



MARKET BEAT

Patrick Manzi, NADA Senior Economist
Boyi Xu, Economist

U.S. light-vehicle sales were up 0.9% in August and 1.0% year-to-date. Car segments continue to lose ground to more popular crossovers, pickups and SUVs. In August, sales of passenger cars fell below 30% market share for the first time ever. Year-to-date through August, car segments accounted for 31.5% of all new light-vehicle sales, down 5.1 percentage points from a year ago. Nearly all the market share lost by car segments has shifted to the highly popular crossover sector, which gained 4.2 percentage points of market share since this time last year. According to J.D. Power, average incentive spending per unit fell \$141 to \$3,744 in August but still remains relatively high. The decline in incentive spending was primarily driven by cars as manufacturers reduced incentive spending on less popular segments. Average incentive spending on cars fell \$448, while spending on trucks and SUVs increased by \$22. Although the car segment is in decline and some manufacturers have announced pulling out of the segment, other manufacturers are committed to producing new models. We expect sales to continue to be robust through the rest of the year, though down slightly from last year’s 17.1 million unit total.

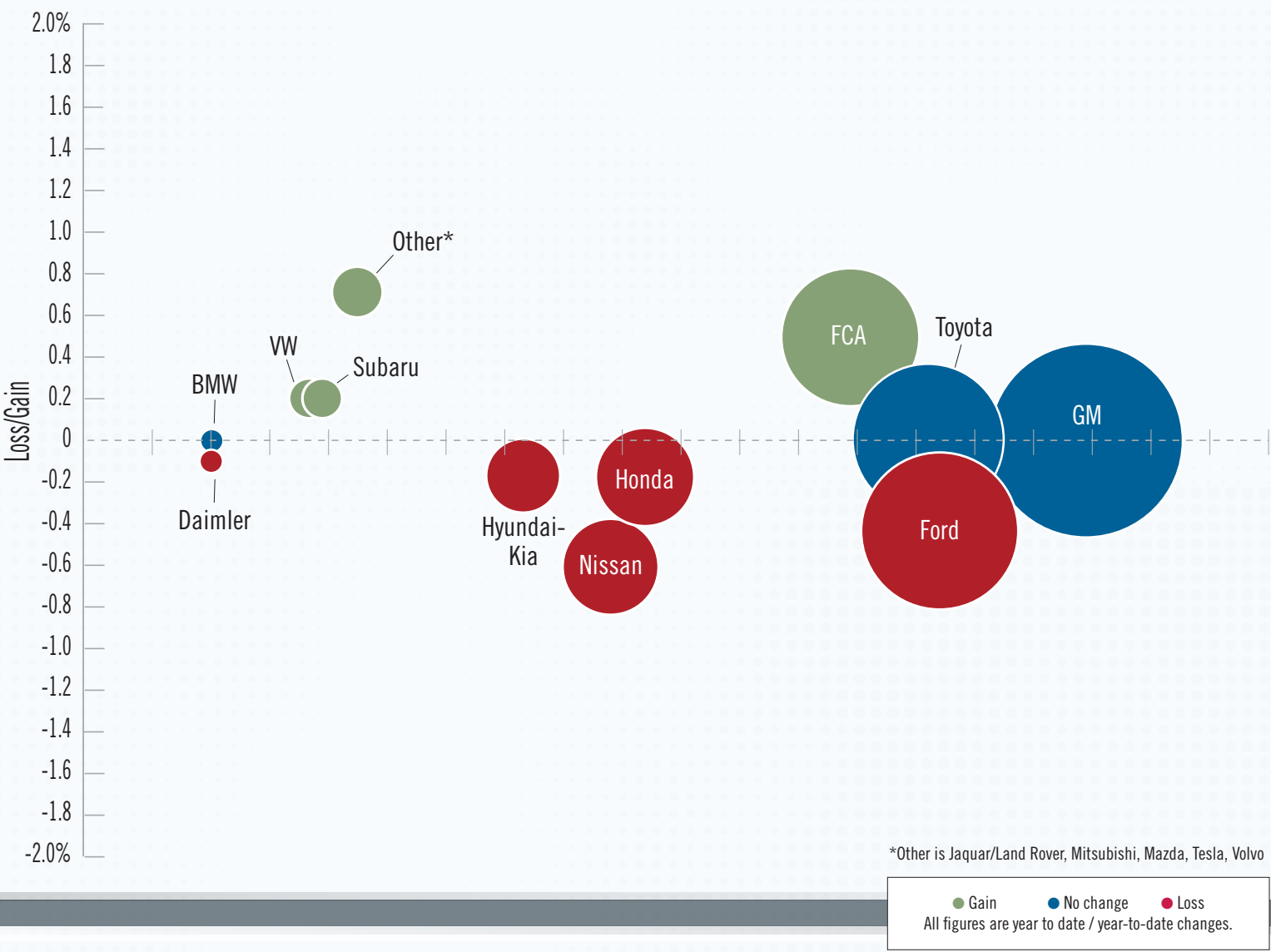
U.S. Light-Vehicle Sales

(Seasonally Adjusted at Annual Rates)

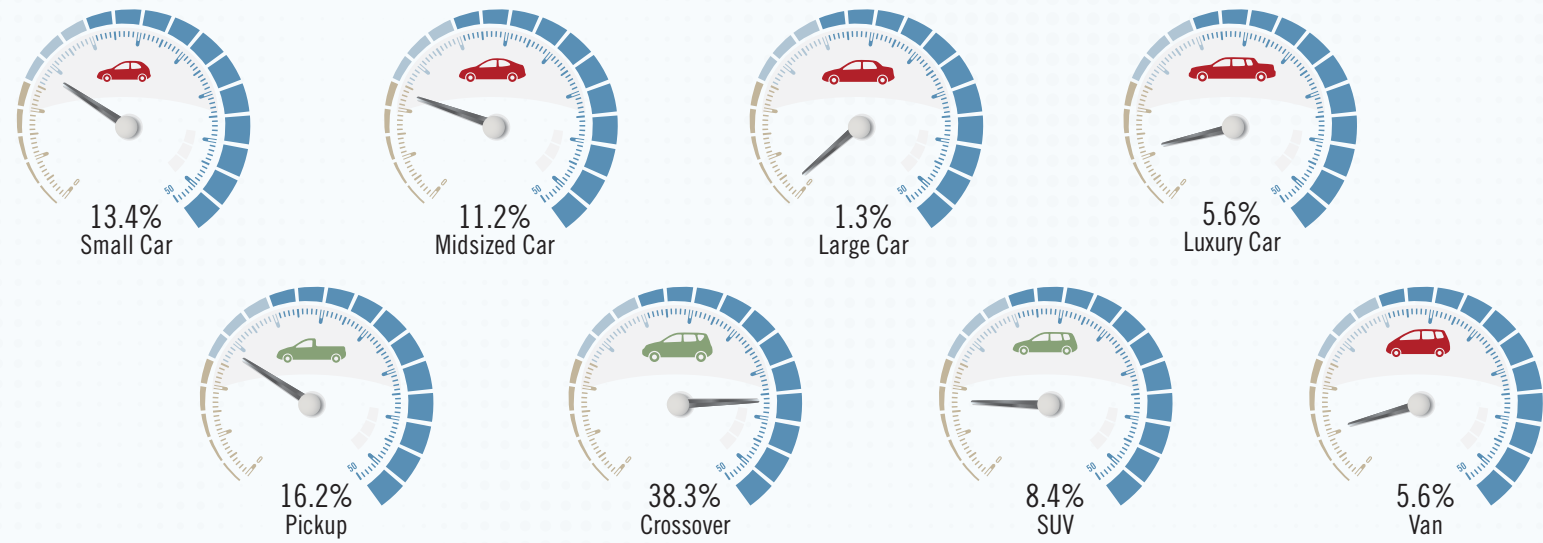


	August 2018	Y/Y Change %	Jan - Aug 2018	YTD Change%
Total Car	4.89	-16.7%	5.28	-12.9%
Total Light Truck	11.71	10.7%	11.75	9.0%
Domestic Light Vehicle	12.93	1.4%	13.07	0.1%
Import Light Vehicle	3.67	-1.1%	3.95	4.2%
Total Light Vehicle SAAR	16.60	0.9%	17.02	1.0%

Market Share, by manufacturer



Market Share, by segment



Market Share, by powertrain

