

New Cars - US - September 2017

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New vehicle sales through 2017 have confirmed that the auto industry hit “peak auto” in 2016, meaning growth in new vehicle sales will end this year. Despite the slowdown, Mintel estimates a healthy 17 million units will be sold in 2017. The stagnant market means that auto manufacturers will need to gain market share for growth in a shrinking market.

This report looks at the following areas:

- New vehicles sales expected to drop after record sales in 2016
- Purchase intent trending downwards since July 2016
- Influx of off-lease vehicles will pressure new car sales

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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