January 2017

NADA MARKET BEAT

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January sales started 2017 off surprisingly well with a SAAR of 17.48 million. Incentives rose across the board but continued to be concentrated in slower-selling segments like small and midsize cars. Overall, this is far from the stellar start the headline numbers would suggest. Rising incentives are unlikely to overcome a longer consumer buying cycle and other fundamentals that drive demand. The sole consistent bright spot: transaction prices also were up, climbing to $34,877 according to our preliminary estimates.

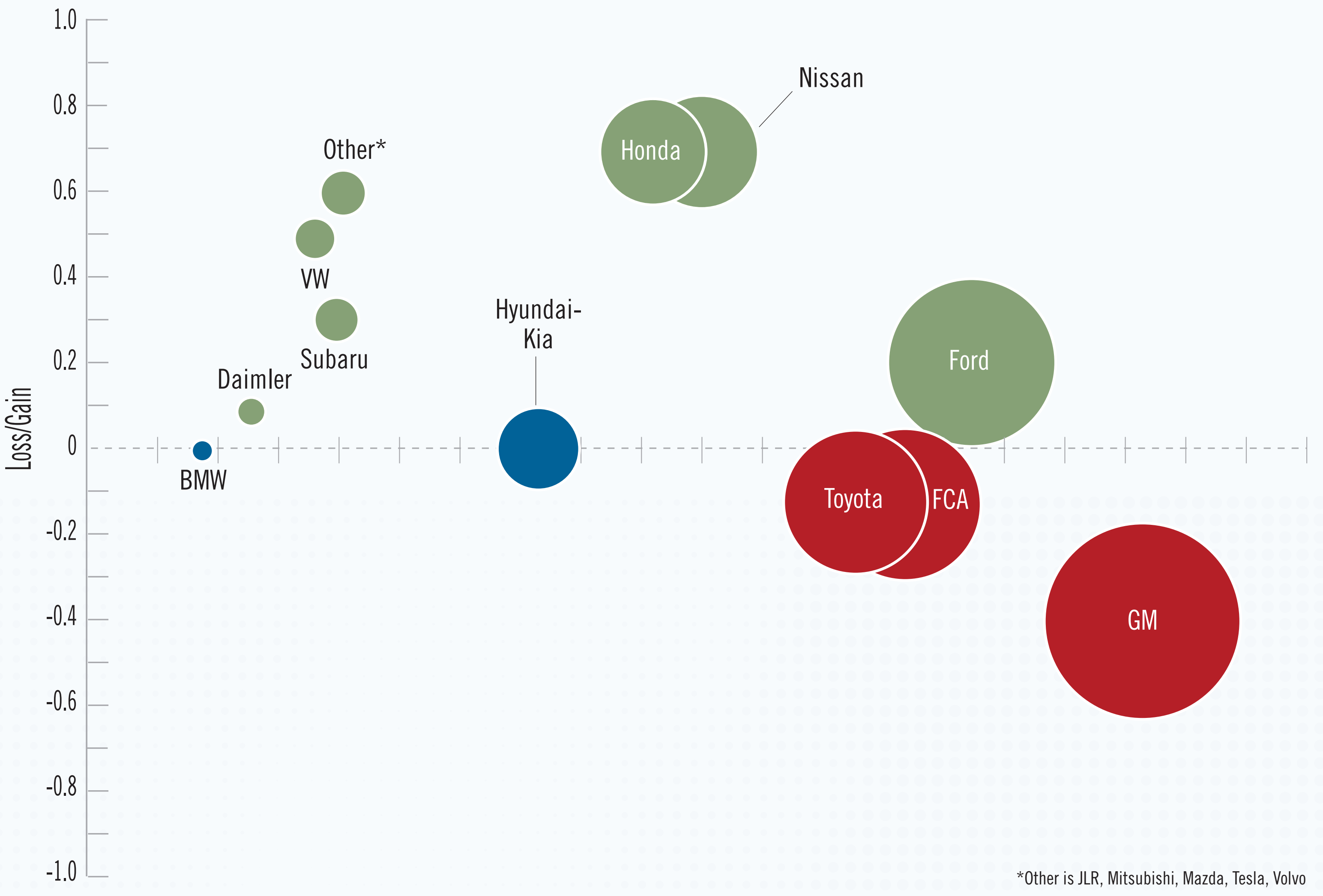
● gain ● no change ● loss
All Figures are Year to Date / Year to Date Changes

U.S. Light-Vehicle Sales

(Seasonally Adjusted at Annual Rates)

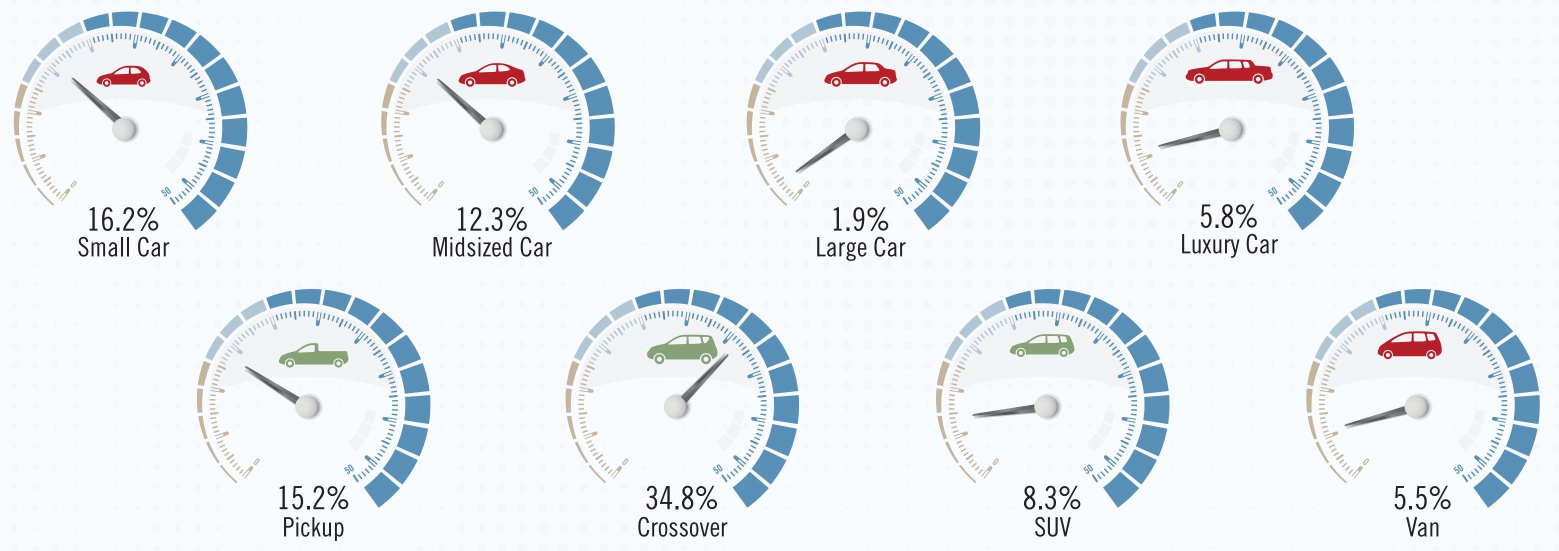
	Jan 2017	Y/Y Change %	Jan - Jan 2017	YTD Change%
Total Car	6.32	-12.6%	6.32	-12.6%
Total Light Truck	11.16	6.0%	11.16	6.0%
Domestic Light Vehicle	13.60	-3.3%	13.60	-3.3%
Import Light Vehicle	3.89	5.4%	3.89	5.4%
Total Light Vehicle SAAR	17.48	-1.6%	17.48	-1.6%

Market Share, by manufacturer

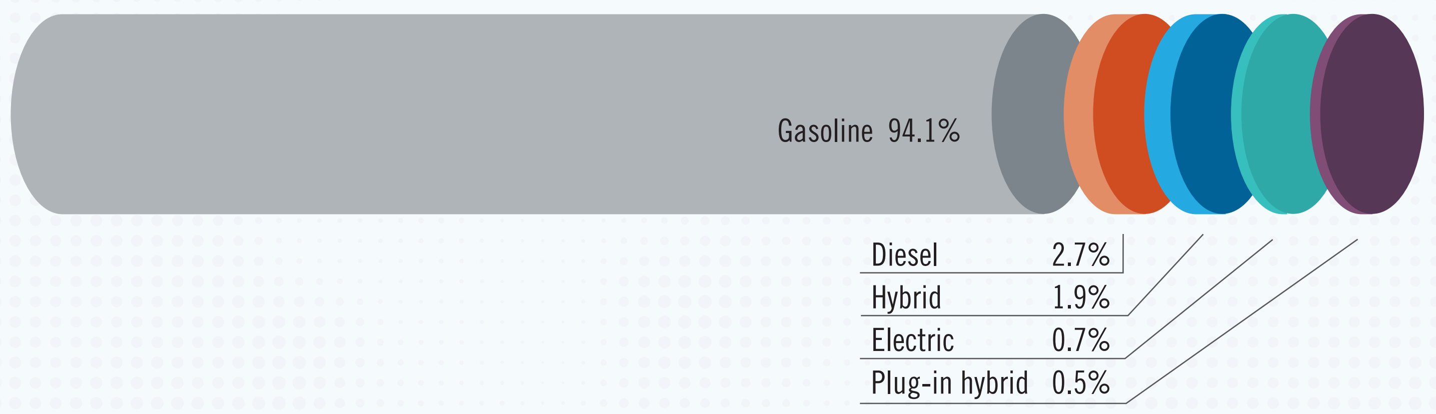


*Other is JLR, Mitsubishi, Mazda, Tesla, Volvo

Market Share, by segment



Market Share, by powertrain



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SOURCE: WardsAuto; Autodata