

# New-Car Sales To Rise Nearly 6 Percent In June 2015, According To Kelley Blue Book

**KBB.com Raises 2015 Sales Forecast to 17.1 Million from 16.9 Million; Fiat Chrysler to Report Greatest U.S. Market Share Since 2007**

IRVINE, Calif., June 25, 2015 /PRNewswire/ -- [New-vehicle sales](#) are expected to increase 5.8 percent year-over-year to a total of 1.5 million units in June 2015, resulting in an estimated 17.4 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.

"With another month of new-car sales growth in June 2015, the sixteenth in a row, the auto industry continues its incredibly strong momentum. With a 17.4 million projected SAAR for June, it would mark the third month above 17 million out of the past four months," said Alec Gutierrez, senior analyst for Kelley Blue Book. "However, heading into the summer months, sales should flatten out at a more sustainable pace."



The expected 1.5 million units this month will bring the first-half of 2015 totals to 8.53 million, a 4.7 percent increase from the same time last year, and the highest first-half since 2005. Second-quarter sales will come in at 4.58 million units, a 3.9 percent increase year-over-year, and also the highest second quarter total since 2005. In addition, total sales in 2015 are projected to hit 17.1 million units overall, a 3.6 year-over-year jump and the highest overall total since 2001.

## Key Highlights for Estimated June 2015 Sales Forecast:

- In June, new light-vehicle sales, including fleet, are expected to reach 1,500,000 units, up 5.8 percent from June 2014 and down 8 percent from May 2015.
- The seasonally adjusted annual rate (SAAR) for June 2015 is estimated to be 17.4 million, up from 16.8 million in June 2014 and down from 17.7 million in May 2015.
- Retail sales are expected to account for 80.6 percent of volume in June 2015, up from 79.7 percent in June 2014.

## Fiat Chrysler to Report Greatest U.S. Market Share Since 2007; Volkswagen Group Poised for Solid Growth

"Kelley Blue Book anticipates positive numbers from nearly all manufacturers in June 2015, but Fiat Chrysler Automobiles could see the largest year-over-year gains," said Gutierrez. "The surge in popularity of utility and truck models this year has been beneficial for Fiat Chrysler's Jeep and RAM brands, helping push the manufacturer to its highest U.S. market share since 2007."

Volkswagen Group is another manufacturer poised to report solid growth, thanks to the full model lineup of its redesigned Golf. The Audi brand also is providing a boost with double-digit growth this year, while the overall luxury market is 7.4 percent higher than last year.

Manufacturer	Sales Volume <sup>1</sup>			Market Share <sup>2</sup>		
	Jun-15	Jun-14	YOY %	Jun-15	Jun-14	YOY %
General Motors (Buick, Cadillac, Chevrolet, GMC)	284,000	267,461	6.2%	18.9%	18.9%	0.1%
Ford Motor Company (Ford, Lincoln)	232,000	221,396	4.8%	15.5%	15.6%	-0.1%
Toyota Motor Company (Lexus, Scion, Toyota)	214,000	201,714	6.1%	14.3%	14.2%	0.0%
Fiat Chrysler (Chrysler, Dodge, FIAT, Jeep, RAM)	189,000	171,086	10.5%	12.6%	12.1%	0.5%
American Honda (Acura, Honda)	138,000	129,023	7.0%	9.2%	9.1%	0.1%
Hyundai-Kia	120,000	118,051	1.7%	8.0%	8.3%	-0.3%
Nissan North America (Infiniti, Nissan)	117,000	109,643	6.7%	7.8%	7.7%	0.1%
Volkswagen Group (Audi, Volkswagen, Porsche)	55,000	49,795	10.5%	3.7%	3.5%	0.2%
<b>Total <sup>3</sup></b>	<b>1,500,000</b>	<b>1,418,006</b>	<b>5.8%</b>	<b>-</b>	<b>-</b>	<b>-</b>

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

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

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

## New Utility Models to Drive Even Higher Sales in June; Combined Compact and Mid-Size Car Segment Share to Drop

As gas prices remain comparably low to the previous year, June should be another good month for utility and truck segment sales. Year-to-date, SUV sales are up 11.9 percent, and

with new models on the market such as the Honda HR-V, Kelley Blue Book expects even higher totals in June.

On the other hand, non-luxury cars will continue to lose share, with year-to-date sales down 5.2 percent. While in June the industry should see slightly positive numbers for the compact and mid-size car segments, combined share will drop by nearly a full percentage point.

Segment	Sales Volume <sup>1</sup>			Market Share		
	Jun-15	Jun-14	YOY %	Jun-15	Jun-14	YOY %
Compact Car	225,000	216,652	3.9%	15.0%	15.3%	-0.3%
Mid-Size Car	215,000	209,741	2.5%	14.3%	14.8%	-0.5%
Compact SUV/Crossover	196,000	165,041	18.8%	13.1%	11.6%	1.4%
Full-Size Pickup Truck	178,000	162,599	9.5%	11.9%	11.5%	0.4%
Mid-Size SUV/Crossover	175,000	149,951	16.7%	11.7%	10.6%	1.1%
<b>Total <sup>2</sup></b>	<b>1,500,000</b>	<b>1,418,006</b>	<b>5.8%</b>	<b>-</b>	<b>-</b>	<b>-</b>

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

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

There are 25 sales days in June 2015, compared to 24 sales days in June 2014. 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/](http://www.kbb.com/media/), follow us on Twitter at [www.twitter.com/kelleybluebook](http://www.twitter.com/kelleybluebook) (or @kelleybluebook), like our page on Facebook at [www.facebook.com/kbb](http://www.facebook.com/kbb), and get updates on Google+ at <https://plus.google.com/+kbb>.


#### **About Kelley Blue Book** ([www.kbb.com](http://www.kbb.com))

Founded in 1926, Kelley Blue Book, *The Trusted Resource*<sup>®</sup>, 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<sup>®</sup> 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 2015 Harris Poll EquiTrend<sup>®</sup> study and has been named Online Auto Shopping Brand of the Year for four 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: Chintan Talati, 949-267-4855, [chintan.talati@kbb.com](mailto:chintan.talati@kbb.com); and Joanna Pinkham, 404-568-7135, [joanna.pinkham@kbb.com](mailto:joanna.pinkham@kbb.com); and Brenna Robinson, 949-267-4781, [brenna.robinson@kbb.com](mailto:brenna.robinson@kbb.com)

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

<https://mediaroom.kbb.com/2015-06-25-New-Car-Sales-To-Rise-Nearly-6-Percent-In-June-2015-According-To-Kelley-Blue-Book>