

# New-car Sales To Improve 6 Percent In May With Help From Memorial Day Weekend Sale Events

**Domestic Big Three Continue to Benefit from Strong Pickup Market; Nissan Expected to Post Single Largest Gain**

IRVINE, Calif., May 23, 2013 [/PRNewswire/](#) -- [New-car sales](#) will hit 15.0 million seasonally adjusted annual rate (SAAR) in May, which is an expected 6 percent year-over-year improvement, according to Kelley Blue Book [www.kbb.com](http://www.kbb.com), the leading provider of new and used car information.

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"The Big Three will continue to benefit from a strong pickup truck market, with each domestic automaker anticipated to post gains slightly better than the overall industry average," said Alec Gutierrez, senior market analyst of automotive insights for Kelley Blue Book. "Meanwhile, Nissan is expected to post the single largest gain in sales this month, thanks to strong demand for the redesigned Altima, Sentra and Rogue, each of which experienced an increase of greater than 30 percent in sales last month."

Similar to previous years, Kelley Blue Book expects a strong surge in new-vehicle sales during Memorial Day Weekend since manufacturers typically offer some of the most attractive incentives of the year. For example, Chevrolet is offering \$500 in Memorial Day Cash, in addition to some of the already generous offers available on their most popular models.

Manufacturer	Sales Volume <sup>1</sup>			Market Share <sup>2</sup>		
	May-13	May-12	YOY %	May-13	May-12	YOY
General Motors	259,000	245,256	5.6%	18.3%	18.4%	-0.1%
Ford Motor Company	235,000	216,257	8.7%	16.6%	16.2%	0.4%
Toyota Motor Company	200,000	202,973	-1.5%	14.1%	15.2%	-1.1%
Chrysler Group	161,000	150,041	7.3%	11.4%	11.2%	0.1%
American Honda	138,500	133,997	3.4%	9.8%	10.0%	-0.3%
Hyundai-Kia	115,000	118,790	-3.2%	8.1%	8.9%	-0.8%
Nissan North America	110,000	91,794	19.8%	7.8%	6.9%	0.9%
Volkswagen	55,000	50,361	9.2%	3.9%	3.8%	0.1%
<b>Total <sup>3</sup></b>	1,415,000	1,334,642	6.0%	-	-	-

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

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

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

## Trucks and Small Crossovers Remain Hot

Full-size pickup trucks and compact crossovers will continue to drive the bulk of industry gains this month, with expected increases of 19.9 and 15.7 percent, respectively.

"Growth in the truck segment has been driven by a jump in new-home construction, relatively affordable gas prices and high inventory levels," said Gutierrez. "Each of the three major full-size domestic pickup trucks is available with a nearly 100 days supply, which has resulted in \$5,000 or more in cash rebates for the Ford F-Series, Chevrolet Silverado and Ram."

While trucks have seen a surge in interest in recent months, small crossovers have been increasing market share for years; the segment has doubled its market share since 2007 and continues to gain share aggressively. Small crossover sales

have been particularly strong this year, due to a slew of redesigns and new introductions such as the Ford Escape, Toyota RAV4, Honda CR-V and Mazda CX-5.

Segment	Sales Volume <sup>1</sup>			Market Share		
	May-13	May-12	YOY %	May-13	May-12	YOY
Mid-Size Car	242,000	243,328	-0.5%	17.1%	18.2%	-1.1%
Compact Car	212,500	201,326	5.6%	15.0%	15.1%	-0.1%
Compact Crossover	175,000	151,211	15.7%	12.4%	11.3%	1.0%
Full-Size Pickup Truck	170,000	141,808	19.9%	12.0%	10.6%	1.4%
Subcompact Car	56,000	56,188	-0.3%	4.0%	4.2%	-0.3%
<b>Total <sup>2</sup></b>	1,415,000	1,334,642	6.0%	-	-	-

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

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

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