

OVERALL

There were **30,689** medium and heavy-duty truck sales in January 2015 down 27.1 percent from December 2014 but up 16.7 percent from January 2014.

Generally, this was a month in which sales performance for the brands was better when compared to sales a year ago than when compared to sales for last month (December 2014).

The January 2015 Seasonally Adjusted Annual Rate (SAAR) for medium and heavy-duty truck sales was **432,392** units.

Medium-duty trucks. There were **13,316** medium-duty truck sales in January 2015 down 28.9 percent from December 2014 but up 9.6 percent from January 2014.

Heavy-duty trucks. There were **17,373** heavy-duty truck sales in January 2015 down 25.7 percent from December 2014 but up 22.8 percent from January 2014.

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

The year started with Ford holding the lead share of medium-duty truck sales at 33.8 percent up from a share of 32.6 percent in December 2014 but down from a share of 36.6 percent in January 2014.

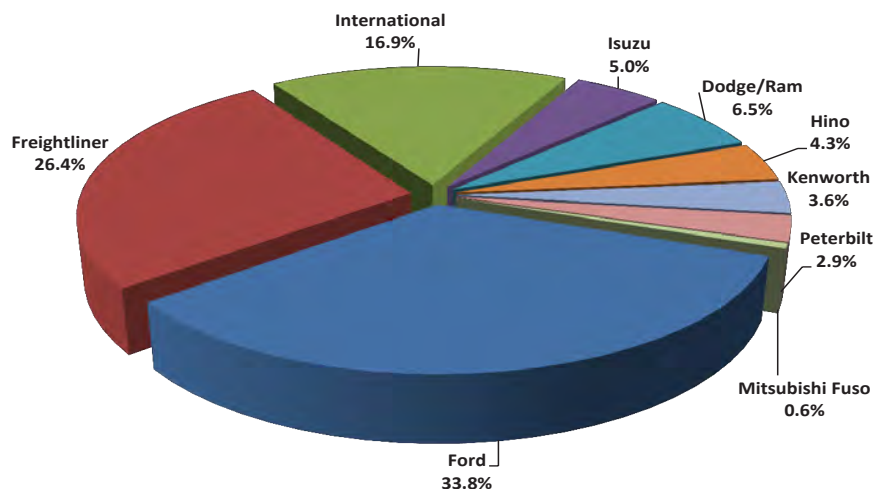
With sales in every class, Ford sales were greatest in class 5 at 64.3 percent of its January 2015 sales while class 4 held the least share of its sales at 3.1 percent for the month. Ford sales were down 26.4 percent from December 2014 but up 1.0 percent from January 2014.

From the 9 brands selling medium-duty truck sales in January 2015, all brands except International experienced a decline in sales compared to December 2014.

This is in contrast to the comparison with January 2014 sales where Freightliner and Mitsubishi Fuso were the only brands that experienced a decline in their respective sales from January 2014 while the remaining 7 brands each gained sales from January 2014.

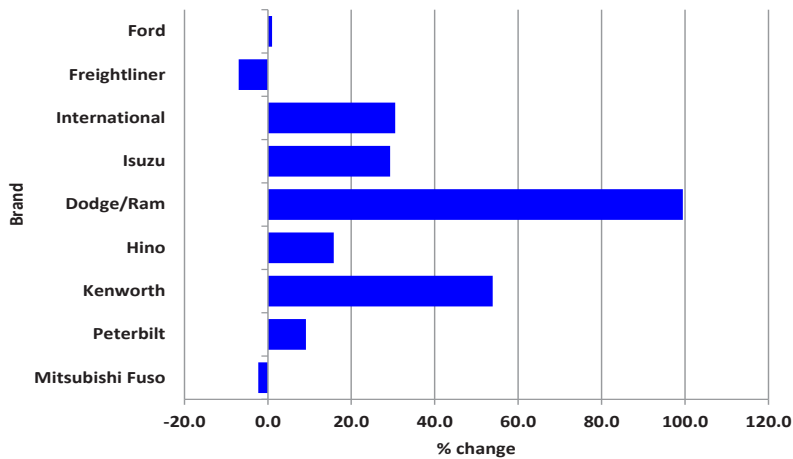
See figures 1 and 2.

FIGURE 1: U.S. Medium-Duty Truck Sales market share (%), by brand January 2015 YTD



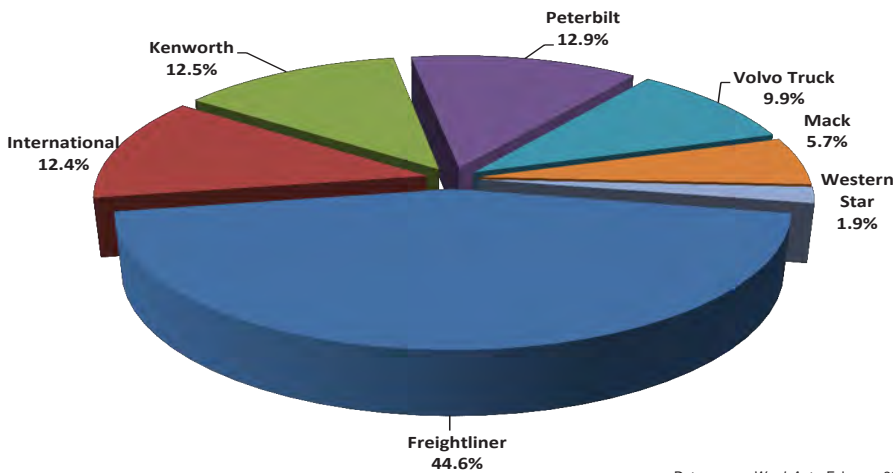
Data source: WardsAuto, February 2015

FIGURE 2: U.S. Medium-Duty Truck Sales % change, by brand (January 2014 YTD - January 2015 YTD)



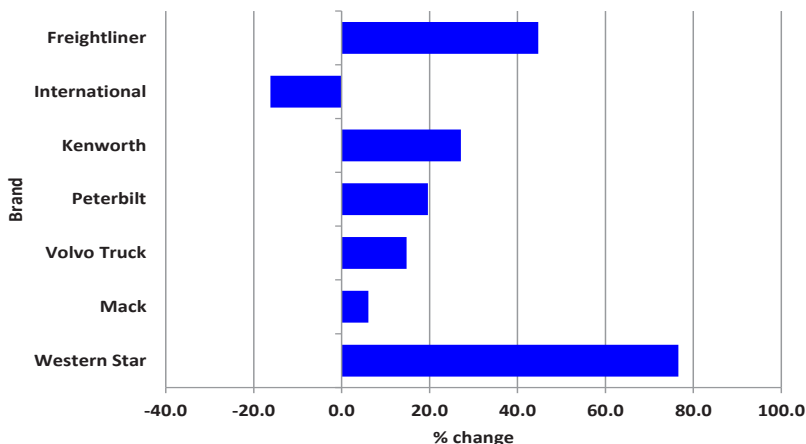
Data source: WardsAuto, February 2015

FIGURE 3: U.S. Heavy-Duty Truck Sales market share (%), by brand January 2015 YTD



Data source: WardsAuto, February 2015

FIGURE 4: U.S. Heavy-Duty Truck Sales % change, by brand (January 2014 YTD - January 2015 YTD)



Data source: WardsAuto, February 2015

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

Freightliner held the largest share of heavy-duty truck sales in January 2015, from the 7 brands, at 44.6 percent up from a share of 35.0 percent in December 2014 and up from a share of 37.9 percent in January 2014.

All 7 brands experienced a contraction in sales from December 2014 and this was in double digits for every brand except Freightliner and International which each experienced single-digit contraction in sales over December 2014.

All brands except International experienced growth in sales from January 2014; the brands that experienced growth in sales had double-digit growth apart from Mack which had single-digit growth of 6.1 percent.

Compared to the medium-duty truck market, the market for heavy-duty trucks has had fewer brands and has had a lead brand that has exhibited greater dominance by market share of sales – Freightliner with 44.6 percent of class 8 sales compared with Ford holding 33.8 percent of class 4-7 sales in January 2015.

See figures 3 and 4.