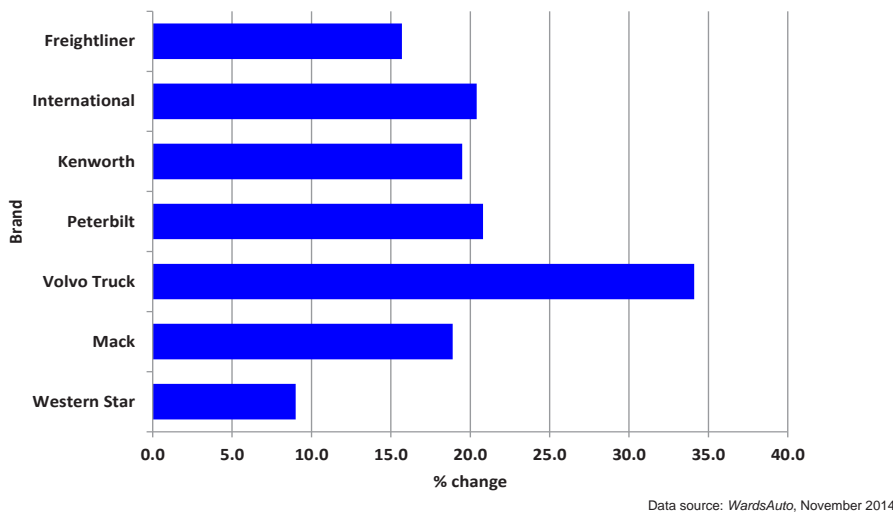
**FIGURE 2: U.S. Medium-Duty Truck Sales % change, by brand (October 2013 YTD – October 2014 YTD)**



**FIGURE 3: U.S. Heavy-Duty Truck Sales market share (%), by brand October 2014 YTD**



**FIGURE 4: U.S. Heavy-Duty Truck Sales % change, by brand (October 2013 YTD – October 2014 YTD)**



## Heavy-Duty Truck Sales, by brand (class 8)

From all the brands in the heavy-duty truck category, Freightliner held the largest share of sales at 37.0 percent, in October 2014, up from a share of 35.2 percent in October 2013. October 2014 Freightliner sales were up 12.8 percent from September 2014 and up 28.8 percent from last October. Freightliner was the leading Daimler brand in terms of class 8 sales holding 95.9 percent of Daimler sales for the heavy-duty truck category in October 2014.

Western Star held the least share, for the month, at 1.6 percent up from a share of 1.5 percent in October 2013. October 2014 Western Star sales were up 39.6 percent from September 2014 and up 33.2 percent from last October.

From all the brands in the heavy-duty truck category, Freightliner held the largest share of sales at 35.8 percent for October 2014 YTD down from a share of 37.1 percent last year. October 2014 YTD Freightliner sales were up 15.7 percent from last year. Freightliner comprised 96.0 percent of Daimler heavy-duty truck sales for October 2014 YTD.

In the heavy-duty truck category, Western Star held the least share of the sales with 1.5 percent of the October 2014 YTD market down from a share of 1.7 percent last year. October 2014 YTD Western Star sales were up 9.0 percent from last year.

*See figures 3 and 4.*