

# Black Friday Deals Will Contribute To Strong November 2015 New-Car Sales, According To Kelley Blue Book

**General Motors Boosted by Pickup Truck Lineup; Volkswagen to Report Challenging November**

IRVINE, Calif., Nov. 24, 2015 /PRNewswire/ -- [New-vehicle sales](#) are expected to remain flat year-over-year to a total of 1.3 million units in November 2015, resulting in an estimated 17.8 million seasonally adjusted annual rate (SAAR), according to Kelley Blue Book [www.kbb.com](http://www.kbb.com), the only vehicle valuation and information source trusted and relied upon by both consumers and the automotive industry.



"Black Friday deals on vehicles have grown in popularity in recent years, and should be a big contributor to this month's sales results," said Tim Fleming, analyst for Kelley Blue Book. "However, industry incentive spending has been on the rise in recent months, topping \$3,000 on average since July 2015, so we are carefully watching to see whether consumer demand can sustain such high sales levels without elevated manufacturer spending."

While sales are expected to break even with last November's totals, this primarily is due to a calendar quirk with two fewer selling days in November 2015 compared to last year. At 1.3 million units, this month will mark the highest November sales volume since 2001. Total sales in 2015 are projected to hit 17.4 million units overall, a 5.6 percent year-over-year increase and the highest industry total on record.

**Key Highlights for Estimated November 2015 Sales Forecast:**

- In November, new light-vehicle sales, including fleet, are expected to reach 1,300,000 units, up 0.1 percent from November 2014 and down 10.5 percent from October 2015.
- The seasonally adjusted annual rate (SAAR) for November 2015 is estimated to be 17.8 million, up from 17 million in November 2014 and down from 18.1 million in October 2015.
- Retail sales are expected to account for 84.5 percent of volume in November 2015, down from 85.5 percent in November 2014.

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While Kelley Blue Book anticipates most automaker sales to remain flat in November, [General Motors](#) could post positive numbers, with expected growth of roughly 2 percent. General Motors has been boosted by its [pickup truck](#) lineup this year, which is up 29 percent. Even the recent additions of the mid-size [Chevrolet Colorado](#) and [GMC Canyon](#) have not taken any steam away from the [full-size pickup models](#), which are up 13 percent.

"Volkswagen Group, on the heels of another diesel issue involving its higher-end models, appears to have a challenging November," said Fleming. "Following an incentive-heavy October that cleared out many 2015 gas-powered models, a shorter supply of vehicles and expanded stop-sales on diesel models will contribute to a slower month of sales."

Manufacturer	Sales Volume <sup>1</sup>			Market Share <sup>2</sup>		
	Nov-15	Nov-14	YOY %	Nov-15	Nov-14	YOY %
General Motors (Buick, Cadillac, Chevrolet, GMC)	230,000	225,818	1.9%	17.7%	17.4%	0.3%
Ford Motor Company (Ford, Lincoln)	188,000	186,334	0.9%	14.5%	14.4%	0.1%
Toyota Motor Company (Lexus, Scion, Toyota)	181,000	183,346	-1.3%	13.9%	14.1%	-0.2%

Fiat Chrysler (Chrysler, Dodge, FIAT, Jeep, RAM)	171,000	170,839	0.1%	13.2%	13.2%	0.0%
American Honda (Acura, Honda)	119,000	121,814	-2.3%	9.2%	9.4%	-0.2%
Nissan North America (Infiniti, Nissan)	104,000	103,188	0.8%	8.0%	7.9%	0.1%
Hyundai-Kia	98,000	98,608	-0.6%	7.5%	7.6%	-0.1%
Volkswagen Group (Audi, Volkswagen, Porsche)	48,000	53,064	-9.5%	3.7%	4.1%	-0.4%
<b>Total</b> <sup>3</sup>	1,300,000	1,298,479	0.1%	-	-	-

<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 Utilities Continue Growth Streak; Mid-Size Utility Segment Buoyed by Redesigned Honda Pilot

Compact utilities remain the hottest segment in the industry, with market share expected to grow 3 percent year-over-year in November. With vehicles averaging 47 days on dealers' lots, this segment never has been more popular, and in fact, has surpassed compact and mid-size cars to become the biggest segment in the industry.

Mid-size utilities are another segment whose market share may grow a full percentage point in November. With most of the attention focused on the smaller utilities, mid-size utilities have averaged double-digit growth this year, and will be buoyed in November by the redesigned Honda Pilot.

Segment	Sales Volume <sup>1</sup>			Market Share		
	Oct-15	Oct-14	YOY %	Oct-15	Oct-14	YOY %
Compact SUV/Crossover	196,000	155,569	26.0%	15.1%	12.0%	3.1%
Mid-Size Car	172,000	174,262	-1.3%	13.2%	13.4%	-0.2%
Full-Size Pickup Truck	164,000	179,290	-8.5%	12.6%	13.8%	-1.2%
Compact Car	162,000	173,905	-6.8%	12.5%	13.4%	-0.9%
Mid-Size SUV/Crossover	155,000	141,209	9.8%	11.9%	10.9%	1.0%
<b>Total</b> <sup>2</sup>	1,300,000	1,298,479	0.1%	-	-	-

<sup>1</sup> Kelley Blue Book Automotive Insights

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

There are 23 sales days in November 2015, compared to 25 sales days in November 2014. All percentages are based on raw volume, not daily selling rate.

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