March 2017

MARKET BEAT

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Light-vehicle sales cooled in March, with a SAAR of 16.53 million units. But the year-to-date SAAR was slightly stronger at 17.11 million units, thanks to comparatively strong sales in January and February. Pent-up demand finally seems to have been met, with sales beginning to trail off despite rising incentives. We expect those incentives to continue, as dealers cope with high inventory and more competition with each other for new business.

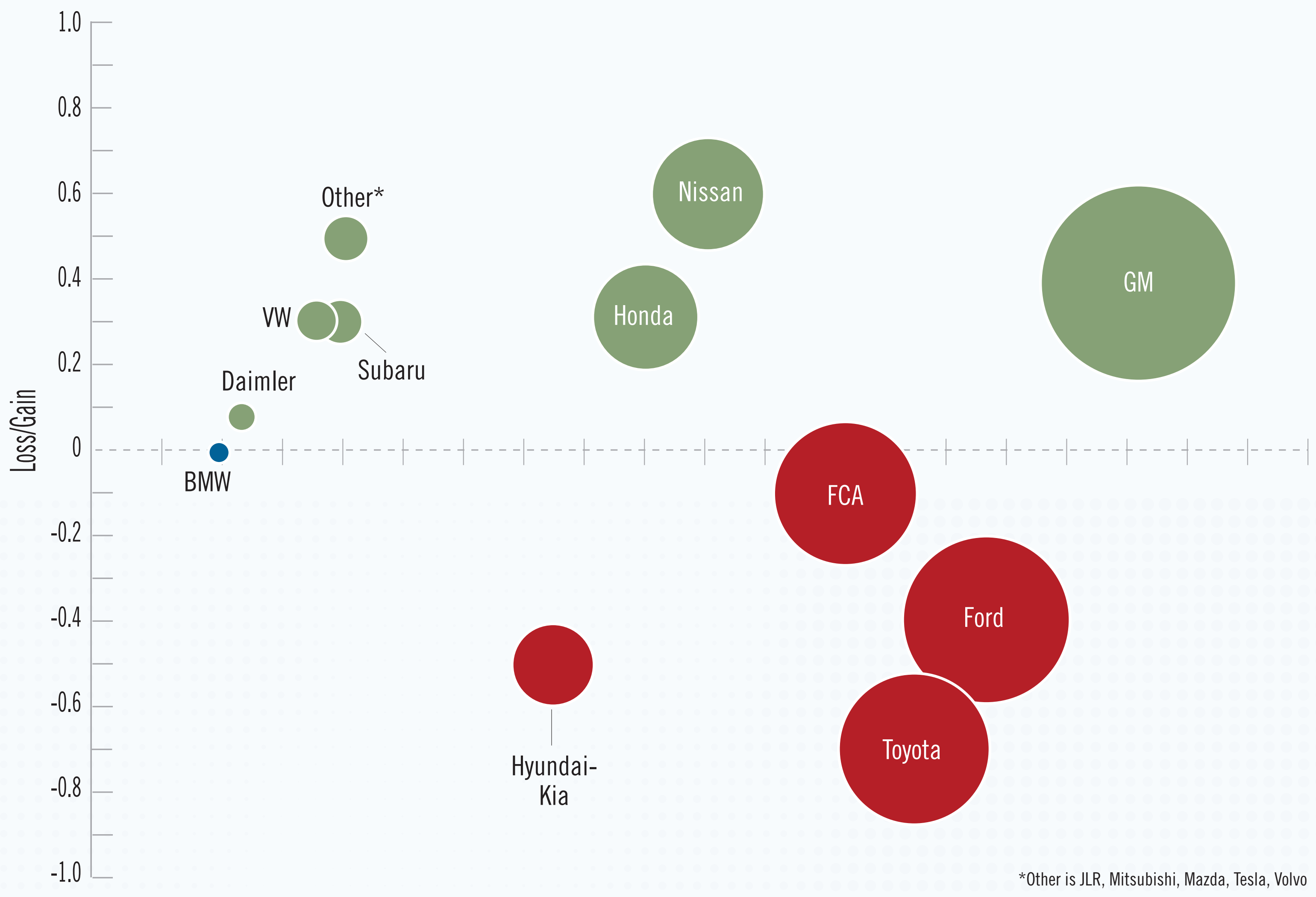
● gain ● no change ● loss
All Figures are Year to Date / Year to Date Changes

U.S. Light-Vehicle Sales

(Seasonally Adjusted at Annual Rates)

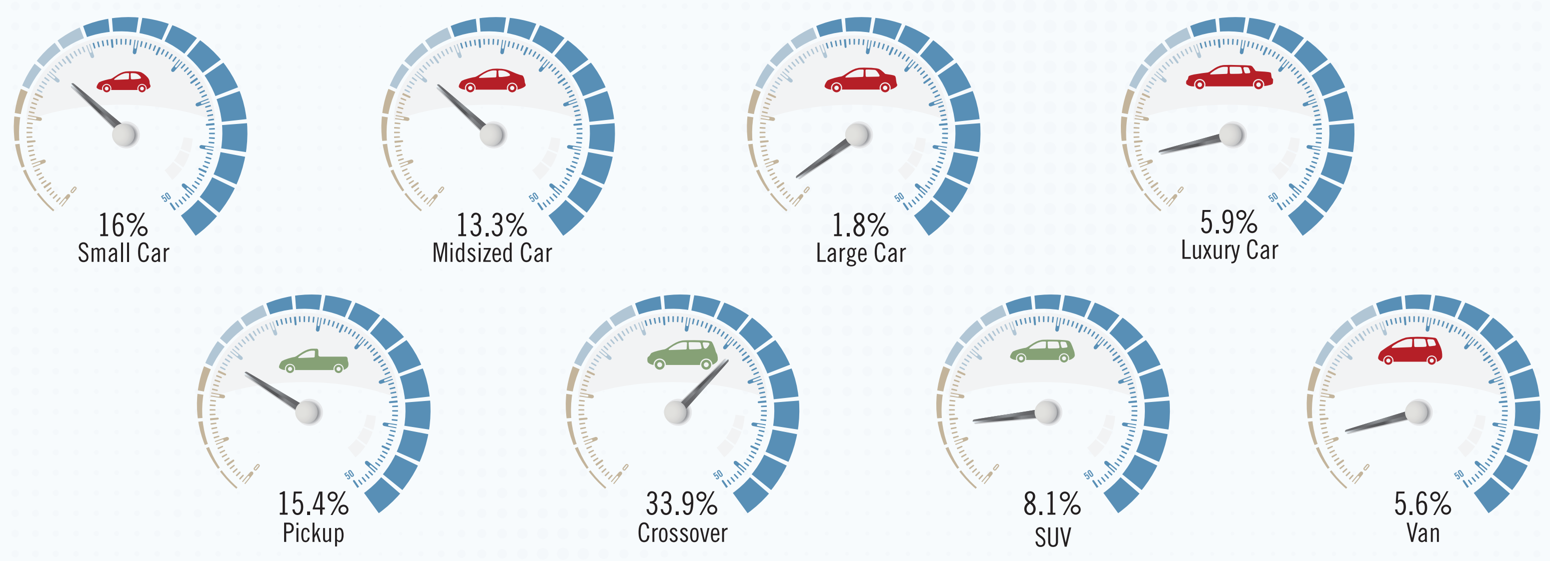
	Mar 2017	Y/Y Change %	Jan - Mar 2017	YTD Change%
Total Car	6.08	-10.5%	6.21	-11.7%
Total Light Truck	10.45	6.7%	10.90	6.8%
Domestic Light Vehicle	12.97	-0.6%	13.37	-1.7%
Import Light Vehicle	3.56	0.8%	3.73	2.8%
Total Light Vehicle SAAR	16.53	-0.3%	17.11	-0.7%

Market Share, by manufacturer

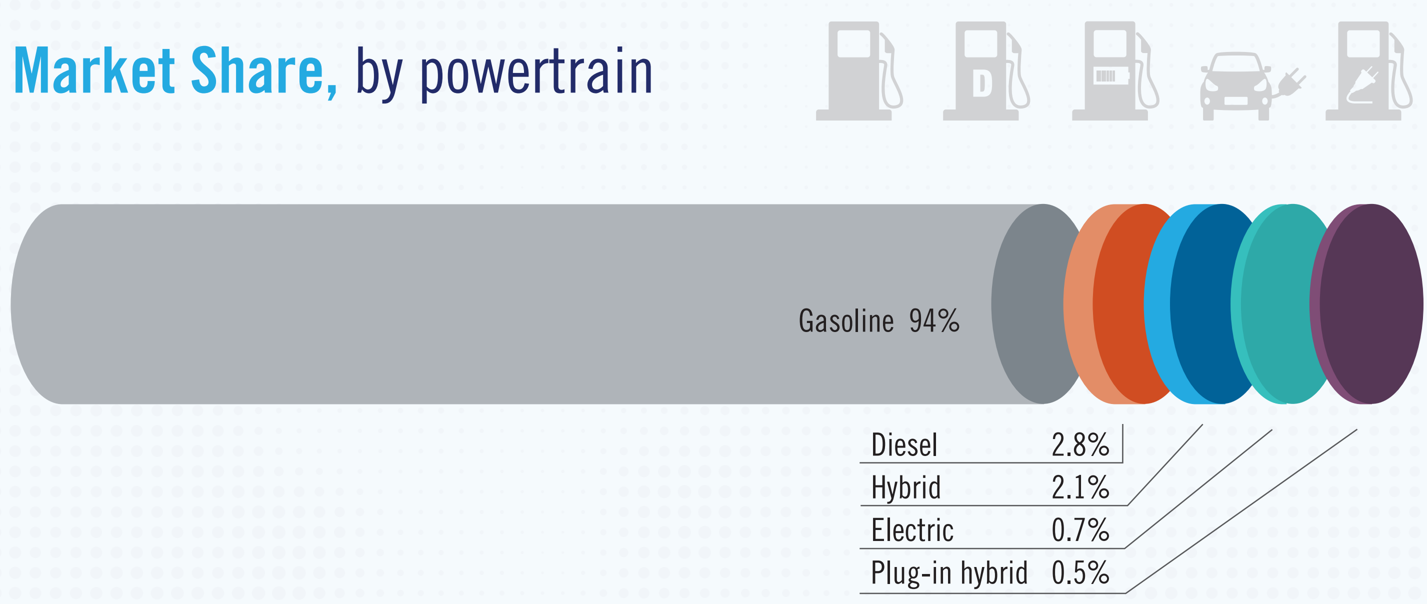


*Other is JLR, Mitsubishi, Mazda, Tesla, Volvo

Market Share, by segment



Market Share, by powertrain



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SOURCE: WardsAuto; Autodata