



Summary Report – January 2019 U.S. Automotive Sales

January lived up to its reputation as a typically slow sales month resulting in a 1 percent industry-wide decline. The 35-day government shut down, demand for higher fleet shipments and severe weather that hit the Midwest and Northeast were no benefit to the automakers. Following the fourth-biggest year for the automotive industry and many record highs, January seems to be setting the tone for a forecasted slow 2019.

The seasonally adjusted annual rate of sales (SAAR) came in at 16.9 million units still within sight of the “strong” 17 million benchmark. Steady economic growth, low gasoline prices and available credit all continue to support high vehicle demand despite consumers facing higher financing costs. The first quarter should provide insight into whether positive or negative economic factors will win out.

The average transaction price is up 1.9 percent from last year. Consumers are still straying away from buying cars (down 4 percent) and light-truck sales are continuing to rise (up 0.3 percent). Pickups, SUVs, crossovers and other light trucks accounted for 69.9 percent of new-vehicle retail sales which is the highest level ever recorded in January.

Automaker	January 2019 (Units Sold)	January 2018 (Units Sold)	Percent Change	1 Month 2019	1 Month 2018	Change
Ford Motor Co.	171,763	160,411	7.1%	171,763	160,411	7.1%
Volvo Cars N.A.	5,854	5,567	5.2%	5,854	5,567	5.2%
Subaru of America	46,072	44,357	3.9%	46,072	44,357	3.9%
Hyundai - Kia	79,396	76,871	3.3%	79,396	76,871	3.3%
Fiat Chrysler US	136,082	132,803	2.5%	136,082	132,803	2.5%
American Honda Motor Co.	106,139	104,542	1.5%	106,139	104,542	1.5%
Industry-wide	1,146,972	1,159,119	-1.0%	1,146,972	1,159,119	-1.0%
VW Group of America	43,012	44,322	-3.0%	43,012	44,322	-3.0%
BMW	20,651	22,043	-6.3%	20,651	22,043	-6.3%
Toyota Motor Sales USA	156,021	167,056	-6.6%	156,021	167,056	-6.6%
General Motors	184,860	198,548	-6.9%	184,860	198,548	-6.9%
Mercedes-Benz USA	23,804	27,603	-13.8%	23,804	27,603	-13.8%
Nissan North America	100,741	123,538	-18.5%	100,741	123,538	-18.5%
Mazda North America	20,045	24,962	-19.7%	20,045	24,962	-19.7%

Additional Notes by Manufacturer

Fiat Chrysler: FCA has marked the 11th straight year-over-year monthly sales gain. The Ram brand carried FCA sales with a 24 percent gain, while the Jeep brand increased 2.2 percent. The frigid weather that hit the Midwest and Northeast, both important markets for the Jeep brand, attributed to lower than expected performance.

Ford: January was the first month to break a consecutive four-month sales decline for Ford. Roughly 2,153 of the 164,047 vehicles sold were the new Ford Rangers. This was the first month for the midsize pickup to go on sale. Ford's president of North America, Kumar Galhotra, stated the automaker would need massive overtime at its Michigan Assembly Plant to accommodate Ranger demand.

General Motors: GM started 2019 with a 6.9 percent decline. Since the newly redesigned 2019 Chevrolet Silverado and GMC Sierra full-size pickup made their debut, many incentives have been offered. Chevrolet started the "Silverado Sell Down" promotion which is offering more than \$10,000 off some outgoing models and more than \$7,000 in incentives on at least one trim. Similar incentives are being offered on the redesigned GMC Sierra. The average transaction price is at \$36,692, which is up 0.4 percent from 2018.

Honda: The automaker started off 2019 on a positive note with the Honda brand up 0.8 percent. The new Honda Passport hit dealerships at the beginning of January and the brand is expecting to move 45,000 Passports this year. Car demand continued to fall short but Honda's light trucks set a record for January rising 2.4 percent. The monthly sales were led by the Honda CR-V and the Acura RDX. Acura performed strongly with overall sales gaining 9.6 percent for January.

Hyundai-Kia: Hyundai-Kia's sales rose 3.9 percent for the month. Thanks to the demand for crossovers and SUVs, Hyundai Motor American sales hit a January record of 40,796 units leading to a 2.9 percent sales increase. Surprisingly, the Hyundai Tucson was down 2.5 percent this month after a consecutive 22-month run of gains. Kia Motors America sales were led by the Soul at a 20 percent jump and ended the month with a 4.9 percent increase.

Mercedes-Benz: Mercedes-Benz started off 2019 slow, posting a decline of 13.8 percent in January. The GLC ended the month as the top seller with 4,908 units sold, followed by the C-Class and E-Class. The automaker is optimistic with the several new models arriving later this year, including the all new A-Class sedan and GLE.

Nissan: The Nissan brand was down 20 percent from January 2018 and the Infiniti brand was down 3.1 percent. Overall, the group posted a decline of 18.5 percent for the month. Nissan's continued commitment to reducing fleet sales and improving overall brand value is reflected in the sales decline.

Subaru: Subaru's sales continue to impress. The automaker's streak of month-over-month sales are still increasing and now stands at 86-consecutive months. In fact, the automaker had a record U.S. sales month with 46,072 total deliveries. The 2019 Subaru Forester led the way with 13,318 units sold in January.

Toyota: For the eighth time in 10 months, sales decreased for Toyota. The Lexus brand was down 2.8 percent while the Toyota brand was down 7.1 percent. An unexpected drop in demand for the RAV4 crossover (down 8.1 percent) and continued declining interest in the Prius (down 57 percent) were largely attributable to this month's decline. The positives – the Tacoma, C-HR, 4Runner and Corolla all hit record sales for January.

Volkswagen: Volkswagen started 2019 down 3 percent for the month based on both VW and Audi. Despite an increase in sales from Jetta (up 52 percent) and increase in VW passenger cars for the second consecutive month, VW still fell 6.7 percent. Audi doubled sales of its largest sedans, but posted a decline of 1.8 percent.

For more information about the January numbers, and to review the complete report, click [here](#) to read the full *Automotive News* article.