

Report: U.S. Car and Light Truck Sales Up 3.4% for March

Domestic market sales for passenger vehicles and light trucks increased 3.4% year-over-year for March, according to a Motor Intelligence report released today. Of the 21 automakers included in the analysis, Subaru sales increased the most (+13.3%), followed by BMW's 11.2% bump. General Motors (NYSE: GM) managed a 6.4% rise, Ford (NYSE: F) pulled in 5.7% more sales, and Toyota Motor (NYSE: TM) squeaked by with a 1% increase. Volvo sales fell 19.8%. For calendar year-to-date sales, Ferrari has managed the largest sales increase (+18.9%). General Motors, Ford, and Toyota have all seen double-digit percentage increases in light truck sales, even as passenger vehicle sales increases remain in single-digit territory. Motor Intelligence is part of Autodata Corp., providing automotive statistical data, market intelligence, and analysis.