

# New-Car Sales To Jump 5.2 Percent, Report Record April In Last Decade, According To Kelley Blue Book

**Jeep, Nissan Make Gains on Popular SUV Models; Mid-Size Cars Continue to Fall**

IRVINE, Calif., April 27, 2015 /PRNewswire/ -- [New-vehicle sales](#) are expected to increase 5.2 percent year-over-year to a total of 1.46 million units in April 2015, resulting in an estimated 16.5 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. In terms of volume, this should be the highest April total since 2005.

"While April won't bring too many surprises, sales should continue to grow at a steady pace," said Alec Gutierrez, senior analyst for Kelley Blue Book. "Retail sales continue to be strong which continues to keep the overall sales outlook healthy. There is restrained incentive spending and steadily rising transaction prices, which are both good signs for the industry."



Total sales in 2015 are projected to hit 16.9 million units overall in 2015, a 2.5 percent year-over-year increase and the highest overall total since 2005, when sales fell just shy of 17 million units overall.

## Key Highlights for Estimated April 2015 Sales Forecast:

- In April, new light-vehicle sales, including fleet, are expected to reach 1,460,000 units, up 5.2 percent from April 2014 and down 5.4 percent from March 2015.
- The seasonally adjusted annual rate (SAAR) for April 2015 is estimated to be 16.5 million, up from 16 million in April 2014 and down from 17.1 million in March 2015.
- Retail sales are expected to account for 81 percent of volume in April 2015, even with April 2014.

## Popular Jeep Brand Driving Sales for Fiat Chrysler; Nissan Benefits from SUV Segment Growth

"Fiat Chrysler Automobiles is expected to have another lift in April, driven by its popular Jeep brand and its SUV models," said Tim Fleming, analyst at Kelley Blue Book. "Jeep has been setting records for the last few years, and the recent addition of the all-new Renegade to the lineup will certainly bring even more customers to the rapidly growing brand."

Nissan also will benefit from the growing popularity of SUVs, especially with its Rogue and Murano vehicles. The Rogue now comprises of nearly 20 percent of Nissan's sales, and is closing much of the gap to segment leaders like the Ford Escape and Toyota RAV4. Meanwhile, the recently redesigned Murano should provide a lift in April 2015.

Manufacturer	Sales Volume <sup>1</sup>			Market Share <sup>2</sup>		
	Apr-15	Apr-14	YOY %	Apr-15	Apr-14	YOY %
General Motors (Buick, Cadillac, Chevrolet, GMC)	263,000	254,076	3.5%	18.0%	18.3%	-0.3%
Ford Motor Company (Ford, Lincoln)	221,000	210,355	5.1%	15.1%	15.2%	0.0%
Toyota Motor Company (Lexus, Scion, Toyota)	210,000	199,660	5.2%	14.4%	14.4%	0.0%
Fiat Chrysler (Chrysler, Dodge, FIAT, Jeep, RAM)	191,000	178,652	6.9%	13.1%	12.9%	0.2%
American Honda (Acura, Honda)	138,000	132,456	4.2%	9.5%	9.5%	-0.1%
Hyundai-Kia	124,000	119,783	3.5%	8.5%	8.6%	-0.1%
Nissan North America (Infiniti, Nissan)	111,000	103,934	6.8%	7.6%	7.5%	0.1%
Volkswagen Group (Audi, Volkswagen, Porsche)	50,000	50,556	-1.1%	3.4%	3.6%	-0.2%
<b>Total <sup>3</sup></b>	<b>1,460,000</b>	<b>1,387,655</b>	<b>5.2%</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

## Mid-Size Cars Continue to Decline; Compact and Mid-Size SUVs Still Fastest Growing Segments with Double-Digit Growth

Mid-size cars are expected to decline in overall volume; however, this is primarily due to the discontinuation of the Dodge Avenger. Regardless, three of the top four models in the segment have had sales declines this year, with only the Toyota Camry increasing, as consumers are shifting more toward SUVs.

Compact and mid-size SUVs will still be the fastest growing segments in April with double-digit growth expected. Combined market share for these segments is at 24.6 percent for the year, up a full point from last year. SUVs as a whole have had growth of 10.7 percent, while cars are only up 0.1 percent.

Segment	Sales Volume <sup>1</sup>			Market Share		
	Apr-15	Apr-14	YOY %	Apr-15	Apr-14	YOY %
Compact Car	213,000	203,163	4.8%	14.6%	14.6%	-0.1%
Mid-Size Car	200,000	206,386	-3.1%	13.7%	14.9%	-1.2%
Compact SUV/Crossover	184,000	165,120	11.4%	12.6%	11.9%	0.7%
Full-Size Pickup Truck	182,000	171,240	6.3%	12.5%	12.3%	0.1%
Mid-Size SUV/Crossover	162,000	147,815	9.6%	11.1%	10.7%	0.4%
<b>Total <sup>2</sup></b>	<b>1,460,000</b>	<b>1,387,655</b>	<b>5.2%</b>	<b>-</b>	<b>-</b>	<b>-</b>

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

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

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

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