COX AUTOMOTIVE

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Cox Automotive Forecast: August New-Vehicle Sales Pace Expected to Top 16 Million for Sixth Straight Month

- August's new-vehicle sales pace is expected to finish near 16.3 million, down slightly from last year's 16.5 million pace and flat with last month's 16.3 million level.
- Sales volume is forecast to fall to 1.35 million in August, down 2.1% from July and down 8.5% from last August.
- August has 26 selling days, the same as last month and one less than last year, with Labor Day weekend not included in August sales this year.

ATLANTA, Aug. 25, 2026 – August new-vehicle sales are expected to finish on a similar pace as last month, revealing a market that continues to shrug off economic uncertainty. The seasonally adjusted annual rate of sales, or SAAR, is expected to finish near 16.3 million. This is the same pace as last month and is down slightly from last year's 16.5 million level.

According to Cox Automotive's forecast released today, new-vehicle sales volume is expected to fall to 1.35 million, down 8.5% from last year. However, the SAAR is expected to remain mostly unchanged, reflecting calendar-related adjustments. August has 26 selling days this year, one fewer than last year, and Labor Day falls in September this year, moving one of the industry's biggest sales weekends out of the August reporting period. In 2025, the Labor Day weekend sales were included in August's results.

"August new-vehicle sales continue to hold up well despite significant economic uncertainty and ongoing trade disputes dominating many news headlines," said Charlie Chesbrough, senior economist at Cox Automotive. "High gas prices, interest rates that are trending higher, and historically low consumer confidence have not discouraged new-vehicle buyers from making a major purchase as much as might be expected. The current market continues to remind us that new-vehicle buyers today are more affluent, with excellent credit or cash reserves, and may not be as impacted by inflationary pressures as other consumers. If the economy and stock market can remain on a growing but volatile path, new-vehicle sales will likely continue to follow."

August 2026 New-Vehicle Sales Forecast

	Sales Forecast[1]					Market Share		
Segment	**Aug-26**	**Aug-25**	**Jul-26**	**YOY%**	**MOM%**	**Aug-26**	**Jul-26**	**MOM**
Mid-Size Car	67,000	66,268	67,672	1.1%	-1.0%	5.0%	4.9%	0.1%
Compact Car	100,000	105,710	102,872	-5.4%	-2.8%	7.4%	7.5%	-0.1%
Subcompact SUV/Crossover	125,000	120,166	126,771	4.0%	-1.4%	9.3%	9.2%	0.1%
Full-Size Pickup Truck	195,000	190,441	199,834	2.4%	-2.4%	14.4%	14.5%	–
Compact SUV/Crossover	220,000	261,810	223,860	-16.0%	-1.7%	16.3%	16.2%	0.1%
Mid-Size SUV/Crossover	220,000	261,469	228,053	-15.9%	-3.5%	16.3%	16.5%	-0.2%
Other Segments	423,000	469,762	429,923	-10.0%	-1.6%	31.3%	31.2%	0.2%
Grand Total	**1,350,000**	**1,475,626**	**1,378,985**	**-8.5%**	**-2.1%**			

[1] Cox Automotive Industry Insights Data

Third Quarter Sales Forecast Update

On Thursday, Sept. 24, at 11 a.m. EDT, Cox Automotive will release its Q3 Sales Forecast Update, featuring expert commentary, market forecasts and analysis of new, used and electric vehicle trends. Visit the Cox Automotive Insights hub for details and related market analysis. Sign up to be notified when the Q3 Sales Forecast Update is released.

About Cox Automotive

Cox Automotive is the world's largest automotive services and technology provider. Fueled by the largest breadth of first- and third-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 four continents and a portfolio of industry-leading brands that include Autotrader®, Kelley Blue Book®, Manheim®, vAuto®, Dealertrack®, NextGear Capital™, CentralDispatch® and Cox Fleet®. Cox Automotive is a subsidiary of Cox Enterprises Inc., a privately owned, Atlanta-based company with $23 billion in annual revenue. Cox Automotive has been included on Glassdoor's Best Companies in Tech & AI 2026 and Best Place to Work in 2026 lists. Visit coxautoinc.com or connect via @CoxAutomotive on X, CoxAutoInc on Facebook or Cox-Automotive-Inc on LinkedIn.

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