

Analysts: Car Sales Will Grow In Final Days of February

Retail light-vehicle sales in February are showing signs of improvement from January and the first week of this month, according to a monthly sales forecast developed jointly by J.D. Power and LMC Automotive.

Though severe weather in much of the United States during the first half of February disrupted new-vehicle sales, J.D. Power expects the sales pace to increase toward the end of the month, as vehicle buyers who delayed their purchase due to severe weather return to market, said J.D. Power spokesman John Tewes.

February's new-vehicle retail sales, the most accurate measure of true underlying consumer demand for new vehicles, are forecasted to reach 972,400 – a 5 percent increase from February 2013 – with the seasonally adjusted annualized rate (SAAR) for retail sales projected to reach 12.7 million.

“Although severe weather impacted sales in early February, the negative effect should be somewhat mitigated since the majority of vehicle sales occur in the second half of the month,” said John Humphrey, senior vice president of the global automotive practice at J.D. Power. Humphrey also noted that the underlying health of the industry remains strong as seen through a continuation of record average transaction prices.

“The industry is on track to reach its highest-ever average transaction price for the month of February, with prices exceeding \$29,000,” Humphrey said. “This beats the previous record from February 2013 by more than \$400.”

J.D. Power also expects consumer spending on new vehicles – the sum of retail sales multiplied by transaction price – to exceed \$28.3 billion in February, also the highest for the month and an increase of nearly \$1.7 billion from February 2013.

Total light-vehicle sales in February 2014 are projected to reach 1.2 million units, a 3 percent increase from February 2013. Fleet sales are less than 21 percent of

total new-vehicle sales, below the February average of more than 22 percent from the previous two years. Fleet sales for the full year are forecasted to account for 17.8 percent of total sales, slightly higher than 2013.

Despite the initial slow start to the year, LMC Automotive's forecast for total light-vehicle sales in 2014 remains at 16.2 million units, with retail light-vehicle sales of 13.3 million units.

“With the likelihood of fleet sales holding below 18 percent and modest retail sales increases, the absolute rate of growth could be lower than initially expected,” said Jeff Schuster, senior vice president of forecasting at LMC Automotive. “The auto industry needs to be prepared for slower but stable growth and increased competitive intensity, which will put pressure on the successful execution of launches this year.”

Vehicle production in North America in January – hampered by inclement weather in the southeastern United States – came in at 1.3 million units, flat from January 2013 but a 250,000 unit increase from December.

A slower-than-expected sales pace in January, combined with excess production in the fourth quarter of 2013, built a substantial increase in inventory from a days-supply perspective. Inventory started February at an 88-day supply, an increase of 24 days from the start of January. The Detroit Three combined supply level increased to 109 days, with an additional 92,000 units parked on dealer lots and storage locations.

FOR RENT CONDO
18 | Van Dyke

– Recently Renovated –

- 2 Bedroom Ranch • 1 Bath
- All New Appliances
- New Kitchen • Basement
- Hardwood Floors • Carport

\$950/Month
Call For Details
586.329.4453

NVISION HAIR STUDIO

32225 Mound Rd. Warren, MI 48092
586-275-0427

A gift of beauty

To: Any New Guest
From: The Nvision Stylist's
Value: **50% off any service**
Good for the month of February

WARREN URGENT CARE

8am-10pm • 7 Days a week • 365 Days a Year

“Bringing Quality Urgent Care To Your Neighborhood”

“We Care”

URGENT CARE FOR ACCIDENTS AND INJURY
ADULT & PEDIATRIC ILLNESS

Digital X-Rays, EKG and Lab Work, On-Site Lab Service, Strep, Mono, Pregnancy & Urine Testing, Vaccinations, Sports & School Physicals, Occupational Medicine, Work-Related Injuries, Pre-Hire Physicals (BAT & Urine Screening)

SPECIAL ON SPORTS PHYSICAL \$25.00 State-of-the-Art Facility

586-276-8200

31700 Van Dyke • Warren, MI 48093

On Van Dyke Rd., between 13 & 14 Mile in St. John's Windemere Park

OTHER CONVENIENT LOCATIONS:

Woodland Urgent Care
22341 W. 8 Mile Road
Detroit
313-387-8700

N. East Macomb Urgent Care
43900 Canfield, Suite 121
Clinton Township
586-868-2600

FLU SHOTS

ATTENTION
Chrysler, GM, Ford Employees, we're within 2 miles of your plants

HAP & BCN
NO Referrals Needed!
www.warrenurgentcare.com

A Prestige Automotive Group Company

Prestige

CADILLAC

LEASE PULL AHEAD & LEASE LOYALTY PROGRAM!

\$1,000 Lease Loyalty and waive up to 3 lease payments (up to \$2,000) on all Cadillac vehicles.
See dealer for details.

2014 CADILLAC XTS FWD

\$369*

36 MONTH LEASE
10K MILES PER YEAR
\$4,016 DUE AT SIGNING
GMS PRICING

2014 CADILLAC CTS AWD

\$399*

36 MONTH LEASE
10K MILES PER YEAR
\$2,146 DUE AT SIGNING
GMS PRICING

2014 CADILLAC ATS 2.0L AWD

\$269*

36 MONTH LEASE
10K MILES PER YEAR
\$2,717³⁵ DUE AT SIGNING
GMS PRICING

2014 CADILLAC SRX LUX FWD

\$299*

36 MONTH LEASE
10K MILES PER YEAR
\$5,890 DUE AT SIGNING
GMS PRICING

ALL NEW 2014 CADILLAC ELR

\$699*

39 MONTH LEASE
10K MILES PER YEAR
\$5,999 DUE AT SIGNING

2013 CADILLAC ESCALADE

LUXURY

DEMO • REAR SEAT ENTERTAINMENT
- LAST ONE -

\$57,799*

MSRP \$72,565.00

SERVICE AND SALES NOW OPEN SATURDAYS

SERVICE 9-2 • SALES 10-4 Certified Service

Save money every day with these maintenance specials...

Conventional
OIL CHANGE

27 point inspection
most GM cars
& light trucks.
Up to 7 quarts. – plus tax –

\$20⁹⁵

dexos
OIL CHANGE

27 point inspection
most GM cars
& light trucks.
Up to 7 quarts. – plus tax –

\$28⁹⁵

Synthetic
OIL CHANGE

27 point inspection
most GM cars
& light trucks.
Up to 7 quarts. – plus tax –

\$57⁹⁹

Add a TIRE
ROTATION
for \$5⁰⁰

with an oil change.
Most GM cars & light trucks.

8333 EAST 11 MILE ROAD • I-696 & VAN DYKE • 888-548-8939

Visit our website: www.PrestigeCadillac.com for all our specials

*Plus tax, title, aq. fee & plate fee. Plus tax on rebates, tax on payment. Must qualify with Tier 1 credit through U.S. Bank. Pricing includes all factory rebates. No security deposit required. All prices include GM Loyalty. Lease must be registered in the state of Michigan. Price includes GMS owner loyalty. All rebates included. Plus tax, doc fee & plates. We accept all GM purchase plans. All lease payments calculated and based on gm owner loyalty program. To qualify for owner loyalty you must have a 1999 or newer GM vehicle leased or purchased. To qualify for lease pull-ahead, GM will waive the up to 3 remaining payments not to exceed \$2000.00 your lease must have a lease date maturing no later than 4/30/2014. Eligibility: Returning lessees of an eligible Chevrolet, Buick, GMC or Cadillac model with lease maturities through April 30, 2014. Sale limited to availability during program period. Picture may not represent actual vehicle being sold. All lease payments already include acquisition fee. This ad is your coupon. Expires 2/28/2014 at 4PM.