



# TRUCKBEAT



REVIEW OF NEW MEDIUM AND HEAVY-DUTY TRUCK SALES

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## OVERALL

There were **15,637** medium-duty truck sales in August 2014 – this was down 8.9 percent from July 2014 and it was up 15.7 percent from August 2013.

There were **19,627** heavy-duty truck sales in August 2014 – this was up 4.4 percent from July 2014 and it was up 28.4 percent from August 2013.

Medium and heavy-duty truck sales amounted to **35,264** units for the month. The August 2014 Seasonally Adjusted Annual Rate (SAAR) for medium and heavy-duty truck sales was **446,333** units.

For August 2014 YTD, medium-duty truck sales amounted to **120,099** units up 10.3 percent from a year ago and heavy-duty truck sales amounted to **138,210** units up 18.7 percent from a year ago. Collective medium and heavy-duty truck sales were **258,309** units for August 2014 YTD.

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

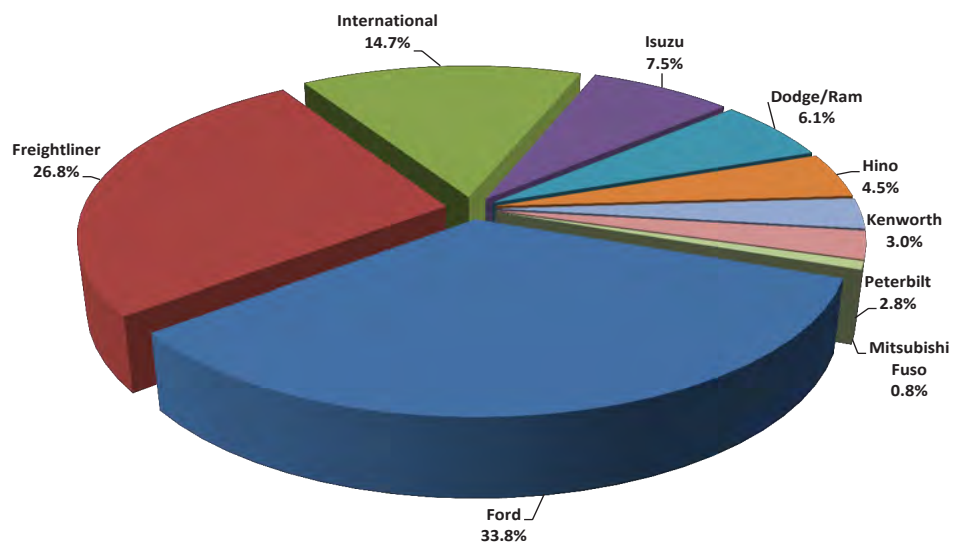
In terms of overall sales, Ford led the medium-duty truck category, for the month of August 2014, with truck sales in every class although 66.2 percent of its sales were in class 5.

International had the greatest growth in sales, from the medium-duty truck brands, over last August, with sales up 47.9 percent. International sold trucks in classes 5 through 7 during August 2014 but 72.8 percent of its sales were class 7 sales.

In terms of sales growth since August 2013, International was followed by the Dodge/Ram brand with August 2014 sales up 34.3 percent; Dodge/Ram truck sales featured only in class 5 in August 2014. Mitsubishi Fuso was the brand with greatest contraction in sales for August 2014 with sales down 35.4 percent from last year; Mitsubishi Fuso sold trucks in classes 4 and 5 in August 2014.

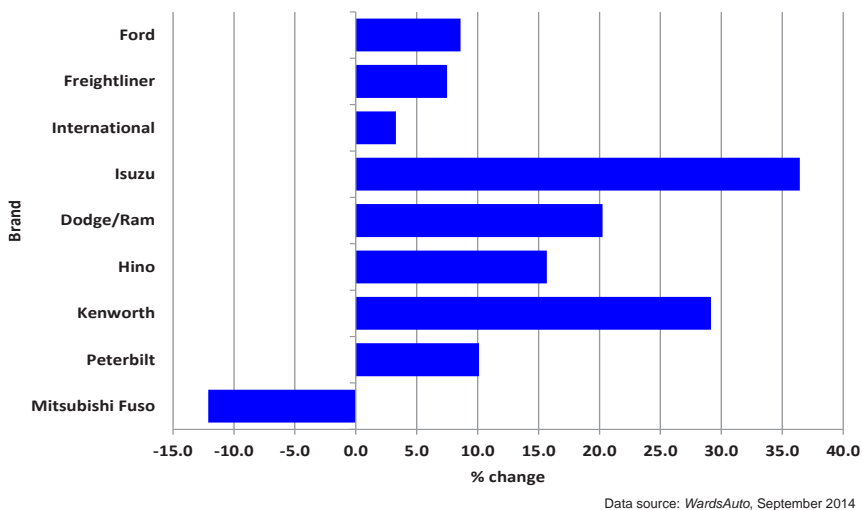
In terms of sales performance from July into August of this year, all brands experienced a decline in sales except for Ford, Mitsubishi Fuso and Hino. Mitsubishi Fuso was the brand with the highest growth rate, by this measure, with sales up 62.2 percent from July 2014. See Figures 1 and 2.

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

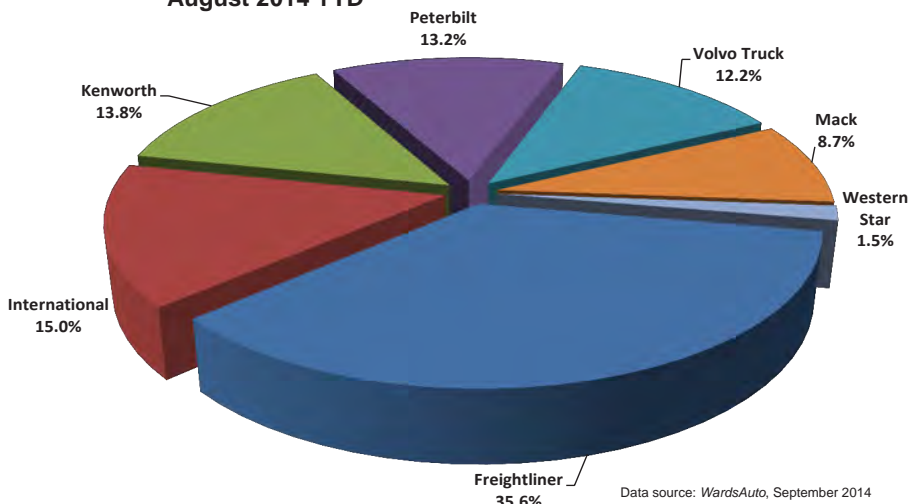


Data source: WardsAuto, September 2014

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



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



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

In terms of overall sales, Freightliner led the heavy-duty truck category for the month of August 2014. Freightliner sales were up 31.6 percent from August 2013.

With the exclusion of the 'Other' category which sold 11 class 8 trucks in August 2014 up from 6 units last August, Western Star held the highest growth in sales with class 8 sales up 63.7 percent from August 2013. Peterbilt ranked second, by this measure, with its class 8 sales up 36.2 percent in August 2014 from last year.

Double-digit sales growth was reported for every brand in class 8, for August 2014 over August 2013, which was not the case with the medium-duty truck category where the picture was mixed with brands reporting double-digit growth, single-digit growth and even contraction in sales over the period.

In terms of sales performance from July into August of this year, for class 8 trucks, there was generally a balance of brands between those that reported growth and those that experienced a contraction of sales.

Western Star class 8 trucks had the greatest growth, for August 2014, with sales up 67.4 percent over July 2014 while International class 8 trucks experienced the most contraction in sales with its August 2014 sales down 10.6 percent from July 2014.

See Figures 3 and 4.

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

