

COX AUTOMOTIVE

Auto Market Report

Translating Data & Trends into Actionable Insights

January 21, 2025

Current Context

JONATHAN SMOKE

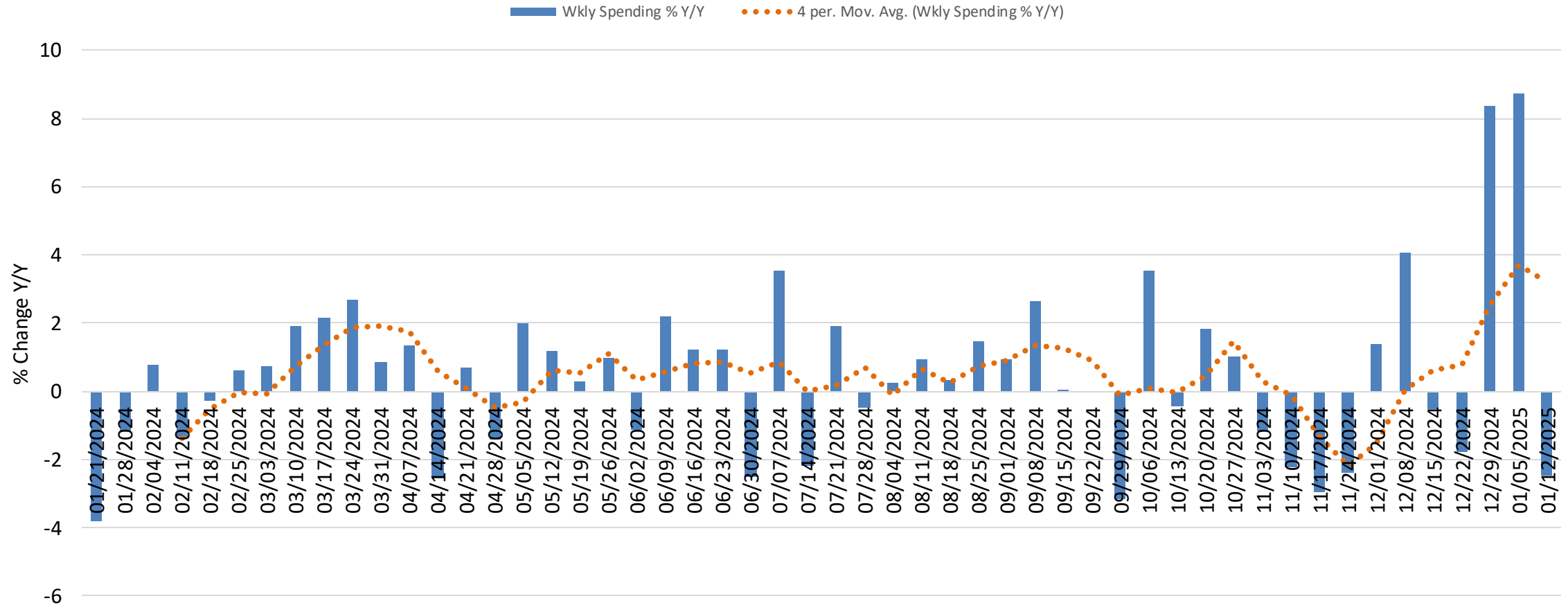
Chief Economist



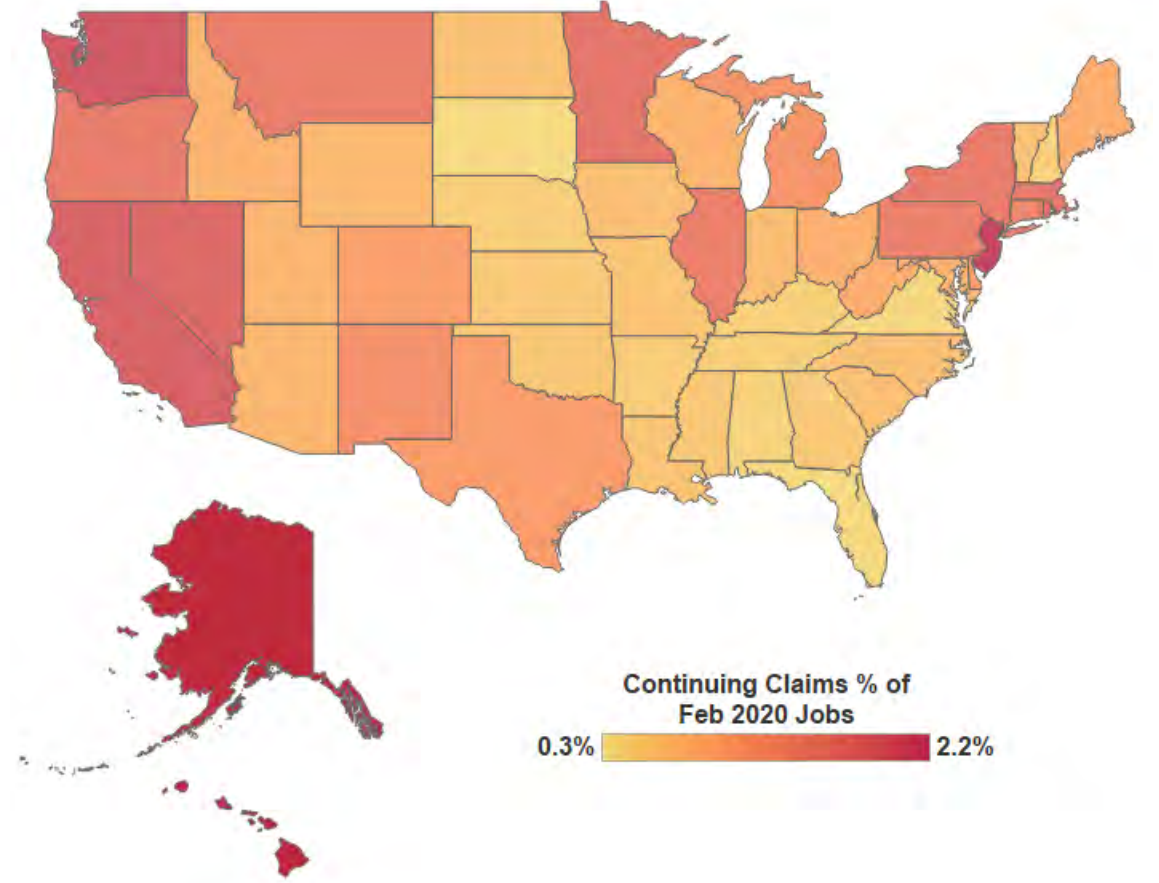
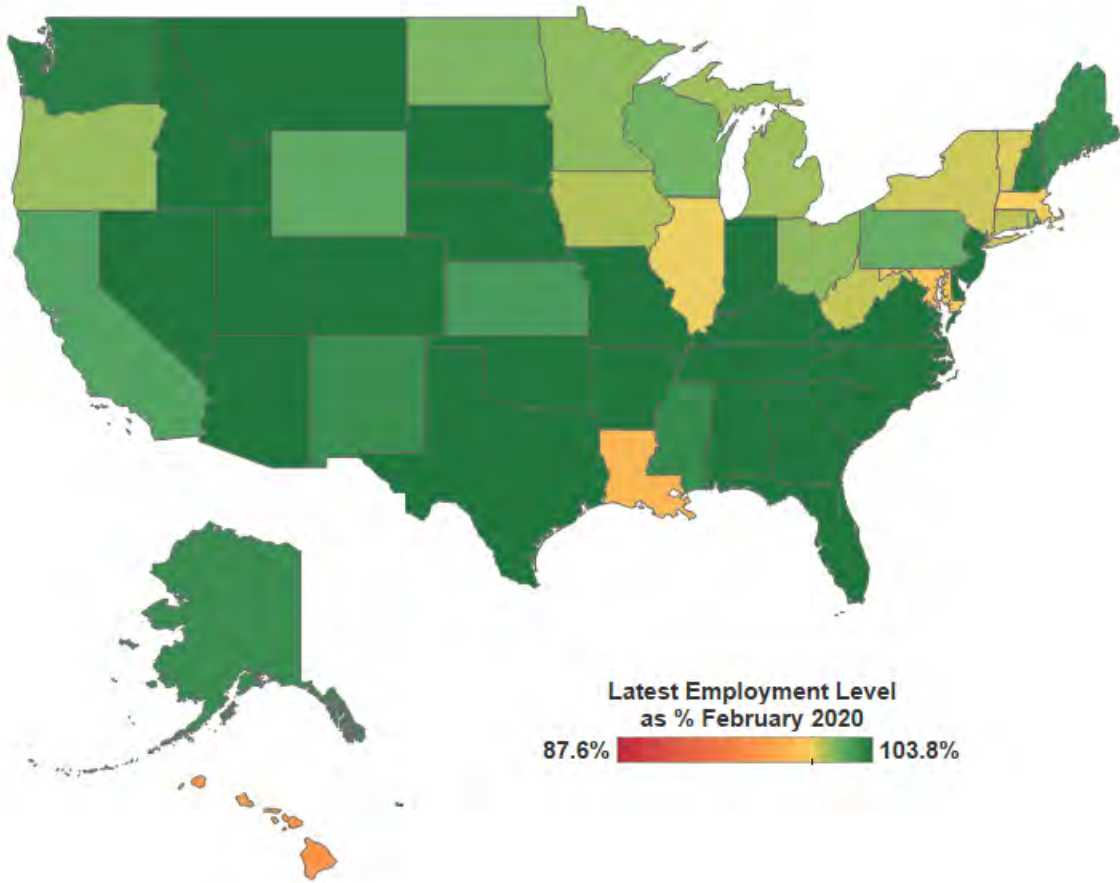
Consumer Spending Growth Strong at Year End

Total consumer spending has its two best y/y growth weeks at end of 2024 and start of 2025

Bloomberg Second Measure US Consumer Spend NSA



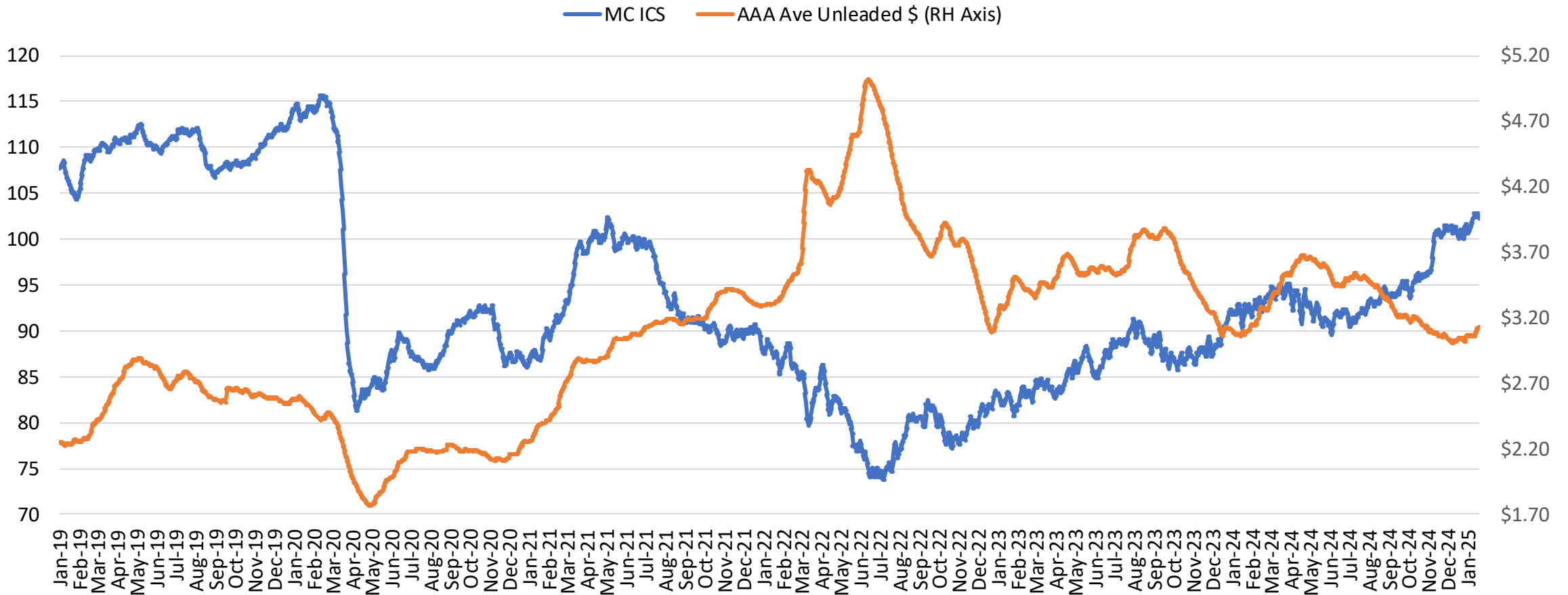
Continuing Claims Down to 1.86 Million Nationally



Consumer Sentiment Down Slightly from Highest Level Since March 2020

The Index of Consumer Sentiment increased in each of the last six months and is up 0.5% so far in January

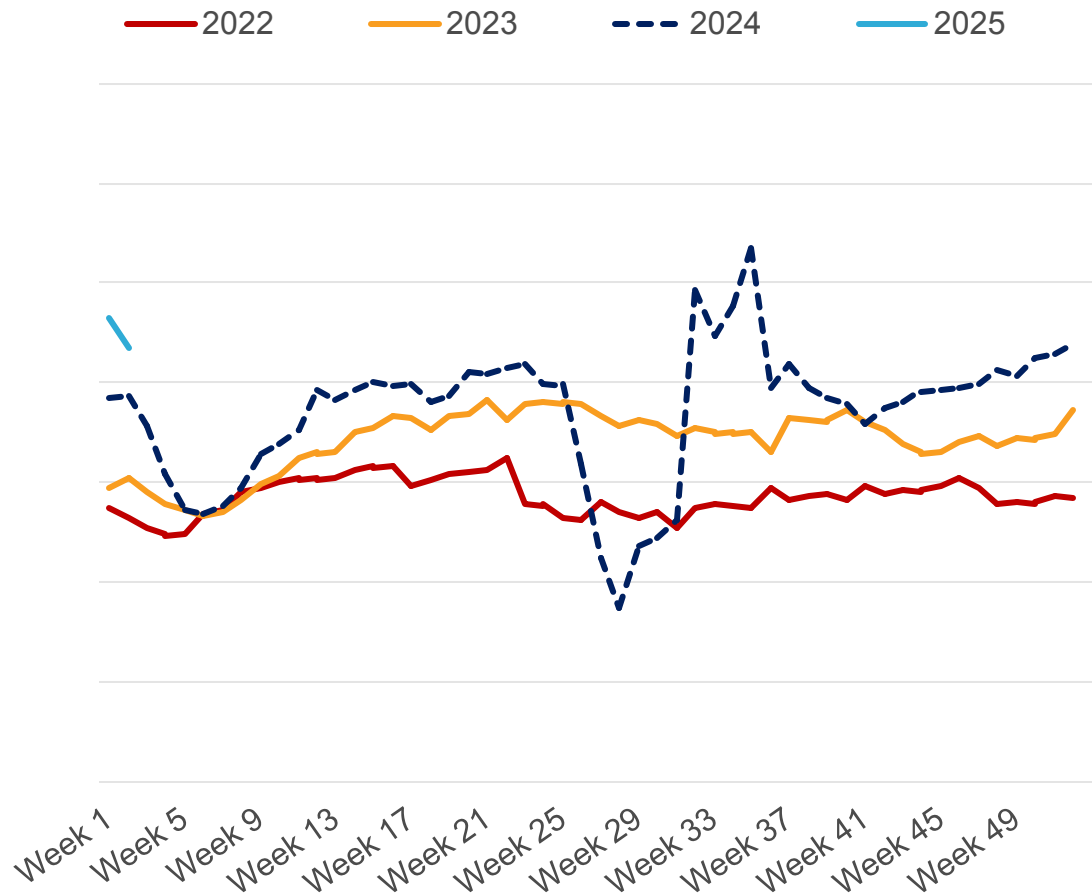
Morning Consult Index of Consumer Sentiment vs. Average Price of Unleaded Gas



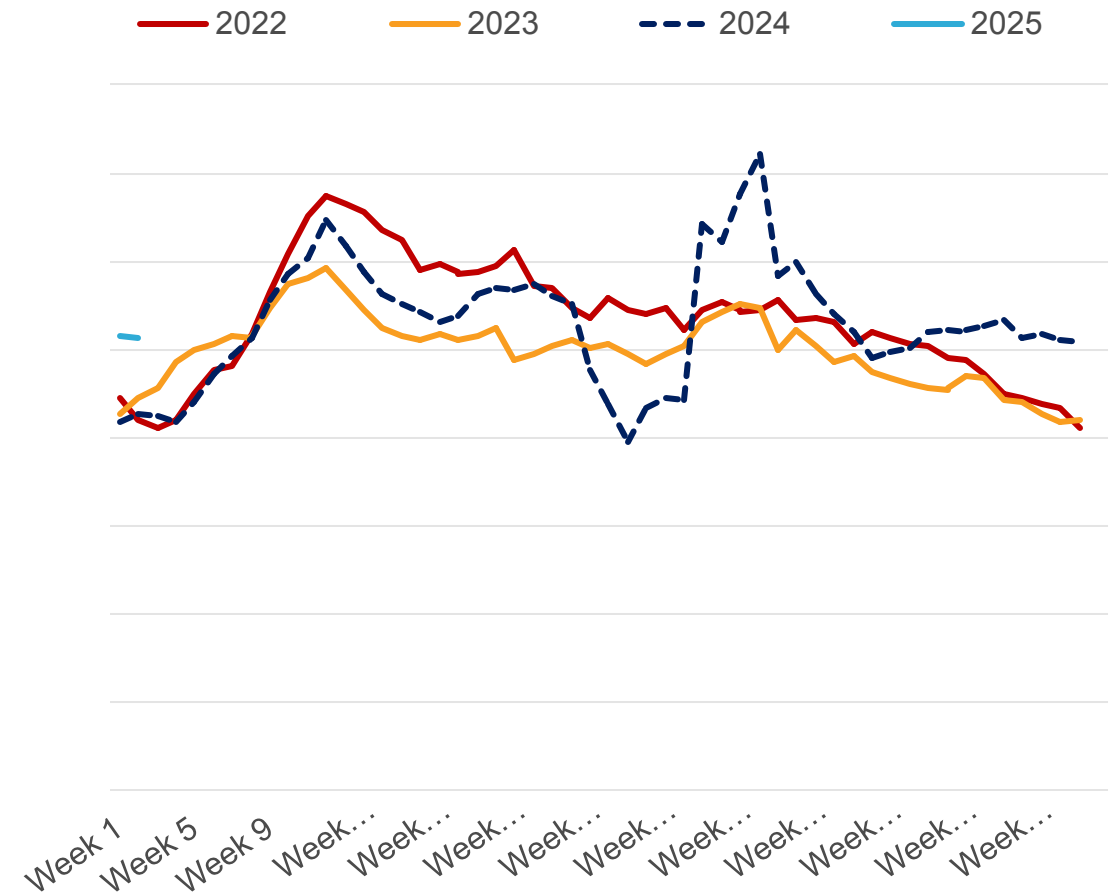
Retail Vehicle Sales Show Strength to Start 2025

Sales trends for new and used ended 2024 on a high note and are starting the new year elevated

New Retail Sales



Used Retail Sales

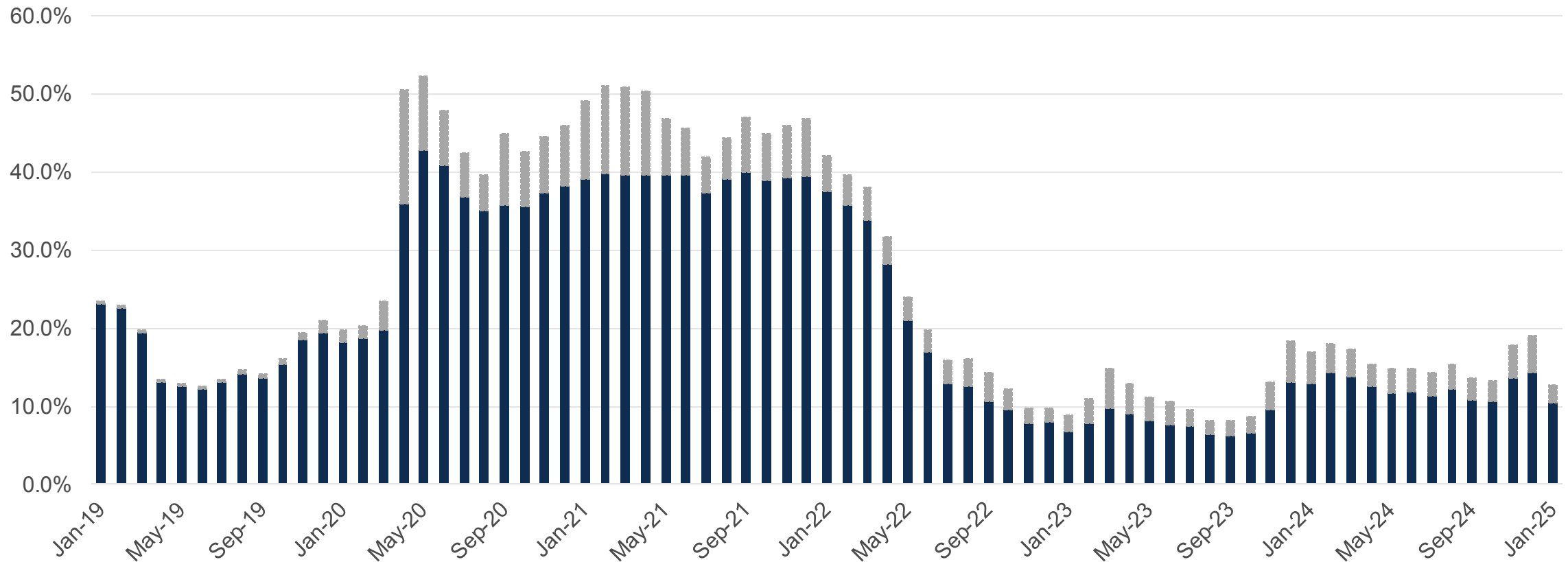


Low APR Financing

In early January, low-interest rate deals have declined against a bigger push at year end for financing assistance

Low Interest Rate Loan Share

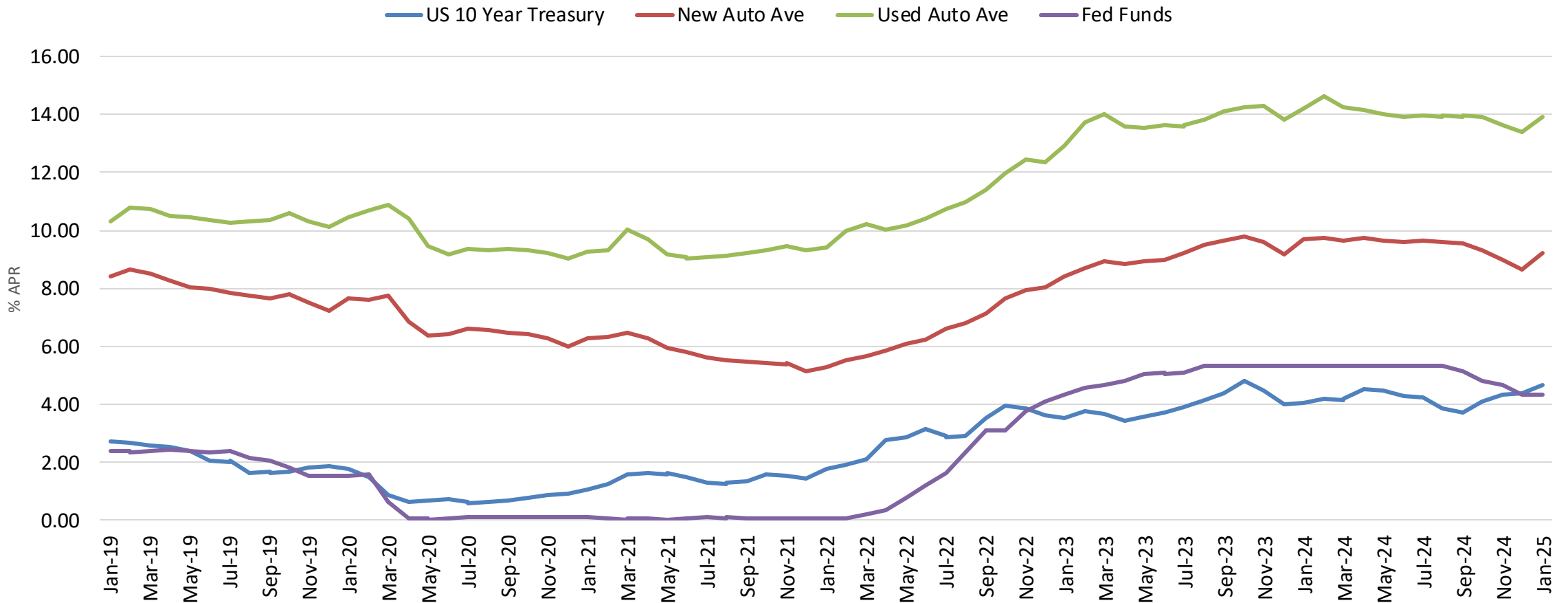
■ < 3% Share ■ 0% Share



Average Auto Loan Rates Up From Multi-Year Lows in December

Auto rates declined in December but are up in so far in January as the average used rate is 13.91% and new is 9.22%

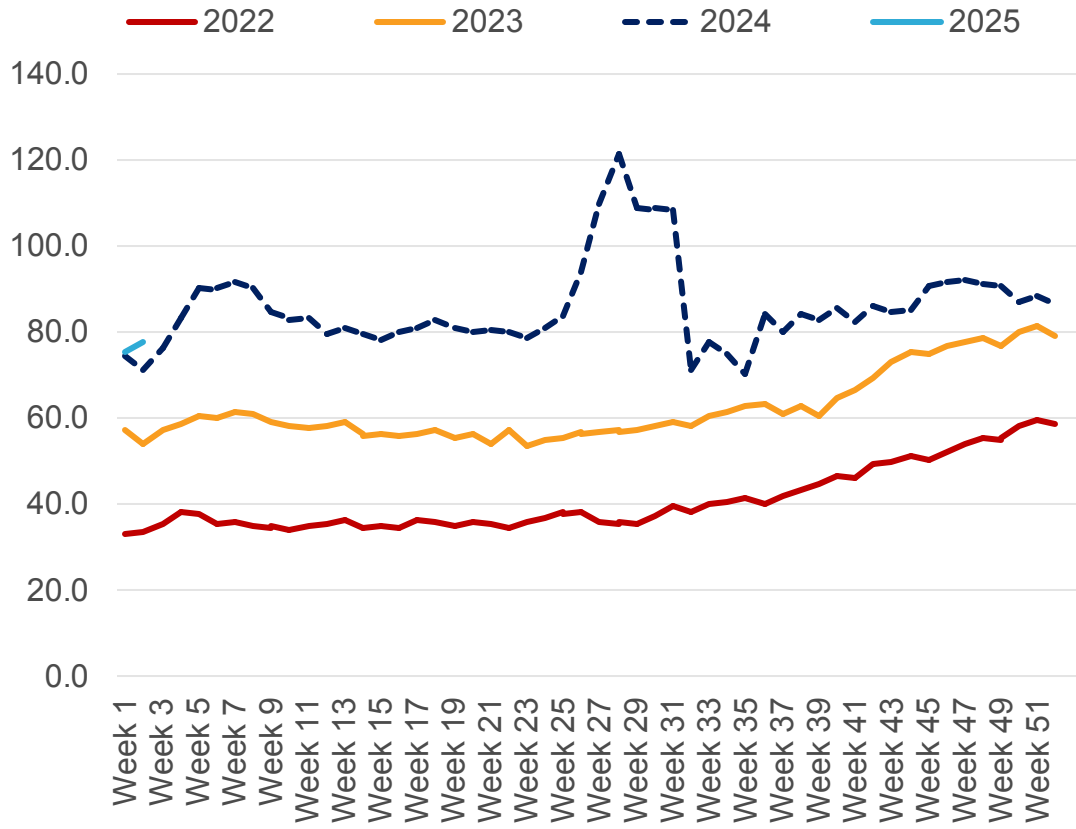
Fed Funds Rate, 10 Year, and Average Auto Loan Rates



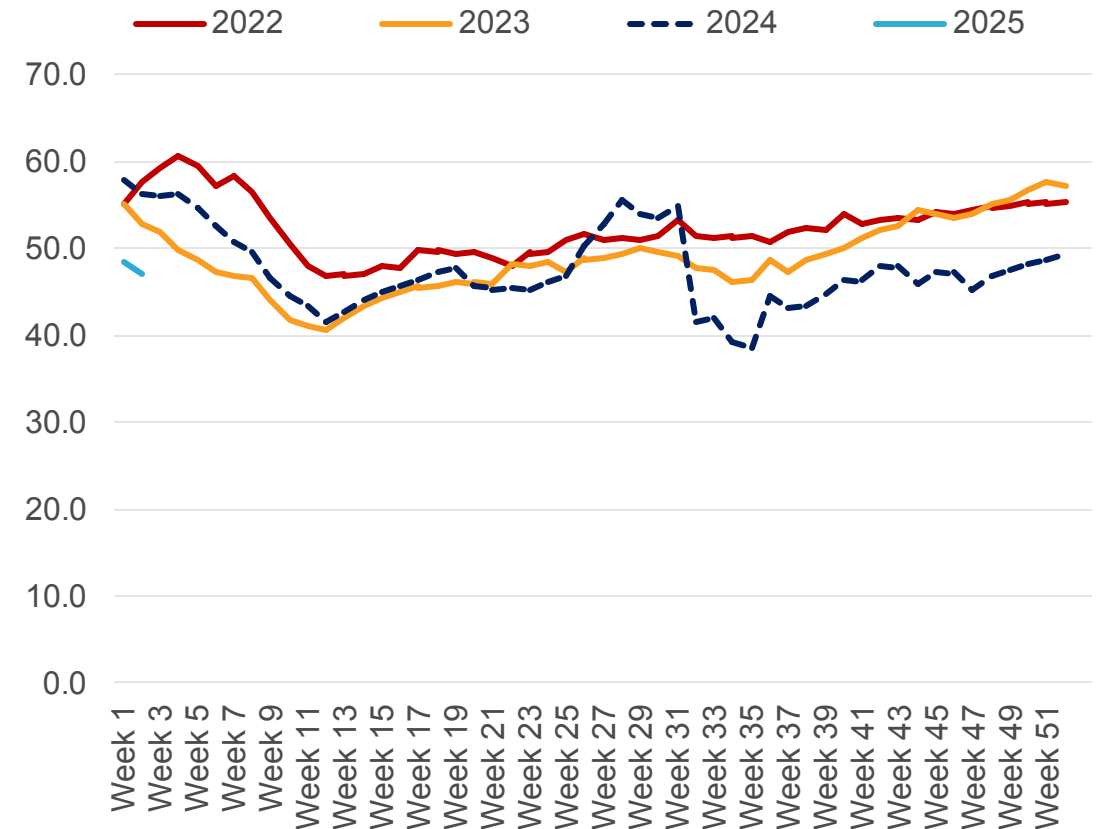
Supply Situation Remains Mixed For New & Used

New supply is up against 2024 in early January while Used begins 2025 trending down

New Days' Supply

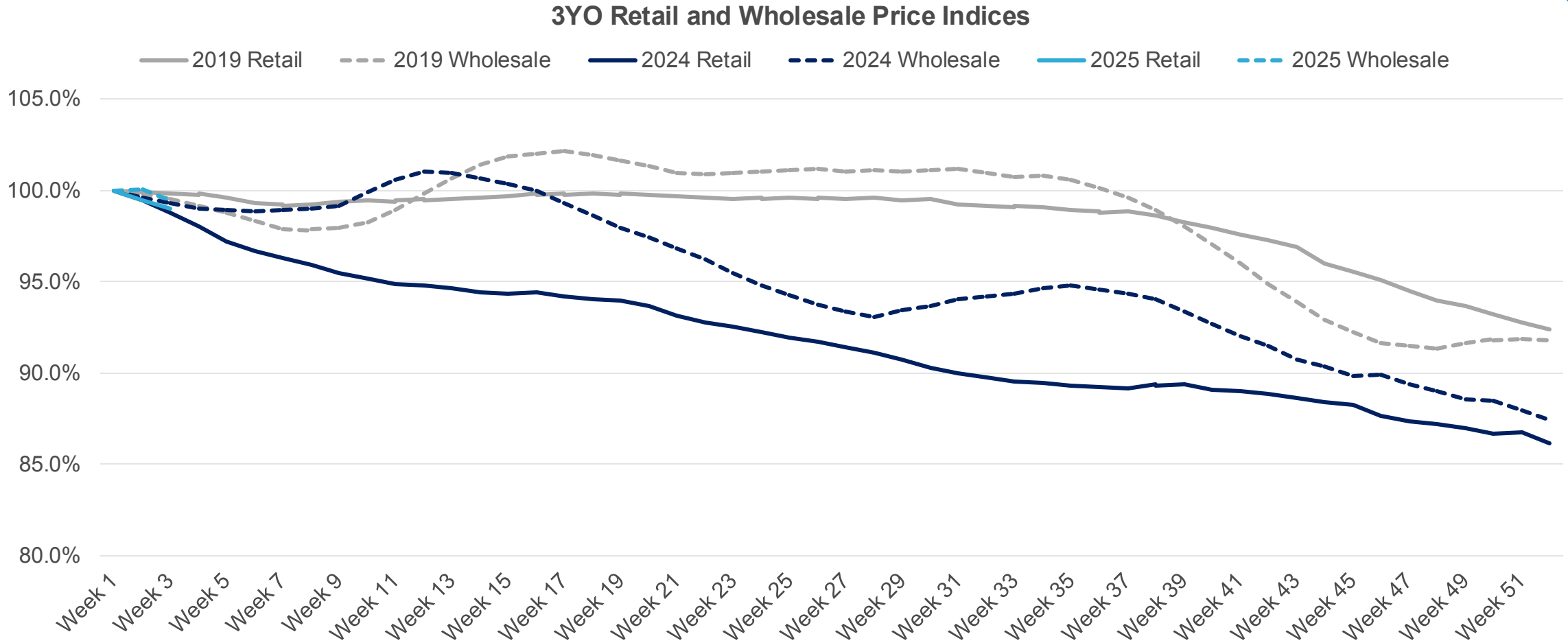


Used Days' Supply



Used Prices are Declining Early in the New Year

The average MY 2022 retail price fell 0.4% for the most recent week while wholesale prices declined 0.6%



Cox Automotive Leading Indicators

- Leads are up year over year so far in January on Autotrader and Kelley Blue Book, and leads are up for the month compared to December on Autotrader.
- Unique leads per dealer for new and used vehicles are down year over year so far in January on websites hosted by Dealer.com, and new and used leads are down for the month compared to December.
- Unique credit applications per dealer on Dealertrack were up 14% year over year last week with the trend in applications per dealer improving week over week.
- Service trends on Xtime relative to last year remained weak last week, as completed appointments were down 22% year over year.

Final Thoughts
JONATHAN SMOKE
Chief Economist



Where It All Connects

The most complete and connected ecosystem

COX AUTOMOTIVE

