

New-Vehicle Sales To Rise 2.2 Percent In November On Black Friday Deals, According To Kelley Blue Book

Fiat Chrysler Set for Most Growth of Major Automakers; Most Brands Benefitting from Small SUV/Crossover Strength

IRVINE, Calif., Nov. 25, 2014 /PRNewswire/ -- [New-vehicle sales](#) are expected to increase 2.2 percent year-over-year to a total of 1.27 million units, resulting in an estimated 16.8 million seasonally adjusted annual rate (SAAR), according to Kelley Blue Book www.kbb.com, the only vehicle valuation and information source trusted and relied upon by both consumers and the automotive industry.



"Black Friday vehicle deals should have a large impact on sales and make the final weekend of the month a busy one for car buying," said Alec Gutierrez, senior analyst for Kelley Blue Book. "Shoppers continue to return to the dealership as economic conditions remain favorable, with the unemployment rate at its lowest in six years and with consumer confidence nearing pre-recession levels."

Key Highlights for Estimated November 2014 Sales Forecast:

- In November 2014, new light-vehicle sales, including fleet, are expected to hit 1,270,000 units, up 2.2 percent from November 2013, and down 0.6 percent from October 2014.
- The seasonally adjusted annual rate (SAAR) for November 2014 is estimated to be 16.8 million, up from 16.2 million in November 2013, and up from 16.3 million in October 2014.
- Retail sales are expected to account for 85 percent of volume in November 2014, down from 86 percent in November 2013.

Fiat Chrysler Set for Most Growth of Major Automakers; Honda Core Product Sales Remain Healthy

As seen in most of 2014, [Fiat Chrysler](#) is set for the most growth of any major manufacturer, with an expected overall year-over-year increase of nearly 12 percent. The top-performing brand, [Jeep](#), has an impressive year-to-date growth of 46 percent, which may start to slow as year-over-year comparisons now include the new Cherokee. However, the upcoming launch of the Renegade will continue to push the brand's volume even higher in 2015.

[American Honda](#) also is poised for a strong month in November, with an increase of nearly 4 percent. While this year hasn't been the strongest for Honda with year-to-date sales up less than 1 percent, sales of its core products, including Accord, CR-V and Civic, remain healthy with all three models in the top two of their respective segments.

Manufacturer	Sales Volume ¹			Market Share ²		
	Nov-14	Nov-13	YOY %	Nov-14	Nov-13	YOY %
General Motors (Buick, Cadillac, Chevrolet, GMC)	215,000	212,060	1.4%	16.9%	17.1%	-0.1%
Ford Motor Company (Ford, Lincoln)	188,000	189,705	-0.9%	14.8%	15.3%	-0.5%
Toyota Motor Company (Lexus, Scion, Toyota)	182,000	178,044	2.2%	14.3%	14.3%	0.0%
Fiat Chrysler (Chrysler, Dodge, FIAT, Jeep, RAM)	159,000	142,275	11.8%	12.5%	11.5%	1.1%
American Honda (Acura, Honda)	121,000	116,507	3.9%	9.5%	9.4%	0.1%
Nissan North America (Infiniti, Nissan)	110,000	106,528	3.3%	8.7%	8.6%	0.1%
Hyundai-Kia	98,000	101,416	-3.4%	7.7%	8.2%	-0.4%

Volkswagen Group (Audi, Volkswagen, Porsche)	49,500	48,329	2.4%	3.9%	3.9%	0.0%
Total ³	1,270,000	1,242,262	2.2%	-	-	-

¹ Historical data from OEM sales announcements

² Kelley Blue Book Automotive Insights

³ Includes brands not shown

Most Automakers Benefitting from Small Utility Vehicle Growth; GM, Fiat Chrysler Making the Most of Outgoing F-Series

Growth in the small [SUV/crossover](#) segment continues with no end in sight, and Kelley Blue Book expects nearly double-digit increases in November. Most automakers are benefitting from this trend, as half of the models in this segment have surpassed 2013 sales totals with two more months left to report.

"November should be another good month for full-size truck sales, as GM and Fiat Chrysler have one last opportunity to sell their models against the outgoing generation of the F-Series, with the new 2015 Ford F-150 scheduled to hit dealerships next month," said Gutierrez. "So far, these manufacturers have made the most of the opportunity, as all of their trucks posted double-digit growth in the last three months."

Segment	Sales Volume ¹			Market Share		
	Nov-14	Nov-13	YOY %	Nov-14	Nov-13	YOY %
Compact Car	175,000	172,590	1.4%	13.8%	13.9%	-0.1%
Mid-Size Car	172,000	172,770	-0.4%	13.5%	13.9%	-0.4%
Full-Size Pickup Truck	163,000	155,424	4.9%	12.8%	12.5%	0.3%
Compact SUV/Crossover	156,000	142,489	9.5%	12.3%	11.5%	0.8%
Entry-level Luxury Car	71,000	72,599	-2.2%	5.6%	5.8%	-0.3%
Total ²	1,270,000	1,242,262	2.2%	-	-	-

¹ Kelley Blue Book Automotive Insights

² Includes segments not shown

There are 25 sales days in November 2014, compared to 26 sales days in November 2013. All percentages are based on raw volume, not daily selling rate.

To discuss this topic, or any other automotive-related information, with a Kelley Blue Book analyst on-camera via the company's on-site studio, please contact a member of the Public Relations team to book an interview.

For more information and news from Kelley Blue Book's KBB.com, visit www.kbb.com/media/, follow us on Twitter at www.twitter.com/kelleybluebook (or @kelleybluebook), like our page on Facebook at www.facebook.com/kbb, and get updates on Google+ at <https://plus.google.com/+kbb>.


About Kelley Blue Book (www.kbb.com)

Founded in 1926, Kelley Blue Book, *The Trusted Resource*®, is the only vehicle valuation and information source trusted and relied upon by both consumers and the automotive industry. Each week the company provides the most market-reflective values in the industry on its top-rated website KBB.com, including its famous Blue Book® Trade-In Values and Fair Purchase Price, which reports what others are paying for new and used cars this week. The company also provides vehicle pricing and values through various products and services available to car dealers, auto manufacturers, finance and insurance companies, and governmental agencies. Kelley Blue Book's KBB.com ranked highest in its category for brand equity by the 2014 Harris Poll EquiTrend® study and has been named Online Auto Shopping Brand of the Year for three consecutive years. Kelley Blue Book Co., Inc. is a Cox Automotive company.

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

SOURCE Kelley Blue Book

For further information: Media Contacts: Chintan Talati, 949-267-4855, chintan.talati@kbb.com, or Joanna Pinkham, 404-568-7135, joanna.pinkham@kbb.com, or Brenna Robinson, 949-267-4781, brenna.robinson@kbb.com

Additional assets available online:  [Photos \(1\)](#)

<https://stage.mediaroom.com/kbb/new-vehicle-sales-rise-november-2014-black-friday-deals>