



# MARKET BEAT

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New light-vehicle sales were up in March, closing out the month with a SAAR of 17.4 million units. Through the first quarter of 2018, new-vehicle sales are up more than 80,000 units from the first quarter of 2017. Sales were helped by a strong economy and one additional selling day compared to March of last year. After falling slightly in February, incentives rose slightly in March. According to J.D. Power, through the first half of March the average discount was 10.3%. Light trucks again represented more than two-thirds of all new vehicles sold in the first quarter, with strong gains in the crossover utility segment. Through the first quarter, crossovers represented 38.2% of all new vehicles sold, an increase of 4.4 percentage points from this time last year. Interest rates have begun to rise, and we expect two or three more rate rises before the end of the year—which will continue to put upward pressure on monthly payments and likely slow the sales pace. Furthermore, we expect 3.8 million off-lease vehicles to return to market in 2018, and the increased supply of these vehicles will make purchasing a slightly used vehicle more attractive than in recent years. Despite these headwinds, we still expect 2018 to end with 16.7 million new light-vehicle sales.

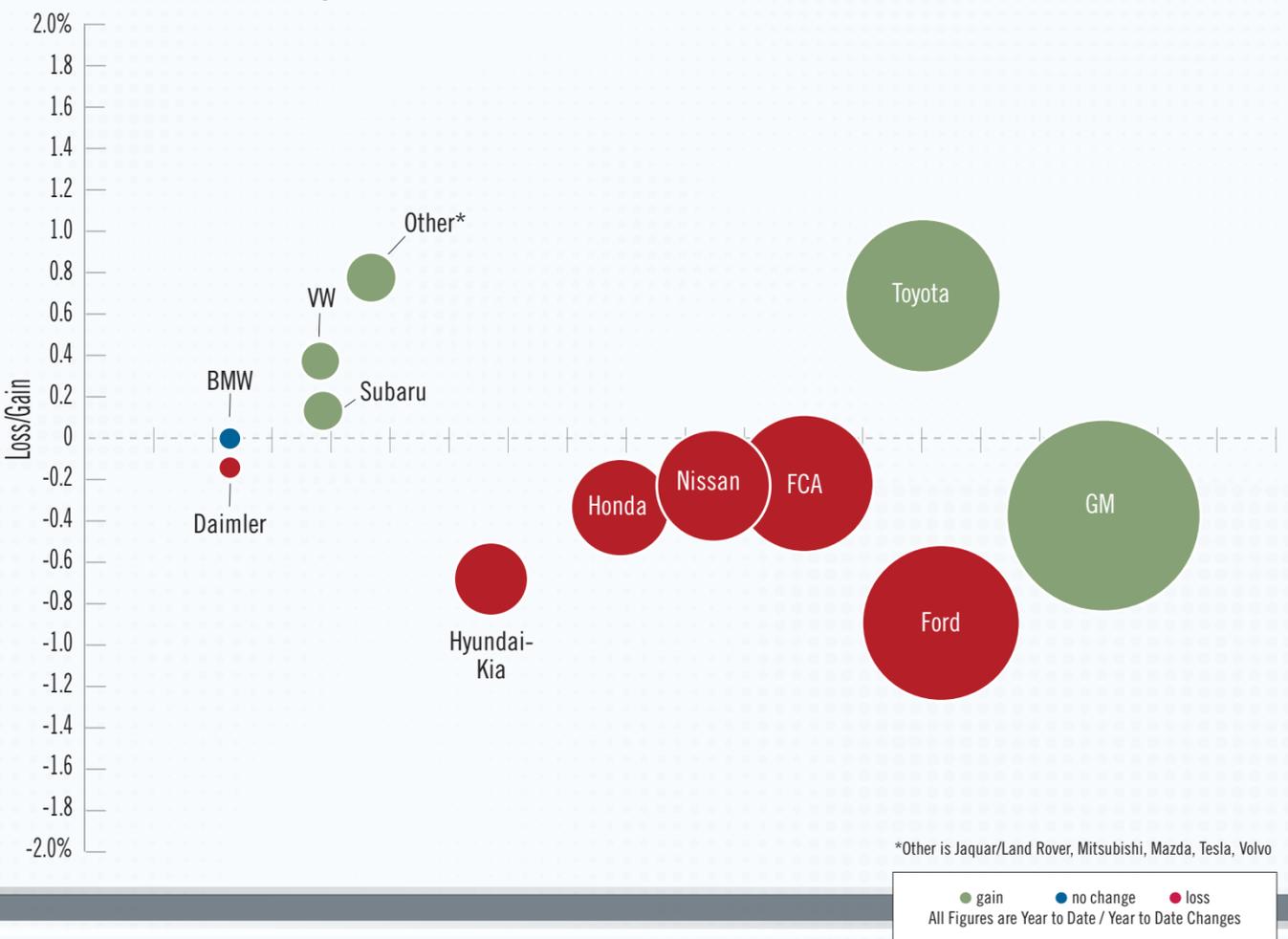
## U.S. Light-Vehicle Sales

(Seasonally Adjusted at Annual Rates)

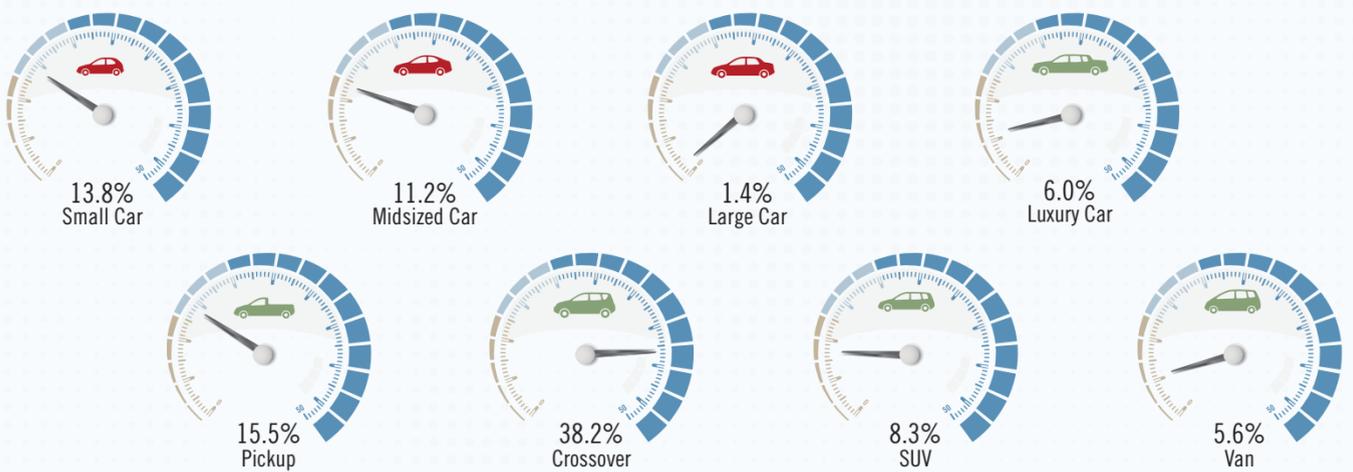


	Mar 2018	Y/Y Change %	Jan - Mar 2018	YTD Change%
Total Car	5.43	-11.7%	5.48	-12.0%
Total Light Truck	11.97	13.1%	11.69	7.6%
Domestic Light Vehicle	13.42	3.2%	13.15	-0.7%
Import Light Vehicle	3.98	7.3%	4.02	4.4%
<b>Total Light Vehicle SAAR</b>	<b>17.40</b>	<b>4.1%</b>	<b>17.17</b>	<b>0.5%</b>

## Market Share, by manufacturer



## Market Share, by segment



## Market Share, by powertrain

