



MARKET BEAT

Patrick Manzi, NADA Senior Economist
Boyi Xu, Economist

U.S. light-vehicle sales ended April with a year-to-date SAAR of 17.13 million units. Although down from a strong March performance, year-to-date sales were essentially flat compared to this time last year. All major car segments were down year-over-year as consumer demand continues to shift to light trucks. With automakers reacting to changing consumer preferences by offering more crossovers, pickups and SUV models, the competition in these hot segments has intensified. Incentive spending for such popular vehicles remains high and is increasing. According to J.D. Power, average incentive spending per unit was \$3,698, up \$187 from the same period last year. This rise is driven by increased spending on trucks and SUVs, while spending on cars is down. We expect new light-vehicle sales to decrease slightly through the rest of the year, with rising interest rates leading to higher monthly payments and the steady supply of off-lease vehicles enticing consumers who are looking for a deal or who may be priced out of the new-vehicle market.

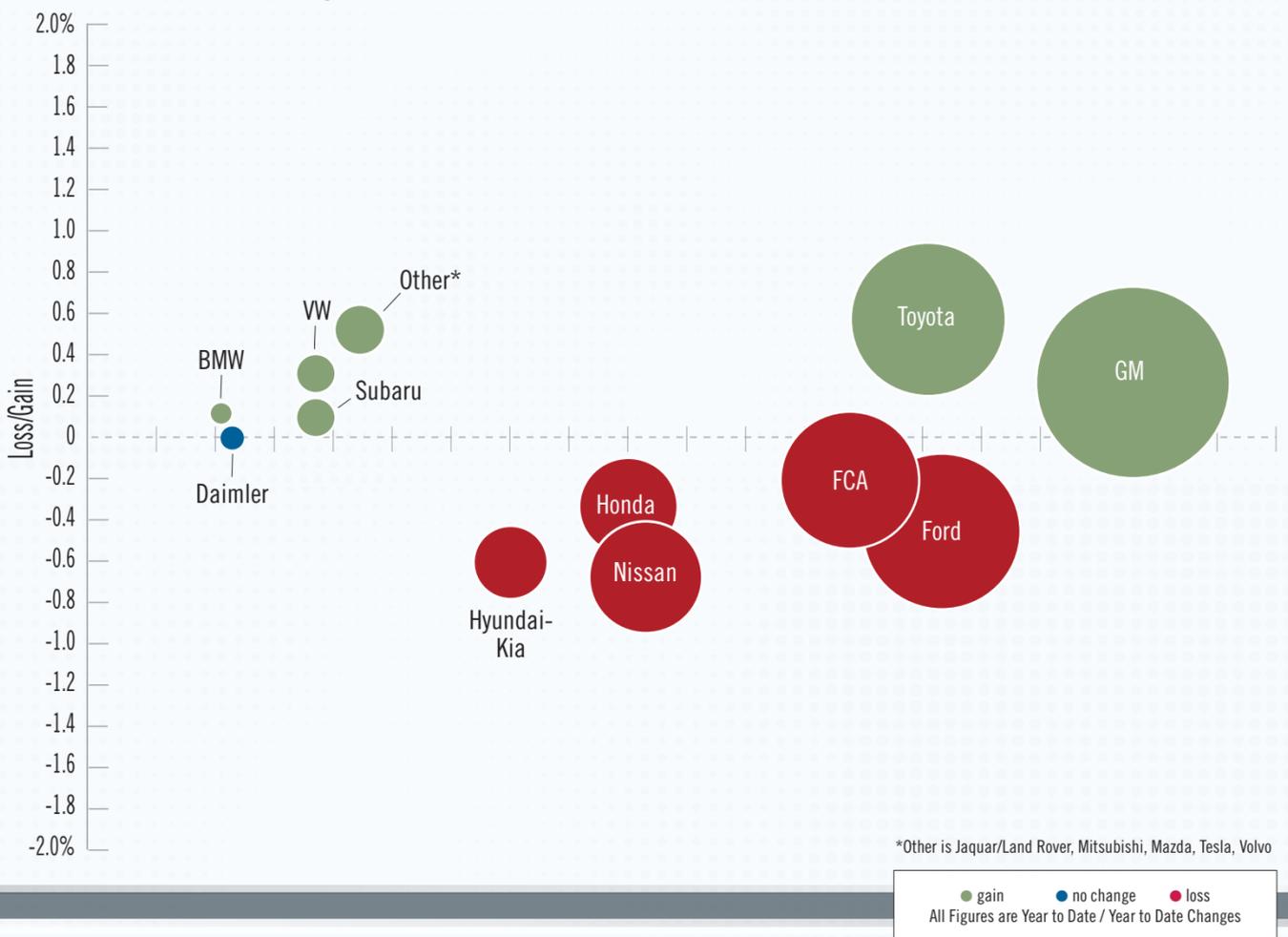
U.S. Light-Vehicle Sales

(Seasonally Adjusted at Annual Rates)

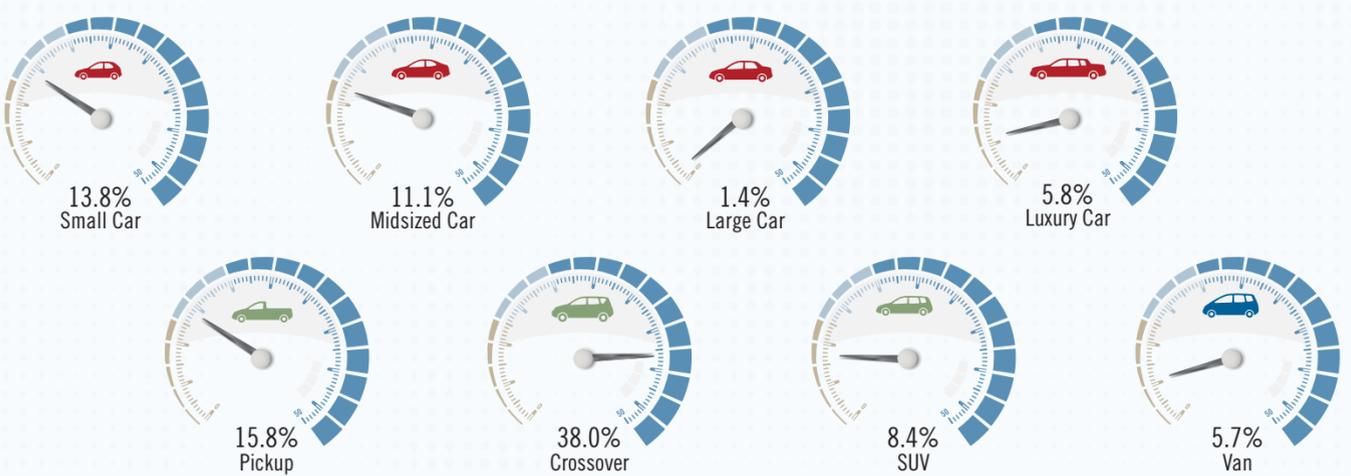


	Apr 2018	Y/Y Change %	Jan - Apr 2018	YTD Change%
Total Car	5.22	-16.6%	5.40	-13.5%
Total Light Truck	11.85	10.6%	11.73	8.4%
Domestic Light Vehicle	13.05	-0.9%	13.11	-0.8%
Import Light Vehicle	4.02	5.8%	4.02	5.0%
Total Light Vehicle SAAR	17.07	0.6%	17.13	0.4%

Market Share, by manufacturer



Market Share, by segment



Market Share, by powertrain

