

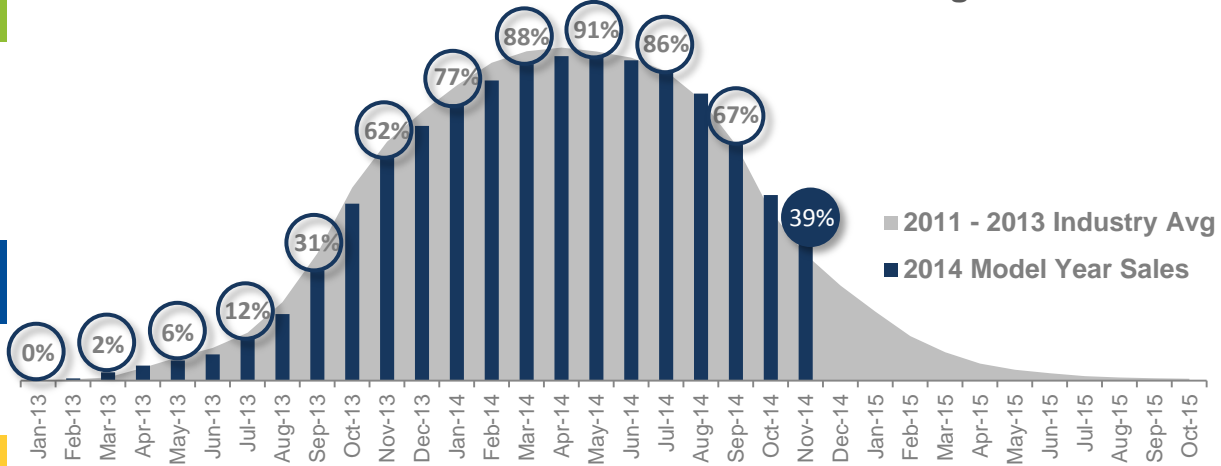
Model Year Selldown

Out with the Old, In with the New

When does the Current Model Year Sell Out?

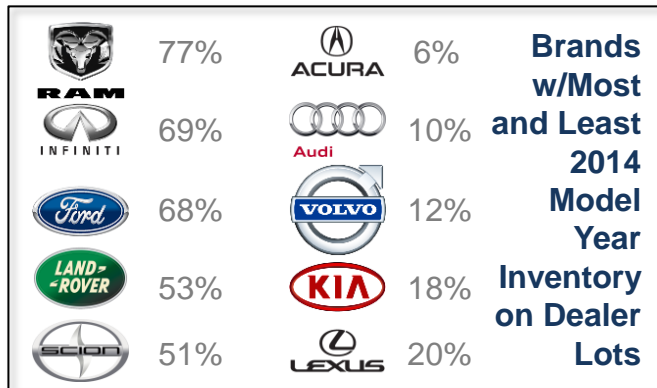
What percentage of car sales are made up of the current model year vs. the outgoing old and the incoming new? In November 2014, 39% of new vehicles sold are 2014 model year vehicles. So far this year, the 2014 model year vehicles are tracking very closely to the pattern we saw during the last three model years.

2014 Model Year Sales vs. Historical Average



Who Still has 2014s?

Ram, Infiniti and Ford have the **most** 2014 model year inventory, while Acura, Audi and Volvo have the **least**. Shoppers can usually find great discounts during model year closeout sales.



How Much is Saved Buying an Older Vehicle?

On average, shoppers can expect a 9% saving off MSRP by purchasing a 2014 model year vehicle this late in the year, thanks to automaker incentives. It may appear that a similar 2015 vehicle has the same selling price, but incentives are typically weighted towards the outgoing model year, and that makes all the difference in the out-the-door cost.

