

After Post-Hurricane Sales Spikes, Demand For New Cars Settled into Pre-Storm Levels

With annual year-end clearance events in full swing, new-car sales are expected to surpass 1.35 million units in December, pushing the industry's closely followed seasonally adjusted annual rate (SAAR) to 15.2 million units, according to Kelley Blue Book, www.kbb.com.

"At 15.2 million SAAR, new-car sales will come in below the 15.5 million units pace set in November, when replacement demand from buyers in the Northeast region drove sales beyond seasonal expectations," said Alec Gutierrez, senior market analyst of automotive insights for Kelley Blue Book.

"Our analysts believe most buyers seeking a replacement for a vehicle damaged or destroyed by Superstorm Sandy already found the new or used car they needed in November.

"There was some lingering replacement demand coming from New York and New Jersey through the first week of December, but as the month went on, the sales pace in these states returned to pre-storm levels."

After a strong November and December, the final sales tally for 2012 should approach 14.5 million units overall.

This tally would amount to a more than 13 percent year-over-year increase and the third consecutive year of double-digit auto sales gains.

While incremental sales growth will continue in 2013, Kel-

ley Blue Book officials say they do not expect to see a fourth consecutive year of double-digit sales gains.

With employment and consumer confidence expected to improve only modestly next year, Kelley Blue Book analysts say they expect sales growth will come at a slower pace from this point forward.

While modest economic growth will help keep sales stable in 2013, Kelley Blue Book officials say they expect to see as many as 250,000 to 300,000 additional sales from consumers who will arrive at the end of their lease term next year.

Although most signs point to additional sales growth in 2013, the "Fiscal Cliff" discussion, as a tax increase for middle-income households could slow sales growth through next year and beyond.

Similar to the past several months, Kelley Blue Book analysts say they expect Honda and Volkswagen to continue to lead industry sales gains on a year-over-year basis.

"Honda has benefited from its redesigned CR-V, Accord and Civic through most of this year, and Kelley Blue Book analysts say they expect Honda's impres-

sive sales momentum to continue into 2013," said Gutierrez.

"Honda has performed a remarkable turnaround in the last year after losing market share in 2011 due to the tsunami and earthquake in Japan, when its market share dipped to 9 percent."

So far this year, Honda has maintained a 9.8 percent market share and has been trending positively during the past several months.

In fact, Kelley Blue Book analysts say they expect Honda's market share to surpass 10 percent in December, and analysts expect that the company likely will remain above 10 percent market share in 2013, thanks to the strength of its latest redesigns.

Fuel prices are below \$3.30 nationally, but compact cars remain among the best-selling vehicles in the U.S. Gutierrez expects consumers to look to the redesigned Ford Focus, the Honda Civic and the Toyota Corolla in December as compact choices.

Got News?

If you have solid business news for this paper, please contact us at News@DetroitAutoScene.com.

JIM DOUGLAS

AUTO SALES

Serving Metro Detroit customers since 1975

Top \$\$\$ paid for your vehicle

Great selection of vehicles for sale!

Come To You -or- Shuttle Available

248-332-8326

HOT! HOT! HOT!

I.T. PROFESSIONALS NEEDED

Contract, Contract to Hire and Direct Placement Sponsorship Available

Contact Mark Harrison
248-761-3851
MarkH@itworksintl.com

LUNGHAMERS

CASH FOR CLUNKERS IS BACK!!

Any vehicle 1999 or newer as long as it runs, "MINIMUM" trade \$2,000

2013 CRUZE



\$0 DOWN

Preferred Price **\$18,752**
MSRP \$19,020

\$222*^{mo}

\$0 SECURITY DEPOSIT

36 mo lease with \$558 Due at Signing

2013 SILVERADO EXT CAB ALL STAR



\$0 DOWN

\$239*^{mo}

\$0 SECURITY DEPOSIT

36 mo lease

*GMS pricing, must have Non-GM lease in household. Must be well qualified lessees. All payments are plus tax, title, document and plate fee. First payment due at signing. All leases are 36 months/10K miles per year.

CALL BRUCE LITVIN - 24/7 & 365 - **CELL # 1-586-405-5175**

40 YEARS OF QUALITY SERVICE blitvin@lunghamer.com

1-888-665-5438

Joe Lunghamer

44296 **CHEVY** Drive Beautiful **BUICK** WE ARE PROFESSIONAL GRADE #21552

475 SUMMIT DRIVE • 248-292-2502 • 5825 HIGHLAND RD. (M59) • WATERFORD

We guarantee the lowest price or it's free!

HAPPY NEW YEAR from

buff whelan chevrolet

586-274-0396

OVER 1,000
New Chevrolets in Stock!
WE GUARANTEE THE LOWEST PRICES OR IT'S FREE!

2013 MALIBU LS



\$183* + Tax with \$0 Down

2013 Silverado 1LT



\$199* + Tax with \$0 Down

2012 EQUIOX LS



\$202* + Tax with \$0 Down

See dealer for details. All payments are based on GM Employee pricing except where otherwise noted. All payments assume you have a NON-GM lease in the household, otherwise payments will be slightly higher. First payment, security deposit (unless otherwise noted) tax, title, and plate due at signing. Offer expires 12/31/2012.

Chevy Runs Deep

Free shuttle service to home, office or shopping.

buff whelan chevrolet

WHERE THE DEALS MAKE THE DIFFERENCE, EVERY DAY SINCE 1970!

Van Dyke • South of 18 Mile • Sterling Heights

Jeff Caul
586-274-0396

PEP QUOTES BY PHONE OR EMAIL:
JEFF CAUL AT JCAUL@BUFFWHELAN.COM

CONVENIENT HOURS:
Mon. & Thurs. 8:30 am - 9 pm
Tues., Wed., Fri. 8:30 am - 6:30 pm



18 MILE RD.
VAN DYKE
METRO PKWY.
SCHOENHERR

We guarantee the lowest price or it's free!

www.wallyedgar.com · www.wallyedgar.com · www.wallyedgar.com · www.wallyedgar.com

Be treated with the respect you deserve.
TOP DOLLAR FOR YOUR TRADE
and the Best Deal PERIOD!!



Wally Edgar

Chevrolet Employee HO  Chevy Runs Deep

1-248-724-1073

JAY CHAISER x117
Fax: 248-391-0189
Cell: 248-821-8026
Email: jchaiser@wallyedgar.com

Sales Hours:
Mon. - Thur. 8:00 am - 8:00 pm
Fri. 8:00 am - 6:00 pm
Sat. 9:30 am - 3:00 pm • Sun. Closed
CHEVY DEALER CODE 44085

SIGN & DRIVE EVENT

Nothing Due At Signing

2013 SILVERADO 4WD EXTENDED CAB LT



\$205*

36 MONTH • 10K LEASE
NOTHING DUE AT DELIVERY

2013 TRAVERSE FWD LS



\$218*

24 MONTH • 10K LEASE
NOTHING DUE AT DELIVERY

2013 MALIBU LS



\$205*

24 MONTH • 10K LEASE
NOTHING DUE AT DELIVERY

All lease payments plus tax. Lessee must be eligible for GM Employee discount and be eligible for non GM lease conquest bonus. All rebates assigned to dealer. No security deposit needed. Lessee responsible for excess wear and tear as well as exceeded contracted mileage. If eligible for USAA military bonus save more.

Located right off I-75 on M-24,
2 minutes N. of the Palace of Auburn Hills

1-866-906-0279



Wally Edgar

Chevrolet

Make us your Michigan P.E.P. Car Connection

www.wallyedgar.com · www.wallyedgar.com · www.wallyedgar.com · www.wallyedgar.com