

Best January Ever for CPO Sales

By Joe Overby, Editor

WOODCLIFF LAKE, N.J. — Certified pre-owned sales picked up right where they left off — and actually got stronger. Following the fourth consecutive best-ever year for the market, CPO sales climbed more than 17 percent in January, as dealers moved nearly 195,000 units, according to Autodata Corp.

Providing some context on just how strong the market has been, Autodata said in a sales report and analysis that this CPO sales total from the first month of the year was a January record.

And as hot as the new-car market has been — Autodata said it climbed 13.7 percent year-over-year with 1.15 million sales in January — the CPO segment actually rose more rapidly to start 2015.

There were 194,861 CPO sales for the month, according to the latest figures released by Autodata.

This beat year-ago figures by 17.2 percent, despite trailing December numbers by 3.7 percent.

The daily selling rate was 7,495 in January, up 12.7 percent year-over-year, Autodata indicated.

So, at least in the year's first month, 2015 appears like it will be another scorcher — and record-breaker — for CPO sales.

And about a week before the month ended, Cox Automotive chief economist Tom Webb said during a NADA Convention & Expo press conference that he was confident CPO sales will break a record for the fifth straight year.

"I can confidently predict that because the growing off-lease volumes create both the need and the ability to make these programs go higher," Webb said. "With respect to this relationship between CPO and leasing, No. 1, as you can well imagine, an off-lease unit is an ideal candidate to go in a CPO program."

Domestic Brand CPO Sales

Dealers with Big 3 brands collectively sold nearly 73,000 certified vehicles in January and picked up an extra 1.5 percent of market share, according to Autodata.

Domestics commanded 37.4 percent of the CPO market in January, the firm said, and their 72,841 certified sales beat year-ago figures by 22.1 percent.

Brands within the Ford family sold 22,714 CPO vehicles for the month, beating out January 2014 by 20.3 percent.

Over at General Motors, there were 35,362 certified sales of Buick, Chevrolet, GMC, Pontiac and Saturn vehicles. This was a 24.0-percent year-over-year improvement.

Cadillac had 1,873 certified sales for a 21.9-percent gain.

Moving to Fiat Chrysler Automobiles, the domestic brands there (Chrysler, Dodge and Jeep) sold 12,892 certified vehicles, which was a 20.2-percent uptick.

The Fiat brand, which is not included in that total or the overall Big 3 sum, moved 50 certified units last month, beating the January 2014 total of 34.

Asian & European Brand CPO Sales

Certified sales of Asian-brand vehicles jumped close to 11 percent in January, and European-brand CPO sales moved even higher, improving by nearly 25 percent year-over-year.

Starting with Asian OEMs, their 87,623 CPO sales last month were up 10.9 percent from January 2014, according to Autodata. Market share was 45.0 percent, down from 47.5 percent a year ago.

Dealers with European brands posted 34,397 certified sales in January, good for a 24.6-percent spike. That put their market share at 17.7 percent, beating the year-ago tally of 16.6 percent.

While no brands reported having best-ever CPO sales, a few confirmed that last month was their strongest January, those being:



Hyundai (7,368 sales)



Lexus (6,653)



Mercedes-Benz/
smart (9,456)



Volkswagen (7,675)

Autodata Corporation • January 2015 Certified Pre-Owned Retail Sales

	JAN'15	SHARE	JAN'14*	SHARE	INC/DEC	'15 YTD	SHARE	'14 YTD	SHARE	INC/DEC
Ford/Lincoln/Mercury	22,714	11.7%	18,876	11.4%	20.3%	22,714	11.7%	18,876	11.4%	20.3%
Ford/Mercury	20,623	10.6%	17,185	10.3%	20.0%	20,623	10.6%	17,185	10.3%	20.0%
Lincoln	2,091	1.1%	1,691	1.0%	23.7%	2,091	1.1%	1,691	1.0%	23.7%
GM	35,362	18.1%	28,508	17.1%	24.0%	35,362	18.1%	28,508	17.1%	24.0%
Buick	3,344	1.7%	2,272	1.4%	47.2%	3,344	1.7%	2,272	1.4%	47.2%
Chevrolet	25,969	13.3%	21,214	12.8%	22.4%	25,969	13.3%	21,214	12.8%	22.4%
GMC	6,031	3.1%	4,810	2.9%	25.4%	6,031	3.1%	4,810	2.9%	25.4%
Pontiac	14	0.0%	151	0.1%	(90.7%)	14	0.0%	151	0.1%	(90.7%)
Saturn	4	0.0%	61	0.0%	(93.4%)	4	0.0%	61	0.0%	(93.4%)
Hummer	0	0.0%	1	0.0%	(100.0%)	-	0.0%	1	0.0%	(100.0%)
Cadillac	1,873	1.0%	1,537	0.9%	21.9%	1,873	1.0%	1,537	0.9%	21.9%
Chrysler/Dodge/Jeep	12,892	6.6%	10,726	6.5%	20.2%	12,892	6.6%	10,726	6.5%	20.2%
Chrysler	2,434	1.2%	1,982	1.2%	22.8%	2,434	1.2%	1,982	1.2%	22.8%
Dodge	6,047	3.1%	4,975	3.0%	21.5%	6,047	3.1%	4,975	3.0%	21.5%
Jeep	4,411	2.3%	3,769	2.3%	17.0%	4,411	2.3%	3,769	2.3%	17.0%
Fiat	50	0.0%	34	0.0%	47.1%	50	0.0%	34	0.0%	47.1%
Chrysler w. Fiat	12,942	6.6%	10,760	6.5%	20.3%	12,942	6.6%	10,760	6.5%	20.3%
TOTAL DOMESTIC	72,841	37.4%	59,648	35.9%	22.1%	72,841	37.4%	59,648	35.9%	22.1%
Honda	16,590	8.5%	17,476	10.5%	(5.1%)	16,590	8.5%	17,476	10.5%	(5.1%)
Acura	3,541	1.8%	3,005	1.8%	17.8%	3,541	1.8%	3,005	1.8%	17.8%
Nissan	12,081	6.2%	9,639	5.8%	25.3%	12,081	6.2%	9,639	5.8%	25.3%
Infiniti	1,725	0.9%	1,015	0.6%	70.0%	1,725	0.9%	1,015	0.6%	70.0%
Toyota	27,621	14.2%	26,167	15.7%	5.6%	27,621	14.2%	26,167	15.7%	5.6%
Lexus	6,653	3.4%	5,430	3.3%	22.5%	6,653	3.4%	5,430	3.3%	22.5%
Hyundai	7,368	3.8%	7,060	4.2%	4.4%	7,368	3.8%	7,060	4.2%	4.4%
Kia	4,607	2.4%	2,961	1.8%	55.6%	4,607	2.4%	2,961	1.8%	55.6%
Mazda	3,437	1.8%	2,916	1.8%	17.9%	3,437	1.8%	2,916	1.8%	17.9%
Mitsubishi	80	0.0%	61	0.0%	31.1%	80	0.0%	61	0.0%	31.1%
Subaru	3,920	2.0%	3,312	2.0%	18.4%	3,920	2.0%	3,312	2.0%	18.4%
TOTAL ASIAN	87,623	45.0%	79,042	47.5%	10.9%	87,623	45.0%	79,042	47.5%	10.9%
Audi	3,730	1.9%	3,161	1.9%	18.0%	3,730	1.9%	3,161	1.9%	18.0%
Bentley - EST.	30	0.0%	30	0.0%	0.0%	30	0.0%	30	0.0%	0.0%
BMW	8,746	4.5%	6,019	3.6%	45.3%	8,746	4.5%	6,019	3.6%	45.3%
Fiat	50	0.0%	34	0.0%	47.1%	50	0.0%	34	0.0%	47.1%
Jaguar	465	0.2%	327	0.2%	42.2%	465	0.2%	327	0.2%	42.2%
Land Rover	991	0.5%	764	0.5%	29.7%	991	0.5%	764	0.5%	29.7%
Mercedes-Benz	9,451	4.9%	8,301	5.0%	13.9%	9,451	4.9%	8,301	5.0%	13.9%
Smart	5	0.0%	4	0.0%	N/M	5	0.0%	4	0.0%	N/M
MINI	851	0.4%	695	0.4%	22.4%	851	0.4%	695	0.4%	22.4%
Porsche	1,027	0.5%	809	0.5%	26.9%	1,027	0.5%	809	0.5%	26.9%
Volkswagen	7,675	3.9%	6,562	3.9%	17.0%	7,675	3.9%	6,562	3.9%	17.0%
Maserati	30	0.0%	47	0.0%	(36.2%)	30	0.0%	47	0.0%	(36.2%)
Volvo Car	1,346	0.7%	850	0.5%	58.4%	1,346	0.7%	850	0.5%	58.4%
TOTAL EUROPEAN	34,397	17.7%	27,603	16.6%	24.6%	34,397	17.7%	27,603	16.6%	24.6%
TOTAL EST.	194,861	100%	166,293	100.0%	17.2%	194,861	100.0%	166,293	100.0%	17.2%
Selling Days	26		25							
Daily Selling Rate	7,495		6,652							