U.S. light-vehicle sales continued to fall in April, with a SAAR of 16.43 million—a decline of 4.5% compared to this time last year. Despite a strong March performance, sales through the first four months of the year were also down by 2.1%. The crossover segment continues to inch closer to 40% market share and will likely reach that number by year-end as many new crossover models roll into showrooms. With the exception of vans, all light-truck segments gained market share. The total year-to-date market share for light-trucks is just 0.1 percentage point shy of 70% market share. And with many manufacturers trimming their incentive spending in April, J.D. Power reports that average incentive spending per unit declined by $300 per unit compared to April of last year. We expect sales to continue to decline for the year due to increasing transaction prices on new vehicles, post-recession high interest rates and competition from a peaking supply of nearly new off-lease vehicles returning to dealership lots. For 2019, NADA expects sales of 16.8 million new light vehicles.

Patrick Manzi, NADA Senior Economist

Market Share, by manufacturer

Market Share, by segment

Market Share, by powertrain