

New-Car Sales To Increase Nearly 3 Percent In July 2015, According To Kelley Blue Book

Fiat Chrysler Setting Record Sales Almost Entirely on Jeep Brand Momentum; Compact SUVs Continue to Steal Market Share from Mid-Size Cars

IRVINE, Calif., July 23, 2015 /PRNewswire/ -- [New-vehicle sales](#) are expected to increase 2.6 percent year-over-year to a total of 1.47 million units in July 2015, resulting in an estimated 17.1 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.

"As the industry settles into the summer selling season, new-car sales are expected to remain consistent with last month's numbers, representing modest and slowing growth versus last year," said Alec Gutierrez, senior analyst for Kelley Blue Book. "Sales in the first half of the year totaled 8.5 million units, a year-over-year improvement of 4.4 percent and the highest first-half volume since 2005. Total sales in 2015 are projected to hit 17.1 million units overall, a 3.6 percent year-over-year increase and the highest industry total since 2001."



Key Highlights for Estimated July 2015 Sales Forecast:

- In July, new light-vehicle sales, including fleet, are expected to reach 1,470,000 units, up 2.6 percent from July 2014 and down 0.2 percent from June 2015.
- The seasonally adjusted annual rate (SAAR) for July 2015 is estimated to be 17.1 million, up from 16.4 million in July 2014 and even with June 2015.
- Retail sales are expected to account for 87.1 percent of volume in July 2015, up from 85.9 percent in July 2014.

Fiat Chrysler Automobiles Setting Records Almost Entirely on Jeep Brand Momentum

"[Fiat Chrysler](#) Automobiles should extend its sales gain streak to 64 consecutive months with expected growth of 4.4 percent, almost entirely on the momentum of the [Jeep](#) brand," said Gutierrez. "Jeep has set monthly records for the past 20 months, and Jeep has grown nearly 40 percent of Fiat Chrysler's U.S. sales numbers. With the Cherokee more popular than ever, and the increasing availability of the new Renegade, July should be another month of double-digit growth for Jeep."

[Nissan](#) North America also is poised to gain market share in July 2015, with strong sales of its crossovers, including the Rogue and recently redesigned Murano. The Rogue has been well-received since its redesign in late 2013, and the new Murano is hitting the market at a time when mid-size utility sales are growing more than 10 percent.

Manufacturer	Sales Volume ¹			Market Share ²		
	Jul-15	Jul-14	YOY %	Jul-15	Jul-14	YOY %
General Motors (Buick, Cadillac, Chevrolet, GMC)	258,000	256,160	0.7%	17.6%	17.9%	-0.3%
Toyota Motor Company (Lexus, Scion, Toyota)	215,000	215,802	-0.4%	14.6%	15.1%	-0.4%
Ford Motor Company (Ford, Lincoln)	214,000	212,236	0.8%	14.6%	14.8%	-0.3%
Fiat Chrysler (Chrysler, Dodge, FIAT, Jeep, RAM)	175,000	167,667	4.4%	11.9%	11.7%	0.2%
American Honda (Acura, Honda)	139,000	135,908	2.3%	9.5%	9.5%	0.0%
Nissan North America (Infiniti, Nissan)	127,000	121,452	4.6%	8.6%	8.5%	0.2%
Hyundai-Kia	119,000	119,320	-0.3%	8.1%	8.3%	-0.2%
Volkswagen Group (Audi, Volkswagen, Porsche)	52,000	49,469	5.1%	3.5%	3.5%	0.1%
Total ³	1,470,000	1,433,016	2.6%	-	-	-

¹ Historical data from OEM sales announcements

² Kelley Blue Book Automotive Insights

³ Includes brands not shown

Compact SUVs Continue as Fastest-Growing Segment, Stealing Market Share from Mid-Size Cars

With a wave of new models hitting the market, [compact SUVs](#) once again will be the fastest-growing segment in the market. Coinciding with the rising popularity of small utilities, mid-size car sales continue to weaken, with July market share expected to fall

more than half a percentage point. Year-to-date, eight out of the top nine models in the segment have experienced sales drops, with the exception being the Chrysler 200.

Segment	Sales Volume ¹			Market Share		
	Jul-15	Jul-14	YOY %	Jul-15	Jul-14	YOY %
Compact Car	210,000	209,448	0.3%	14.3%	14.6%	-0.3%
Compact SUV/Crossover	206,000	181,656	13.4%	14.0%	12.7%	1.3%
Mid-Size Car	203,000	206,132	-1.5%	13.8%	14.4%	-0.6%
Full-Size Pickup Truck	174,000	169,830	2.5%	11.8%	11.9%	0.0%
Mid-Size SUV/Crossover	171,000	159,613	7.1%	11.6%	11.1%	0.5%
Total ²	1,470,000	1,433,016	2.6%	-	-	-

¹ Kelley Blue Book Automotive Insights

² Includes segments not shown

There are 26 sales days in July 2015, compared to 26 sales days in July 2014. All percentages are based on raw volume, not daily selling rate.

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