

# PRESS RELEASE

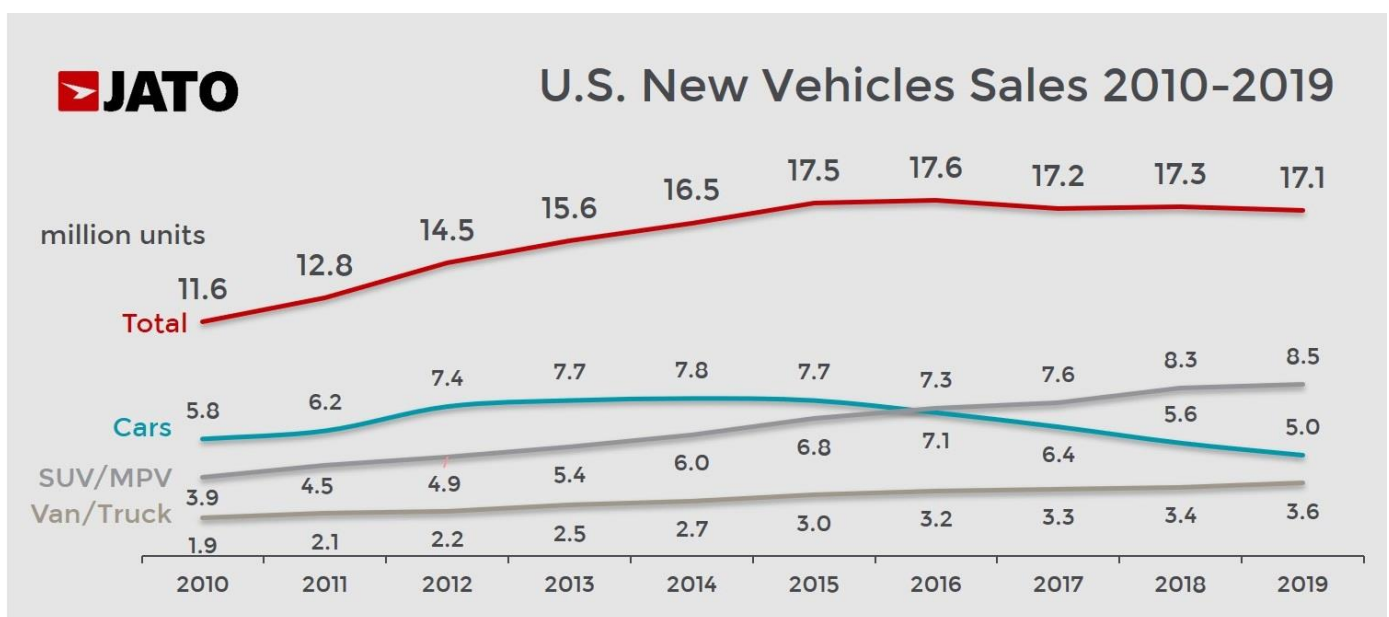
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London, UK

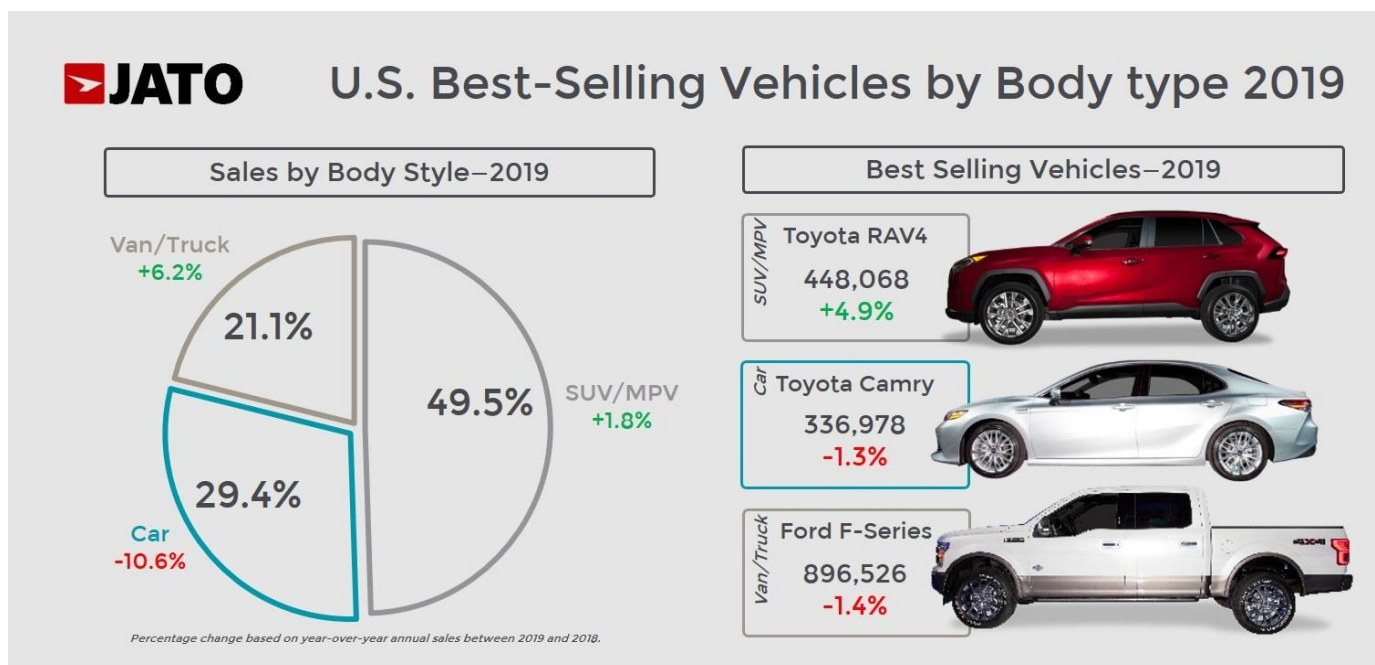
## AMERICAN CUSTOMERS' TASTES CONTINUE TO SHIFT AS SALES PLATEAU AGAIN IN 2019

- 17.1 million new vehicles were sold in the United States in 2019 – a decline of 1.4% when compared to 2018
- SUV market share continues to rise at the expense of cars
- Ford remains USA's top-selling brand, primarily due to the F-Series

2019 saw continued popularity for SUVs from American consumers, as the body style made up 49.5% of all new vehicle sales (8.5 million units) – an increase of 1.55 percentage points when compared to the previous year. The Toyota RAV4 was the best-selling SUV for the third straight year and was the fourth best-selling vehicle overall in the US market. The compact SUV sold 448,068 vehicles through the year, a 4.9% increase year-over-year. Following the RAV4 were the Honda CR-V, Chevrolet Equinox, and Nissan Rogue.



This increase primarily came at the expense of cars (e.g. sedans, coupes, convertibles), which declined from a 32.4% market share in 2018 to 29.4% in 2019. Despite declining 1.3% in year-over-year sales, the Toyota Camry was once again the best-selling car with 336,978 units sold. Rounding out the top five were the Honda Civic, Toyota Corolla, Honda Accord, and Nissan Altima.



In 2019, 49.5% of all new vehicle sales were either SUV or MPVs, an increase of 1.55 percentage points when compared to 2018. Donald Smith, Vice President Sales & Marketing at JATO, explained: “If this trend continues, 2020 will be the first year that SUV/MPVs make up a majority of new vehicle sales in the United States.”

Trucks continue to play a major part of the US market, selling over 3.6 million vehicles – an increase of over 200,000 vehicles when compared to the previous year. The F-Series continues to be the best-selling vehicle in the United States, selling 896,526 trucks in 2019. If the F-Series was a brand, it would be the seventh best-selling, positioned between Jeep and Subaru (937,255 and 700,117 sales respectively). Following the F-Series were the Ram Pickup and Chevrolet Silverado, with the Ram Pickup outselling the Silverado for the first time in their history.

Despite seeing a decline in sales year-over-year, Ford remains the US’ top brand, selling just under 2.3 million vehicles throughout the year. Their pole position can be attributed to the F-Series as other best-selling Ford vehicles (Escape, Explorer, and Fusion) have seen declining sales. Toyota and Chevrolet were second and third respectively, with Toyota selling more than 2 million vehicles for the 6<sup>th</sup> year straight.

The biggest winner in market share growth was Ram who gained 0.60 percentage points year-over-year. Ram's success can be attributed to the increased sales of the Ram Pickup, which was the US' second best-selling vehicle in 2019 with 625,275 units sold.

The Tesla Model 3 was the best-selling premium vehicle for the second year in a row selling over 150,000 units in 2019. The Model 3 was the 26th best-selling vehicle in the United States for the year, positioned between the Ford Fusion and Mazda CX-5, and could crack the top 25 in 2020.

JATO				TOP 25 Brands & Models 2019. United States			
	Brand	Sales	ΔYoY		Model	Sales	ΔYoY
1	FORD	2,293,984	-3.7%	1	F-SERIES	896,526	-1.4%
2	TOYOTA	2,085,206	-2.0%	2	RAM PICKUP	625,275	+16.4%
3	CHEVROLET	1,960,188	-3.7%	3	SILVERADO	572,991	-2.2%
4	HONDA	1,450,785	+0.3%	4	RAV4	448,068	+4.9%
5	NISSAN	1,227,973	-8.7%	5	CR-V	384,168	+1.4%
6	JEEP	937,255	-3.7%	6	EQUINOX	347,319	+4.4%
7	SUBARU	700,117	+2.9%	7	CAMRY	336,978	-1.9%
8	RAM	691,818	+15.8%	8	CIVIC	325,650	+0.0%
9	HYUNDAI	688,771	+3.2%	9	COROLLA	304,850	+7.2%
10	KIA	615,338	+4.4%	10	ROGUE	268,362	-17.0%
11	GMC	567,105	+1.9%	11	ACCORD	267,567	-8.1%
12	DODGE	434,257	-5.5%	12	TACOMA	248,801	+1.3%
13	VOLKSWAGEN	363,323	+2.6%	13	GRAND CHEROKEE	245,061	+9.0%
14	MERCEDES	356,026	+0.9%	14	ESCAPE	241,388	-11.3%
15	BMW	324,826	+4.4%	15	HIGHLANDER	239,437	-2.1%
16	LEXUS	298,112	-0.1%	16	SIERRA	231,886	+5.6%
17	MAZDA	278,550	-7.3%	17	WRANGLER	231,744	-3.5%
18	AUDI	224,066	+0.3%	18	ALTIMA	209,183	+0.0%
19	BUICK	204,058	-1.4%	19	CHEROKEE	196,018	-18.1%
20	TESLA*	188,565	+7.8%	20	SENTRA	184,618	-13.3%
21	CADILLAC	159,528	+3.1%	21	OUTBACK	181,178	+1.3%
22	ACURA	157,385	-1.0%	22	FORESTER	180,179	+5.0%
23	CHRYSLER	136,999	-17.5%	23	ELANTRA	175,094	-12.6%
24	MITSUBISHI	121,049	+2.5%	24	EXPLORER	168,309	-26.1%
25	INFINITI	117,708	-21.1%	25	FUSION	166,045	-4.4%

\*Includes LMC estimates for Tesla during Q4 2019  
Percentage change based on year-over-year annual sales between 2019 and 2018.

-Ends-

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The company has representation in over 40 countries, providing unique local market expertise. The JATO client base includes all of the world's volume vehicle manufacturers; giving them the ability to react to short-term market movements, plan for long-term developments and ultimately to meet consumers' needs.

JATO's intelligence has also been adapted for consumer use in motoring web portals where customers can see the advantages and disadvantages of a specified model against any other.

Major leasing companies use JATO's intelligence to drive the vehicle quotation process. Visit JATO at [www.jato.com](http://www.jato.com) for more information.

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