



TRUCKBEAT

REVIEW OF NEW MEDIUM AND HEAVY-DUTY TRUCK SALES



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OVERALL

There were **37,054** medium and heavy-duty truck sales in September 2014 up 5.1 percent from August 2014 and up 29.3 percent from September 2013.

For September 2014 YTD, there were **295,363** medium and heavy-duty truck sales up 16.3 percent from a year ago.

The September 2014 Seasonally Adjusted Annual Rate (SAAR) for medium-and heavy-duty truck sales was **444,159** units.

For Q3 2014, medium and heavy-duty truck sales amounted to **108,284** units up 24.0 percent from Q3 2013.

Medium-duty trucks. There were 16,976 medium-duty truck sales in September 2014 – this was up 8.6 percent from August 2014 and it was up 35.5 percent from September 2013. For September 2014 YTD, medium-duty truck sales amounted to 137,075 units up 12.9 percent from a year ago. For Q3 2014, medium-duty truck sales amounted to 49,786 units up 22.6 percent from Q3 2013.

Heavy-duty trucks. There were 20,078 heavy-duty truck sales in September 2014 – this was up 2.3 percent from August 2014 and it was up 24.5 percent from September 2013. Heavy-duty truck sales amounted to 158,288 units, for September 2014 YTD, up 19.4 percent from a year ago. For Q3 2014, heavy-duty truck sales amounted to 58,498 units up 25.1 percent from Q3 2013.

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

Ford led the medium-duty truck category in the month of September 2014 with sales of 5,272 units up 28.6 percent from September 2013. Ford had sales in every class but class 5 held the largest share of its September 2014 sales at 66.9 percent while class 7 held the least share of its sales at 3.2 percent.

Kenworth had the greatest growth in sales, from the medium-duty truck brands, over last September, with sales up 64.4 percent. Kenworth sold trucks in classes 5 through 7 during the month but 81.4 percent of its sales were class 7 sales.

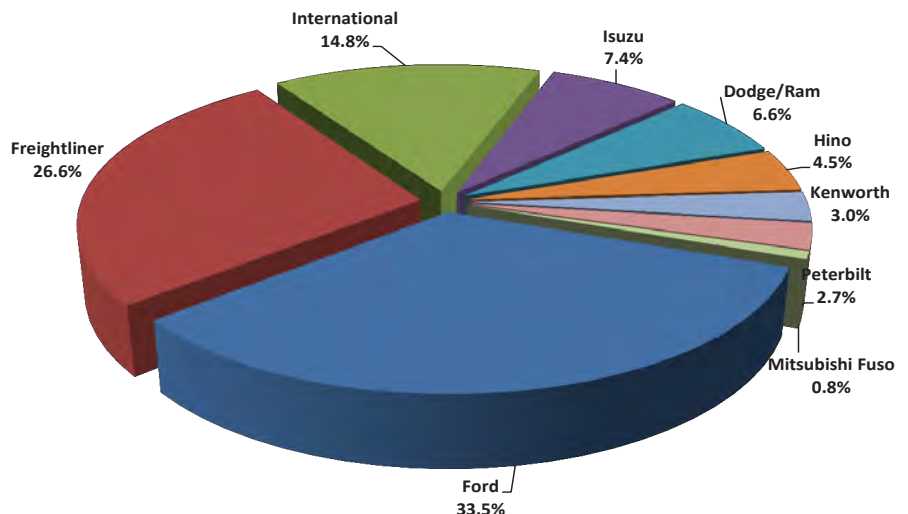
In terms of sales growth since September 2013, Kenworth was followed by International with September 2014 sales up 54.0 percent from a year ago; International trucks featured in every class size under medium-duty truck sales for the month.

Every brand experienced sales growth from last September; all brands experienced double-digit growth, in this regard, except for Hino and Peterbilt which each had single-digit growth over this period.

In terms of sales performance from August into September of this year, all brands experienced sales growth except International. Dodge/Ram was the brand with the highest growth rate, by this measure, with sales up 84.2 percent from August 2014.

See Figures 1 and 2.

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



Data source: WardsAuto, October 2014

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

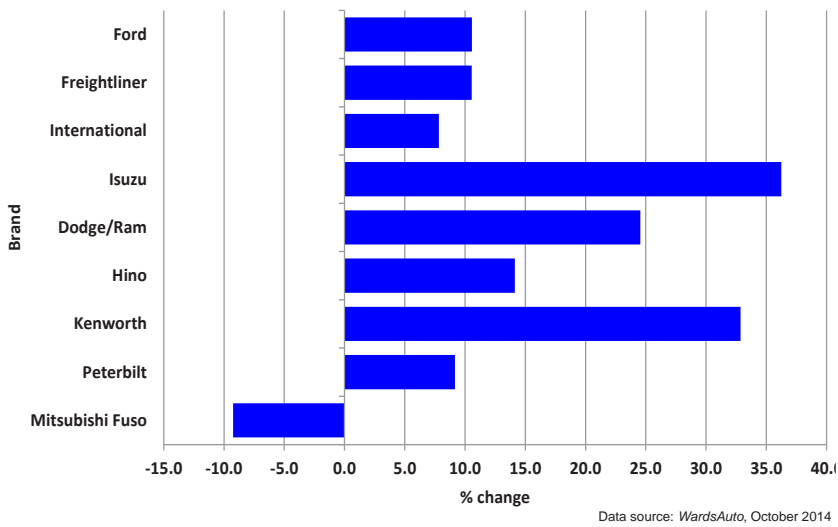


FIGURE 3: U.S. Heavy-Duty Truck Sales market share (%), by brand September 2014 YTD

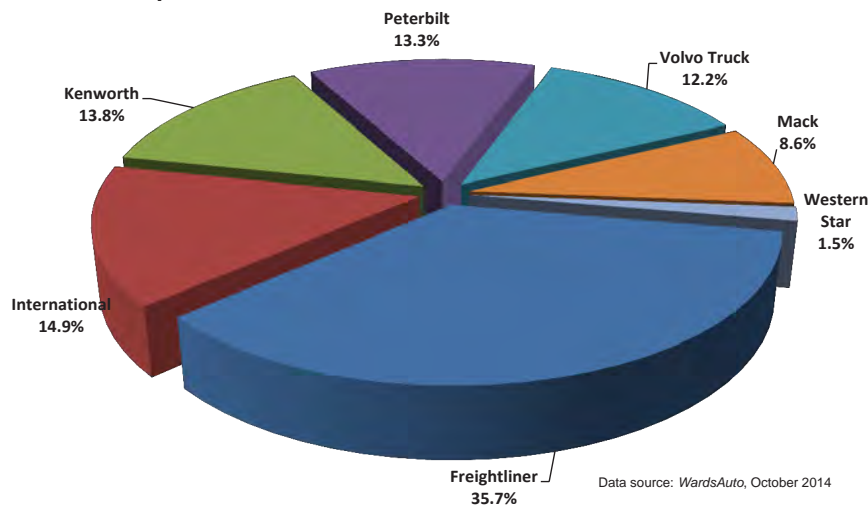
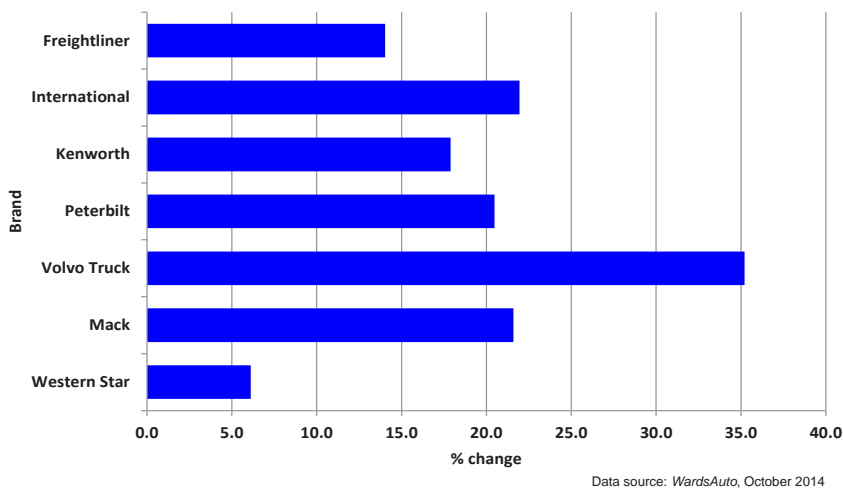


FIGURE 4: U.S. Heavy-Duty Truck Sales % change, by brand (September 2013 YTD-September 2014 YTD)



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

Freightliner led the heavy-duty truck category in September 2014 with sales of 7,226 units. This brand had sales growth of 32.5 percent over last September.

Peterbilt experienced the highest growth in sales with class 8 sales up 46.9 percent from September 2013. Volvo Truck ranked second, by this measure, with its class 8 sales up 38.9 percent in September 2014 since last year.

All brands except for Kenworth, Mack and trucks in the 'Other' category experienced double-digit sales growth in class 8, for September 2014 over September 2013. Kenworth and Mack reported single-digit sales growth while the 'Other' category had a contraction in sales over this period.

In terms of sales performance from August into September of this year, all brands except for Western Star, Mack and trucks in the 'Other' category reported single-digit sales growth. Western Star, Mack and the 'Other' category each experienced a contraction in sales over this period.

See Figures 3 and 4.