



MARKET BEAT

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U.S. light-vehicle sales continued to fall in April, with a SAAR of 16.43 million—a decline of 4.5% compared to this time last year. Despite a strong March performance, sales through the first four months of the year were also down by 2.1%. The crossover segment continues to inch closer to 40% market share and will likely reach that number by year-end as many new crossover models roll into showrooms. With the exception of vans, all light-truck segments gained market share. The total year-to-date market share for light-trucks is just 0.1 percentage point shy of 70% market share. And with many manufacturers trimming their incentive spending in April, J.D. Power reports that average incentive spending per unit declined by \$300 per unit compared to April of last year. We expect sales to continue to decline for the year due to increasing transaction prices on new vehicles, post-recession high interest rates and competition from a peaking supply of nearly new off-lease vehicles returning to dealership lots. For 2019, NADA expects sales of 16.8 million new light vehicles.

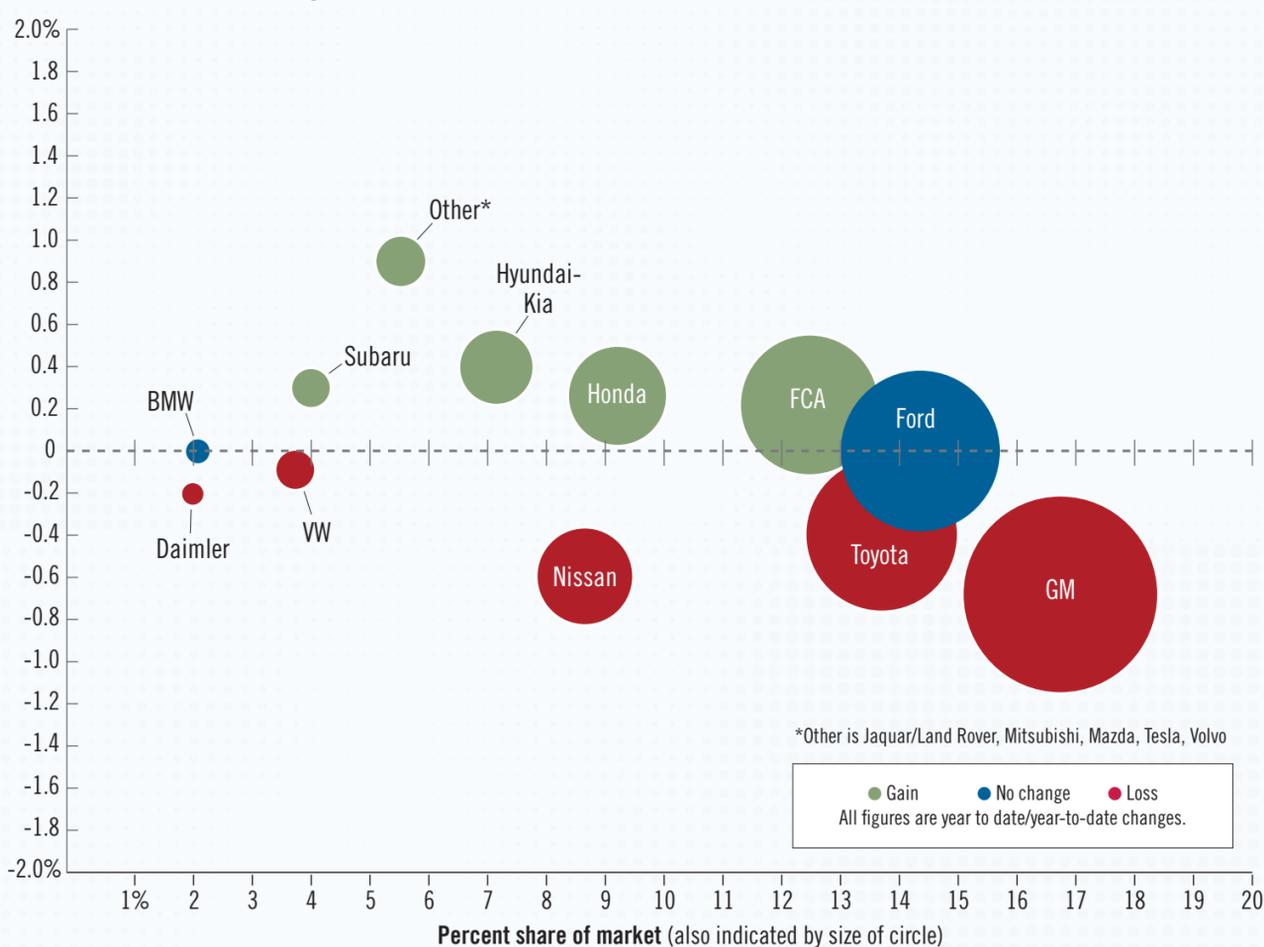
U.S. Light-Vehicle Sales



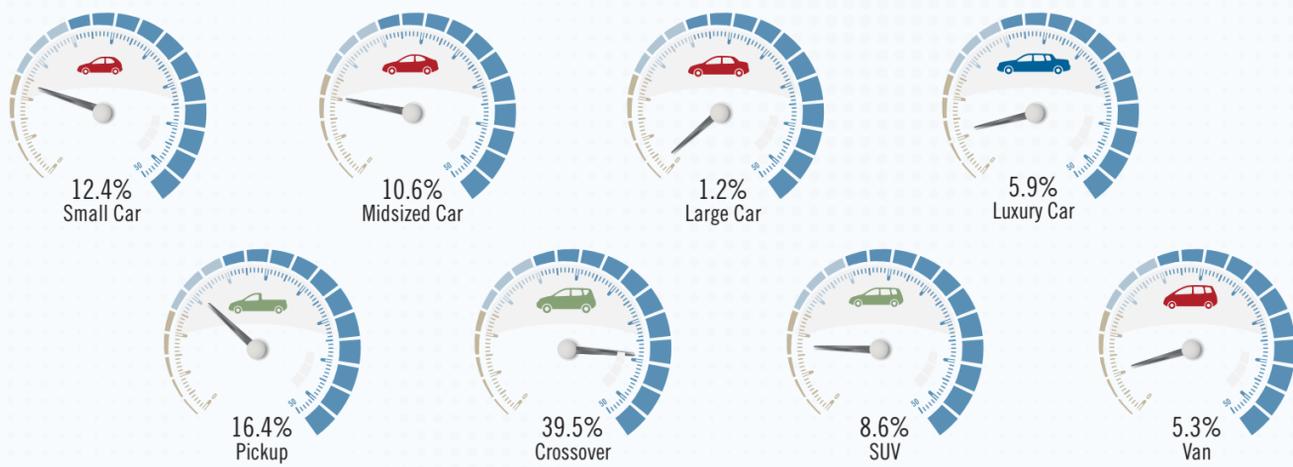
(Seasonally Adjusted at Annual Rates)

	Apr 2019	Y/Y Change %	Jan - Apr 2019	YTD Change%
Total Car	4.79	-10.0%	4.95	-8.3%
Total Light Truck	11.64	-2.0%	11.81	0.8%
Domestic Light Vehicle	12.72	-3.4%	12.98	-1.0%
Import Light Vehicle	3.70	-8.2%	3.78	-5.7%
Total Light Vehicle SAAR	16.43	-4.5%	16.76	-2.1%

Market Share, by manufacturer



Market Share, by segment



Market Share, by powertrain

