



TRUCKBEAT

December 2019

Patrick Manzi, Chief Economist

America's franchised commercial truck dealers had their second best sales year of all time in 2019. Total Class 4-8 sales of 527,092 units were the best since 2006 and represent an increase of 8.0% compared to 2018. 2019 began with Class 8 order backlogs filled for most of the year and steady deliveries throughout. Such strong demand resulted in Class 8 sales topping 276,000 units, up 10.3% compared to 2018. Class 4-7 sales were also robust in 2019, coming in over 250,000 units for an increase of 5.7% compared to 2018. After strong demand led to solid sales gains the past two years, 2020 is likely to be a year of correction in the commercial vehicle market. We expect that both medium- and heavy-duty sales will decrease in 2020, with heavy-duty sales posting the steepest decline. For 2020 we expect Class 8 truck sales of just under 200,000 units and medium-duty sales of around 235,000 units for an overall total of around 435,000 units. We do expect sales will begin to pick up again in 2021 and beyond.

U.S. Medium- and Heavy-Duty Vehicle Sales

	Dec2019	Y/Y %	Jan-Dec	YTD/YTD %
Medium Duty	23,068	20.2%	250,744	5.7%
Heavy Duty	23,119	-2.4%	276,348	10.3%
Total	46,187	7.8%	527,092	8.0%



CLASS 8

Market Share (%)	YTD Change (%)	
36.5	↑0.2	FREIGHTLINER
15.2	↑0.5	PETERBILT
15.2	↑0.3	KENWORTH
13.7	↔0.0	INTERNATIONAL
9.2	↓1.5	VOLVO
7.7	↑0.3	MACK
2.5	↑0.2	WESTERN STAR

Market Share, by Manufacturer



CLASSES 4-7

	YTD Change (%)	Market Share (%)
FORD	↓0.7	31.8
FREIGHTLINER	↓2.9	21.4
INTERNATIONAL	↑2.1	16.1
ISUZU	↓0.7	7.7
DODGE	↓0.1	6.6
HINO	↓0.3	5.8
GM	↑2.7	3.7
KENWORTH	↑0.3	3.7
PETERBILT	↑0.1	3.4



AMERICAN TRUCK DEALERS
atd.org

All figures are year-to-date.

Source: Wards-auto