

Monthly Industry Insights Report

April 2024

It's Been A Wild Ride: Are We Finally Off The Roller Coaster?

Key Takeaways

As we delve into the data and insights, the volatility of the past five years is evident. However, amidst this **roller coaster ride**, a more positive message emerges: the worst of the uncertainty may be behind us. **The market has not emerged unscathed, and few aspects have returned to pre-pandemic levels.** We find ourselves in a “new normal” phase providing an opportunity to identify growth as we look forward.

New car shoppers will find prices are inflated by more than 30% and look to stay there; supplies are recovering, but the price mix has changed. **Affordability is a challenge**, with Cars.com’s proprietary New Car Price Index (NCPI) at 132.9, reflecting high prices, lukewarm incentives, and expensive financing. However, there has been a **recovery in the supply of new cars** under \$30K, affording much-needed solace for consumers.

Used car buyers face similar challenges, but there’s **more pricing relief**, and **trade-in values remain healthy**. Month over month, prices and days live are nearly flat, further indicating stabilization in the market even as demand and supply slip slightly. But there’s still tangible scarcity in affordable, newer vehicles. **Consumers are paying \$93 more per 1,000 miles on used cars today than in 2021, and average miles remain stubbornly high.**

While new and used markets stabilize, **EVs remain far more volatile.** New EV inventory is growing - double from last year - and demand is rising, but not at the same pace, so days live is up year over year. However, more recent indicators demonstrate **some market steadiness**, including a decline in month over month days live and average price. The fastest selling EVs come from luxury (Audi, Cadillac, and Mercedes) and mainstream (Subaru and Toyota), representing a **wide range of customer preferences.** As EV selection expands, adoption should follow, but with **charging still a concern** and more hybrids available, the argument for EVs as a more convenient, better mobility solution remains a debate.

Overall, year over year metrics are still showing large changes, but month over month **numbers are stabilizing.** However, the impact of high prices permeates the market, and there’s little sign of relief back to pre-pandemic conditions. Stakeholders can take some solace in knowing this market is the new reality.



Rebecca Lindland

Sr. Director of Industry Data and Insights, Cars Commerce

1



Improving supplies offer consumers more choices including hybrids

2



Summer travel trends and consumer spending

3



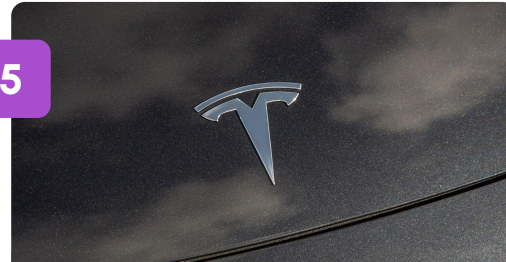
Dealer strategic evolution amidst buyer demographic shift

4



Employment, wages, inflation, interest rates and consumer sentiment

5



Tesla's ongoing ambiguity shakes EV market; UAW growth and broadening impact on industry

NEW VEHICLES

A Smoother Ride: Steady Prices, Judicious Consumer Demand, and Slower Inventory Turnover



Market Snapshot: In the “New Normal,” MoM Metrics Point Towards Market Stabilization Even While YoY Percent Changes Remain Elevated

-2.5 ppts YoY

132.9 NCPI

**New-Car
Price Index**

MSRP versus price + finance cost

-22.0% YoY

-8.7% MoM

**New-Car
Demand**

Searches

34.6% YoY

-3.5% MoM

**New-Car
Supply**

Marketplace inventory

39.2% YoY

1.4% MoM
66 Days Average

**New-Car
Days Live**

Live on site

-1.5% YoY

0.8% MoM
\$49,111 Average

**New-Car
Price**

List price

Fastest-Selling

Luxury Brands

1. Cadillac
2. Lexus
3. BMW
4. Audi
5. Land Rover

Fastest-Selling

Mass-Market Brands

1. Toyota
2. Honda
3. Subaru
4. Kia
5. Hyundai

Slowest-Selling

Luxury Brands

1. Maserati
2. Alfa Romeo
3. Jaguar
4. INFINITI
5. Volvo

Slowest-Selling

Mass-Market Brands

1. Dodge
2. Chrysler
3. Buick
4. RAM
5. Jeep

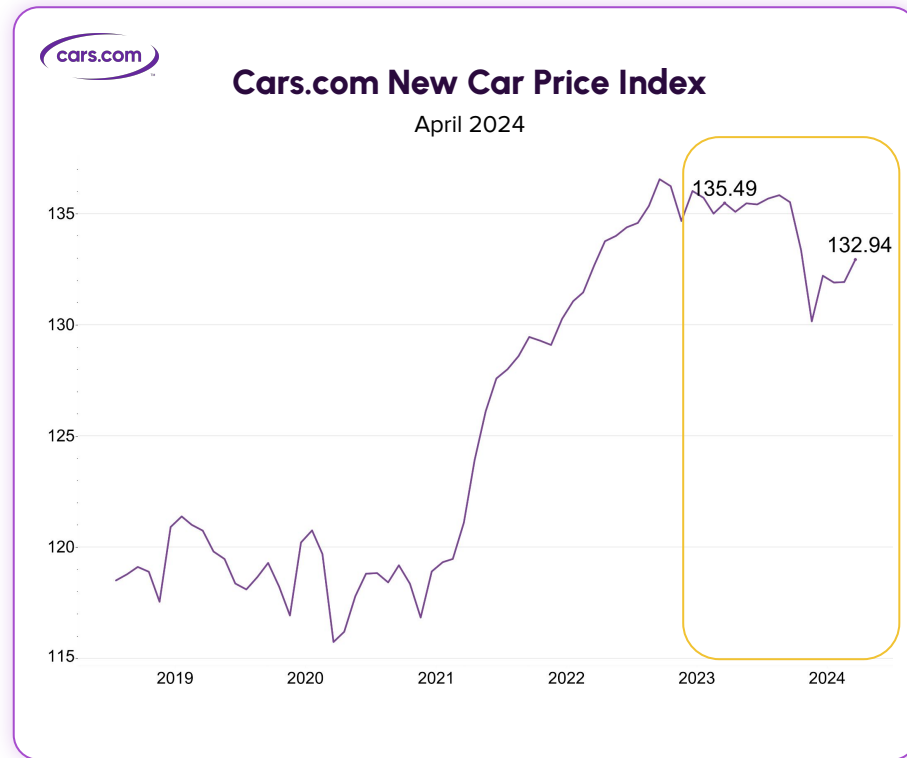
Seasonal Prices Increased MoM in April As The Market Continues to Normalize

Cars.com's New Car Price Index (NCPI) estimates the total cost to purchase and finance a new vehicle, including estimated options, taxes and fees, and interest for the full loan term.

NCPI rose 1 ppt MoM, due to lukewarm discounts and incentives and increased financing costs. Price increases MoM are a normal phenomenon every April, and signals the auto market is getting back to normal.

Despite a recent pullback, **discounting levels are still elevated**, supported by a 35% inventory increase, compared to last year when the NCPI was 2.5 ppts higher.

NCPI **132.9**

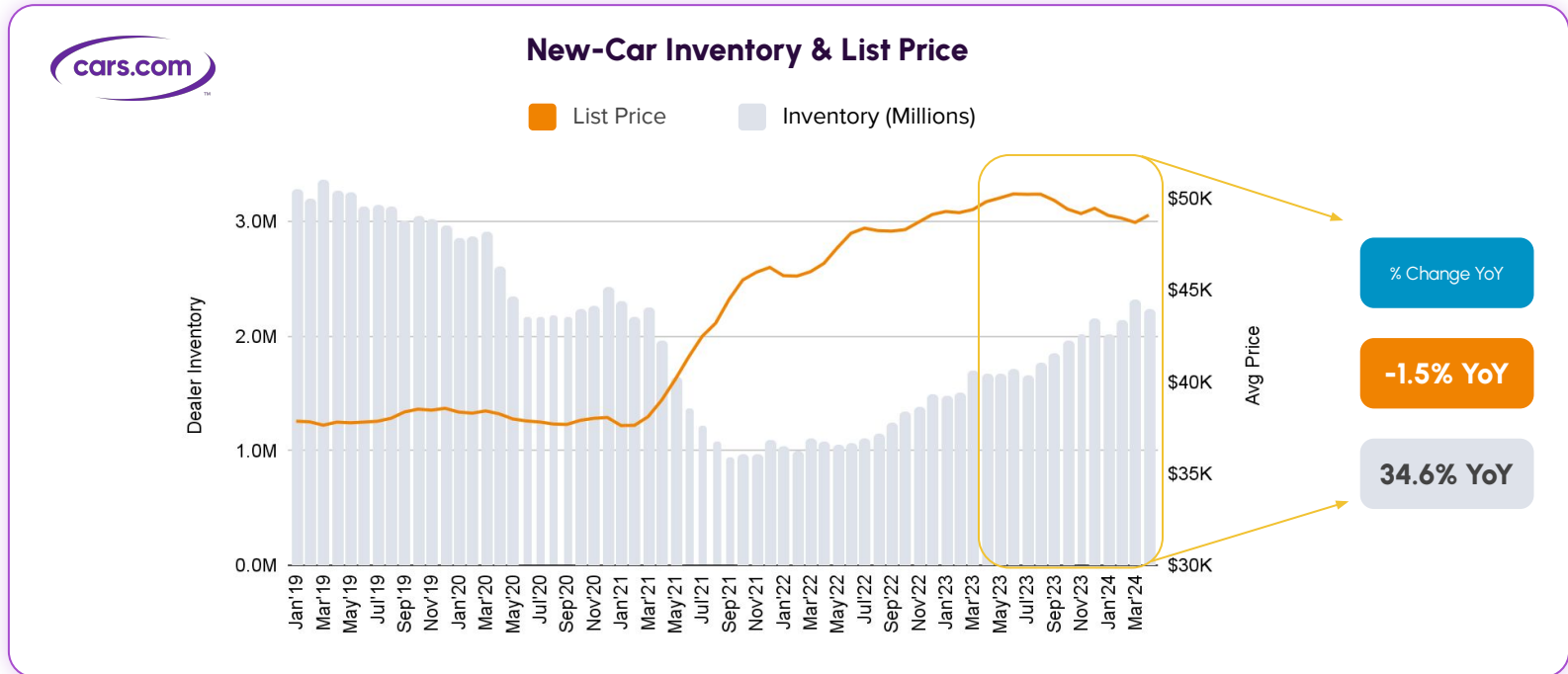


VW ID.4 Leads For Third Month; With Redesigns Looming, Increased Incentives and Discounting Advance Volkswagen Tiguan and Volvo XC40 Top of Cars.com New Car Price Index (NCPI)

1. Volkswagen ID.4	2. Lincoln Corsair	3. Volkswagen Tiguan	4. Volvo XC40	5. Buick Envision
106.1 NCPI	110.0 NCPI	114.2 NCPI	115.5 NCPI	116.2 NCPI
-20.4% YoY 0.6% MoM	-9.1% YoY 0.1% MoM	-18.0% YoY -1.8% MoM	-5.0% YoY -3.1% MoM	-9.1% YoY 2.3% MoM
\$46,181 Average list price on Cars.com	\$49,422 Average list price on Cars.com	\$34,723 Average list price on Cars.com	\$49,042 Average list price on Cars.com	\$38,849 Average list price on Cars.com

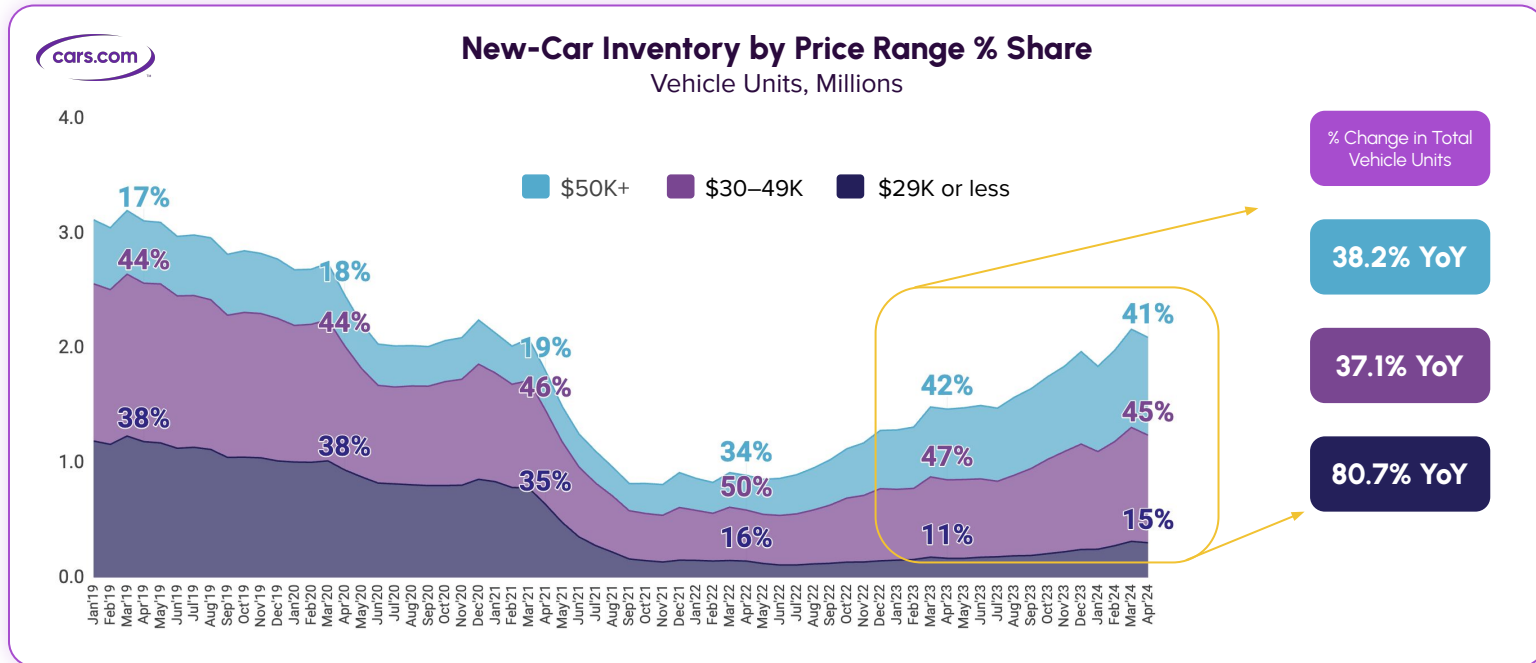
* Methodology for determining the list of "Top 5" vehicles is described [here](#)

New Car Prices Up \$11,300 Since 2019, A Staggering 30% Rise; Inventory Levels Increase 35% YOY But Still a Million Units Short of 2019



The New Normal of Inventory Mix Skews Heavily Towards Vehicles over \$50K at 41% Share, Up From 17% In 2019; Entry-Price Vehicles Continue To Recover

Sub \$30k vehicles increase 80.7% YoY, up 4 pts YoY to 15% share; still half the 38% pre-pandemic share





Cadillac Slashes Days on Lot as XT4, XT5 and Escalade Accelerate Sales; Foreign Brands Are Masters of the Turn

Shuffling of rankings among brands; Jeep replaces MINI for top 5 slowest moving mass market brand

Fastest- and Slowest-Moving New-Car

Mass-Market Brands, April 2024

Days Live

	Brand	Apr '23	Apr '24	YoY
Fastest Moving Brands	Toyota	19	31 	67.5%
	Honda	24	40	66.1%
	Subaru	26	46	74.5%
	Kia	27	51	90.4%
	Hyundai	35	54	56.6%
Slowest Moving Brands	Jeep	72	95 	30.7%
	RAM	71	95	33.6%
	Buick	66	98	47.7%
	Chrysler	60	128	111.8%
	Dodge	59	144	144.1%

Fastest- and Slowest-Moving New-Car

Luxury Brands, April 2024

Days Live

	Brand	Apr '23	Apr '24	YoY
Fastest Moving Brands	Cadillac	54	47 	-13.5%
	Lexus	24	51	111.4%
	BMW	36	54	49.6%
	Audi	40	55	37.7%
	Land Rover	49	61	24.2%
Slowest Moving Brands	Volvo	67	83	25.2%
	INFINITI	65	95	45.7%
	Jaguar	101	132	30.6%
	Alfa Romeo	130	152 	16.6%
	Maserati	95	180	90.2%

Tacoma Punches Above Its Weight In Top Searches Amid Full-Size Trucks

Pickup trucks account for more than half of top searched models

As new midsize trucks debut with updated designs, the **Toyota Tacoma** continues to stand out in its segment. It will soon feature a hybrid engine, enhancing both power and fuel economy — a unique offering in its class.

Vehicle preferences evolve gradually, as shown by the consistent top 10 ranking of mainstay trucks and high displacement engines. Despite their popularity, crossovers are conspicuously absent from the top 10, highlighting a strong consumer preference for capability and output.

Top 10 New-Car Searches On Cars.com April 2024

1.	Ford F-150	\$58,963
2.	Chevrolet Silverado 1500	\$54,025
3.	GMC Sierra 1500	\$60,473
4.	RAM 1500	\$64,438
5.	Ford Mustang	\$48,976
6.	Ford Bronco	\$62,652
7.	Toyota Tacoma	\$51,512
8.	Chevrolet Corvette	\$60,130
9.	Dodge Challenger	\$97,310
10.	Toyota Tundra	\$43,381

Toyota Dominates with Six Top 10 Hits: Fresh Designs, Hybrid Power, and Proven Reliability Win Big with Consumers

Popularity is not dictated by price, with a wide range of average list prices occupying the What's Hot list.

Affordable RWD sports cars are a dying breed, making the Toyota GR86 a rarity. Toyota has released a special edition trim for the 2024 model which pays homage to the rear wheel driven AE86 Corolla, igniting the coupe's hotness.

The CX-5 is facing tough competition as it enters its 8th year though it is set to be reimaged as a hybrid. Mazda plans to develop its own hybrid system as part of its electrification strategy.

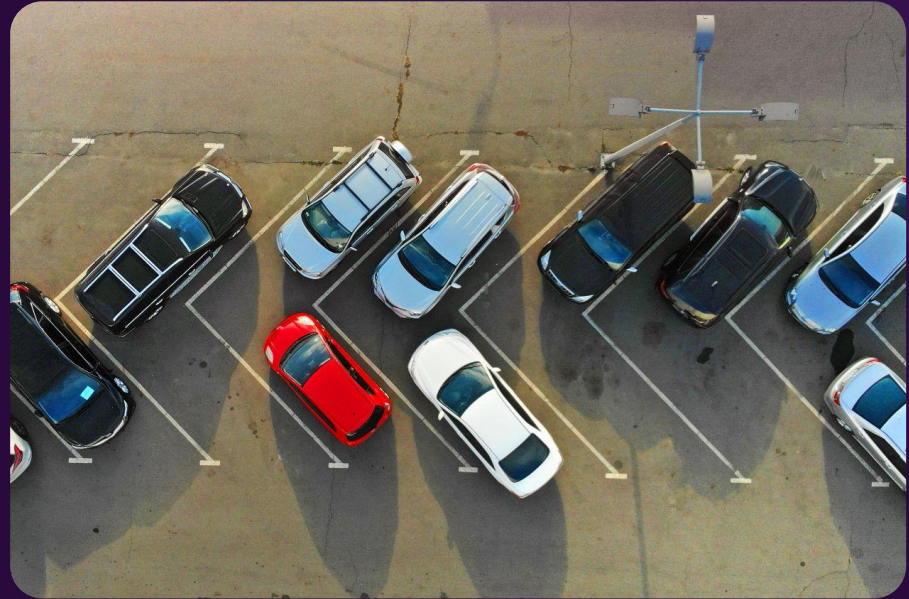
What's Hot	
Vehicle	Avg. List Price
Chevrolet Corvette	\$95,847
Toyota Sequoia	\$79,423
Toyota Prius	\$35,862
Toyota Grand Highlander Hybrid	\$55,365
Ford Ranger	\$45,406
Toyota Highlander Hybrid	\$51,319
Land Rover Defender	\$87,378
Lexus IS 350	\$52,038
GMC Yukon	\$83,766
Toyota GR86	\$34,534

What's Not	
Vehicle	Avg. List Price
Ford Edge	\$41,975
Ford Escape	\$34,290
Nissan Kicks	\$24,785
Jeep Compass	\$33,631
Nissan Murano	\$43,760
Mazda CX-5	\$33,096
Mazda CX-30	\$30,361
Volkswagen Taos	\$30,795
Nissan Altima	\$30,485
Mercedes-Benz EQB	\$64,315

**Vehicles, excluding full-size vans, that have more interest than what is available from highest to lowest and vice versa*

USED VEHICLES

Affordable New Car Stock Breeds Moderation in Used Car Market



Market Snapshot: Used Car Demand Eased 8% And Prices Fell 6% YoY But MoM Shows Improving Stability

-7.8% YoY

-6.7% MoM

Used-Car Demand

Searches

-1.6% YoY

-8.3% MoM

Used-Car Supply

Marketplace inventory

16.5% YoY

0.8% MoM
53 Days Average

Used-Car Days Live

Live on site

-6.3% YoY

0.8% MoM
\$28,910

Used-Car Price

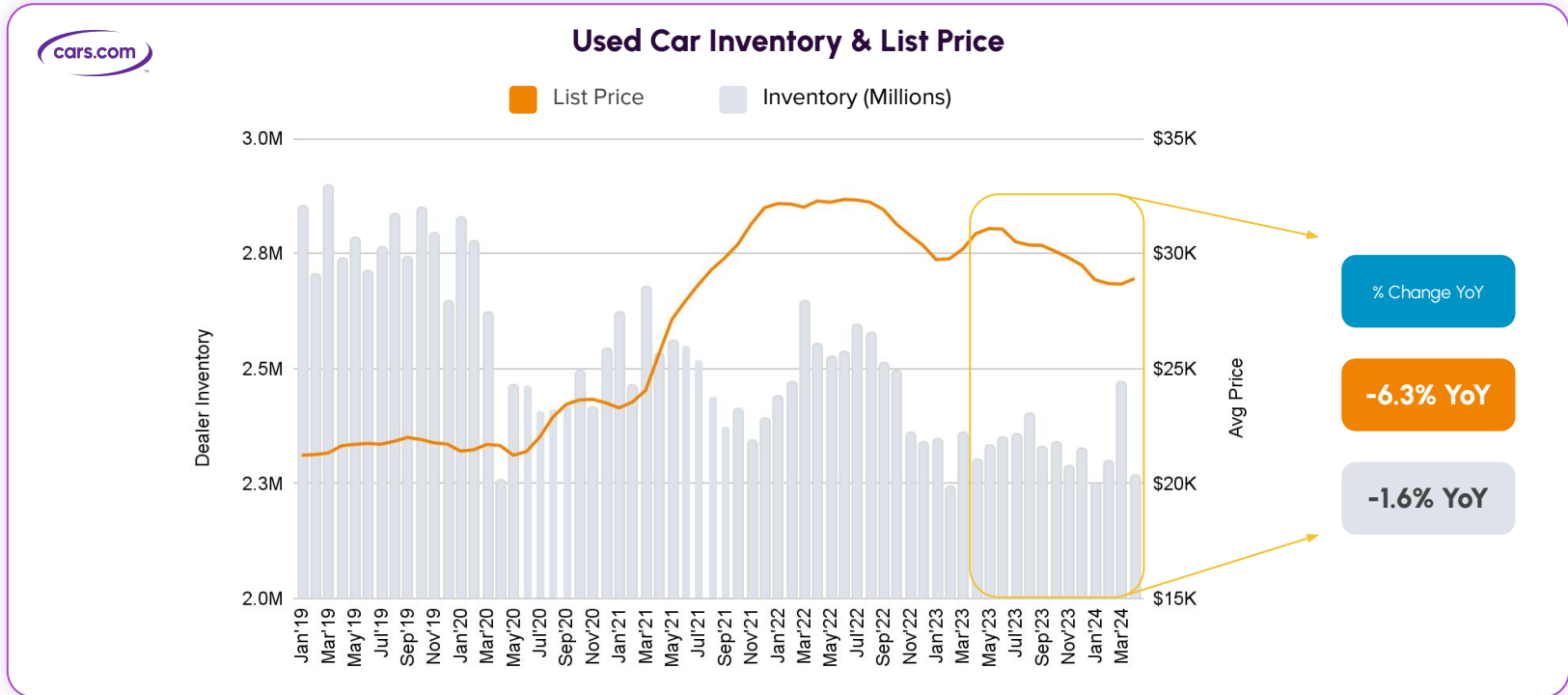
List price

Popular Used-Vehicle Trade Values

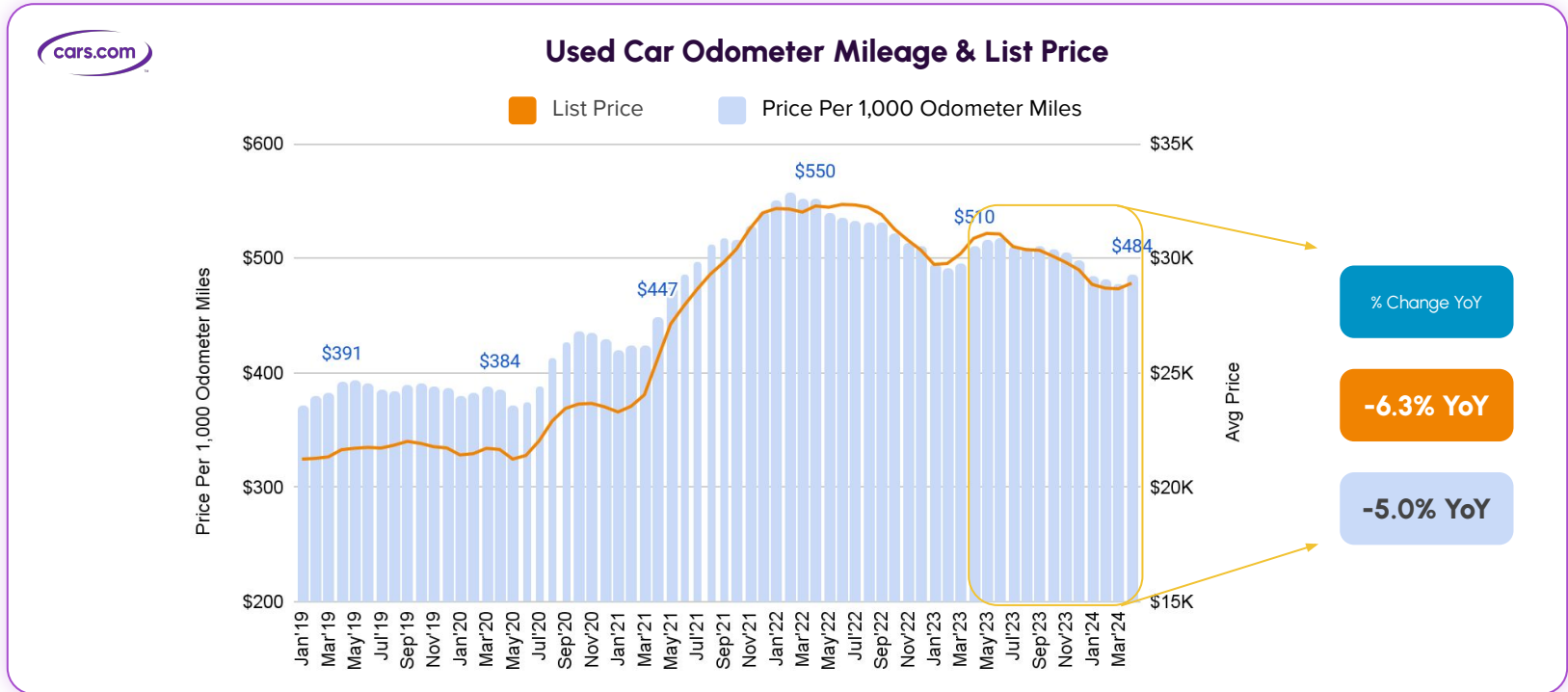
Used Cars <\$50K, 3-5 years old

Model	Trade Value	YoY	YoY %	3 Months	MoM
Toyota Camry	\$20,669	(\$4,393)	(17.5%)	\$1,161	\$35
Honda Civic	\$18,705	(\$4,224)	(18.4%)	\$921	(\$399)
Chevy Equinox	\$15,475	(\$4,822)	(23.8%)	\$319	\$0
Ford F-150	\$26,832	(\$8,293)	(23.6%)	\$390	(\$902)
Jeep Grand Cherokee	\$30,490	(\$7,610)	(20.0%)	(\$440)	\$0
Tesla Model Y	\$27,607	(\$14,036)	(33.7%)	(\$3,979)	(\$100)
Toyota RAV4	\$23,439	(\$5,579)	(19.2%)	\$58	(\$452)
Lexus RX	\$36,024	(\$6,952)	(16.2%)	\$595	\$0
Toyota Tacoma	\$25,927	(\$4,102)	(13.7%)	\$1,465	(\$394)
Hyundai Tucson	\$16,356	(\$5,477)	(25.1%)	(\$100)	(\$488)

The Roller Coaster Was Alive And Well As Inventory Dropped By 472,000 Units and Prices Climbed \$7,271 Since 2019



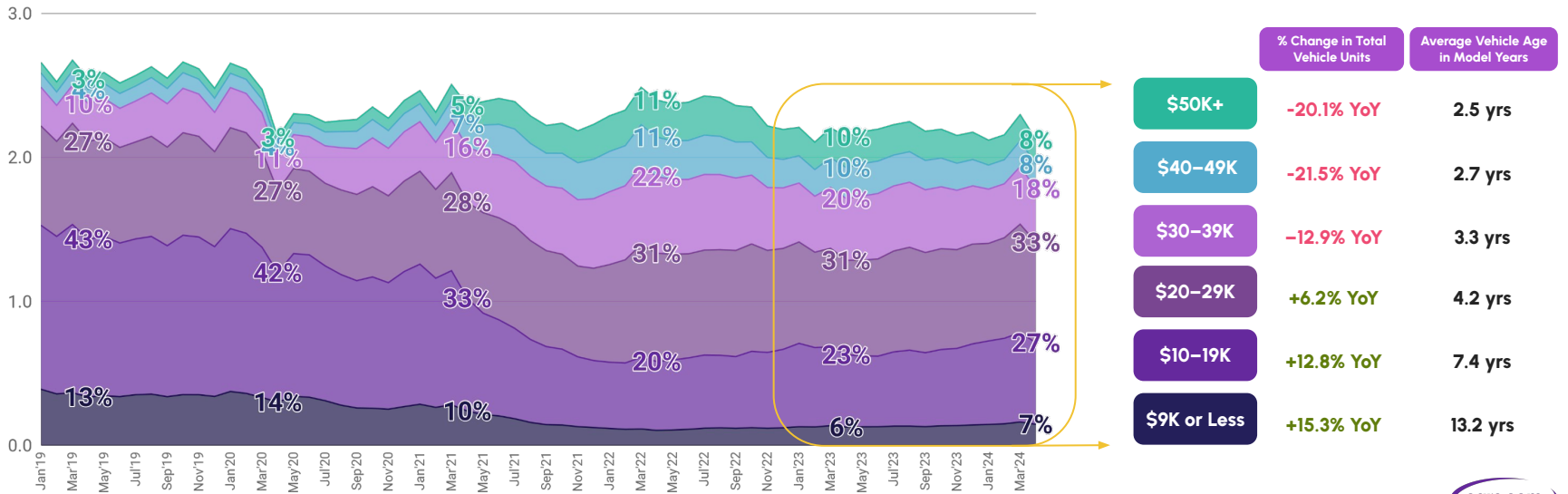
The 2021 Chip Shortage Caused Mileage to Climb and Remain High; Today, Used Car Shoppers Pay \$93 More per 1000 Miles



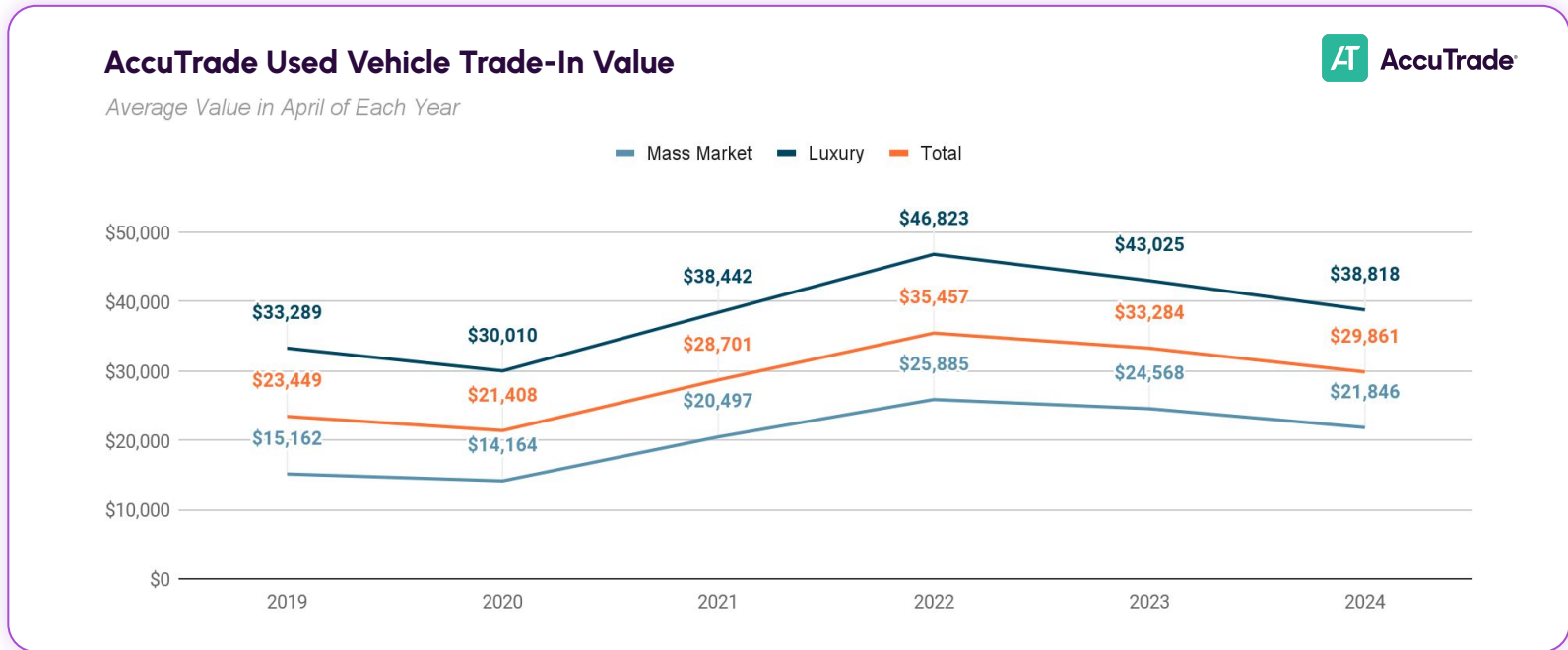
Rising New Car Prices Reshaped Used Car Inventory Mix; Scarcity of 1-3 Year Aged Units And Improved New Car Supply Softens Recent Demand

Used Car Supply Under \$30k Up 9.7% YoY and Carry 4.6k Fewer Miles YoY

Used-Car Inventory by Price Range % Share / Avg. Age (Last 13 Months)



Pre-Pandemic, Luxury Trade-Ins Values Commanded About 120% More Than Mass Market Brands; Today, the Pricing Disparity is Just Over 78%



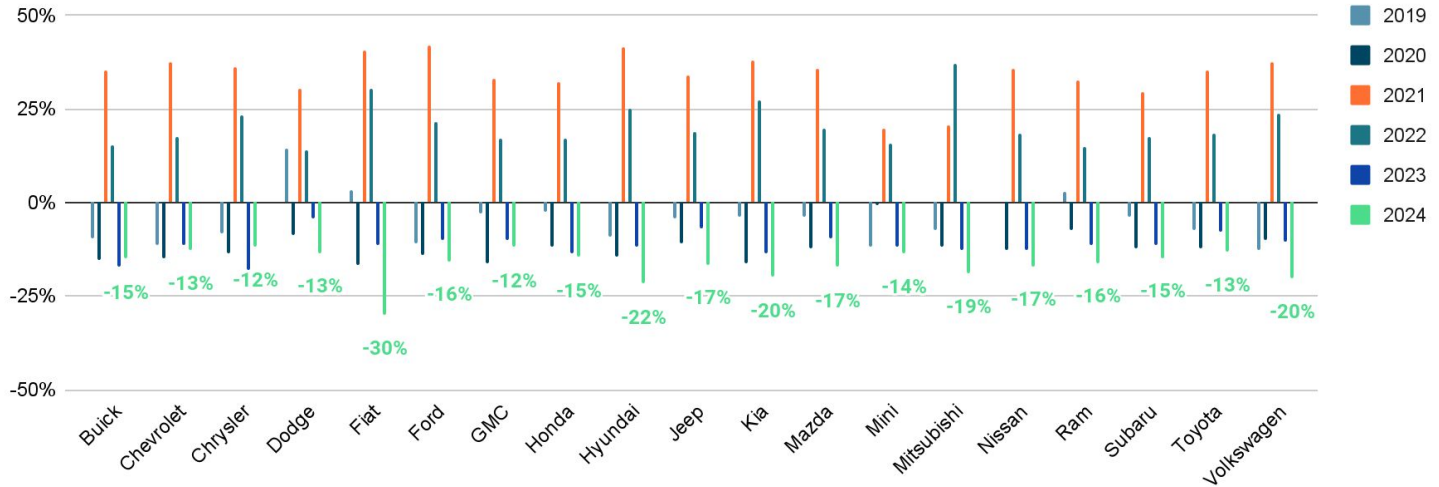
*Each year includes the prior 2-6 model years.

Prices for Mainstream Brands Are Softening YoY But Still Elevated; No One is Immune from These Market Adjustments

Average Trade-In Values by Brand | Mass Market



Year-Over-Year Percent Change



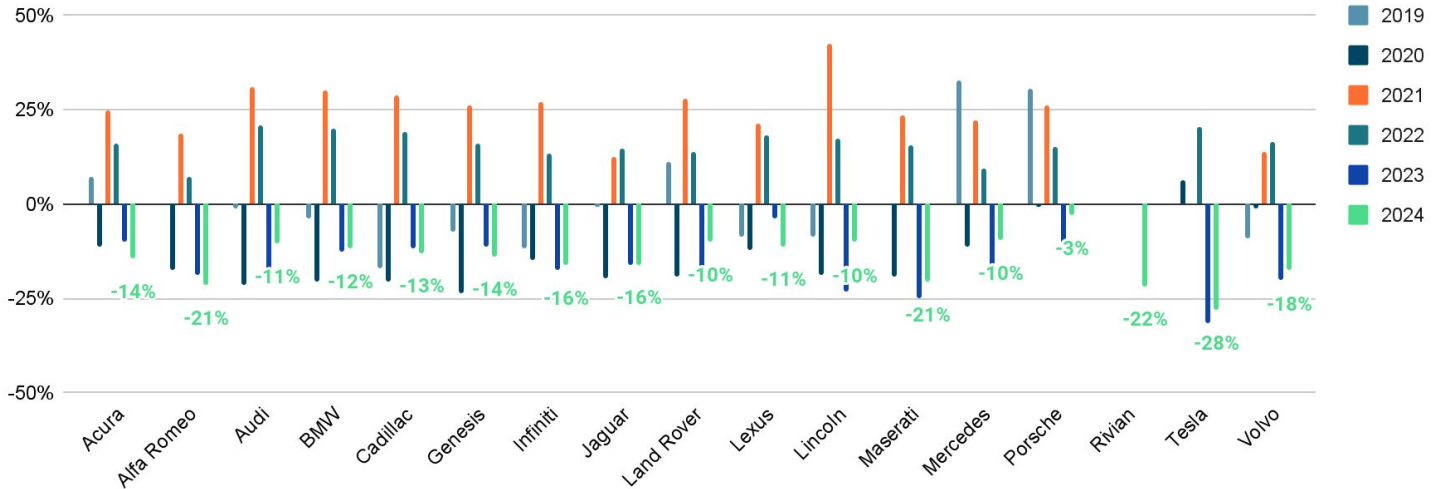
*Each year represents the last five model years.

Porsche is the Most Resilient of All Luxury Brands, Maintaining Its Pandemic Value Gains. EV Brands are Struggling and Tesla's New Car Pricing Strategy is Impacting its Used Car Values.

Average Trade-In Values by Brand | Luxury



Year-Over-Year Percent Change



Top-Searched Used Autos Have Seasonal Price Increases in April

The Top 10 Models in April Were the Same as March, and the Average Price Increased for All 10 As Summer Approaches

Seasonal Price Uptick. The average price for all of the Top 10 models increased MoM with the largest price jump for the Porsche 911 and smallest for the Chevrolet Corvette.

The Top 10 Most Searched Used Cars Are Always In Demand. The most-search used vehicles list includes the same vehicles as March, with some shuffling in the rankings. All are long-running nameplates with broadly available inventory and strong brand recognition.

Affordability Meets Desirability. Eight of the Top 10 vehicles have an average price under \$35k, and given the youngest nameplate (Tacoma) launched in 1995, there are a wide range of inventory and price points available for all of these models.

Top 10 Used-Car Searches on Cars.com By Searches

Rank	Model	Average Price	MoM
1.	Ford F-150	\$33,842	\$538
2.	Chevrolet Silverado 1500	\$33,186	\$262
3.	Chevrolet Corvette	\$60,777	\$16
4.	Ford Mustang	\$27,363	\$477
5.	Porsche 911	\$142,241	\$1,215
6.	Toyota Tacoma	\$33,118	\$857
7.	RAM 1500	\$34,264	\$286
8.	Honda Accord	\$20,217	\$108
9.	Toyota Tundra	\$36,618	\$398
10.	Toyota Camry	\$21,300	\$34

ELECTRIC VEHICLES

Are EVs Still Riding the Roller Coaster?



Market Snapshot: Inventory Swells, Prices Dip as Volatility Rules The EV Market

10.5% YoY

0.5% MoM

New-EV Demand

Searches

99.7% YoY

7.8% MoM

New-EV Supply

Marketplace inventory

66.5% YoY

-11.3% MoM
81 Days Average

New-EV Days Live

Live on site

-5.1% YoY

-1.4% MoM
\$62,927 Average

New-EV Prices

List price

**Fastest-Selling New*
EV Models**

- 1. Subaru Solterra**
- 2. Mercedes-Benz EQB**
- 3. Cadillac LYRIQ**
- 4. Toyota bZ4X**
- 5. Audi e-tron GT**

44.6% YoY

6.6% MoM

Used-EV Demand

Searches

42.2% YoY

-6.6% MoM

Used-EV Supply

Marketplace inventory

1.7% YoY

5.0% MoM
65 Days Average

Used-EV Days Live

Live on site

-20.2% YoY

-0.9% MoM
\$36,093

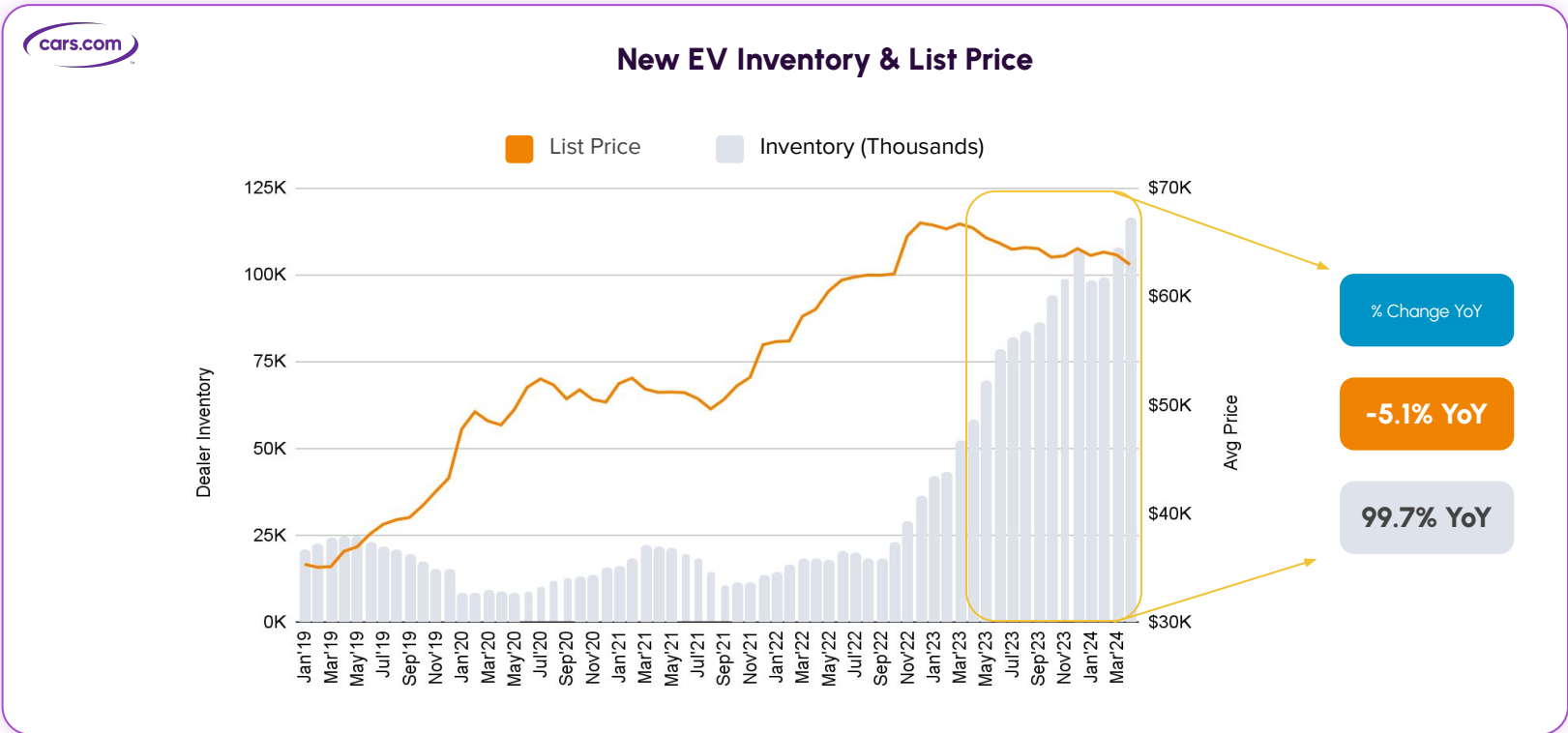
Used-EV Prices

List price

**Fastest-Selling Used
EV Models**

- 1. Rivian R1S**
- 2. Rivian R1T**
- 3. Chevrolet Bolt EUV**
- 4. Chevrolet Bolt EV**
- 5. Hyundai Ioniq 5**

Talk About Roller Coasters! EV Inventory is Up 100% YoY Even As More Competition Leads to Price Cuts



Consumers are Shopping Domestic Branded EVs; Chevrolet Blazer EV Breaks Into Top 5 as GM's Ultium EV Production Expands

Top 5 New-EV Searches on Cars.com	
Vehicle	Avg. List Price
Ford F-150 Lightning	\$67,264
Ford Mustang Mach-E	\$50,348
Kia EV9	\$65,316
Chevrolet Blazer EV	\$50,148
Cadillac LYRIQ	\$69,647

Note: New EVs include brands with dealership franchises and listing inventory on Cars.com.

Top 5 Used-EV Searches on Cars.com	
Vehicle	Avg. List Price
Tesla Model 3	\$27,056
Tesla Model S	\$34,601
Tesla Model Y	\$34,851
Tesla Model X	\$46,738
Porsche Taycan	\$93,022

Note: New EVs include brands with dealership franchises and listing inventory on Cars.com.

Between New Launches and Pricing Volatility, Consumers are Curious About New and Used EVs, Driving Up Searches

37.8% YoY

5.6% MoM

Total EV Searches

10.5% YoY

0.5% MoM

New-EV Searches

44.6% YoY

6.6% MoM

Used-EV Searches

1.19 pts YoY

0.41 pts MoM
3.5% share

Total EV Search Share

1.35 pts YoY

0.42 pts MoM
4.6% share

New-EV Search Share

1.19 pts YoY

0.41 pts MoM
3.3% share

Used-EV Search Share

New EV searches are up 10.5% YoY, outperforming the 22.0% YoY decline for all new autos. Increased discounting and new launches are driving renewed interest in EVs.

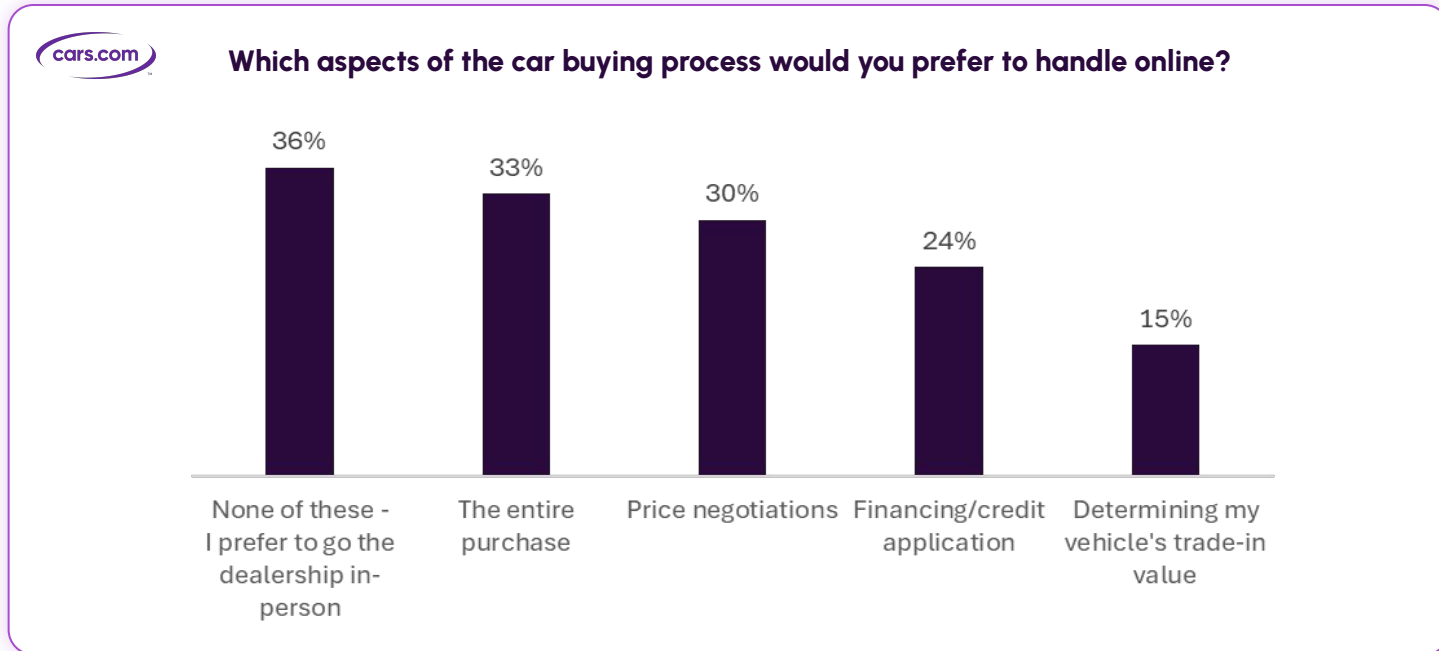
Falling used prices boost demand, with the average list price of a used EV down 20.2% YoY and searches up 44.6% YoY.

SHOPPER INTENT

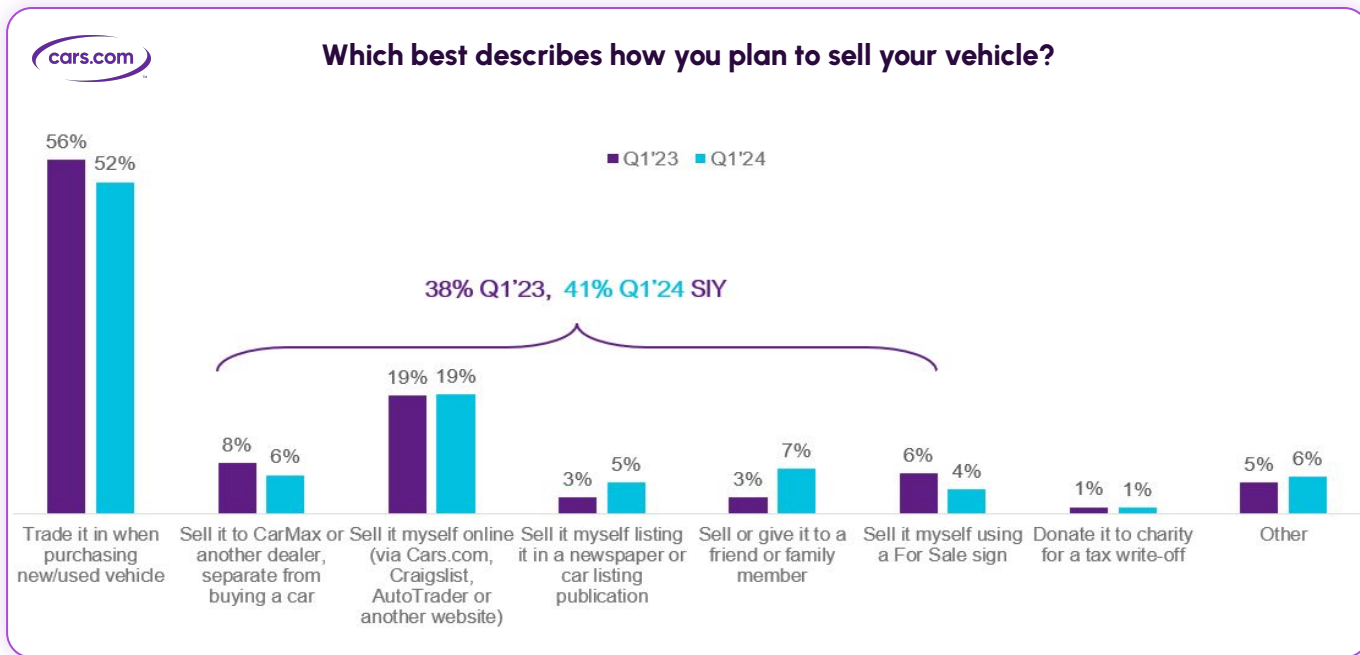
Consumers Want More of the Car Shopping Process Online with a Dealership Finishing Touch



Almost Two-Thirds Of Consumers Prefer to Do at Least Some of the Car Buying Process Online, 36% Still Prefer To Do Everything At The Dealership



Consumers Planning to Sell Their Vehicle Themselves Increased +3 points YoY, While Those Planning to Trade In Dropped -4 Points



Contact, Social Media, and Follow-Up

For Media Comments, Please Contact:

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- Jason Williams, Sr Communications Associate, jawilliams@carscommerce.inc

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Methodology and Terminology

Methodology: New Car Price Index, Top Five

- New Car Price Index estimates the total cost to purchase and finance a new vehicle, including estimated options, taxes and fees, and interest for the full loan term.
- Top five vehicles must have average list price under \$50K and a minimum of 2,000 available listings on Cars.com nationally

Methodology: What's Hot, What's Not

- Calculated by taking the ratio of VDP views and listings for a model in a given month
- The ratio represents models that have more or less consumer interest than there are listings available for sale.

Methodology: Consumer Intent

- Cars Commerce Consumer Survey, Q1 2024; Online survey hosted on Cars.com website and apps (for select questions), served up to 1.5% of traffic (June 2016 to present); Received ~180,000 responses to date; Results presented are for Q1 2024, unless otherwise noted

Terminology

- Searches = VDP views
- New-car inventory = Cars.com dealer listings
- Days live = Number of days that vehicles were observed for sale at dealerships