Auto sales are on the rise

(September 11, 2012)– New car and light truck sales rose more than four percent in August over the same month a year prior, according to figures released today by the Greater Cleveland Automobile Dealers Association (GCADA). Franchised new vehicle dealers sold a total of 20,014 vehicles last month compared with 19,208 vehicles sold in August of 2011.

“We are happy to see positive gains in the sales of motor vehicles,” says Louis A. Vitantonio, president of the GCADA. “Access to credit continues to improve, and there are more incentives as dealers clear out 2012 models to make room for new 2013s just hitting the market.”

For the year to date, sales of new cars and light trucks are up 4.31 percent, with the industry selling 143,266 through the end of August 2012 versus 137,342 during the same period in 2011.

A total of 23 brands posted sales increases for the month when comparing figures to the same period a year prior. Once again, Ford led the way with 3,339 vehicles sold in August. Chevrolet came in second with 2,680 vehicles sold. Toyota bested Honda for third place, selling 1,785 vehicles versus 1,741 units for Honda during the month.

Both brands enjoyed significant rebounds over August of 2011 with Honda registering sales growth of over 48 percent compared to just over 17 percent for Toyota. In 2011, both brands saw reduced sales due to the tsunami disaster in Japan, which limited production and inventory.

23 Brands Up in August ('12 v. '11)

The following 23 brands posted sales increases in August of 2012 versus August 2011: Acura, Audi, Chrysler, Fiat, Ford, GMC, Honda, Hyundai, Infiniti, Jaguar, Jeep, Land Rover, Lexus, Mercedes-Benz, Mini, Nissan, Porsche, Smart, Subaru, Suzuki, Toyota, Volkswagen and Volvo.

19 Brands Up Year to the Date

The following 19 brands posted sales increases for the year to date versus the same period in 2011: Acura, Audi, Chrysler, Dodge, Fiat, Ford, Honda, Hyundai, Jeep, Kia, Land Rover, Lexus, Mercedes-Benz, Mini, Smart, Subaru, Suzuki, Toyota and Volkswagen.