

U.S. April car sales up for most automakers

By: Restyling News

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General Motors dealers in the United States reported 232,538 total sales in April, a 27% increase versus April a year ago. Solid gains by GM's lineup of fuel-efficient passenger cars and crossovers powered the gains, led by the best sales month for the Chevrolet Cruze and record sales for the Chevrolet Equinox and GMC Terrain compact crossovers.

Retail sales, those to individual customers, rose 25% versus in April with cars and crossovers up 49% and 28%, respectively.

Retail sales for the Cruze were 180% higher than the Chevrolet Cobalt it replaced. The Equinox and Terrain also posted retail sales records, up 53% and 61% respectively.

Audi today added to its 2011 momentum story with record-setting April U.S. sales of 10,018 luxury vehicles. Sales for the most recent month surpassed the prior April record set in 2010 of 9,319 vehicles, or 7.5%.

Through the first four months of 2011, Audi sales increased 15.6% to 35,401 vehicles. The record April 2011 results follow the best first quarter in company history as the automaker enjoyed a steady quarter-over-quarter sales increase of nearly 20%, compared to the previous period in 2010. April 2011 sales not only marked the fourth-straight monthly record for 2011, but also the third time in company history where vehicles sales exceeded 10,000 units in a given month.

Consumer demand for Ford's fuel-efficient vehicles grew its April sales 16% over a year ago and year-to-date sales up 16%.

“With gasoline prices eclipsing \$3.90 a gallon, consumers are placing an even higher priority on fuel efficiency in every size and kind of vehicle,” said Ken Czubay, Ford vice president, U.S. Marketing, Sales and Service.

Ford offers 12 vehicles that lead its sales segments in fuel economy, including four vehicles with EPA certified 40 mpg or higher ratings. As for trucks, strong sales to commercial fleet customers powered Ford's truck sales growth in April. Sales of Ford's F-Series trucks grew 11% versus a year ago.

High-end Porsche Cars North America announced U.S. April sales increased 82%, the German sports car maker's best April since 2006 and best sales month since March 2007. Notable was the all-new Cayenne SUV, which leaped 384% for the month and 141% for the year. Additionally, the 911 was up nearly 66% for the month and 13% for the year.

Nissan reported a U.S. April sales increase of 14.5% over in April 2010. In 2011, Nissan sales were up 23.4%.

Volkswagen of America reported an April 2011 increase of 23% increase over prior year sales and the company's best sales month since November 2003. Year-to-date sales were up 17%.

Kia Motors America announced an all-time record monthly sales increase of 56.7% from April 2010, and a 6.6% increase over the previous record set last month.

Hyundai Motor America said it hit an all-time record April sales that were up 40% compared with the same record-breaking period last year. For the year, total sales are up 31%, with retail volume rising 40%. Sales to fleet accounts, however, were down 45% for the year with fleet representing 13% of the total sales mix year-to-date and 11% for April. A third of Hyundai vehicles sold in April achieved 40 mpg fuel economy ratings.

April 2011 marked eight consecutive months of record sales for the Subaru Legacy sedan and 10 consecutive record months for the Outback. Consumers drove the Subaru Outback to nearly 30% growth in sales from April 2010, marking the car line's 22nd consecutive month of year-over-year increases. Total Impreza sales increased 20% from the previous year -- a record for the model -- and within that growth, the WRX/STI sales volume more than doubled.

Mitsubishi Motors North America reported April 2011 at an increase of 106% compared to April 2010. It was Mitsubishi's largest month of sales in two and a half years (August 2008) and the eighth consecutive month that the company has achieved a year-over-year sales increase.