



## Summary Report – May 2019 U.S. Automotive Sales

May typically sets the tone for the rest of the year as the industry generally heats up with the summer weather. 2019 continues to be unpredictable and there is no consensus on whether the slight sales decline of 0.3 percent is actually an indicator of what is to come. Despite the modest drop, there is optimism throughout the industry due to May's result being the smallest loss of the year.

The seasonally adjusted annual rate of sales (SAAR) came in at 17.4 million, a sizeable jump from last month's 16.41-million-unit pace and higher than last May's number. The summer months should provide clarification on the actual direction of the market.

The average transaction price for a new light-vehicle was \$37,185 in May, up 3.7 percent. Interest rates came in at 6.1 percent which is the lowest consumers have seen this year. Shoppers on Memorial Day weekend experienced some of the best deals of 2019 with select automakers offering 0% financing as part of their holiday promotions.

Automaker	May 2019 (Units Sold)	May 2018 (Units Sold)	Percent Change	5 Months 2019	5 Months 2018	Percent Change
VW Group of America	60,005	55,821	7.5%	261,971	258,399	1.4%
Subaru of America	63,972	60,146	6.4%	278,014	263,019	5.7%
Volvo Cars N.A.	9,761	9,338	4.5%	40,186	37,754	6.4%
Toyota Motor Sales USA	222,174	215,321	3.2%	949,756	979,710	-3.1%
Hyundai - Kia	128,496	125,518	2.4%	525,289	507,988	3.4%
Fiat Chrysler US	218,702	214,294	2.1%	890,027	913,212	-2.5%
BMW	27,109	26,662	1.7%	124,813	123,979	0.7%
Nissan North America	131,983	131,832	0.1%	593,532	635,599	-6.6%
Industry-wide	1,587,335	1,592,504	-0.3%	6,905,544	7,075,326	-2.4%
Mercedes-Benz USA	29,942	30,077	-0.4%	134,220	146,759	-8.5%
General Motors	260,300	263,500	-1.2%	1,157,841	1,217,194	-4.9%
Ford Motor Co.	231,588	241,527	-4.1%	1,012,763	1,042,177	-2.8%
American Honda Motor Co.	145,532	153,069	-4.9%	641,094	641,261	0.0%
Mazda North America	25,192	29,980	-16.0%	115,727	137,031	-15.5%

### Additional Notes by Manufacturer

**Fiat Chrysler:** RAM had a record month posting a 29 percent increase which drove FCA sales up 2 percent. The Jeep brand was down 7.2 percent. The new Gladiator slowly made its debut and produced 2,584 deliveries last month. Overall, FCA reported 218,702 deliveries attributing 31 percent, about 67,798 units, to fleet sales.

**Ford:** Ford Motor Co.'s sales were estimated to be down 4.1 percent, extending the automaker's streak of sales declines to four consecutive months. According to the estimates, the Lincoln brand also reported a loss in sales. On the bright side – Ford's new Ranger had its best month since hitting dealerships in January and Fusion sales were up 38 percent marking the vehicle's best month in nearly two years.

**General Motors:** According to estimates from the Automotive News Data Center, GM sales dropped 1.2 percent. The 8.2 percent rise in crossover and pickup sales couldn't overcome the impact of a 36 percent drop in car sales. The continued downtime at the Arlington Assembly Plant is still hindering GM's 2019 deliveries.

**Honda:** American Honda Motor Co. sales fell 4.9 percent overall. The Honda brand was down 5.9 percent posting declines across the entire lineup except for the new Passport. The Acura brand's 5.7 percent increase was not enough to offset Honda's struggle.

**Hyundai-Kia:** Hyundai-Kia posted a 2.4 percent sales gain last month. By brand, Hyundai was up 1.8 percent, Kia was up 1 percent and Genesis was up 115 percent. Crossovers set a May record and accounted for 55.4 percent of Hyundai sales with several new and redesigned models leading the way.

**Mercedes-Benz:** Mercedes-Benz posted a 0.4 percent rise in sales posting 27,080 deliveries. Despite this modest success, the manufacturer continues to remain behind rival BMW. The long-anticipated demand for the GLA, GLE and GLC crossovers finally picked up last month.

**Nissan:** Nissan sales rose for the second consecutive month as the automaker continues to steer away from high-volume, lower-margin fleet sales. The Nissan brand sold 121,570 vehicles and rose 1.1 percent. Infiniti sold 10,413 vehicles representing a 10 percent drop. The Nissan Armada is being highlighted in the manufacturer's "Summer of SUVs" marketing event. This campaign pushed Armada sales up 103 percent, the largest increase of any Nissan nameplate last month.

**Subaru:** Subaru sales were up 6.4 percent last month. The Outback and Forester accounted for 53.2 percent of 63,972 total vehicles sold. The Ascent was the third best seller, accounting for 7,509 deliveries. All other vehicles outside of these three nameplates posted declines. Subaru's month-over-month sales increase streak now stands at 90.

**Toyota:** Ending a six-month U.S. sales decline, Toyota posted a 4.1 percent increase in May. Demand was high for the RAV4 and Tacoma with the pickup marking its 19<sup>th</sup> consecutive month-over-month sales increase. Lexus sales dropped 3.4 percent mostly attributable to weak car sales.

**Volkswagen:** The manufacturer posted an overall sales increase of 7.5 percent. By brand, Volkswagen sales jumped 14 percent as Audi sales fell 2.2 percent. SUV sales enabled the Volkswagen brand to post its third consecutive monthly increase. The Atlas led the way more than doubling last May's result and accounting for 8,300 deliveries.

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