



FOR IMMEDIATE RELEASE

Cox Automotive Forecast: April New-Vehicle Sales Pace to Reach 16.1 Million, Despite Declining Consumer Sentiment, Rising Economic Uncertainty

- April’s new-vehicle sales pace is forecasted to finish near 16.1 million, down from last April’s 17.1 million and March’s 16.3 million levels.
- Sales volume in April is expected to decline to 1.38 million, down 5.4% from last year and down 1.9% from March.
- Lower consumer sentiment and higher economic uncertainty are likely being offset by healthy tax refunds and strong stock market performance.

ATLANTA, April 24, 2026 – Despite economic uncertainty and weak consumer sentiment, April’s new-vehicle sales are more likely to show spring flowers, not seasonal showers. Cox Automotive is expecting the seasonally adjusted annual rate (SAAR) of new-vehicle sales in April to finish near 16.1 million, down slightly from March’s 16.3 million level. Sales volume is expected to fall 1.9% from last month.

The sales pace this month is anticipated to be notably lower than last April’s tariff-lifted 17.1 million rate but has held up better than anticipated despite the ongoing war in the Middle East, elevated fuel prices, and broader economic volatility. Sales volume in April is forecasted to drop 5.4% from last year. There are 26 selling days this April, the same as last year but one more than last month.

April is expected to mark the third straight month of annual sales declines, as vehicle demand continues to be shaped by competing headwinds and tailwinds. While fuel prices have risen significantly and signs of inflation have returned, strong tax refunds have added needed stimulus to the economy and the U.S. stock market has also returned to record levels.

Cox Automotive Senior Economist [Charlie Chesbrough](#): “April sales appear to be holding up against a lot of uncertainty in the economy. Surging gas prices and historically low consumer confidence haven’t crashed the vehicle market. Sales in April, as in March, were expected to decline from last year’s temporarily high levels, but they haven’t fallen as much as initially expected, thanks in part to strong tax refunds and healthy equity markets.”

April 2026 New-Vehicles Sales Forecast

Segment	Sales Forecast					Market Share		
	Apr-25	Mar-26	Apr-26	YOY%	MOM%	Mar-26	Apr-26	MOM
Mid-Size Car	67,191	67,159	65,000	-3.3%	-3.2%	4.7%	4.8%	-0.1%
Compact Car	109,064	101,070	100,000	-8.3%	-1.1%	7.2%	7.2%	0.1%
Compact SUV/Crossover	249,638	242,790	240,000	-3.9%	-1.1%	17.4%	17.3%	0.1%
Full-Size Pickup Truck	199,192	188,135	185,000	-7.1%	-1.7%	13.4%	13.4%	0.0%
Mid-Size SUV/Crossover	242,491	245,487	240,000	-1.0%	-2.2%	17.4%	17.4%	-0.1%
Other Segments	591,434	562,533	550,000	-7.0%	-2.2%	39.9%	40.0%	-0.1%
Grand Total	1,459,010	1,407,174	1,380,000	-5.4%	-1.9%			

Cox Automotive Economic and Industry Insights Estimates

About Cox Automotive

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