

CNW Research Report: Used Sales in April 2014



Used car sales were up 3.65 percent vs. year ago and more than 28 percent month-over-month vs. March.

Franchised dealers saw their sales climb 4.7 percent vs. year ago while Independent dealers had a 3.95 percent gain and private party sales rose 2.21 percent.

The Internet continues to drive traffic to used car sellers at the expense of newspapers.

In April, the number of shoppers went to a dealership because of something seen on the Internet jumped 116 percent vs. a year ago and nearly 28 percent vs. March of this year. Newspapers, on the other hand, saw a decline in the number of consumers who say they were driven to a dealership by print newspapers -- down 16 percent vs. year ago.

April sales of one-to-five year old vehicles continue to be hot with increase of 9 percent vs. a year ago and 27.7 percent vs. March '14.

More consumers are shopping franchised dealerships for a used car or truck vs. March of this year (up 46.5 percent), but off somewhat vs. year ago (down 4.5 percent). For Independent dealers, the comparable percentage changes are up 22 percent (vs. last month) and down 22 percent (vs. last year).

Among under-550 Sub Prime buyers, unit sales were up 19 percent vs. April of last year and 24.5 percent vs. March.