

New-Vehicle Sales To Jump Nearly 10 Percent In Best December Since 2004; Kelley Blue Book Forecasts 16.9 Million SAAR In 2015

Fiat Chrysler Increases Market Share; Full-Size Trucks to Top 2 Million Units for First Time Since 2007

IRVINE, Calif., Dec. 23, 2014 /PRNewswire/ -- [New-vehicle sales](#) are expected to increase 9.8 percent year-over-year to a total of 1.49 million units, resulting in an estimated 16.7 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.

"While some vehicle sales may have been pulled forward during the start of holiday shopping in November, December sales remain strong with nearly double-digit growth expected for the industry," said Alec Gutierrez, senior analyst for Kelley Blue Book. "December is typically one of the biggest months of the year for new-car sales, as many dealers and automakers try to surpass annual sales targets."



Total sales for major manufacturers in 2014 are expected to total approximately 16,470,000 units, representing a 5.8 percent increase from last year, making this the best year for auto sales since 2006. Looking forward to 2015, sales should continue to improve, but at a slower rate. The Kelley Blue Book new-car sales forecast for next year calls for sales of 16.9 million units, or a 2.6 percent year-over-year increase and the highest sales total in a decade.

Key Highlights for Estimated December 2014 Sales Forecast:

- In December, new light-vehicle sales, including fleet, are expected to hit 1,490,000 units, up 9.8 percent from December 2013 and up 14.7 percent from November 2014.
- The seasonally adjusted annual rate (SAAR) for December 2014 is estimated to be 16.7 million, up from 15.4 million in December 2013 and down from 17.1 million in November 2014.
- Retail sales are expected to account for 86 percent of volume in December 2014, up from 85 percent in December 2013.

Fiat Chrysler to Increase Market Share Full Percentage Point; Toyota to Post Solid Annual Growth

Fiat Chrysler is set to cap an extraordinary year with another month of double-digit growth, which would be the tenth time this year. Fueled by demand for Jeep and RAM products, the manufacturer stands to end the year with more than 2 million sales and 16.2 percent sales growth, increasing market share by more than a full percentage point.

Toyota Motor Company also should post a lift in December with expected growth of 11.1 percent. Toyota has had a quietly solid year with strength in line with the industry, but it currently has two of the top three selling cars with its Camry and Corolla, which are up 5 and 11 percent respectively this year.

Manufacturer	Sales Volume ¹			Market Share ²		
	Dec-14	Dec-13	YOY %	Dec-14	Dec-13	YOY %
General Motors (Buick, Cadillac, Chevrolet, GMC)	246,000	230,157	6.9%	16.5%	17.0%	-0.5%
Ford Motor Company (Ford, Lincoln)	225,000	216,592	3.9%	15.1%	16.0%	-0.9%
Toyota Motor Company (Lexus, Scion, Toyota)	212,000	190,843	11.1%	14.2%	14.1%	0.2%
Fiat Chrysler (Chrysler, Dodge, FIAT, Jeep, RAM)	194,000	161,007	20.5%	13.0%	11.9%	1.2%
American Honda (Acura, Honda)	149,000	135,255	10.2%	10.0%	10.0%	0.0%
Nissan North America (Infiniti, Nissan)	117,000	109,758	6.6%	7.9%	8.1%	-0.2%
Hyundai-Kia	103,000	96,636	6.6%	6.9%	7.1%	-0.2%
Volkswagen Group (Audi, Volkswagen, Porsche)	62,000	54,274	14.2%	4.2%	4.0%	0.2%
Total ³	1,490,000	1,356,948	9.8%	-	-	-

¹ Historical data from OEM sales announcements

² Kelley Blue Book Automotive Insights

³ Includes brands not shown

Full-Size Trucks Expected to Top 2 Million Units for First Time Since 2007

"Full-size trucks should experience a normal seasonal spike in December, which is aided by gas prices at a five-year low," said Gutierrez. "As the all-new Ford F-Series begins to make its way to dealerships, General Motors and Fiat Chrysler stand to gain the most sales in December. Even though the F-Series is down 1.4 percent on the year, the segment is expected to grow 6.7 percent this year and top 2 million units for the first time since 2007."

For the second year in a row, the compact SUV/crossover category is the fastest growing segment in the industry and should continue to lead the way in December. Most entries in the segment are enjoying double-digit strength as the segment should climb 15.3 percent this year, marking the fourth year in a row above 15 percent growth.

Segment	Sales Volume ¹			Market Share		
	Dec-14	Dec-13	YOY %	Dec-14	Dec-13	YOY %
Full-Size Pickup Truck	205,000	180,909	13.3%	13.8%	13.3%	0.4%
Compact Car	196,000	178,199	10.0%	13.2%	13.1%	0.0%
Mid-Size Car	191,000	178,130	7.2%	12.8%	13.1%	-0.3%
Compact SUV/Crossover	184,000	156,310	17.7%	12.3%	11.5%	0.8%
Entry-level Luxury Car	86,000	80,907	6.3%	5.8%	6.0%	-0.2%
Total ²	1,490,000	1,356,948	9.8%	-	-	-

¹ Kelley Blue Book Automotive Insights

² Includes segments not shown

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

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