

# October Sees Strong Sales

Although Halloween was in October, there was nothing spooky about the Big Three's sales for the month.

General Motors dealers delivered 226,402 vehicles in the United States in October, up 16 percent versus a year ago. Fleet sales were up 14 percent, said GM spokesman Jim Cain.

"Chevrolet, Cadillac and Buick-GMC all performed well in the month, and the sales tempo really picked up after the government shutdown ended," said Kurt McNeil, vice president, U.S. Sales Operations.

"We are particularly pleased with our truck momentum. Chevrolet and GMC have the newest and best light-duty trucks, sales are accelerating and we are gearing up for the second, third and fourth phases of our strategic truck plan."

Buick total sales increased 31 percent and retail sales were up 25 percent for the 18th consecutive month of year-over-year growth. Cadillac's sales increased 10 percent and have grown in each of the last 13 months, thanks to the all-new XTS and ATS, said Cain, adding that the SRX is on track for its best year ever. Retail sales were up 12 percent for the brand and more than 60 percent of buyers did not trade in a Cadillac.

GMC was up 16 percent. The Terrain had its best October sales ever, Cain said.

Chevrolet was up 15 percent. Thirteen of its nameplates posted double-digit increases, including every SUV and crossover.

Retail sales of Chevrolet passenger cars were up 32 percent, as Cruze had its best-ever October retail sales, Impala retail deliveries nearly doubled, and Malibu retail sales increased 58 percent.

Deliveries of the Chevrolet Silverado and GMC Sierra were up 10 percent and 13 percent, respectively, from last year, while sales increased 62 percent from the previous month. The two vehicles accounted for about 76 percent of GM's light-duty deliveries.

Strong calendar-year-to-date sales have helped Chevrolet and GMC earn a 30 percent share of light-duty pickups priced \$40,000 or above. That's up 5 percentage points versus 2012.

Ford's October U.S. total sales of 191,985 vehicles were an increase of 14 percent over a year ago. Retail sales are up 15 percent, at 142,487 vehicles, said company spokesman Erich Merkle.

Gains were broad-based, with passenger cars up 19 percent, utilities up 9 percent, and trucks up 14 percent.

Ford Fusion and Fiesta posted best-ever October sales, and F-Series again topped 60,000 sales.

"October was simply an outstanding retail performance," said John Felice, vice president, U.S. Marketing, Sales and Service, "as consumers continued to choose Ford for great fuel efficiency, styling and value at all levels of the market."

"The combination of great new products, such as Fusion and Escape, along with the strength of our dealers helped us achieve our best October retail sales month since 2004."

Fusion sales of 21,740 vehicles jumped 71 percent year-over-year, making it the car's best-ever sales performance for October, Merkle said. The strongest growth for Fusion is in the west region of the U.S., with retail sales up 77 percent. In the eastern region of the country, Fusion retail sales are up 65 percent.

Escape sales of 22,253 vehicles increased 12 percent, while Fiesta sales of 4,337 vehicles increased 9 percent – setting a new record for October, Merkle said.

F-Series sales of 63,803 trucks are up 13 percent, making October the sixth straight month above the 60,000-vehicle mark for F-Series. The last time Ford sold more than 60,000 trucks for six consecutive months was 2006.

Chrysler reported U.S. sales of 140,083 units for October, an 11 percent increase compared with sales in October 2012 (126,185 units), and the group's best October sales since 2007.

The Chrysler, Jeep, Dodge and Ram Truck brands each posted year-over-year sales gains in October compared with the same month a year ago. Overall, Dodge sales were up 12 percent, Jeep 7 percent, Chrysler brand 6 percent and Ram 22 percent.

The Ram Truck brand's increase was the largest sales gain of any Chrysler brand during the month.

"After a choppy start to the beginning of the month, Chrysler Group sales accelerated in the second half of the month with renewed consumer confidence and the launch of our all-new Jeep Cherokee," said Reid Bigland, head of U.S. Sales. "Following a meticulous focus on quality, our new Jeep Cherokee began shipping to dealers and quickly selling, which helped us to achieve our 43rd consecutive month of year-over-year sales increases."



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