

2018 Automotive Industry Sales Report

United States Vehicle Market Data

F&I Tools key points:

2018 US auto sales topped 17 million for the 4th year in a row. Sales remained strong due to heavy manufacturer incentives and low lease payment options. Luxury models and truck sales dominated the market. Smaller operations had a tough time keeping up with big businesses set on lowering prices to increase volume. 2019 will see corporate operations take an even greater market share from privately owned dealerships as consumers broaden searches to travel to get the deal they want.



Notable efforts:

FCA sales were up 6% compared to last year fueled by the success of Jeep and Ram. Volvo sales were up 23% under the same comparison as the Swedish automaker thrived under Chinese parent company Geely.

United States Vehicle Sales by Quarter 2018 Major Automotive Brands

LIGHT-DUTY CAR SALES DATA

Quarter 1 (January - March) Quarter 2 (April - June)

Quarter 3 (July - September) Quarter 4 (October - December)

Data listed alphabetically by manufacturer. Data reflects quantity of new car sales.

| 2018 Top 6 | US Rank | Q1 | Q2 | Q3 | Q4 | 2018 YTD |
|-------------------------|---------|-----------|-----------|-----------|-----------|------------|
| FCA Jeep Chrysler | 4 | 514,899 | 603,686 | 561,419 | 558,280 | 2,238,284 |
| Ford Motor Company | 2 | 597,102 | 679,575 | 602,026 | 514,768 | 2,393,471 |
| General Motors | 1 | 714,984 | 740,403 | 712,615 | 775,815 | 2,943,817 |
| Honda | 5 | 362,544 | 425,011 | 419,459 | 398,109 | 1,605,123 |
| Nissan | 6 | 415,992 | 364,703 | 343,980 | 369,202 | 1,493,877 |
| Toyota | 3 | 572,104 | 632,034 | 620,084 | 698,355 | 2,522,577 |
| Other Leaders | | | | | | |
| BMW | 12 | 84,722 | 91,422 | 83,924 | 94,637 | 354,705 |
| Hyundai | 8 | 149,102 | 178,683 | 173,910 | 166,049 | 667,744 |
| Jaguar Land Rover | 15 | 32,312 | 27,025 | 26,973 | 36,107 | 122,417 |
| Kia | 10 | 127,033 | 166,535 | 158,515 | 137,590 | 589,673 |
| Mazda | 13 | 84,022 | 79,911 | 71,211 | 65,185 | 300,329 |
| Mercedes-Benz | 11 | 87,014 | 90,693 | 76,691 | 101,007 | 355,405 |
| Mitsubishi | 14 | 35,804 | 31,523 | 26,075 | 24,704 | 118,106 |
| Porsche | 17 | 14,021 | 17,314 | 11,291 | 14,576 | 57,202 |
| Subaru | 7 | 149,655 | 188,247 | 165,520 | 176,822 | 680,244 |
| Volkswagen Group | 9 | 135,017 | 174,721 | 168,859 | 155,525 | 634,122 |
| Volvo | 16 | 20,104 | 23,570 | 30,270 | 24,744 | 98,688 |
| Top 6 Total | | 3,177,625 | 3,445,412 | 3,259,583 | 3,314,529 | 13,197,149 |
| Other Total | | 918,806 | 1,069,644 | 993,239 | 996,946 | 3,978,635 |
| 2018 Grand Total | | 4,096,431 | 4,515,056 | 4,252,822 | 4,311,475 | 17,175,784 |

Previous Reports: [2017](#) [2016](#)

Global Automotive Industry Data

4 Year World Automotive Market Data in Millions of Vehicles

| Region | 2015 | 2016 | 2017 | 2018 | 2015 - 2018 |
|--------------------|-------|-------|-------|-------|-------------|
| China | 20.01 | 23.57 | 24.28 | 23.75 | 91.61 |
| Europe | 13.20 | 13.97 | 14.39 | 14.29 | 55.85 |
| US | 17.70 | 17.50 | 17.23 | 17.18 | 69.61 |
| Top 3 Total | 50.61 | 55.04 | 55.90 | 55.22 | 217 million |