



Summary Report – April 2019 U.S. Automotive Sales

Despite analysts' optimism, industry-wide sales numbers for April were down 2.3 percent. After a slow first quarter, dealerships saw high inventory levels that pushed them to ratchet up promotions in an attempt to boost spring sales. In many cases this did not work.

The seasonally adjusted annual rate of sales (SAAR) dropped to 16.41 million, the lowest it has been since February 2014. This comparatively low number surprised most analysts who expected momentum from March to carry over. Model mix has remained consistent from a consumer demand perspective. Car sales fell 7.9 percent while truck sales rose 0.3 percent.

The average transaction price for a new light-vehicle was \$34,319 in April, up 2.9 percent. Fleet sales rose 2.6 percent and this trend is likely to continue according to analysts. Interest rates are above 6 percent and new-vehicle prices continue to undermine retail demand sending more dealership traffic to used-car lots.

| Automaker | April 2019 (Units Sold) | April 2018 (Units Sold) | Percent Change | 4 Months 2019 | 4 Months 2018 | Percent Change |
|--------------------------|----------------------------|----------------------------|-------------------|------------------|------------------|-------------------|
| Subaru of America | 57,288 | 53,170 | 7.7% | 214,042 | 202,873 | 5.5% |
| Nissan North America | 102,611 | 95,754 | 7.2% | 510,579 | 547,529 | -6.7% |
| Hyundai - Kia | 108,410 | 106,648 | 1.7% | 396,793 | 382,470 | 3.7% |
| Volvo Cars N.A. | 8,367 | 8,333 | 0.4% | 30,425 | 28,416 | 7.1% |
| American Honda Motor Co. | 125,775 | 125,701 | 0.1% | 495,562 | 488,192 | 1.5% |
| Industry-wide | 1,328,649 | 1,359,672 | -2.3% | 5,318,209 | 5,482,822 | -3.0% |
| General Motors | 231,701 | 237,900 | -2.6% | 897,541 | 953,694 | -5.9% |
| BMW | 26,547 | 27,321 | -2.8% | 109,670 | 112,012 | -2.1% |
| VW Group of America | 51,752 | 53,758 | -3.7% | 201,966 | 202,578 | -0.3% |
| Toyota Motor Sales USA | 183,866 | 192,348 | -4.4% | 727,582 | 764,389 | -4.8% |
| Ford Motor Co. | 194,219 | 203,856 | -4.7% | 781,175 | 800,650 | -2.4% |
| Fiat Chrysler US | 172,900 | 184,149 | -6.1% | 671,325 | 698,918 | -3.9% |
| Mazda North America | 19,702 | 23,056 | -14.5% | 90,535 | 107,051 | -15.4% |
| Mercedes-Benz USA | 25,716 | 30,115 | -14.6% | 104,594 | 117,096 | -10.7% |

Additional Notes by Manufacturer

Fiat Chrysler: FCA announced they will no longer report sales results on a monthly basis and will only provide quarterly updates. This change will take effect at the end of the second quarter. The automaker's sales were down 6.1 percent. RAM posted a 25 percent sales gain, while all other brands posted declines.

Ford: Ford Motor Co.'s sales were estimated to be down 4.7 percent. A 10 percent drop in Ford-brand utility vehicles attributed greatly to the overall decline. The Explorer posted a 38 percent drop despite the launch of the redesigned model. Lincoln posted a negative number for the first time in six months, finishing down 6.2 percent.

General Motors: According to estimates from the Automotive News Data Center, GM sales fell 2.6 percent. The impact of downtime at its Arlington Assembly plant as it transitions from producing full-size SUVs to the next-generation Silverado and Sierra 1500 models was a factor. The automaker continues to move away from passenger cars and ended production for the Buick LaCrosse, Chevrolet Volt and Chevrolet Cruze.

Honda: After a record March, American Honda Motor Co. posted a slight rise in sales of 0.1 percent last month. Honda light-truck sales rose 2.7 percent while car sales fell 2.4 percent, aligning with the U.S. demand. The Honda brand was up 0.2 percent. For the Acura brand, car sales were down 17 percent and light trucks rose 6.2 percent, resulting in an overall 1.7 percent decline.

Hyundai-Kia: Hyundai-Kia's sales increased 1.7 percent after introducing refreshed models. The new Hyundai Kona subcompact crossover, Kia Telluride large crossover and Genesis G70 compact luxury sedan all had a positive impact on sales. By brand, Hyundai was up 0.7 percent, Kia was up 1.6 percent and Genesis was up 56 percent. According to the Automotive News Data Center, Kia sales would have dropped by 10 percent without the new Telluride.

Mercedes-Benz: Mercedes-Benz sales were down 14.6 percent. The brand sold 22,949 vehicles last month and are still trailing behind their rival BMW. Mercedes blames the sales decline on model changes and limited supply of high-demand SUV and compact line models.

Nissan: Nissan sales rose 7.2 percent. The Nissan division sold 87,207 vehicles, an 11 percent increase compared to April 2018, with light-truck and crossover sales leading the way. Infiniti sold 8,491 vehicles and fell 5.2 percent. The QX50, typically the brand's bestseller experienced a 7.3 percent drop in deliveries related to production issues.

Subaru: Subaru sales were up 7.7 percent last month. The Outback and Forester crossovers had their best April ever and accounted for over half of the automaker's sales. Subaru's month-over-month sales increase streak now stands at 89. Last month's sales jump was the biggest increase in 2019 and the highest since November 2018.

Toyota: Toyota sales have declined for the sixth consecutive month. The Corolla posted a 24 percent decline and dragged down record results from the RAV4 and Tacoma. April was the 18th consecutive month of year-over-year sales increases for the pickup. Lexus sales were down 1.3 percent because of weak nonhybrid crossover sales.

Volkswagen: Volkswagen brand sales were up 8.7 percent while Audi posted a decline of 21 percent, resulting in an overall sales decrease of 3.7 percent for the manufacturer. The Volkswagen Tiguan exceeded 10,000 sales for the second month allowing the brand to meet consumer demand for SUVs. Audi sales declined across most of its lineup and sold a total of 17 Q3's in April.

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