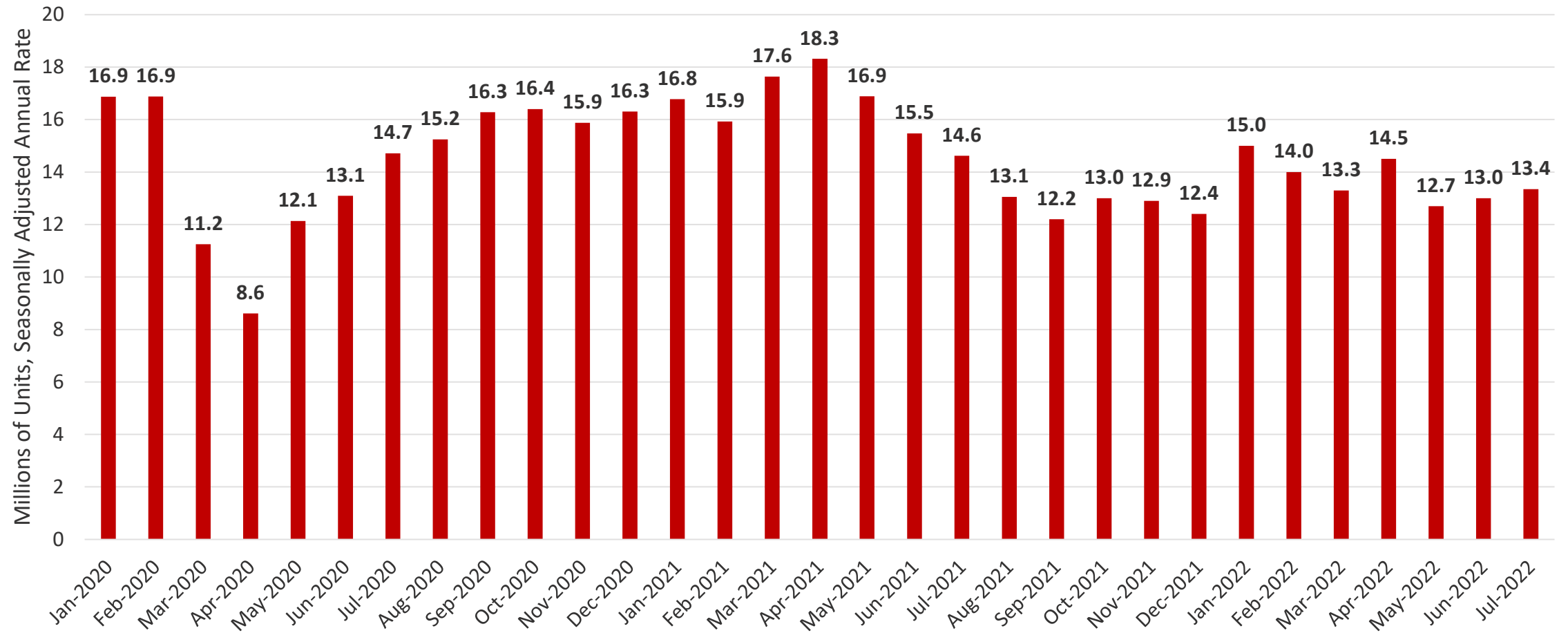


# **New Light-Vehicle Market Update August 2022**

**Patrick Manzi, PhD  
NADA Chief Economist**

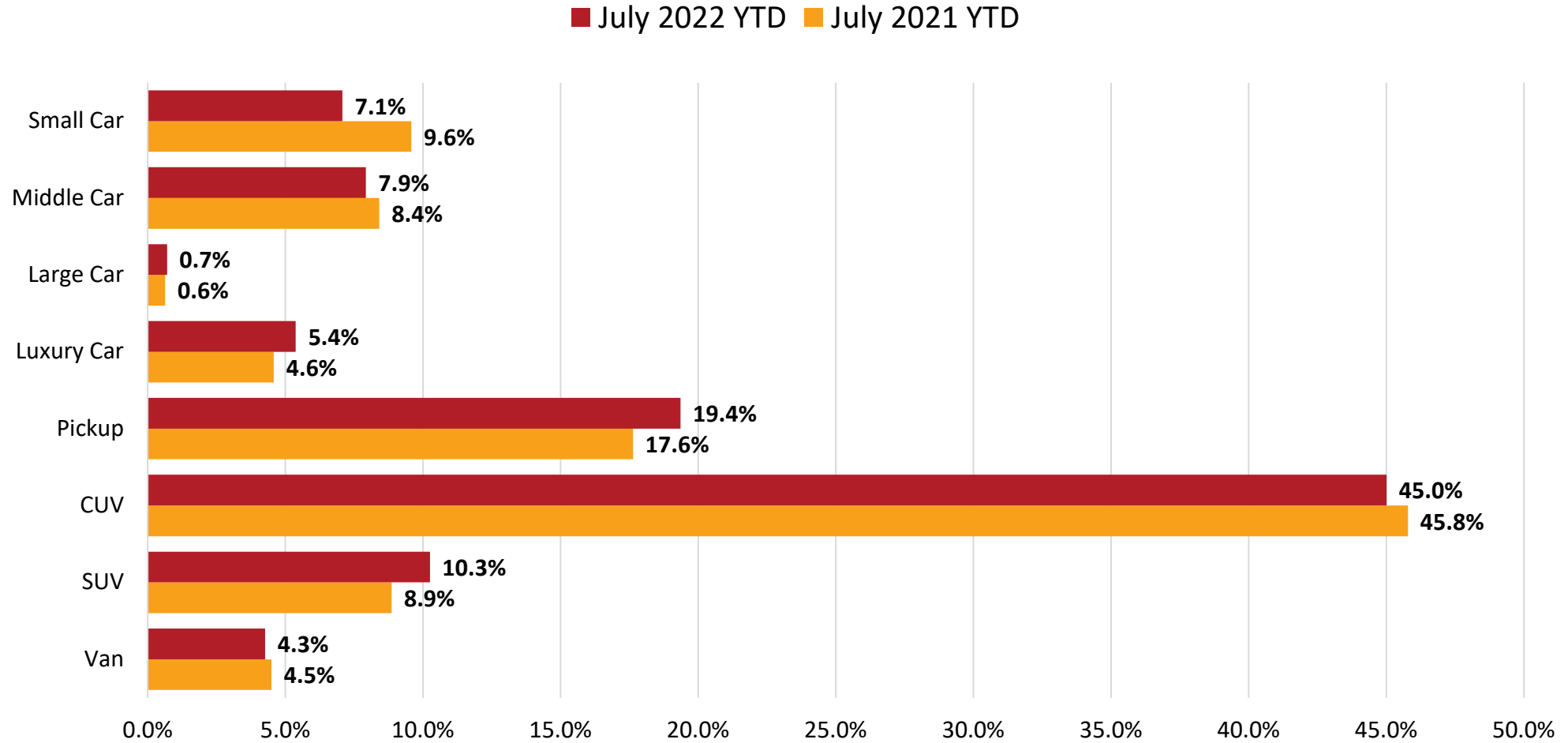


# Monthly New Light-Vehicle Sales

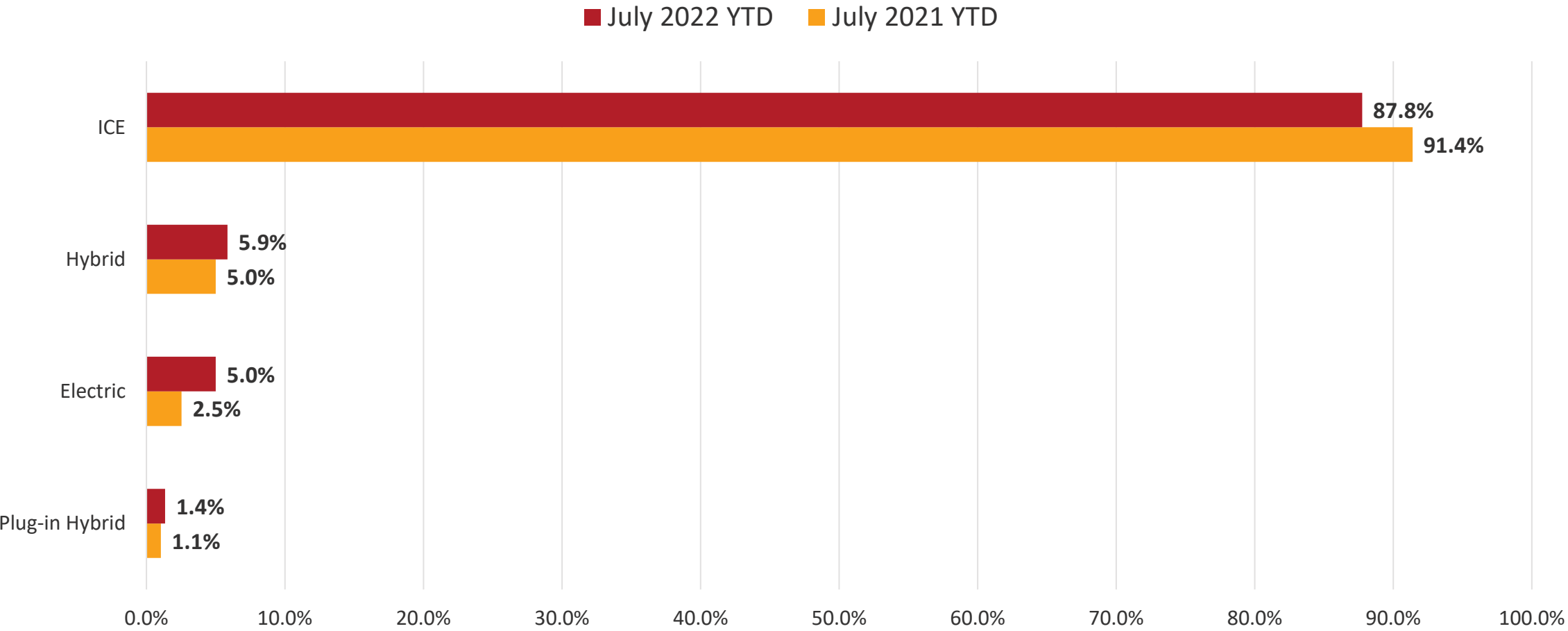


Source: U.S. Bureau of Economic Analysis, Wards Intelligence; NADA

# U.S. Segment Share



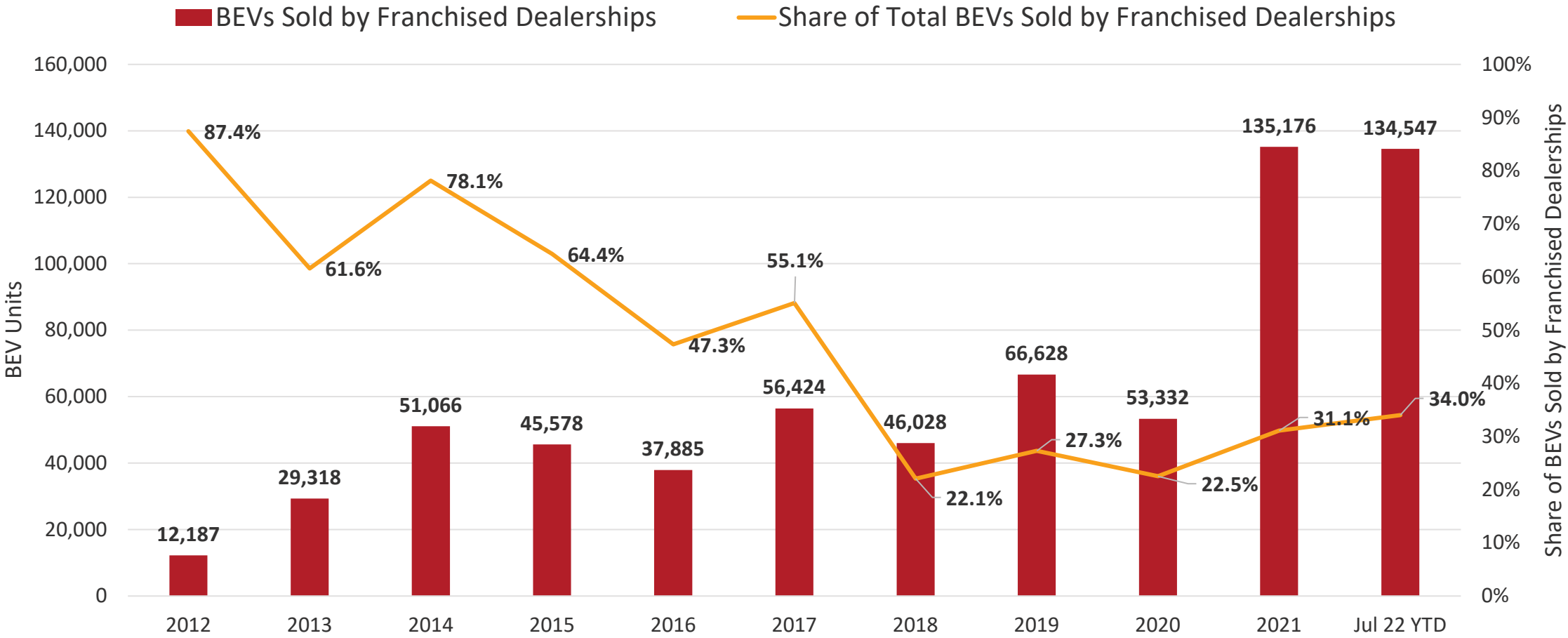
# Powertrain Market Share



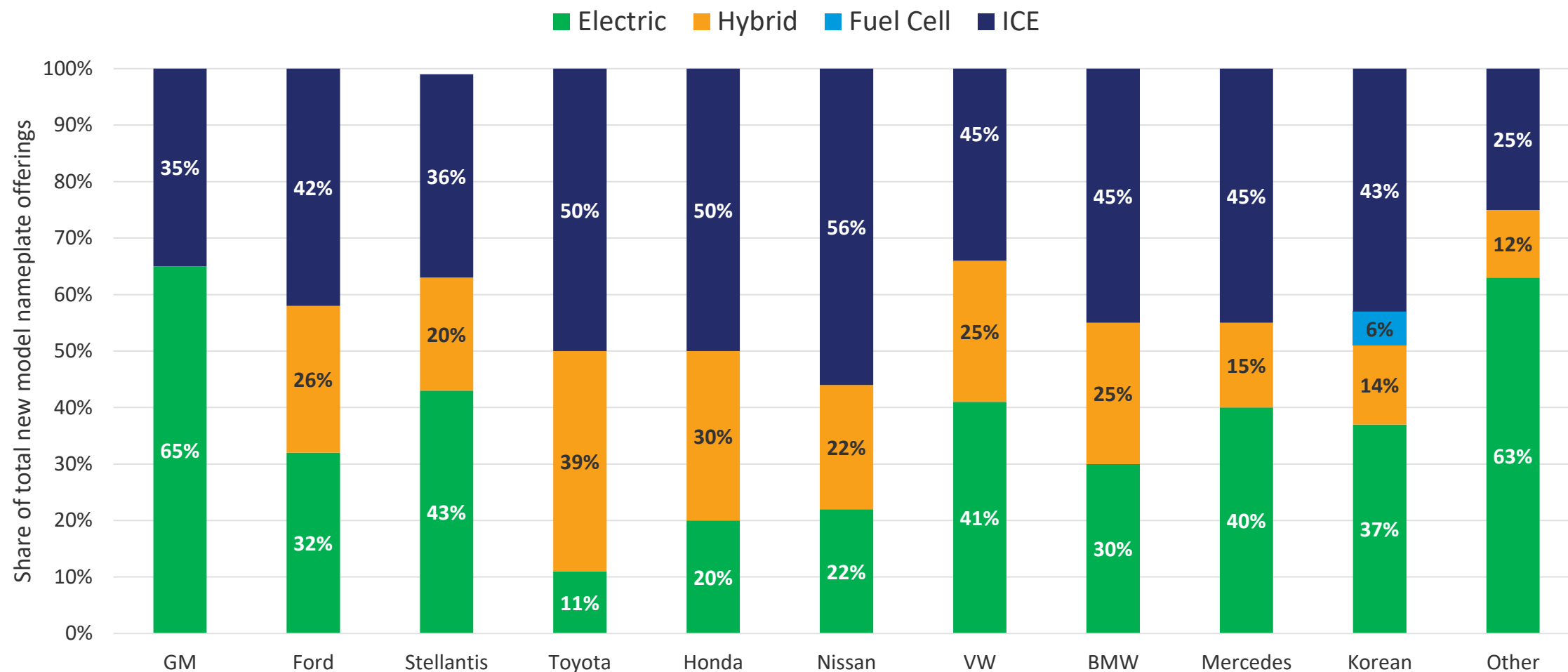
# Electric Vehicles in Operation

- 2021 Q4 - 283.3 million total vehicles in operation in the U.S.
- Battery electric vehicles make up 1.5 million or 0.5% of all vehicles on the road

# BEVs Sold by Franchised Dealerships



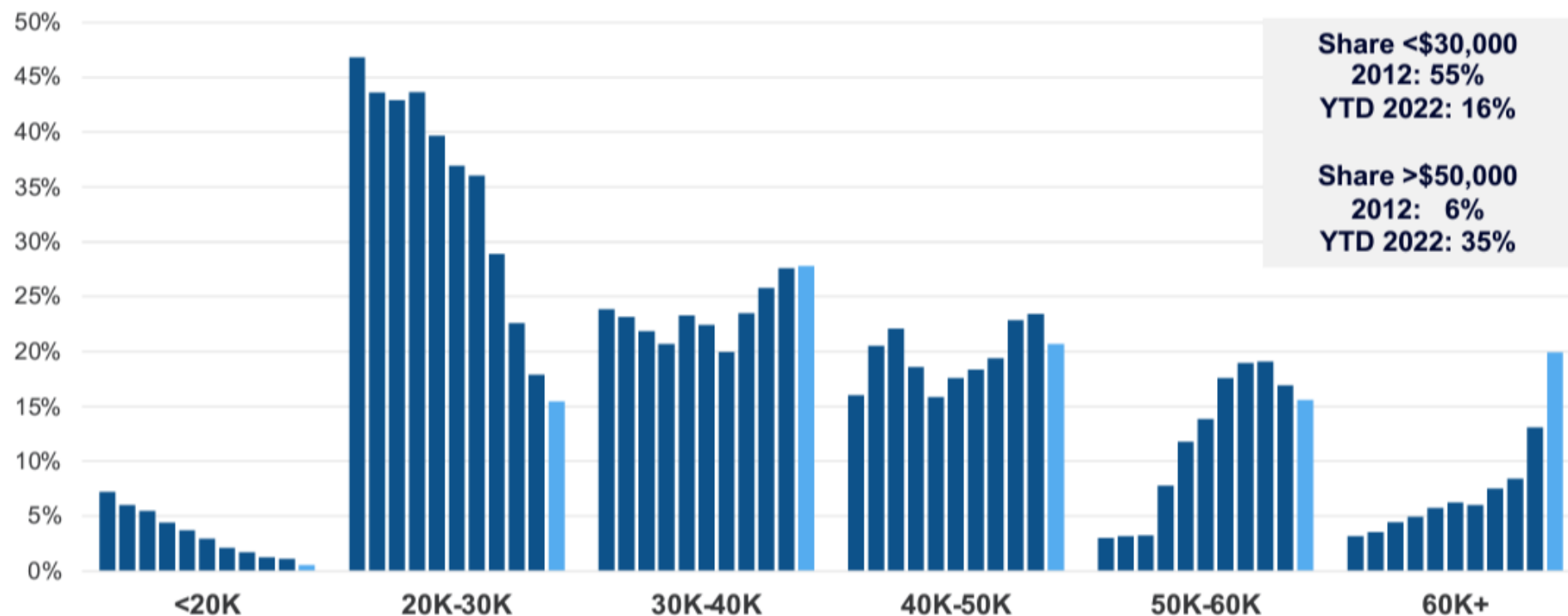
# Powertrain Offering Mix by OEM MY 23-26



## Affordability | COVID accelerated shift to more expensive products

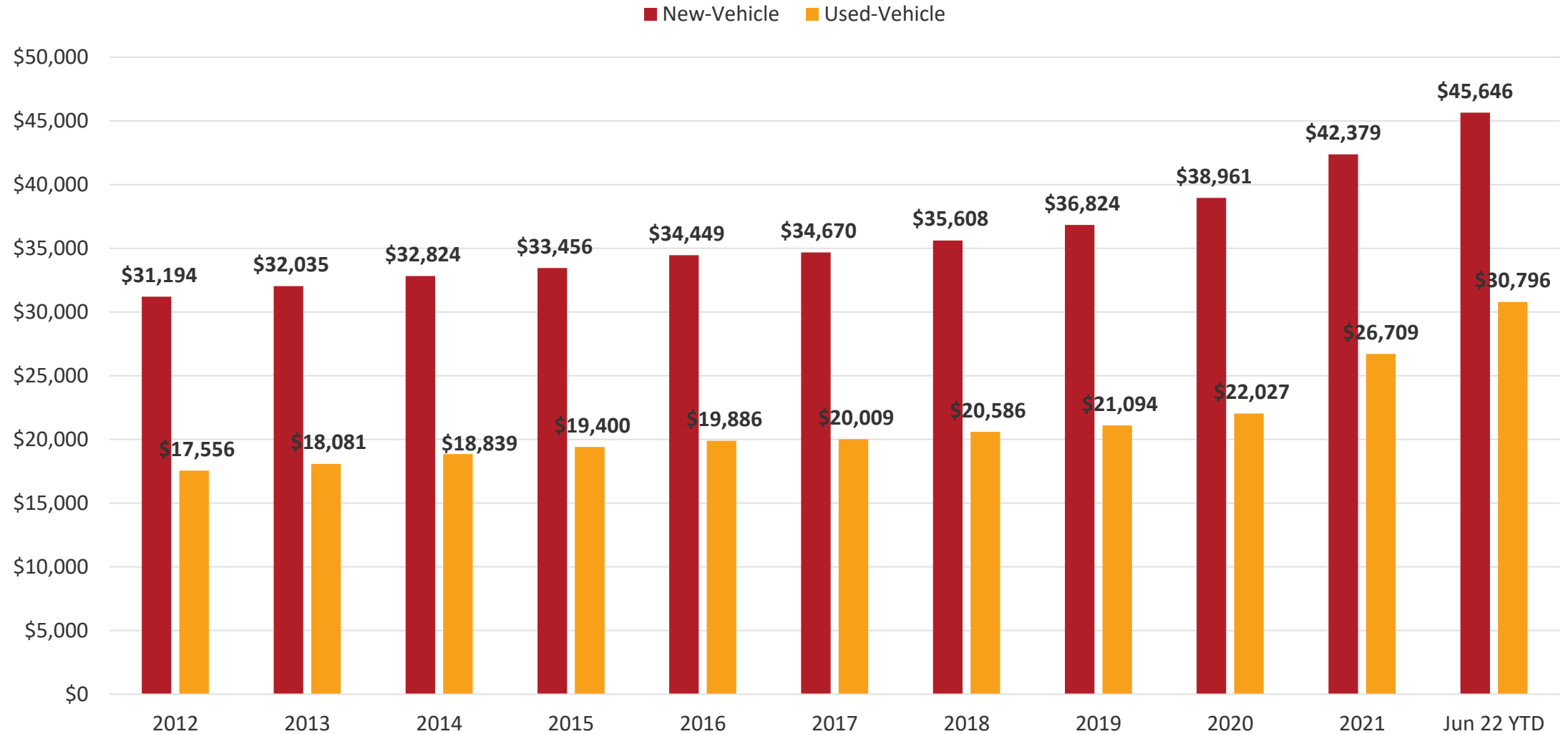
Just 16% of sales in 2022 are priced below \$30,000

Share of New-Vehicle Market by MSRP Price Range 2012 – 2021

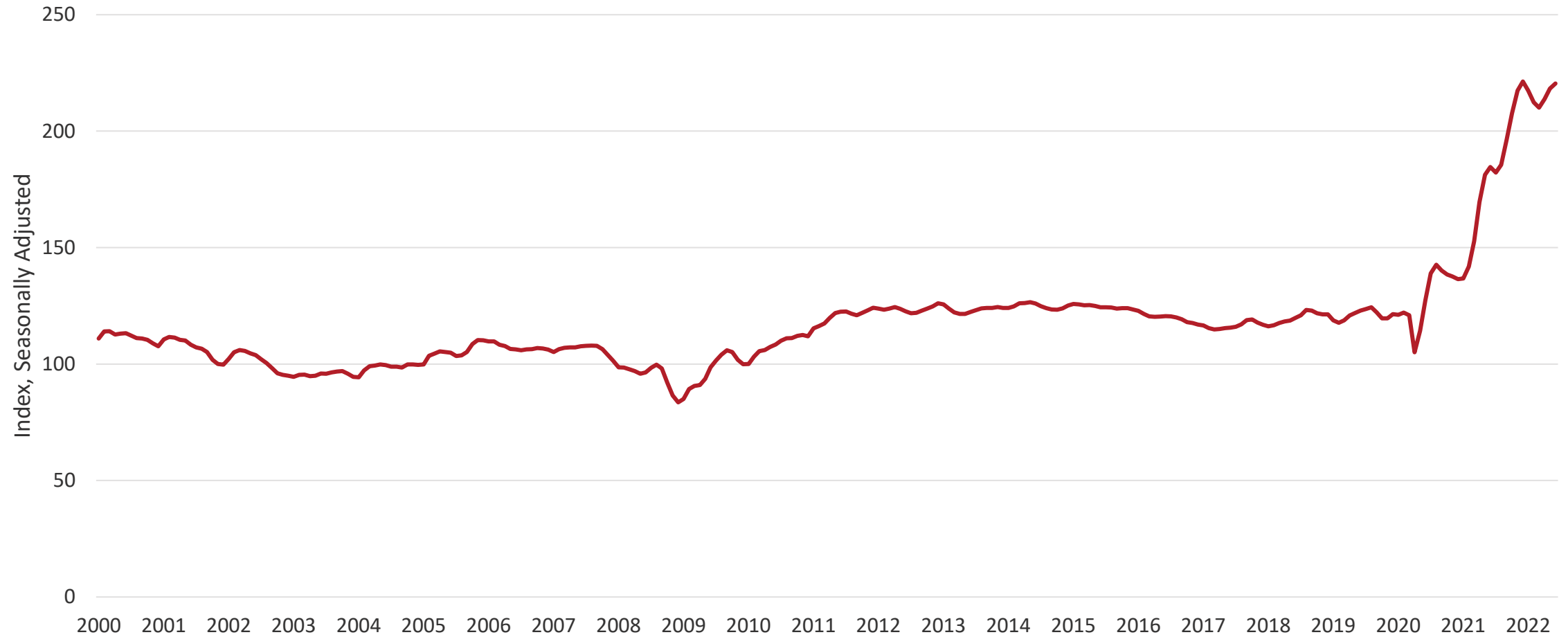




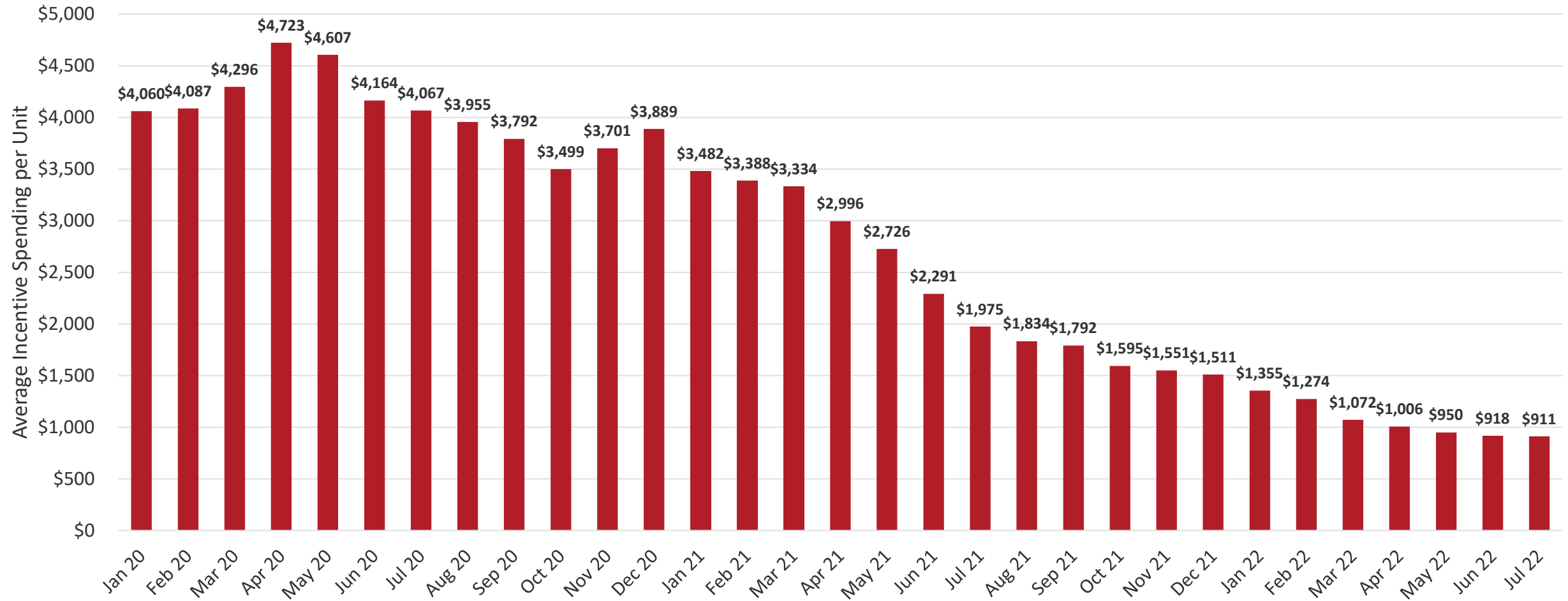
# Average Transaction Price



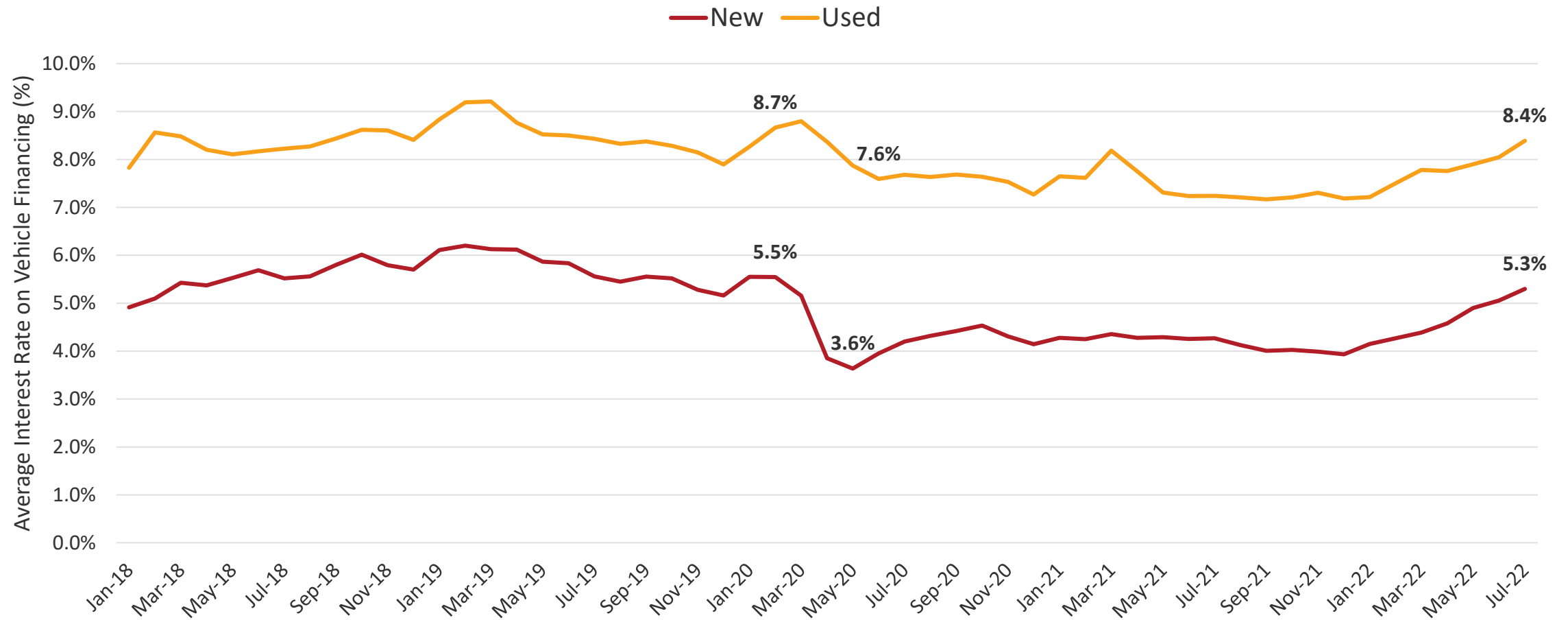
# J.D. Power Used Vehicle Value Index



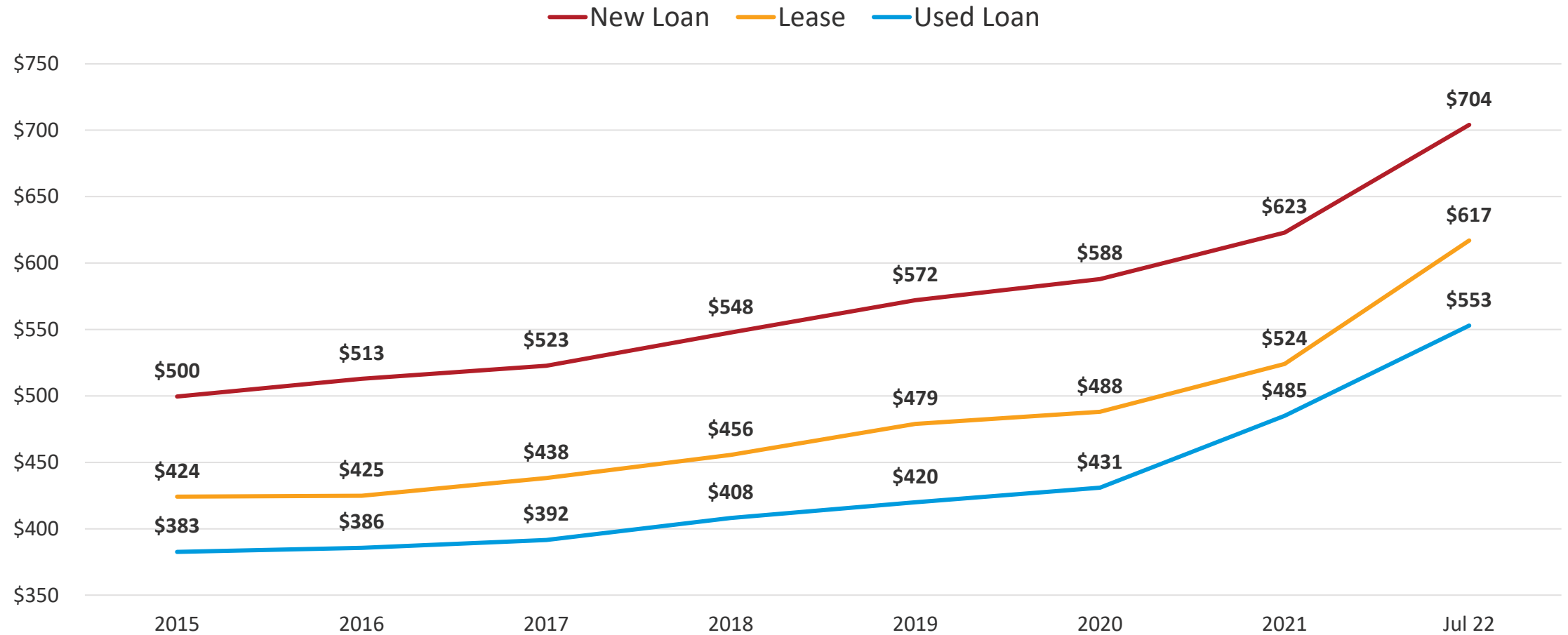
# Incentives at Record Lows



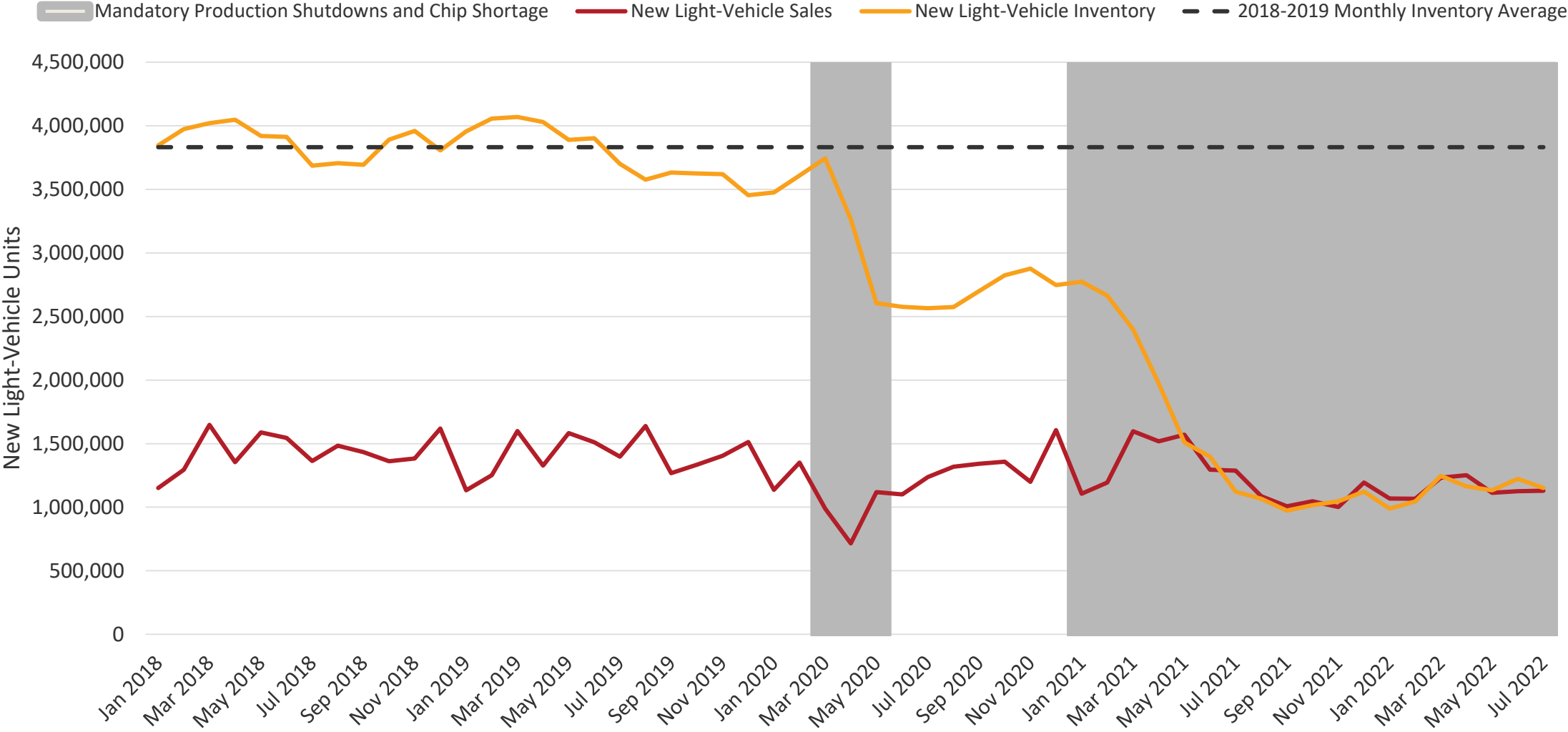
# Average Interest Rate on Vehicle Financing



# Average Monthly Payments

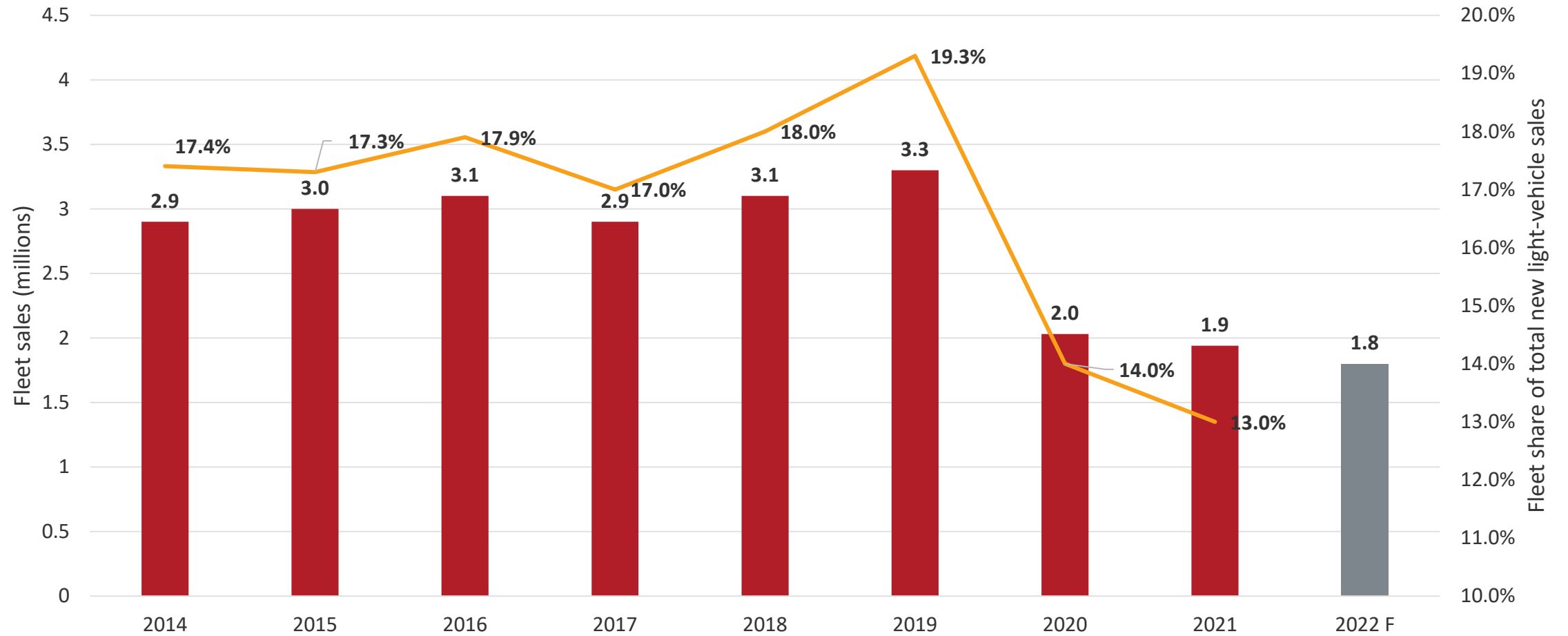


# New Light-Vehicle Inventory and Sales

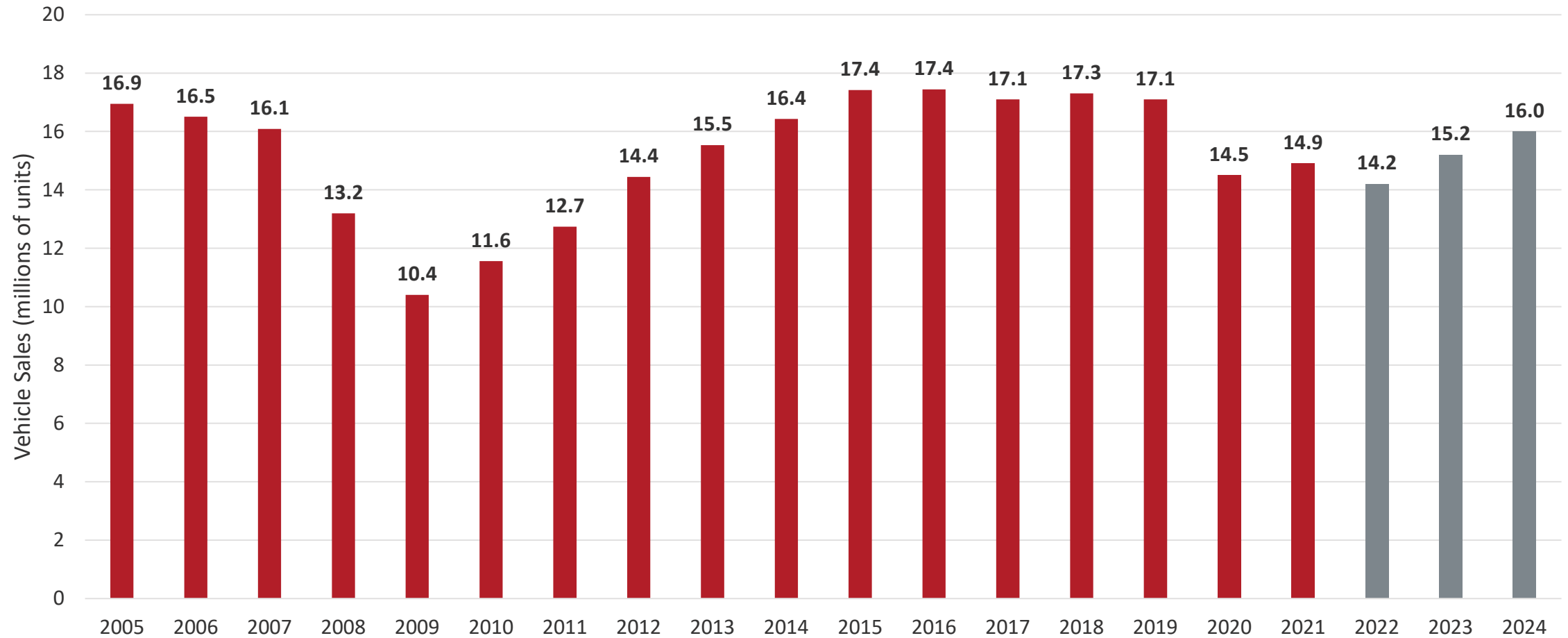


Source: U.S. Bureau of Economic Analysis; St. Louis Federal Reserve; Wards Intelligence

# Fleet Sales



# U.S. Light-Vehicle Sales





The image features a red-tinted background showing several cars parked in a lot. Overlaid on this background is the NADA logo, which consists of the word "NADA" in a bold, white, sans-serif font. Below the text is a white graphic element consisting of two parallel, wavy lines that curve upwards at both ends.

**NADA**