FOR IMMEDIATE RELEASE

Cox Automotive Forecast: November New-Vehicle Sales Pace Steadies as Fewer Selling Days Pull Volume Lower

- November's new-vehicle sales pace is expected to finish near a seasonally adjusted rate of 15.8 million, up from 15.5 million in October and matching November 2025.
- November sales volume is expected to finish at 1.20 million, down 10.3% from October and down 7.3% from November 2025, largely because the month has fewer selling days.
- Even with gas prices trending lower and year-end sales promotions ramping up, Cox Automotive is not forecasting a strong upturn in sales through the end of 2026.

ATLANTA, Nov. 24, 2026 – November new-vehicle sales volume is expected to fall well below October and last year's level, largely because the month has fewer selling days. After adjusting for the calendar and seasonal patterns, the seasonally adjusted annual rate, or SAAR, is expected to finish near 15.8 million, up from 15.5 million in October and matching November 2025.

According to Cox Automotive's forecast, sales volume is expected to reach 1.20 million, down 10.3% from October and 7.3% from November 2025. November has 23 selling days, five fewer than October and two fewer than last November. On a per-selling-day basis, the daily sales rate is tracking about 1% above November 2025.

"Gas prices have been trending lower through November, giving consumers at least one reason to feel more optimistic," said Jonathan Gregory, senior director of Economic and Industry Insights at Cox Automotive. "With Black Friday weekend upon us, I expect auto dealers will try to turn some of that optimism into sales before the month closes."

Affordability remains a constraint, Gregory added. "Lower gas prices don't shrink car payments, and payments are a significant barrier for many households. With auto loan rates rising and recent stock market volatility, we forecast new-vehicle sales to hold steady through the remainder of the year."

November 2026 New-Vehicle Sales Forecast

	Sales Forecast[1]					Market Share		
Segment	**Nov-26**	**Nov-25**	**Oct-26**	**YOY%**	**MOM%**	**Nov-26**	**Oct-26**	**MOM**
Mid-Size Car	50,000	55,279	60,156	-9.5%	-16.9%	4.2%	4.5%	-0.3%
Compact Car	80,000	83,555	89,684	-4.3%	-10.8%	6.7%	6.7%	0.0%
Compact SUV/Crossover	200,000	226,902	227,565	-11.9%	-12.1%	16.7%	17.0%	-0.3%
Subcompact SUV/Crossover	105,000	110,099	111,530	-4.6%	-5.9%	8.8%	8.3%	0.4%
Full-Size Pickup Truck	170,000	182,963	197,526	-7.1%	-13.9%	14.2%	14.8%	-0.6%
Mid-Size SUV/Crossover	215,000	223,705	235,911	-3.9%	-8.9%	17.9%	17.6%	0.3%
Other Segments	380,000	412,582	416,071	-7.9%	-8.7%	31.7%	31.1%	0.6%
Grand Total	**1,200,000**	**1,295,085**	**1,338,443**	**-7.3%**	**-10.3%**			

[1] Source: Cox Automotive Industry Insights Data

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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