

New-Car Sales To Improve Nearly 2 Percent From Last Year; Kelley Blue Book Projects Best January Since 2007

Chrysler, Nissan Anticipate Solid Sales Numbers; Full-Size Pickup Truck Growth Expected to Slow in 2014

IRVINE, Calif., Jan. 23, 2014 /PRNewswire/ -- [New-vehicle sales](#) are expected to improve 1.6 percent year-over-year in January to a total of 1.06 million units, and an estimated 15.9 million seasonally adjusted annual rate (SAAR), according to Kelley Blue Book www.kbb.com, the leading provider of new and used car information. At 15.9 million, this would be the highest recorded January SAAR since 2007, when it was 16.4 million.

(Logo: <http://photos.prnewswire.com/prnh/20121108/LA08161LOGO>)

"January is typically the weakest sales month of the year as many consumers take advantage of holiday deals in December. However, winter storms also could impact new-vehicle sales this month, as much of the country deals with historically cold weather and snowstorms," said Alec Gutierrez, senior analyst for Kelley Blue Book. "Early estimates indicate fleet sales will be down as well."

Key Highlights for Estimated January 2014 Sales Forecast:

- In January, new light-vehicle sales, including fleet, are expected to hit 1,060,000 units, up 1.6 percent from January 2013 and down 21.9 percent from December 2013.
- The seasonally adjusted annual rate for January 2014 is estimated to be 15.9 million, up from 15.2 million in January 2013 and up from 15.3 million in December 2013.
- Retail sales are expected to account for 83 percent of volume in January 2014.

Nissan to Record Solid Sales from Top-Performing Altima, Rogue

Chrysler is expected to post a respectable gain in January with strength from its Jeep and RAM brands. Following the recent launch of the Cherokee crossover, Jeep sales increased 34 percent in December, while the overall industry was flat. In addition, RAM sales finished the year 22 percent higher than the previous year.

"We expect Nissan to record a solid sales month in January from its top products, the Altima and the all-new Rogue," said Gutierrez. "Both set record sales in 2013, and the Rogue has become an integral part of Nissan's portfolio with compact crossover sales booming among consumers."

Manufacturer	Sales Volume ¹			Market Share ²		
	Jan-14	Jan-13	YOY %	Jan-14	Jan-13	YOY %
General Motors (Buick, Cadillac, Chevrolet, GMC)	195,000	194,699	0.2%	18.4%	18.7%	-0.3%
Ford Motor Company (Ford, Lincoln)	160,000	166,501	-3.9%	15.1%	16.0%	-0.9%
Toyota Motor Company (Lexus, Scion, Toyota)	155,000	157,725	-1.7%	14.6%	15.1%	-0.5%
Chrysler Group (Chrysler, Dodge, Fiat, Jeep, RAM)	125,000	117,731	6.2%	11.8%	11.3%	0.5%
American Honda (Acura, Honda)	98,000	93,626	4.7%	9.2%	9.0%	0.3%
Nissan North America (Infiniti, Nissan)	87,000	80,919	7.5%	8.2%	7.8%	0.5%
Hyundai-Kia	83,000	80,015	3.7%	7.8%	7.7%	0.2%
Volkswagen Group (Audi, Volkswagen)	39,500	39,120	1.0%	3.7%	3.8%	0.0%
Total ³	1,060,000	1,043,192	1.6%	-	-	-

¹ Historical data from OEM sales announcements

² Kelley Blue Book Automotive Insights

³ Includes brands not shown

Full-Size Pickup Truck Sales Growth Expected to Slow on Cutback Incentives, Arrival of New F-Series

Compact crossovers will continue to report double-digit growth for the fifteenth month in a row, albeit slower than the 20 percent growth seen last year. Entry-level luxury cars also will post positive numbers, thanks to the recently launched BMW 4 Series and all-new Mercedes-Benz CLA-Class.

"Following a huge year in 2013, full-size pickup truck sales should see growth slow in 2014,"

said Gutierrez. "General Motors will look to cut back on incentives on the all-new Chevrolet Silverado and GMC Sierra, while Ford manages their inventory before its new line of F-Series trucks hits the market later this year."

Segment	Sales Volume ¹			Market Share		
	Jan-14	Jan-13	YOY %	Jan-14	Jan-13	YOY %
Mid-Size Car	177,000	177,730	-0.4%	16.7%	17.0%	-0.3%
Compact Car	153,000	151,071	1.3%	14.4%	14.5%	0.0%
Compact Crossover	138,000	125,311	10.1%	13.0%	12.0%	1.0%
Full-Size Pickup Truck	123,000	126,115	-2.5%	11.6%	12.1%	-0.5%
Entry Luxury Car	41,000	39,868	2.8%	3.9%	3.8%	0.0%
Total ²	1,060,000	1,043,192	1.6%	-	-	-

¹ Kelley Blue Book Automotive Insights

² Includes segments not shown

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