



# MARKET BEAT

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Through February, light-vehicle sales were down about 20,000 units from this time last year. February is typically a slow month for car sales, and this year was no exception. Manufacturers have begun to roll back incentives, which would be the first year-over-year drop in incentive spending in four years. But these reductions could be short-lived, as manufacturers compete for sales in a declining new-vehicle market. We expect manufacturers to continue to target their incentives on less popular segments while rolling back incentives on more popular segments, such as trucks and SUVs. Through February, light-trucks accounted for 67.8% of all new light vehicles sold, a market share increase of 4.2 percentage points from this time last year. We expect a continued—but not drastic—decline in light-vehicle sales in coming months and are still forecasting new light-vehicle sales to end the year at around 16.7 million units.

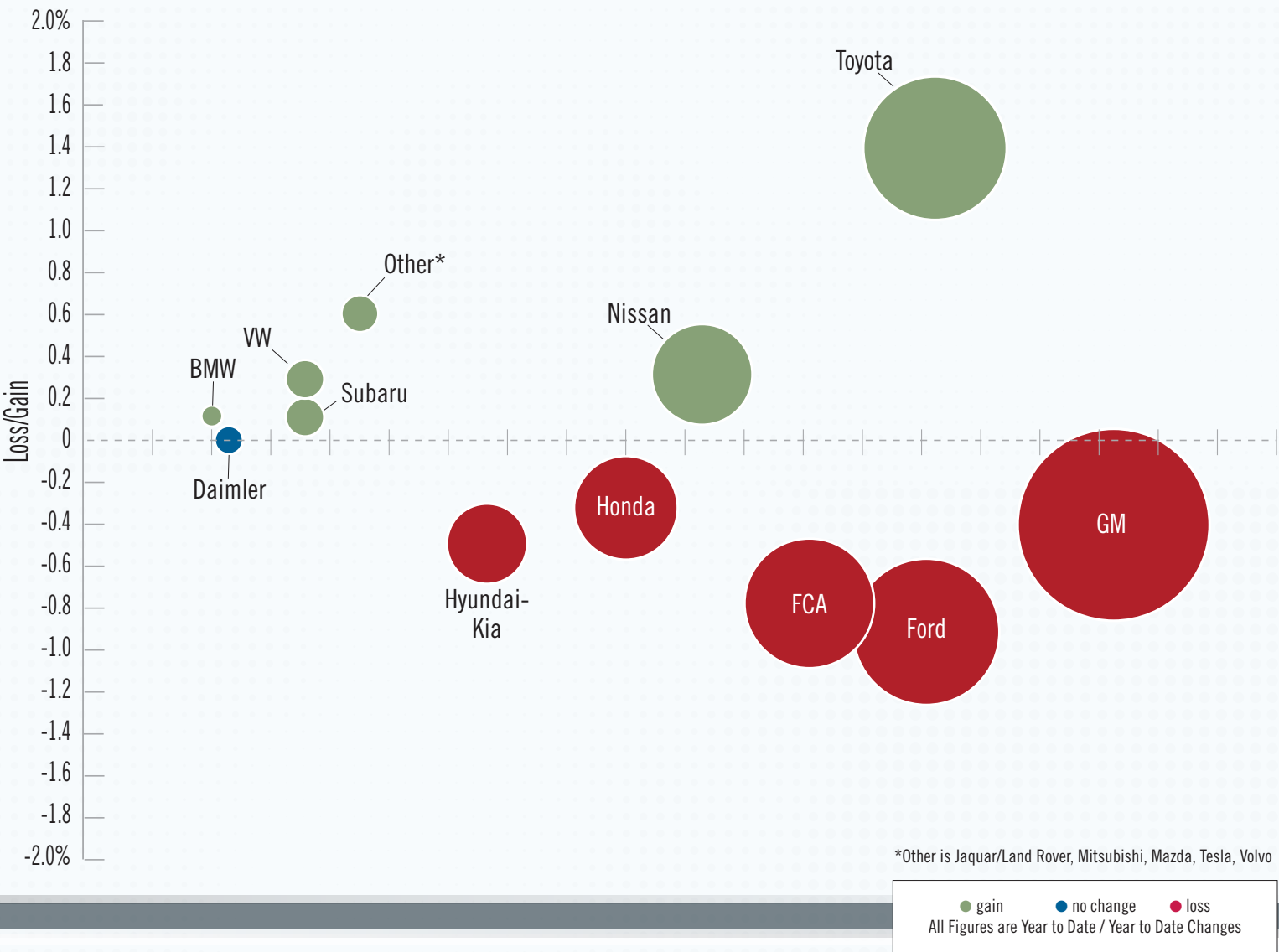
## U.S. Light-Vehicle Sales

(Seasonally Adjusted at Annual Rates)

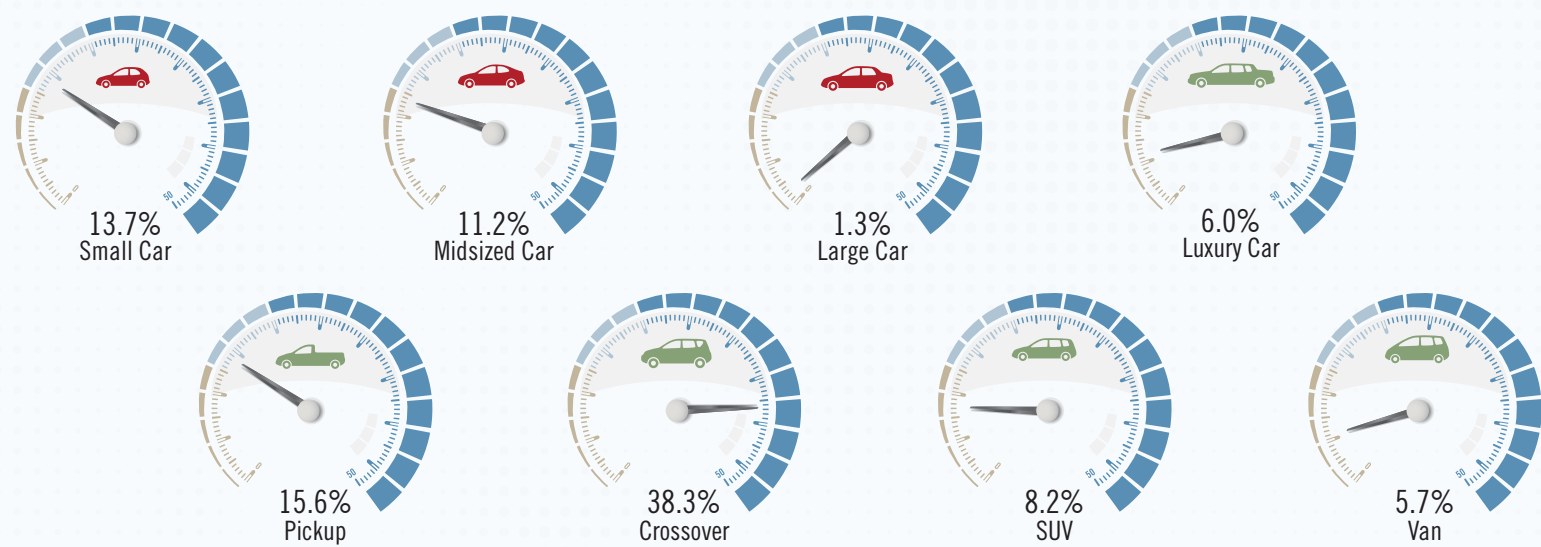


	Feb. 2018	Y/Y Change %	Jan. - Feb. 2018	YTD Change%
Total Car	5.48	-12.6%	5.49	-12.7%
Total Light Truck	11.48	3.8%	11.52	4.3%
Domestic Light Vehicle	12.94	-3.6%	13.00	-2.9%
Import Light Vehicle	4.02	2.8%	4.01	1.5%
Total Light Vehicle SAAR	16.96	-2.1%	17.01	-1.8%

## Market Share, by manufacturer



## Market Share, by segment



## Market Share, by powertrain

