

Detroit Auto Scene

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Ford Brand Stands Alone in '12 With 2 Million U.S. Sales

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In the first four months of sales, 13,309 C-MAX vehicles were sold, making it the fastest sales start of any hybrid vehicle in the industry.

Not all the car sales news was positive. The Ford Fiesta had a good December 2012, selling 5,612 compared to sales of 3,673 during the same time in 2011. But a good December didn't stop the Fiesta from seeing a sales drop of 17.2 percent in 2012 (sales of 56,775 vs. 68,574 in 2011).

The Mustang, on the other hand, saw a 17.8 percent sales in-

crease compared to 2011 - 82,995 vs. 70,438.

Taurus saw yearly sales go from 63,526 in 2011 to 66,066 in 2012, representing a 4 percent increase. The model's December sales increased 9 percent over the previous year, hitting 6,159.

Ford again became America's best-selling brand of utility vehicles in 2012, with 619,470 vehicles sold. Escape broke its 2011 record sales levels with 261,008 vehicles sold, up 3 percent.

Explorer gained 17 percent for the year, with 158,344 vehicles sold.

The Edge also experienced a

year-over-year increase of 5.1 percent - 127,969 vs. 121,702.

Ford trucks continued to dominate in 2012 - with F-Series remaining America's best-selling pickup for the 36th straight year and 31 consecutive years as America's best-selling vehicle.

Overall, 645,316 F-Series were sold, a 10 percent increase versus 2011.

Total Ford brand truck sales - including Transit Connect and E-Series - were up 2 percent for the year at 829,477 vehicles sold.

Ford also remained America's largest maker of commercial trucks for 28 years, posting a 7

percent increase in 2012. That marks Ford's best year for commercial truck sales since 2008.

Last month, Ford delivered its best December sales results since 2006, with 214,222 vehicles sold - a 2 percent increase.

The year 2012 saw the end of the Lincoln Town Car. The MKZ had a bad December 2012 - 1,630 vs. 2,435 a year earlier. But that didn't stop the MKZ from seeing a 1.9 percent year-over-year sales increase - 28,053 vs. 27,529.

Lincoln sold 12,524 MKS vehicles in 2012, pretty much the same as 2011 when 12,217 were sold.

GM First to Sell 1 Million 30-mpg Vehicles in a Year

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pickup sales were the highest since September 2008.

December highlights include Chevrolet total sales reaching 167,091, an increase of 3.7 percent over December 2011. Retail sales were 123,021, a .9 percent improvement over the same time in 2011. Total sales for 2012 reached 1,851,646, a 4.3 percent improvement for the year. Retail sales reached 1,269,679, a 3 percent increase over 2011.

GMC total sales for December were 43,921, a 4.7 percent improvement over 2011 at the same time. December 2012 retail sales were 37,626, a .6 percent improvement over 2011's figures. Total GMC retail sales for 2012 reached 413,881, a 2.4 percent increase over the previous year.

Buick December retail sales hit 15,659, an 8.9 percent increase over the same time in 2011. Total retail sales were 162,986, a 5.7 percent improvement over 2011.

Cadillac retail sales reached 16,775 for December, up 5 percent over the 2011 month. Total retail sales for the year hit 140,625, a 2.4 percent increase vs. 2011.

Total GM retail sales for 2012 were 1,922,458, a 3.1 percent improvement compared with 2011. Total sales, including fleet sales, were 2,595,717, a 3.7 percent increase over 2011.

Another way to look at GM's sales figures is to look at inventory-on-hand when compared with 2011. As of Dec. 31, 2012, the company's total inventory of all vehicles was 717,025, which amounts to a 76-day supply of cars and trucks. The numbers for 2011 show an inventory of 788,194, or a 106-day supply of vehicles.

Chrysler Sales Break Through Record Barriers in 2012

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Group's 10 percent increase were the Fiat 500, Jeep Wrangler, Dodge Challenger, Dodge Journey, and Ram Cargo Van, each setting a sales record for the month of December. The Jeep Grand Cherokee - the most awarded SUV ever - recorded its best sales performance of the year in December.

Chrysler Group finished the month with a 72 days supply of inventory (426,664 units).

U.S. industry sales figures for December are projected at an estimated 15.8 million units Seasonally Adjusted Annual Rate (SAAR).

Dodge brand sales were up 26 percent in December, the brand's best December sales in five years and its 19th consecutive month of year-over-year sales gains. December was the brand's best monthly sales performance of the year. December also marked the second time during 2012 that the Dodge brand sold more than 50,000 units in a given month.

For the year, Dodge brand sales (524,989 units) were up 16 percent versus sales (451,040 units) in 2011, the brand's best annual sales since 2007.

The Dodge brand's sales volume in 2012 was the largest of any Chrysler Group brand. The Journey, Avenger, and Challenger models each set an annual sales record in 2012.

Ram Truck brand sales were up 16 percent in December, the

brand's best December sales in five years. Sales of the Ram Cargo Van increased 287 percent versus the same month a year ago, setting a sales record for the month of December.

For the year, Ram Truck brand sales (300,928 units) were up 17 percent compared with sales (257,610 units) in 2011. The Ram pickup truck had its best annual sales since 2007.

Chrysler brand sales were up 6 percent in December, the brand's best December sales in five years. December marked the Chrysler brand's 18th consecutive month of year-over-year sales gains.

For the year, Chrysler brand sales (307,967 units) were up 39

percent compared with sales (221,346 units) in 2011. The Chrysler brand recorded its best annual sales since 2008.

The 200 sedan set an annual sales record in 2012, while the 300 flagship sedan recorded its best annual sales since 2007. The Town & Country had its best year since 2010.

The Jeep brand's U.S. sales (39,871 units) in December helped to push global Jeep brand sales to a record in 2012. Jeep brand sales were down 9 percent in December in the U.S. as sales of the Jeep Liberty model wind down. Jeep Liberty production ended in August.

But the Jeep Grand Cherokee -

the most awarded SUV ever - posted its best sales month of the year in December and its best December sales in seven years.

For the year, Jeep brand sales (474,131 units) in the U.S. were up 13 percent compared with sales (419,349 units) in 2011, the brand's best annual sales since 2007. The Wrangler and Patriot each set an annual sales record in 2012 while the Grand Cherokee recorded its best annual sales since 2005.

Got News?

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Students Vie for 2013 Buick Scholarships

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GM Foundation President Vivian Pickard in a news release. "This scholarship helps to change the lives of its recipients, making it more affordable for them to receive a higher education."

More than 120 military veterans or dependents of military personnel have benefited from the program, along with more than 1,000 students who became first in their families to attend college. Students from the United States and Puerto Rico are eligible.

"The Buick Achievers Scholarship has been such an amazing blessing for me and my family," said Tommy

Jones, a junior mechanical engineering major at Freed-Hardeman University in Henderson, Tenn., who received a \$25,000 scholarship in 2012.

"I've always had a passion for science and, through this scholarship, I can pursue my dream of be-

coming an engineer without financial burden."

Those seeking to apply, or who want information about the program or who desire to register for e-mail notifications about the program can visit www.buick-achievers.com.

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