

COX AUTOMOTIVE

# Auto Market Report

Translating Data & Trends into Actionable Insights

March 4, 2025



## Current Context

**JONATHAN SMOKE**

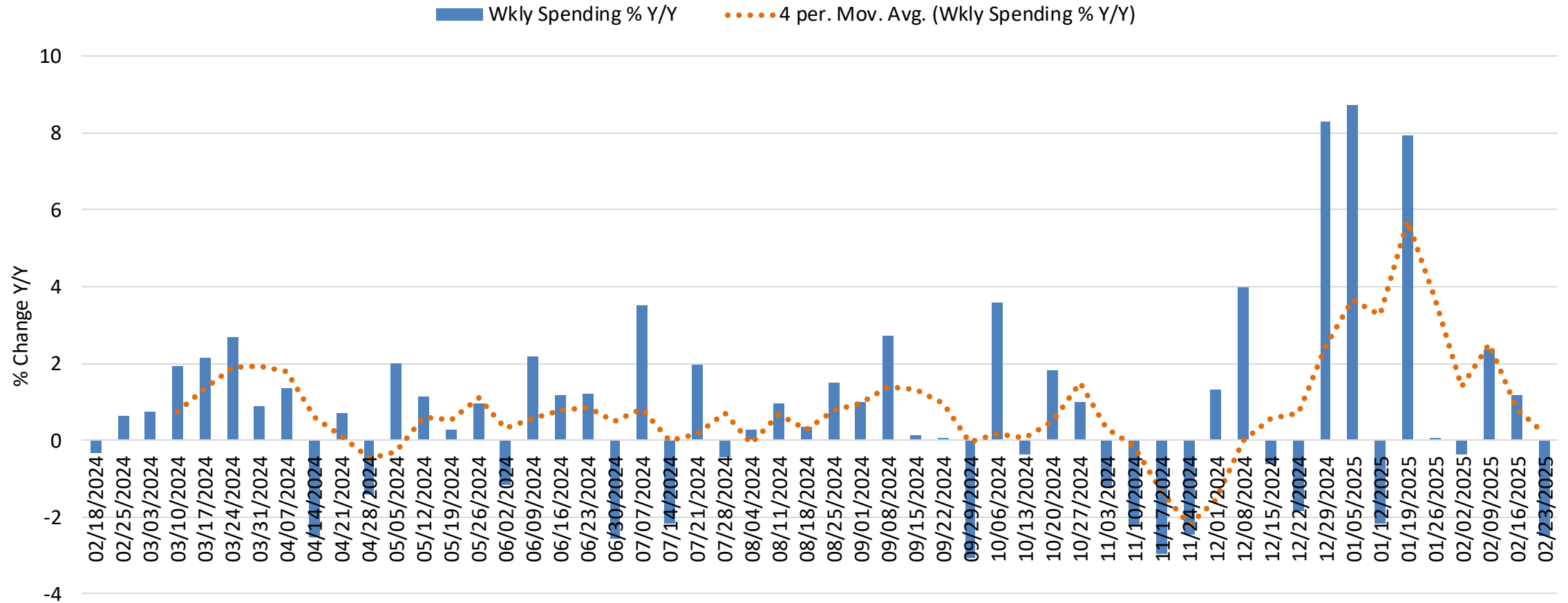
Chief Economist



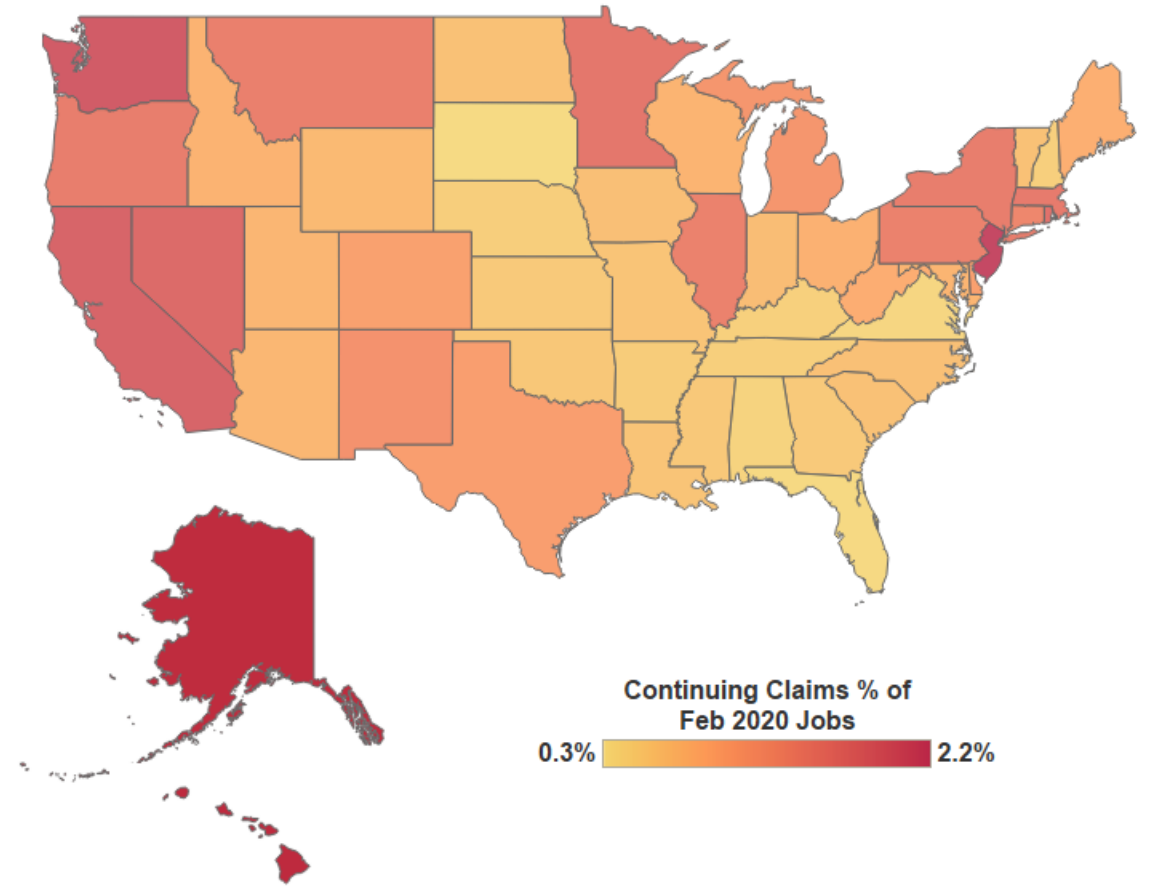
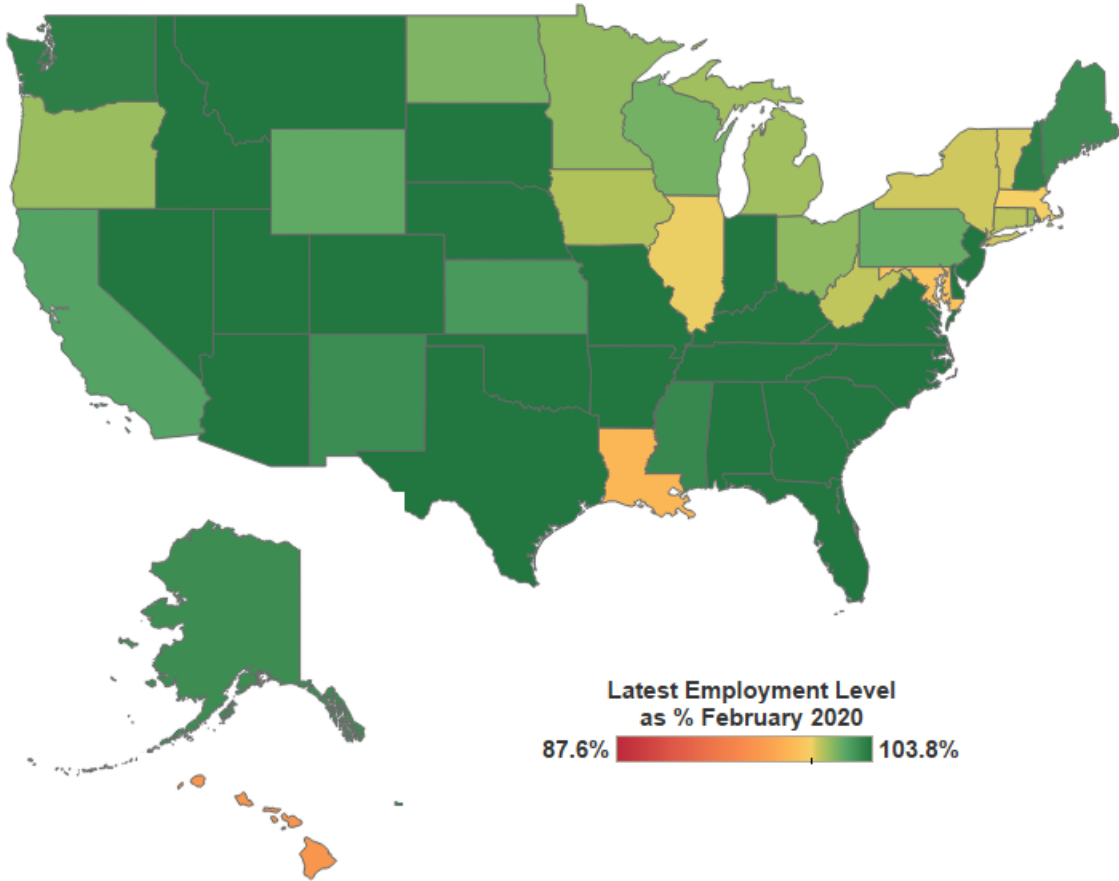
# Consumer Spending Growth Turned Negative Again in Late February

Total consumer spending strongest year-over-year growth in final week of 2024 and early January

Bloomberg Second Measure US Consumer Spend NSA



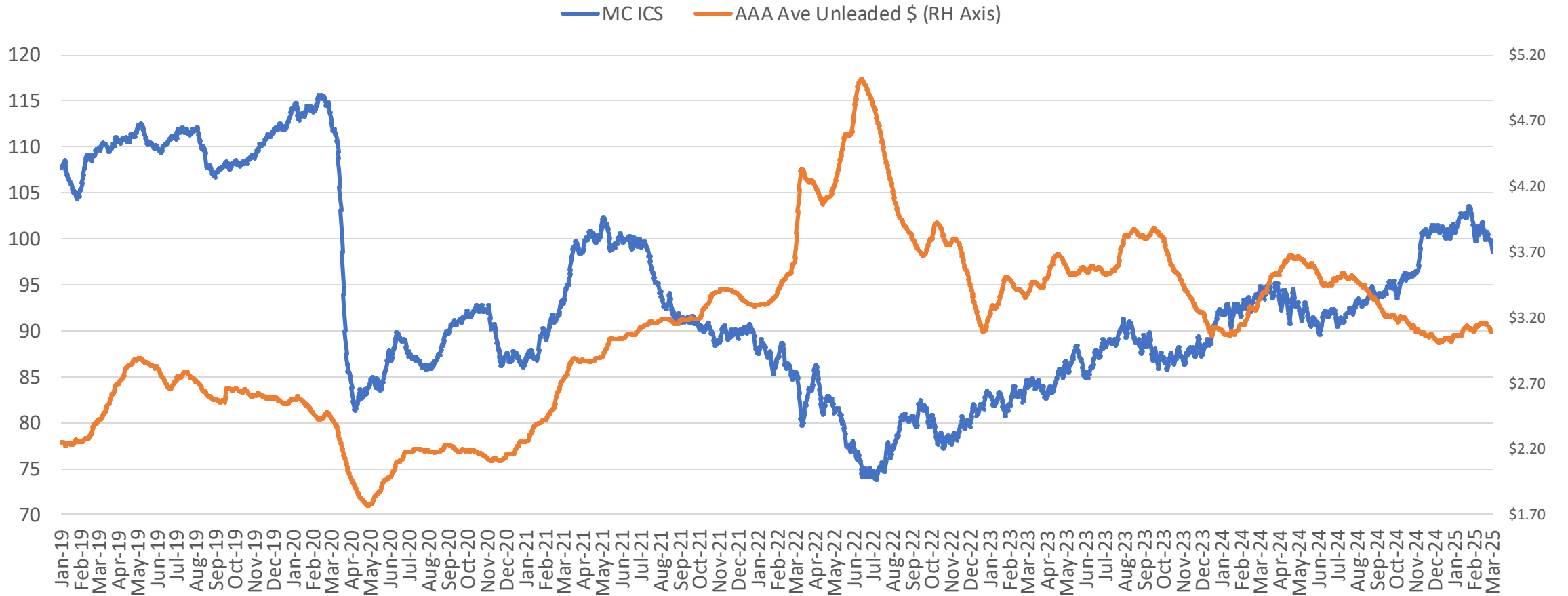
# Continuing Claims Down to 1.86 Million Nationally



# Consumer Sentiment Down to Start 2025

The Index of Consumer Sentiment declined 0.1% in January and 1.7% in February

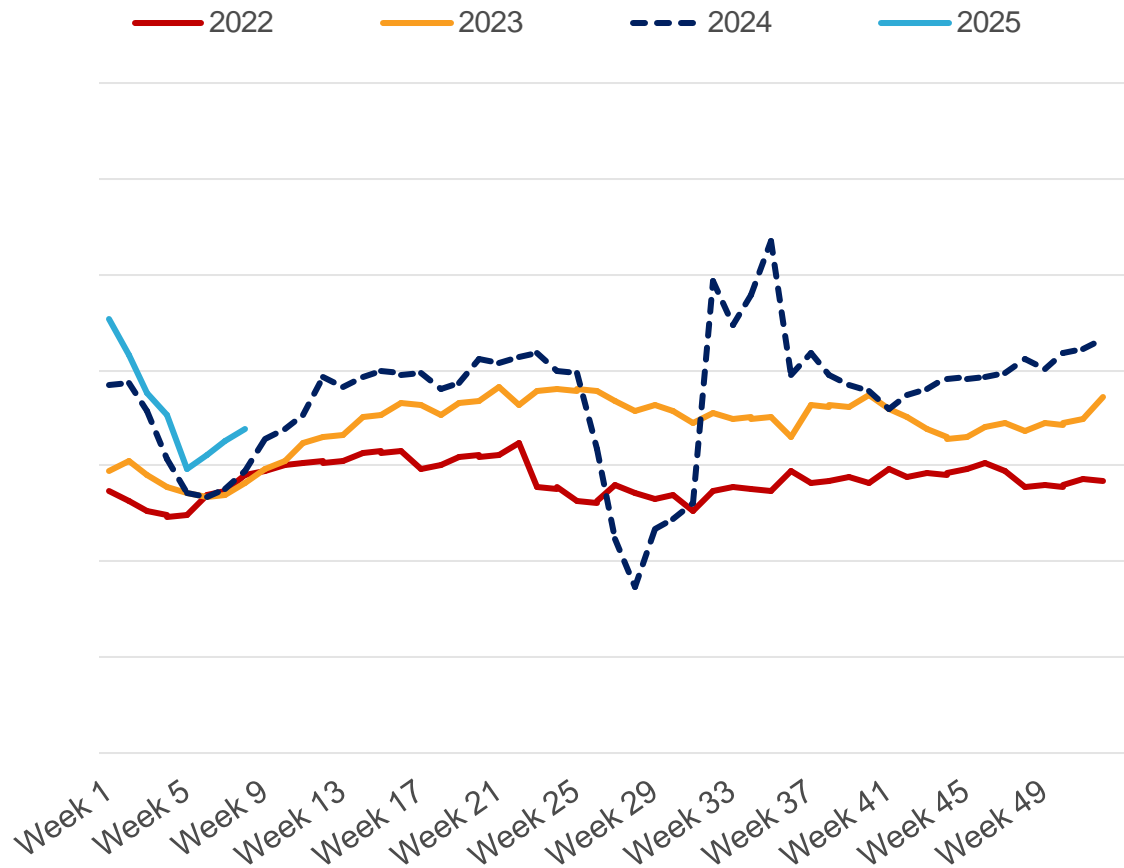
### Morning Consult Index of Consumer Sentiment vs. Average Price of Unleaded Gas



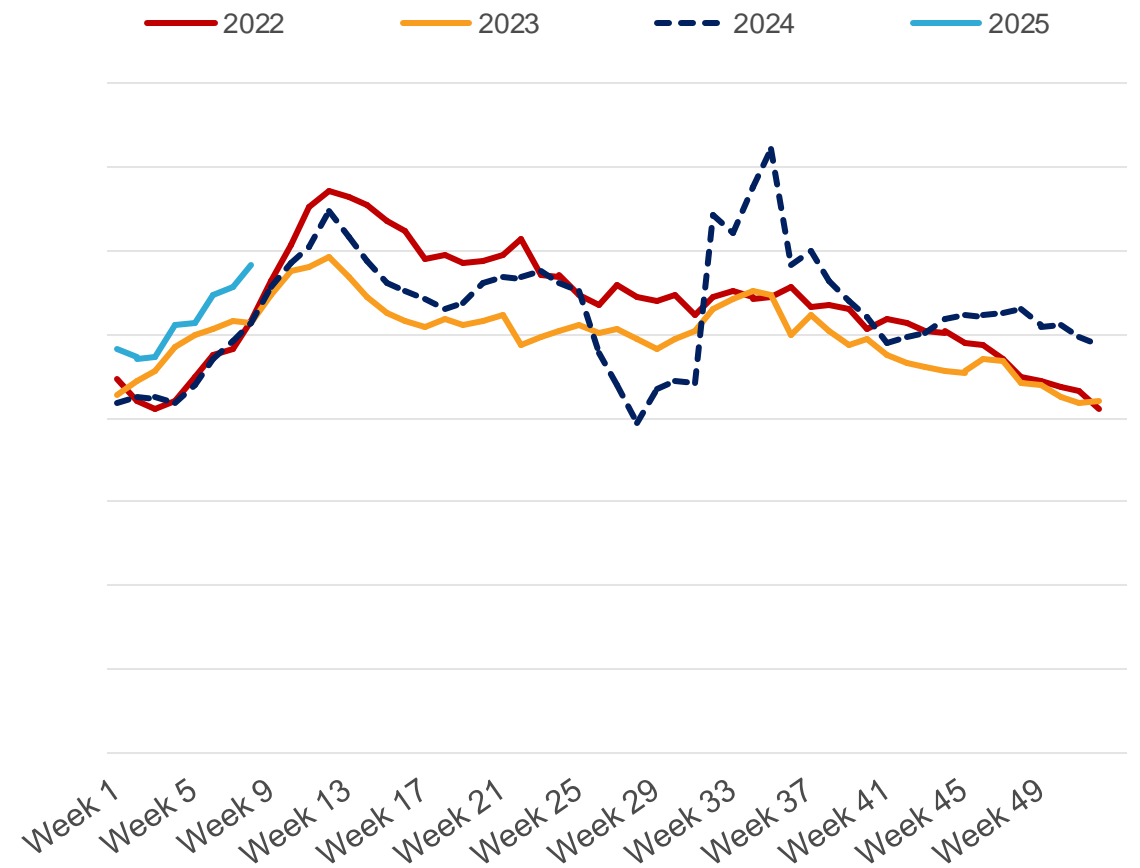
# Retail Vehicle Sales Are Rising Into Late February

Sales trends for new and used vehicles rose in February with strong performance over last year

### New Retail Sales



### Used Retail Sales

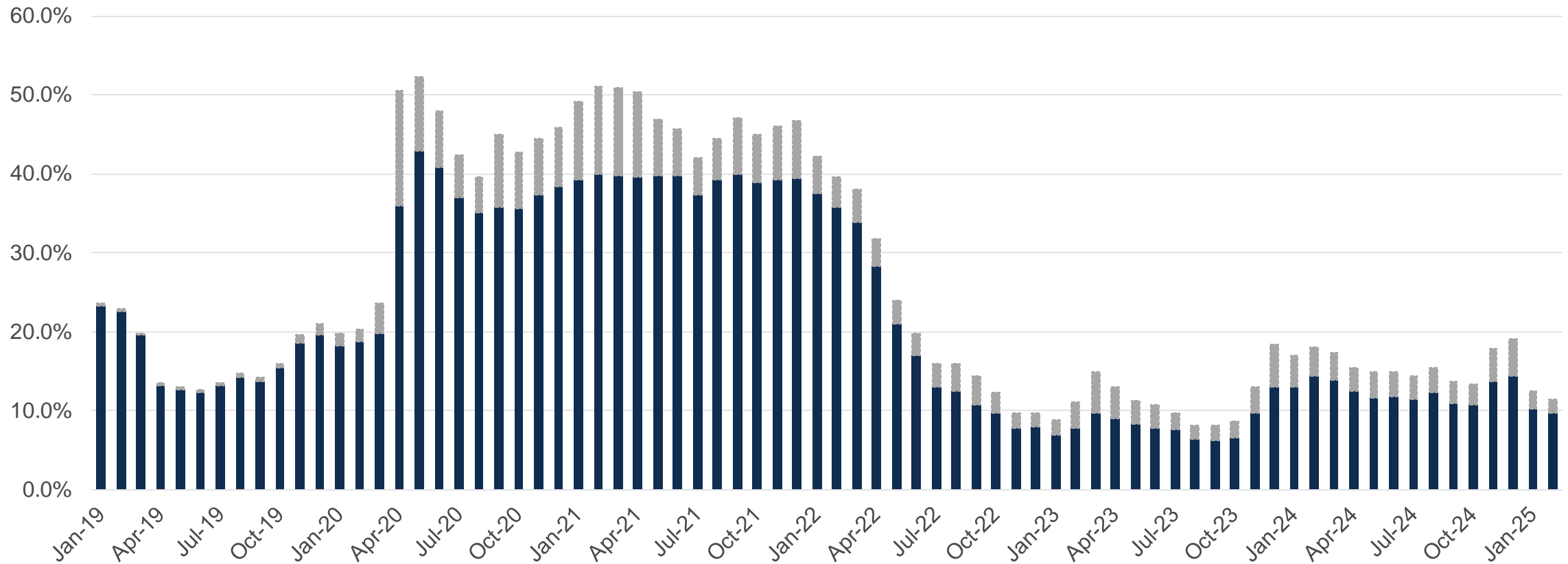


# Low APR Financing

In 2025, low-interest rate deals have declined sharply since December and are lower again in February

### Low Interest Rate Loan Share

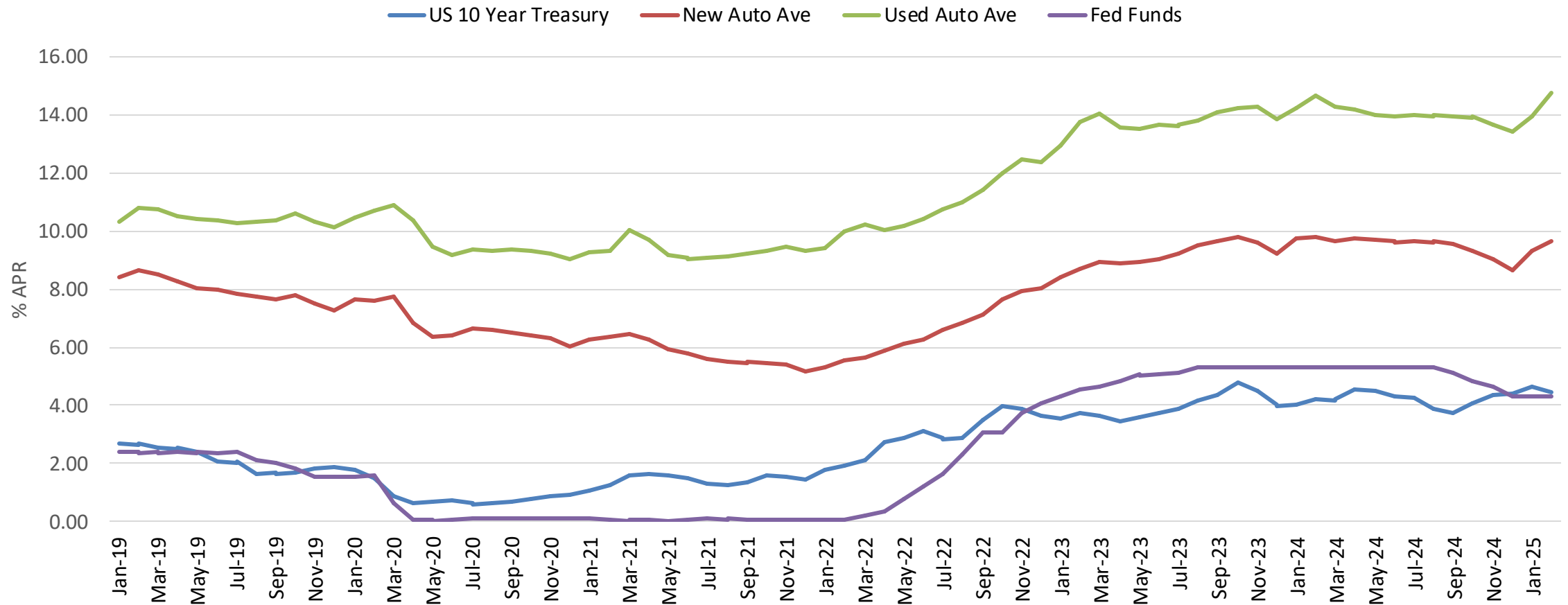
■ < 3% Share ■ 0% Share



# Average Auto Loan Rates Jumped in January and February

Auto rates were at multi-year lows in December but increased in January and February to 14.73% in used, 9.69% in new

### Fed Funds Rate, 10 Year, and Average Auto Loan Rates

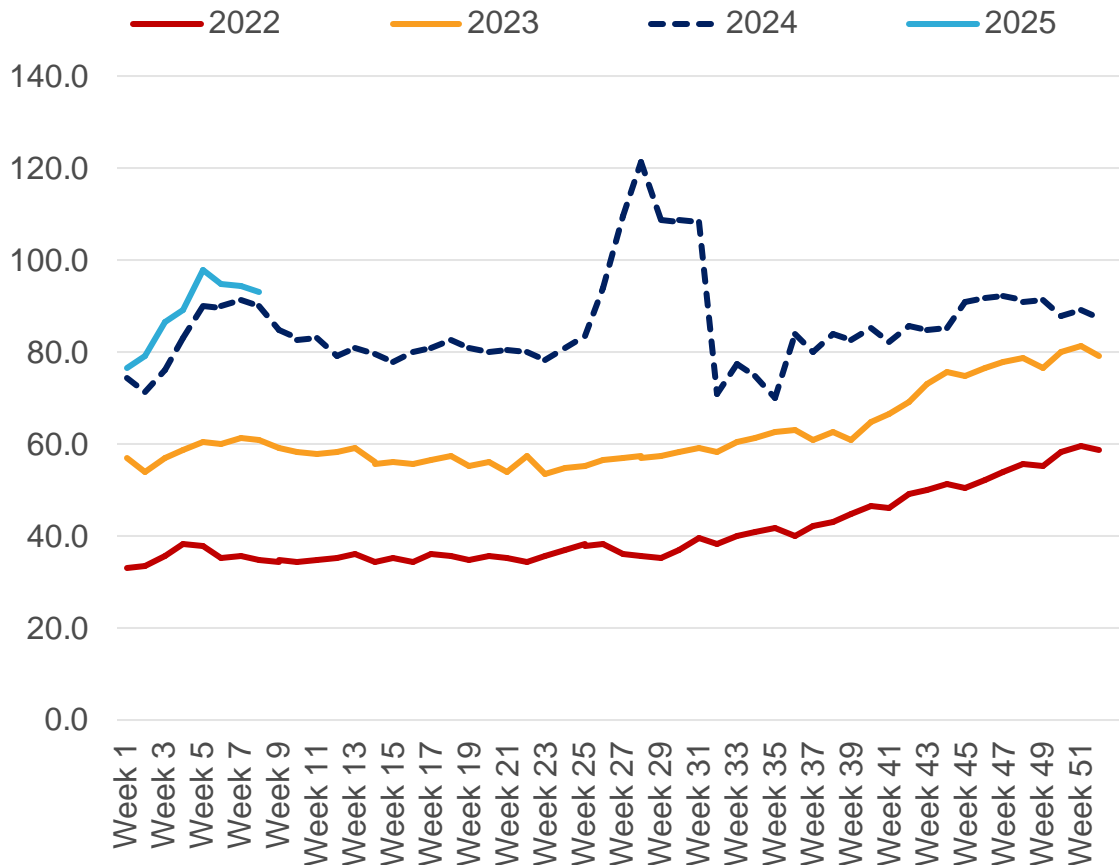




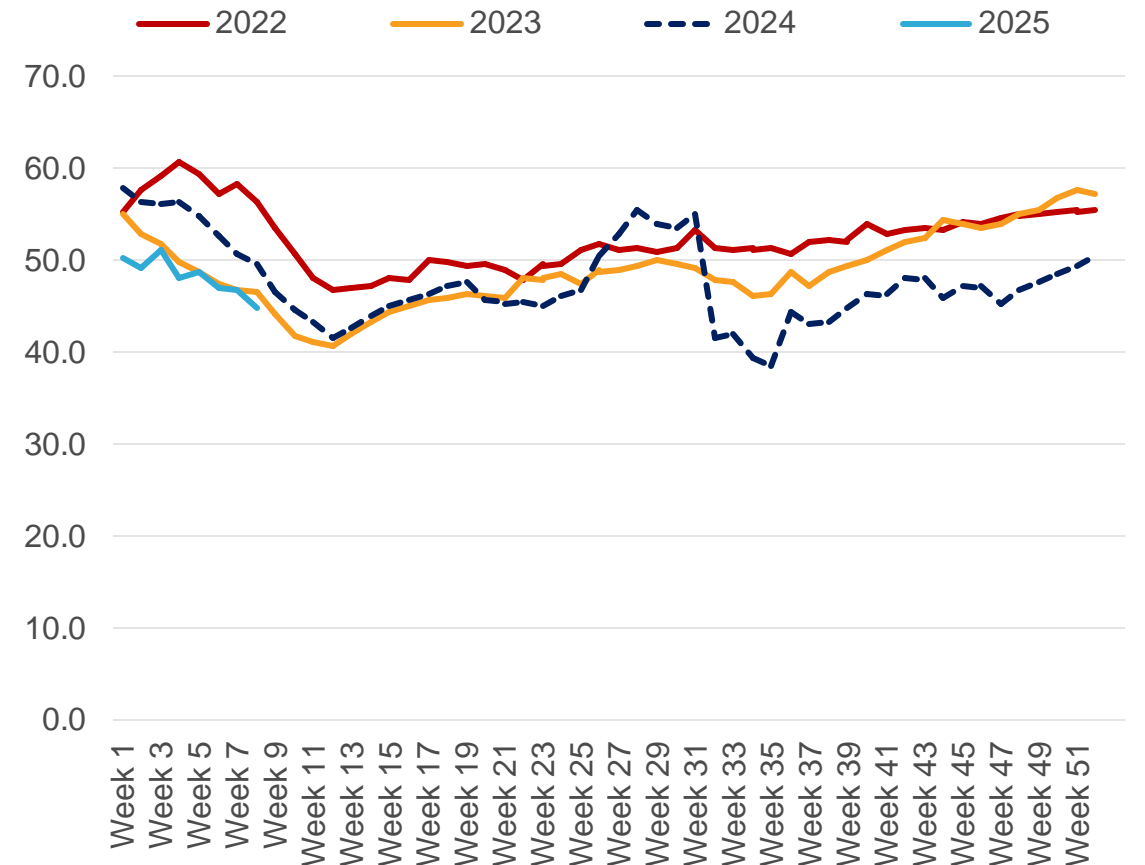
# New & Used Supply is Declining

New supply has fallen for three weeks but is up y/y as Used continues to decline and is down 10% against 2024

## New Days' Supply

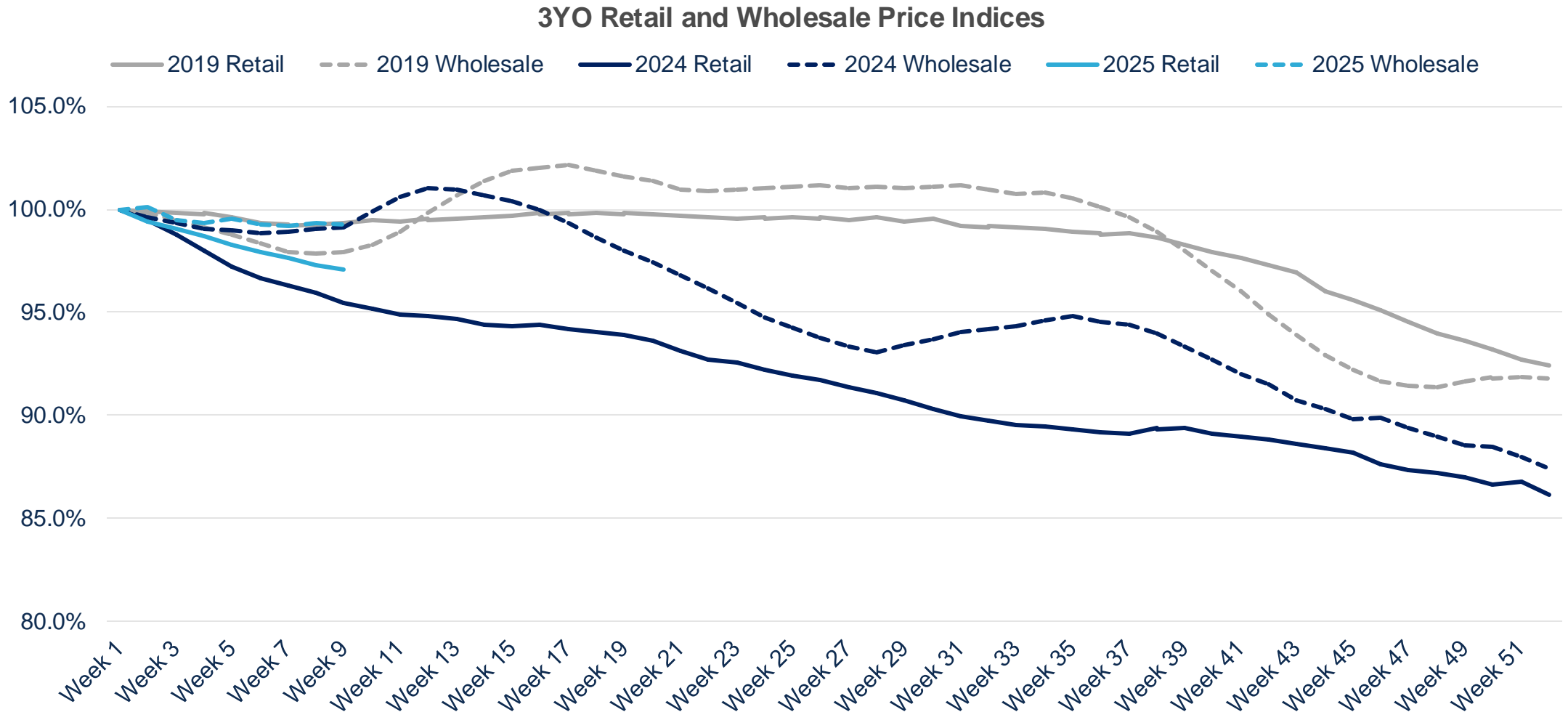


## Used Days' Supply



# Used Prices Were Diverging In February

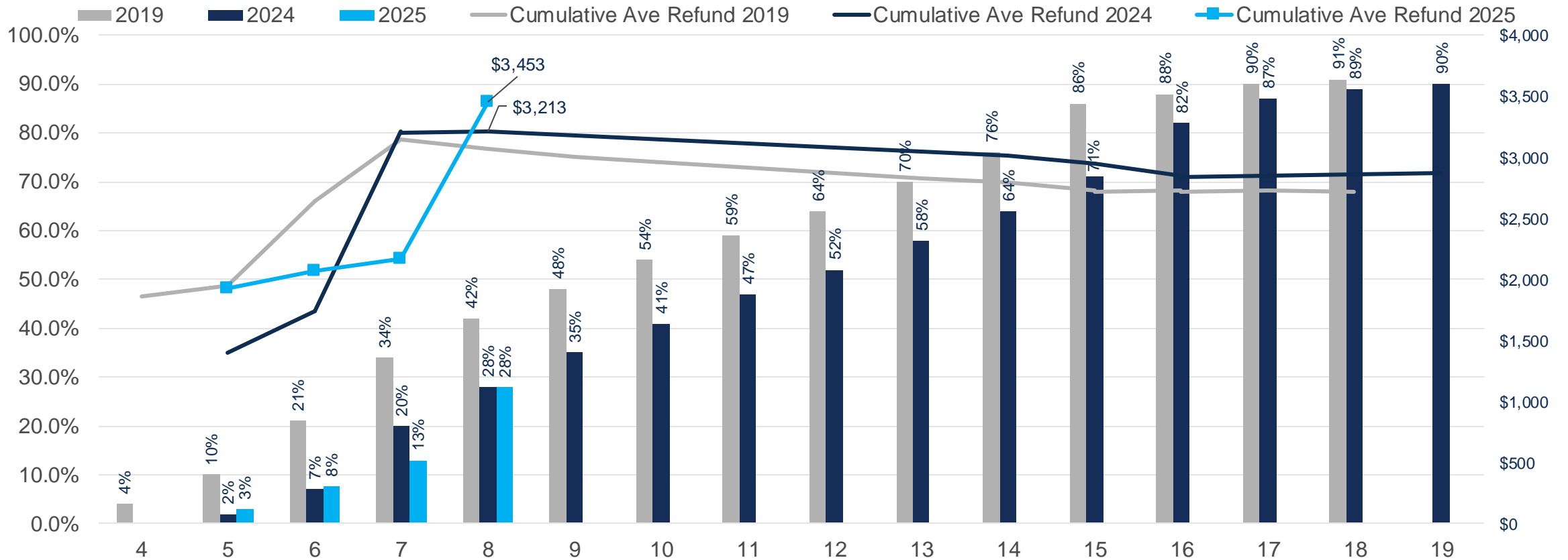
The average MY 2022 retail price fell 0.2% for the most recent week while wholesale prices were flat



# Tax Refund Season Has Picked Up

Total number of refunds is up 2% vs 2024 and the average refund is higher by 7.5% y/y

Cumulative Refunds Issued and Ave Refund Amount by Week  
(Week 8 was week ending February 21, 2025)





## Cox Automotive Leading Indicators

- Leads were up year over year in February on Autotrader and Kelley Blue Book, and **leads were up for the month compared to January on both sites.**
- **Unique leads per dealer for new and used vehicles were down year over year in February on websites hosted by Dealer.com, but new and used leads were up for the month compared to January.**
- Unique credit applications per dealer on Dealertrack were up 18% year over year last week with the trend in **applications per dealer improving week over week.**
- Service trends on Xtime relative to last year declined and remained weak last week, as **completed appointments were down 26% year over year.**

**Final Thoughts**  
**JONATHAN SMOKE**  
Chief Economist



# Where It All Connects

The most complete and connected ecosystem

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