

## **Sept. new auto sales should climb 11%**

By Melodie Warner

Sales of new cars in the U.S. are expected to increase 11% in September from a year earlier, as the industry's sales growth continues to stabilize, according to a report from TrueCar.com.

The online automotive-information provider estimated 1.16 million new light vehicles will be sold in September, a 9.5% decrease from August.

The September forecast translates into a seasonally adjusted annualized rate of 14.6 million new car sales, up from 13.1 million a year earlier and 14.5 million in August. September also marks the fourth-straight month of SAAR over 14 million.

"The SAAR range so far this year has been one of the tightest in the recent history, ranging in between 13.8 and 15.1 million," said Jesse Toprak, vice president of market intelligence. "Even though the lack of big movements in car sales makes for less attractive headlines, the stable growth in sales is a positive for the industry. The stability allows for the right production adjustments and price optimization, resulting in improved profitability."

Japanese auto makers saw weak sales in the wake of Japan's earthquake and tsunami last year. TrueCar said it expects Nissan Motor Co. (NSANY, 7201.TO) to record a 0.7% decline in sales from a year earlier. Meanwhile, Honda Motor Co. (HMC, 7267.TO) and Toyota Motor Corp. (TM, 7203.TO) are expected to post sales gains of 27% and 33%, respectively.

U.S. sales from Germany's Volkswagen AG (VLKAY, VOW.XE) are expected to rise 31% from a year earlier while South Korea's Hyundai Motor Co. (HYMLY, 005380.SE) should see a 17% bump.

Among U.S. auto makers, TrueCar said it expects Chrysler Group LLC sales to rise 8.1% and estimated Ford Motor Co.'s F -0.79% growth at 1.3%. General Motors Co. GM -0.55% is projected to see sales up 2.5%.

The firm also said average incentive spending declined for the fifth consecutive month in September. Average spending per unit for September is projected at \$2,468, a 6.7% decline from a year earlier and a 1.2% drop from August.