LACK OF DRIVE

The U.S. automotive industry’s cyclical downturn continued in 2019. Most major manufacturers experienced strong demand for light trucks, crossovers and SUVs, while cars remained a sore spot for manufacturers across the industry. Growing disparity between new and used vehicle average transaction prices continued to drive consumers toward the used vehicle market.

SALES OFF TRACK

SEASONALLY ADJUSTED ANNUAL RATE (SAAR) (Q3 2019 VS. Q3 2018)

17.1 MILLION UNITS
-1.2%

NEW U.S. LIGHT VEHICLES
1,533,555 UNITS 5.8%

OVERALL U.S. LIGHT TRUCKS
1,139,377 UNITS 3.2%

OVERALL U.S. CARS
394,178 UNITS 12.5%

U.S. CARS SEGMENT
28% OF MARKET FROM 31%

LIGHT TRUCKS SEGMENT:
72% OF MARKET FROM 69%

USED VEHICLES SOLD
$37.2K 4.7%

AVERAGE PRICE
OF NEW VEHICLES
$37.2K 3.8%

CERTIFIED PRE-OWNED VEHICLES SOLD
$20.7K 3.0%

AVERAGE PRICE
OF USED VEHICLES
$20.7K 3.0%

Source: Car Automotive Analysis

“BIG 5” TAKE A TURN FOR THE WORSE

While trucks, crossovers and SUVs continued to lead in sales, the demand for cars across all top five U.S. automakers declined in 2019, with the exception of American Honda Motor Co.

NOTHING NEW

More consumers continued to turn to the used vehicle market in 2019 due to growing disparity between the average transaction price of new and used vehicles.

Source: Edmunds

GOING THE DISTANCE

CUMULATIVE 2019 VEHICLE TRAVEL: 0.3% VERSUS 2018

Aging and heavily-driven vehicles generally require repairs and replacement parts, which proves beneficial to the aftermarket auto sector.

U.S. MARKET SHARE (Q4 2019)

FORD 14%

FCA 12.7%

HONDA 9.4%

OTHER 32.6%

TOYOTA 17.2%

GM 14%

Source: Car Automotive Analysis

2019 AVERAGE AGE OF VEHICLES ON U.S. ROADS: 11.9 YEARS (HIGHEST EVER)

- Cars: 10.1 years
- SUVs: 8.3 years
- Pickup trucks: 13.1 years

Source: U.S. Department of Transportation

AVERAGE AGE OF VEHICLES PROJECTED FOR 2020:
11.9 YEARS

VEHICLE SALES (OVERALL 2019 VS. 2018)

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TO LEARN MORE, DOWNLOAD GA’S AUTOMOTIVE MONITOR AT GREATAMERICAN.COM/MONITOR

U.S. AUTO PARTS MANUFACTURING INDUSTRY MAJOR MARKETS (AS % OF REVENUE IN 2019)

Original Equipment Manufacturers (OEM)

68.8%

Exhaust, Tire 2/Tier 3 Manufacturers

25.5%

Aftermarket

5.7%

Source: IBISWorld

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