# 

# **Summary Report – February 2019 U.S. Automotive Sales**

The expected 2019 slow down continued in February with manufacturers reporting combined U.S. sales well off last year’s pace. Overall, the industry has reported its biggest decline in the first two months of the year since 2009. Frigid weather through much of the country negatively impacted what is already a typically slow sales month.

The seasonally adjusted annual rate of sales (SAAR) came in below analysts’ forecasts at 16.1 million. This is the second straight month the SAAR has been below the “strong” 17 million mark. Presidents Day deals failed to boost sales. Retail sales continue to fall and the boost auto retailers often see from early tax filers using their returns for down payments did not happen as expected.

The average transaction price was $34,565 up 3 percent from last year. Many shoppers are finding themselves priced out of the new vehicle market. Despite the demand for trucks, such as the Ford F series, Toyota RAV4, Nissan Rogue and Jeep Wrangler falling short, light-truck demand rose 1.2 percent while car sales remained sluggish declining 11 percent.

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Automaker** | **February 2019 (Units Sold)** | **February 2018  (Units Sold)** | **Percent Change** | **2 Months 2019** | **2 Months 2018** | **Change** |
| Volvo Cars N.A. | 6,635 | 6,283 | 5.6% | 12,489 | 11,850 | 5.4% |
| Hyundai - Kia | 90,546 | 86,767 | 4.4% | 169,942 | 163,637 | 3.9% |
| Subaru of America | 49,081 | 47,249 | 3.9% | 95,606 | 91,606 | 3.9% |
| BMW | 23,559 | 23,508 | 0.2% | 41,660 | 42,524 | -2.0% |
| American Honda Motor Co. | 115,139 | 115,557 | -0.4% | 221,278 | 220,099 | 0.5% |
| Fiat Chrysler US | 162,961 | 166,834 | -2.3% | 299,968 | 300,534 | -0.2% |
| Industry-wide | 1,268,571 | 1,306,210 | -2.9% | 2,401,843 | 2,465,328 | -2.6% |
| Ford Motor Co. | 184,811 | 193,362 | -4.4% | 356,574 | 353,773 | 0.8% |
| VW Group of America | 44,358 | 46,752 | -5.1% | 87,370 | 91,074 | -4.1% |
| Toyota Motor Sales USA | 172,748 | 182,198 | -5.2% | 328,769 | 349,254 | -5.9% |
| General Motors | 209,203 | 220,905 | -5.3% | 394,063 | 419,453 | -6.1% |
| Mazda North America | 23,852 | 25,731 | -7.3% | 43,897 | 50,693 | -13.4% |
| Nissan North America | 114,342 | 129,930 | -12.0% | 215,083 | 253,468 | -15.1% |
| Mercedes-Benz USA | 24,447 | 27,894 | -12.4% | 48,251 | 55,497 | -13.1% |

## Additional Notes by Manufacturer

**Fiat Chrysler:** With a 2.3 percent dip, FCA saw its 11-month year-over-year sales gain streak come to an end. After the Jeep Wrangler’s success last year, the brand is getting back to normal cadence dipping 4.2 percent. As for the Ram brand, the company ran a promotion allowing dealers to purchase 2019 Ram 1500 pickups for their service-loaner fleets largely attributing to the 24 percent boost in sales.

**Ford:** Ford Motor Co.’s sales declined 4.4 percent. Overall, the Ford brand sold 177,085 vehicles in February and is down 5.1 percent for the month. Ford Ranger sales are up from January with 2,899 pickups sold. The brand has stopped production of the Focus and the Taurus will be discontinued this month. Fusion production will end within the year, but a date has not been set. Lincoln sales were up 51 percent.

**General Motors:** According to estimates from the Automotive News Data Center, February sales for GM were down 5.3 percent. The “Silverado Sell Down” and production of the 2019 Silverado did not drive sales as expected. GM offered more than $10,000 off on some of the outgoing models in January and have exercised greater discipline on incentives since.

**Honda:** American Honda Motor Co. sales were down 0.4 percent for the month. This is the third month year-over-year that Honda has fallen short on sales. The Honda Civic played a big part with a double-digit decline of 11 percent. The new Honda Passport release was successful and reported 1,848 sales in its first month on the market. Acura is standing strong for the seventh consecutive month posting an 11 percent increase.

**Hyundai-Kia:** Hyundai-Kia ended February with a strong 4.4 percent sales increase. Hyundai sales roles 2 percent with help from utilities, which accounted for 55 percent of the brand’s volume. Kia Motors America increased 6.7 percent with 43,406 sales, 315 of those sales were attributed to the new 2020 Telluride crossover. The Genesis brand jumped 12 percent, with the G70 leading the lineup.

**Mercedes-Benz:** Mercedes-Benz took another fall this month with a 12.4 percent decline in sales. This drop was the biggest drop amongst all four luxury brands who reported results this month. The automaker is still optimistic that the new A-Class sedan and GLE will boost sales for the year.

**Nissan:** Still struggling to increase sales while overcoming past habits that inflated numbers, Nissan reported a 12 percent decline this month. The automaker continues to reduce overall fleet sales in an attempt to increase the retail business. The Nissan brand sold 103,735 vehicles last month (down 11 percent) and Infiniti sold 10,607 vehicles (down 17 percent).

**Subaru:** Another great month and the best February in history for Subaru. With a 3.9 percent increase, the automaker extended its streak of month-over-month sales increases to 87 months. The redesigned Forester and new Ascent are in high demand and leading the lineup with a combined total of 19,293 vehicles sold.

**Toyota:** The declining demand for the Camry, Prius and RAV4 are negatively impacting the brand leading to a 5.2 percent drop in sales. Tacoma sales grew for the 16th consecutive month and the Highlander recorded its best sales total ever. Toyota is focusing on redesigning the 2020 Corolla and committed to adding more features to appeal to even more consumers.

**Volkswagen:** Combined Volkswagen and Audi sales were down 5.1 percent for the month. The redesigned Jetta jumped 55 percent, but the Volkswagen brand still posted a decline of 3.6 percent. With 12,969 units sold, Volkswagen crossovers lead the lineup, representing half of the brand’s sales for the month. The Audi brand reported a 12 percent decline.

For more information about the February numbers, and to review the complete report, click [here](https://www.autonews.com/sales/weather-puts-chill-feb-sales-saar-cools-1661m) to read the full *Automotive News* article.