



FOR IMMEDIATE RELEASE

## Cox Automotive Forecast: New-Vehicle Sales in February Expected to Rebound After Slow January, 16.3 Million SAAR Anticipated

- February's new-vehicle sales pace is expected to reach approximately 16.3 million, up 0.6 million from last February's 15.7 million pace and an increase from January's 15.6 million level.
- The sales volume is expected to reach 1.250 million in February, up 11.3% from last month's total but down 0.3% from last February.
- The February sales pace is forecast to increase year over year for the sixth consecutive month, spurred on by buyers who delayed their purchases from January.

**ATLANTA, Feb. 24, 2025** – After a slower-than-expected January, a modest rebound is anticipated when February's new-vehicle sales are reported next week. Cox Automotive forecasts February's seasonally adjusted annual rate (SAAR), or sales pace, to improve to 16.3 million, up from January's 15.6 million pace and an increase from last year's 15.7 million level. February is forecast to be the sixth consecutive month with a year-over-year sales pace increase.

According to the Cox Automotive forecast released today, new-vehicle sales volume is expected to decline just slightly from last year. However, February 2025 has one fewer selling day than February 2024, resulting in a stronger sales pace when adjusted.

Charlie Chesbrough, senior economist at Cox Automotive, said: "New-vehicle sales have remained relatively strong since the election, finishing 2024 at the highest pace recorded since spring 2021. January sales dropped off from December, however, as cold weather across much of the country likely caused some buyers to delay their purchase. In addition, California fires and the inauguration in January may have also kept some shoppers at home. Many of those buyers are likely to return this month, which will help lift the February sales pace."

Cox Automotive is forecasting new-vehicle sales to improve modestly in 2025, reaching 16.3 million by year's end, up from just over 16.0 million units in 2024. Positive economic growth coupled with improved buying conditions should lead to a near 2% gain.

Chesbrough noted: "Though we are still optimistic about market growth in 2025, policy changes regarding tariffs and battery electric vehicle credits by the new Trump administration could have significant negative effects on the current outlook."

### February 2025 New-Vehicle Sales Forecast

Segment	Sales Forecast <sup>1</sup>					Market Share		
	Feb-25	Feb-24	Jan-25	YOY%	MOM%	Feb-25	Jan-25	MOM
Compact SUV/Crossover	230,000	242,471	207,370	-5.1%	10.9%	18.4%	18.5%	-0.1%
Mid-Size SUV/Crossover	185,000	208,236	163,848	-11.2%	12.9%	14.8%	14.6%	0.2%
Full-Size Pickup Truck	165,000	159,508	150,113	3.4%	9.9%	13.2%	13.4%	-0.2%
Compact Car	95,000	92,635	84,790	2.6%	12.0%	7.6%	7.5%	0.1%
Mid-Size Car	55,000	75,440	50,218	-27.1%	9.5%	4.4%	4.5%	-0.1%
Other Segments	520,000	475,142	467,139	9.4%	11.3%	41.6%	41.6%	0.0%
<b>Grand Total</b>	<b>1,250,000</b>	<b>1,253,432</b>	<b>1,123,478</b>	<b>-0.3%</b>	<b>11.3%</b>			

<sup>1</sup> Cox Automotive Industry Insights data



February has 24 selling days, one less than last month and one less than last year.

**About Cox Automotive**

Cox Automotive is the world's largest automotive services and technology provider. Fueled by the largest breadth of first-party data fed by 2.3 billion online interactions a year, Cox Automotive tailors leading solutions for car shoppers, auto manufacturers, dealers, lenders and fleets. The company has 29,000+ employees on five continents and a portfolio of industry-leading brands that include Autotrader®, Kelley Blue Book®, Manheim®, vAuto®, Dealertrack®, NextGear Capital™, CentralDispatch® and FleetNet America®. Cox Automotive is a subsidiary of Cox Enterprises Inc., a privately owned, Atlanta-based company with \$22 billion in annual revenue. Visit [coxautoinc.com](http://coxautoinc.com) or connect via [@CoxAutomotive](#) on X, [CoxAutoInc](#) on Facebook or [Cox-Automotive-Inc](#) on LinkedIn.

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