

**2024 Sales Report**



# 2024 USA Auto Industry Sales Report

---

USA SALES BY QUARTER

F&I Tools

Automotive Industry

## KEY POINTS

---

USA car sales were up 2% in 2024 with 15.9 million vehicles sold.

General Motors ranked #1 selling 2.7 million vehicles, up 4% year over year.

Stellantis declined 15% as it searched for traction to balance muscle cars, 4x4s, and EV offerings.

Honda sales were up 9% and ranked #5 on the list of top automakers in the USA.

---

# 2024 FULL YEAR REPORT

2024 Top 15	Rank	Q1	Q2	Q3	Q4	2024 YTD
General Motors	1	594,233	696,086	659,601	755,160	2,705,080
Toyota	2	565,098	621,549	542,872	603,104	2,332,623
Ford	3	508,083	536,050	504,039	530,660	2,078,832
Hyundai Kia	4	378,945	438,892	408,681	438,626	1,665,144
Honda	5	333,824	356,457	366,214	367,362	1,423,857
Stellantis	6	332,540	344,993	305,294	320,743	1,303,570
Nissan	7	252,735	236,721	212,068	222,484	924,008
Subaru	8	152,996	169,447	171,169	174,113	667,725
VW	9	139,756	170,603	162,025	170,105	642,489
Tesla	10	140,000	154,000	152,000	159,000	605,000
Mazda	11	100,103	102,383	110,966	110,930	424,382
BMW	12	90,844	97,135	83,412	117,506	388,897
Mercedes	13	82,623	92,622	96,275	106,605	378,125
Volvo	14	30,951	32,238	26,605	34,418	124,212
Mitsubishi	15	28,403	22,727	31,588	27,125	109,843
Jag Land Rover	16	24,575	26,120	24,025	28,555	103,275
Rivian	17	13,588	13,790	10,018	14,183	51,579
<b>2024 Grand Total</b>		<b>3,769,297</b>	<b>4,111,813</b>	<b>3,866,852</b>	<b>4,180,679</b>	<b>15,928,641</b>

© 2024 F&I Tools

Current trends can be accessed at

[www.factorywarrantylist.com](http://www.factorywarrantylist.com)

F&I Tools

**AUTO GUIDE**

Region	2018	2019	2020	2021	2022	2023	2024
China	23.75	21.85	19.29	21.48	23.56	30.09	31.44
Western Europe	14.29	14.02	10.84	10.49	9.44	10.55	11.39
USA	17.18	17.05	14.59	15.08	13.69	15.61	15.93
<b>Top 3 Total</b>	55.22	52.92	44.72	47.05	46.69	56.25	58.76 Million

Analyst statement:

China continued to gain global automotive sales market share in 2024 with over 30 million vehicles sold, outranking the USA and Western Europe combined.

