

# New-Car Sales Pace Above 15 Million Seasonally Adjusted Annual Rate for Sixth Consecutive Month

**Truck Sales Continue Strength with New-Home Construction, Low Fuel Prices; Mid-Size Sedan Race Heats Up**

IRVINE, Calif., April 24, 2013 [/PRNewswire/](#) -- Through the first three weeks of April 2013, [new-car sales](#) are on pace to remain above a 15 million unit annual selling pace for the sixth consecutive month, according to Kelley Blue Book [www.kbb.com](#), the leading provider of new and used car information. Kelley Blue Book projects light vehicle sales to surpass 1.3 million units by month end, which is an 11.4 percent annual gain. Sales are driven by host of factors, including low interest rates and increasingly favorable credit conditions, high [used-car trade-in values](#), and fresh redesigns such as the all-new [2013 Honda Accord](#), [Ford Fusion](#) and [Nissan Altima](#).

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"[Ford](#) is poised to post significant gains, with an increase of 15.3 percent because of strong demand for the Fusion and Focus, both of which improved sales by more than 20 percent in the first quarter," said Alec Gutierrez, senior market analyst of automotive insights for Kelley Blue Book. "Consumer demand for new vehicles is strong, which is evident in the strength of the retail market."

Out of the top eight manufacturers, only [Hyundai](#) is expected to decline. Although strong entrants like the Hyundai Sonata, Elantra and Tucson remain competitive and stylish, stiff competition from fresher redesigns and more recent introductions such as the Honda Accord, Ford Fusion and Mazda CX-5 have eaten into Hyundai's market share.

| Manufacturer              | Sales Volume <sup>1</sup> |                  |              | Market Share <sup>2</sup> |        |       |
|---------------------------|---------------------------|------------------|--------------|---------------------------|--------|-------|
|                           | Apr-13                    | Apr-12           | YOY %        | Apr-13                    | Apr-12 | YOY   |
| General Motors            | 239,000                   | 213,387          | 12.0%        | 18.1%                     | 18.0%  | 0.1%  |
| Ford Motor Company        | 208,000                   | 180,350          | 15.3%        | 15.8%                     | 15.2%  | 0.5%  |
| Toyota Motor Company      | 192,000                   | 178,044          | 7.8%         | 14.5%                     | 15.0%  | -0.5% |
| Chrysler Group            | 158,000                   | 141,165          | 11.9%        | 12.0%                     | 11.9%  | 0.1%  |
| American Honda            | 130,000                   | 122,012          | 6.5%         | 9.8%                      | 10.3%  | -0.5% |
| Hyundai-Kia               | 109,000                   | 109,814          | -0.7%        | 8.3%                      | 9.3%   | -1.0% |
| Nissan North America      | 88,000                    | 71,329           | 23.4%        | 6.7%                      | 6.0%   | 0.7%  |
| Volkswagen                | 56,000                    | 49,249           | 13.7%        | 4.2%                      | 4.2%   | 0.1%  |
| <b>Total <sup>3</sup></b> | <b>1,320,000</b>          | <b>1,184,567</b> | <b>11.4%</b> | -                         | -      | -     |

<sup>1</sup> Historical data from OEM sales announcements

<sup>2</sup> Kelley Blue Book Automotive Insights

<sup>3</sup> Includes brands not shown

Compact [crossovers](#) and full-size [pickup trucks](#) once again will lead year-over-year sales gains in April, with expected annual increases of 17.6 and 21.3 percent, respectively. Truck sales experienced growth in response to steady gains in new-home construction starts and cheaper gas prices, while small crossovers are benefiting from strong redesigns and new introductions such as the Honda CR-V, Ford Escape and Mazda CX-5.

The mid-size [sedan](#) segment will continue to lead the industry at 18.2 percent market share, thanks to strong demand for the Toyota Camry, Honda Accord, Nissan Altima and Ford Fusion. The Camry has led the segment through Q1, but only maintains a little more than a 10,000 unit lead over the Honda Accord, Nissan Altima and Ford Fusion.

| Segment                | Sales Volume <sup>1</sup> |         |       | Market Share |        |       |
|------------------------|---------------------------|---------|-------|--------------|--------|-------|
|                        | Apr-13                    | Apr-12  | YOY%  | Apr-13       | Apr-12 | YOY   |
| Mid-Size Car           | 240,240                   | 223,888 | 8.5%  | 18.2%        | 18.9%  | -0.7% |
| Compact Car            | 191,400                   | 174,295 | 12.1% | 14.5%        | 14.7%  | -0.2% |
| Compact Crossover      | 157,034                   | 128,186 | 22.5% | 11.9%        | 10.8%  | 1.1%  |
| Full-Size Pickup Truck | 154,759                   | 122,530 | 26.3% | 11.7%        | 10.3%  | 1.4%  |
| Subcompact Car         | 55,440                    | 53,956  | 8.0%  | 4.2%         | 4.6%   | -0.4% |

|                           |           |           |       |   |   |   |
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<sup>2</sup> Includes segments not shown

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