



***SHIFTING
PREFERENCES***

CUV KILLED THE MID-SIZE CAR

Consumers prefer SUVs & trucks in the non-luxury segments

		AUG17 SHARE	AUG17 VOLUME	CHANGE V. AUG16	+/-
Full-size Pickup Truck	1.1	15.4%	200,158	12,001	1.1
Subcompact SUV/Crossover	1.1	3.2%	41,363	13,629	1.1
Mid-size SUV/Crossover	0.7	14.2%	184,043	6,772	0.7
Van	0.2	3.1%	40,476	2,157	0.2
Compact Car	0.2	14.3%	185,261	510	0.2
Electric Vehicle	0.1	0.4%	5,298	905	0.1
Minivan	0.1	3.5%	45,924	320	0.1
Full-size Car	0.1	2.6%	34,192	348	0.1
Hybrid/Alternative Energy Car	0.0	1.2%	15,457	-534	0.0
Full-size SUV/Crossover	-0.1	2.2%	27,976	-2,004	-0.1
Sports Car	-0.2	1.8%	22,982	-3,097	-0.2
Mid-size Pickup Truck	-0.2	2.9%	37,595	-3,357	-0.2
Mid-size Car	-0.7	11.9%	154,091	-10,319	-0.7
Compact SUV/Crossover	-1.0	20.7%	267,980	-15,583	-1.0
Subcompact Car	-1.1	2.6%	33,993	-15,372	-1.1

GAINS

DECLINES



SUVs and Trucks continue their reign as the top non-luxury segments.

The continued growth in the segments confirms the shift in consumers preferences and should continue to move that way with various upcoming launches of vehicles in non-car categories this year.

The big declines for the month were subcompact cars but compact SUVs/CUVs did see share loss in August.

The Luxury Segment Is Following a Similar Pattern

			AUG17 SHARE	AUG17 VOLUME	CHANGE V. AUG16	+/-
Luxury Mid-size SUV/Crossover		2.5	29.3%	53,202	488	2.5
Luxury Compact SUV/Crossover		0.4	24.3%	44,242	-2,982	0.4
Luxury Full-size SUV/Crossover		0.2	5.1%	9,242	-404	0.2
Luxury Car		0.1	9.5%	17,339	-1,177	0.1
High Performance Car		-0.7	1.8%	3,318	-1,701	-0.7
High-end Luxury Car		-0.8	1.7%	3,168	-1,760	-0.8
Entry-level Luxury Car		-1.7	28.2%	51,272	-7,573	-1.7

GAINS

DECLINES



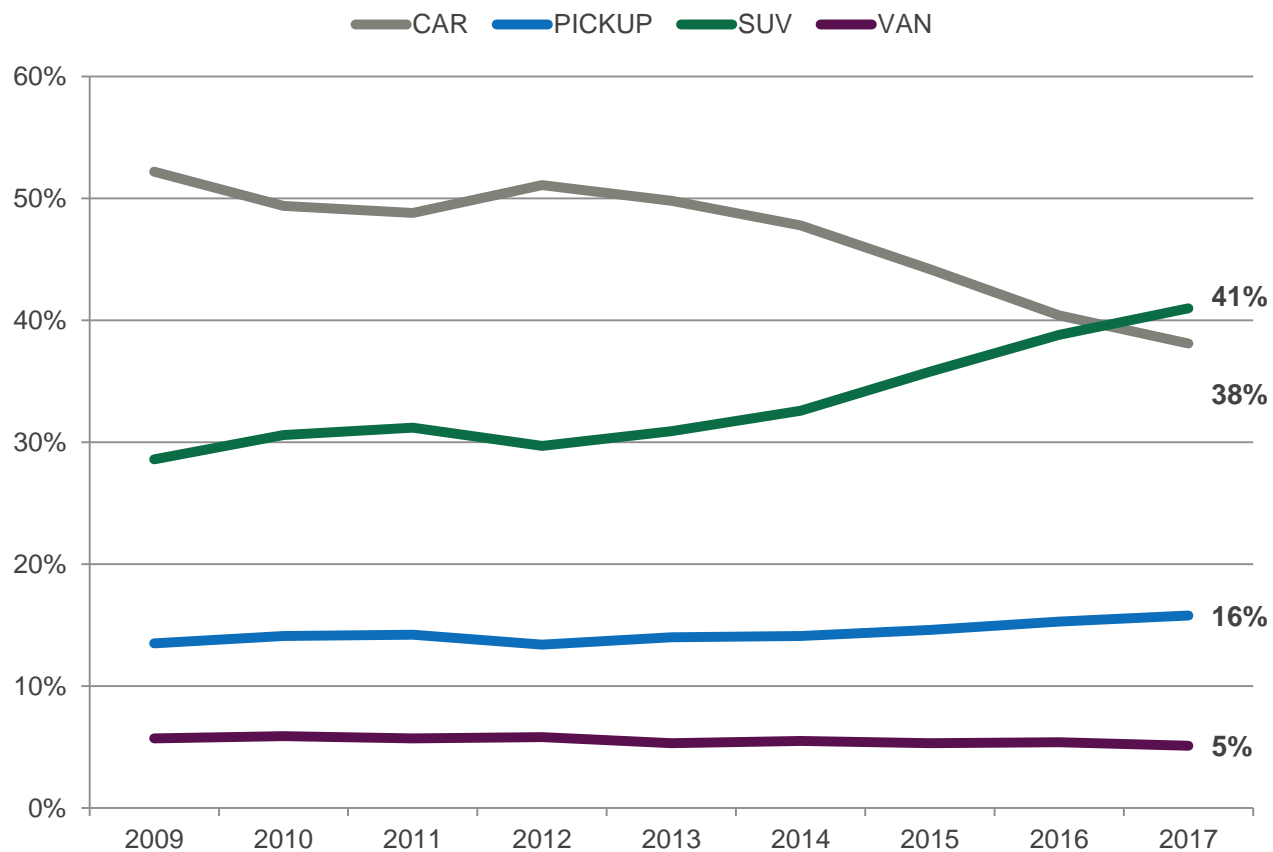
TAKE AWAY

Luxury SUVs were the big winner in August.

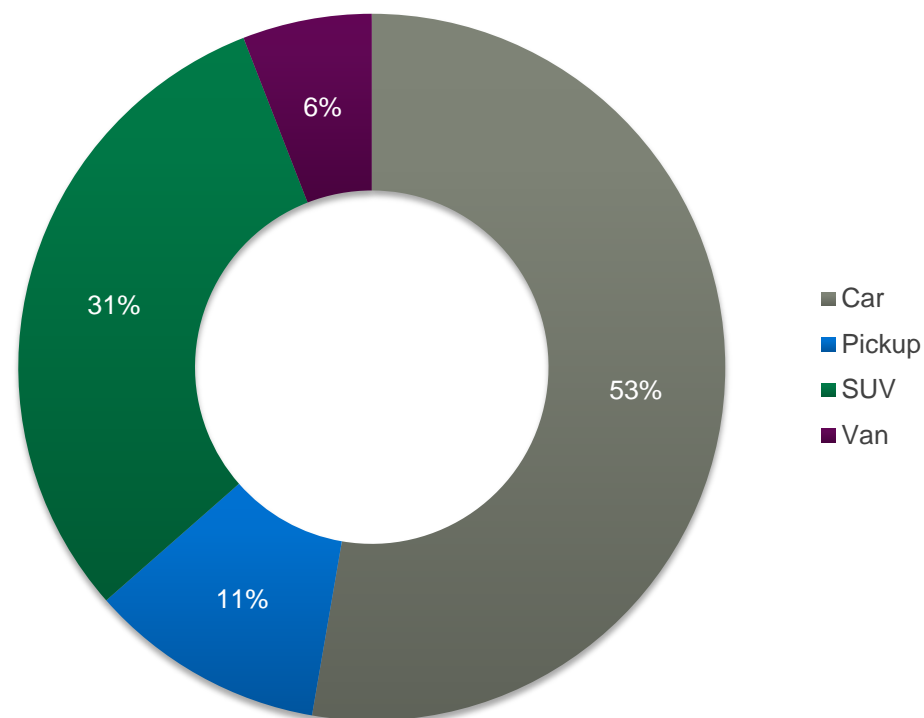
Shifting Consumer Preferences Not Reflected in Wholesale Market Volumes

Cars still dominate the wholesale market, while the SUV reigns supreme in new

New Vehicle Sales by Category



Manheim Sales in September



TOP 10

COX
AUTOMOTIVE™

TRENDS DEALERS NEED TO KNOW

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