

# STATE *of the* DEALER

REPORT

**Automotive  
Movement Leaps  
to Highest Level  
Since 2021**

New, Used, and Certified  
Vehicles All Grow by  
Double Digit Percentages



ZeroSum's March highlights point to an improving picture of vehicle movement and turn rate, and in the case of used and certified vehicles, positive shifts in underlying metrics such as days-to-move and average marketed pricing. Prior trends indicated growing supply without an accompanying increase in consumer demand, but after the seasonal rebound in the latter in February, these March results represent what could be the start of a shift where both move in tandem to the upside. The State of the Dealer report strives to answer the question of whether it is going to get harder or easier for dealers to sell a vehicle in the next 30 days. At least in the short term, the answer appears to be "easier."



## NEW CARS

APRIL 2024

### Average Inventory - New (MM)

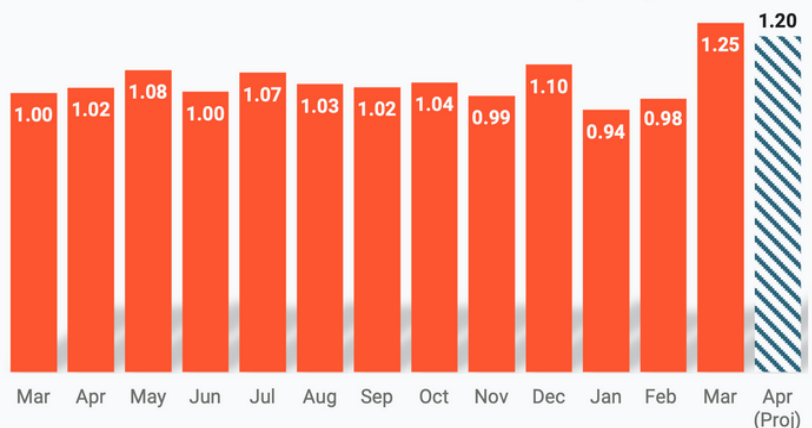


Inventory levels continue to climb, edging **up by 3%** on a month-over-month basis. But the overriding story from March is the vehicle movement picture.

Vehicle movement hit its highest count in almost three years. A **28%** MoM jump puts this figure at 1.25M, the most since May 2021.

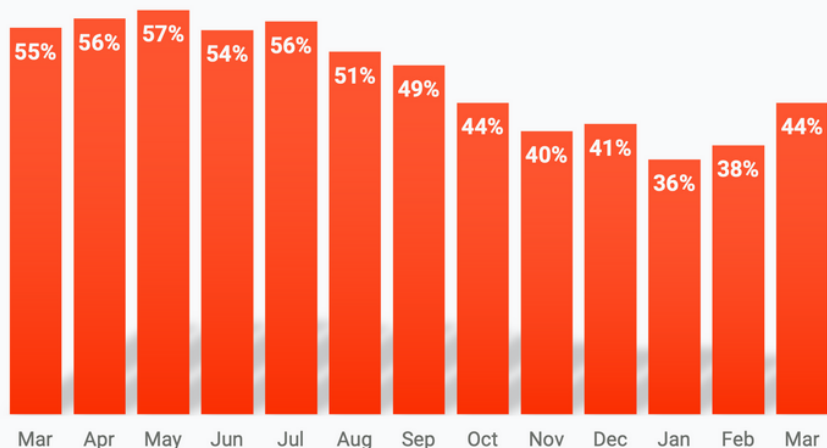
The 30-day forecast for April shows a relatively small decline back down to **1.20M**, which is still substantially higher than the range that has been in place for more than a year.

### Vehicle Movement - New (MM)



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### Turn Rate (New)



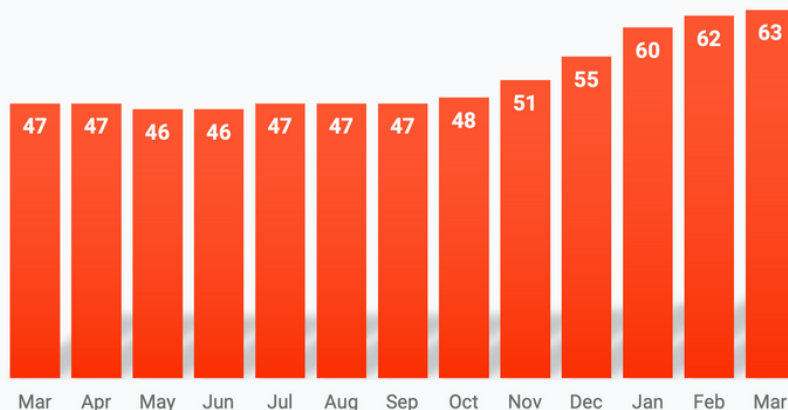
The strong movement performance resulted in a **six-point increase in new vehicle turn rate**, returning to a level seen in October 2023, though still lower than the inventory challenged-period in the Spring and Summer.

ZeroSum notes that underlying metrics still point to stable dynamics on other fronts, with days-to-move and average pricing staying within recent ranges.

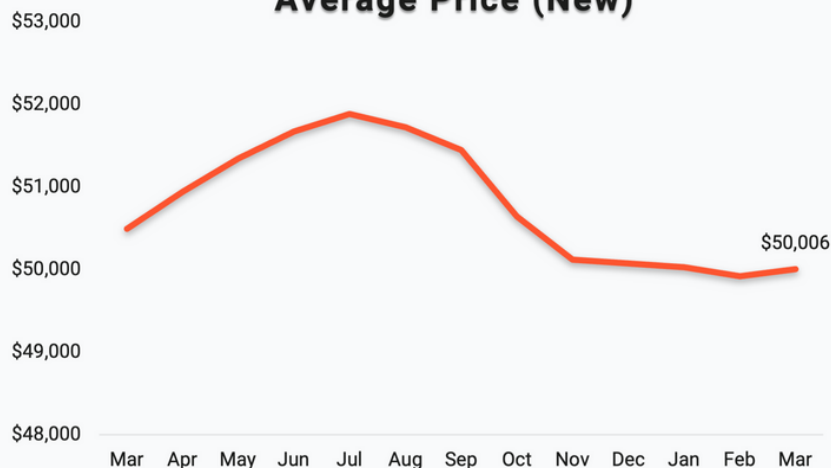
### OVERALL ASSESSMENT - NEW

“Rising inventories have led dealers and OEMs to be more aggressive with incentives and transaction **prices**, and it is great to see that this is leading consumers back into the market”, said Jeff Englishmen, Vice President of Dealer Success at ZeroSum. “But stubbornly high interest rates may put the brakes on how far this can go, and it is likely that there will be some volatility in balancing supply and demand in the short term.”

### Days-to-Move (New)

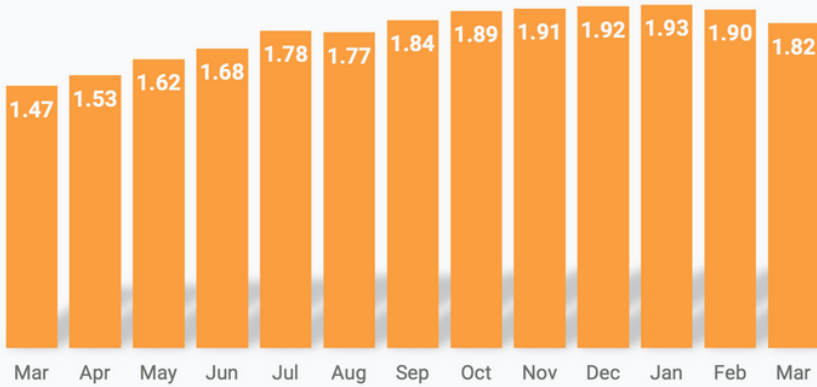


### Average Price (New)



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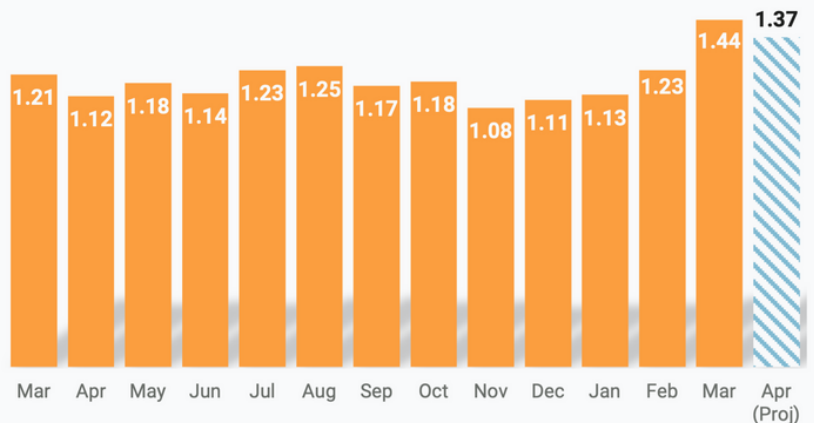
### Average Inventory - Used (MM)



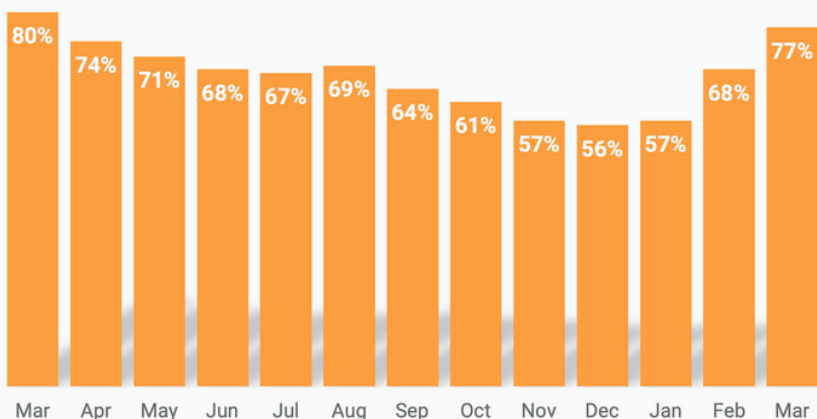
Used vehicle inventories declined by **4%** on a month-over-month basis, falling below 1.9M for the first time since October 2023

The cause of this inventory decline is the rapid increase in used vehicle movement in March—which was up by **17%** from February's results to 1.44M.

### Vehicle Movement - Used (MM)



### Turn Rate (Used)

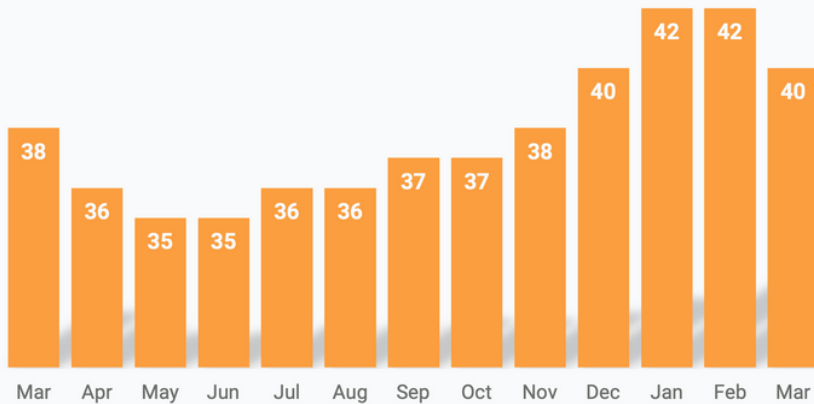


Underlying diagnostic metrics are pointing to a general upward trend, with turn rate up **nine points** (after an 11 point jump last month) to its highest level in a year...



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### Days-to-Move (Used)



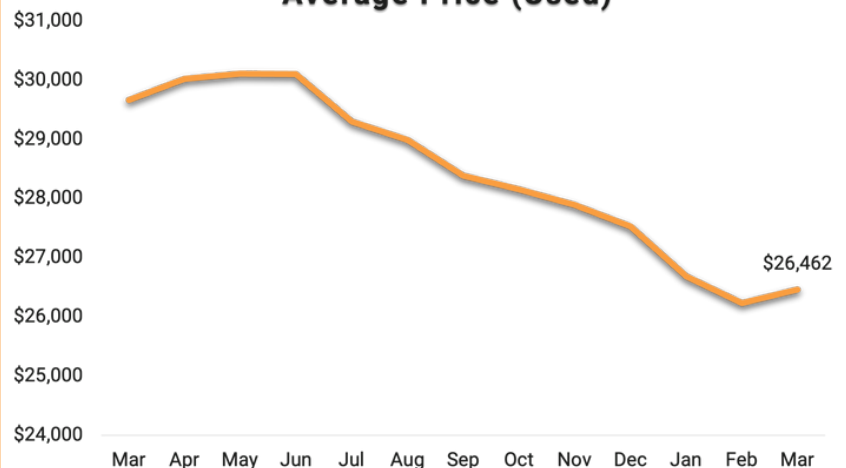
...and days-to-move dropped by two points compared to February.

Average marketed price rose for the first time since May 2023.

### Overall Assessment - Used

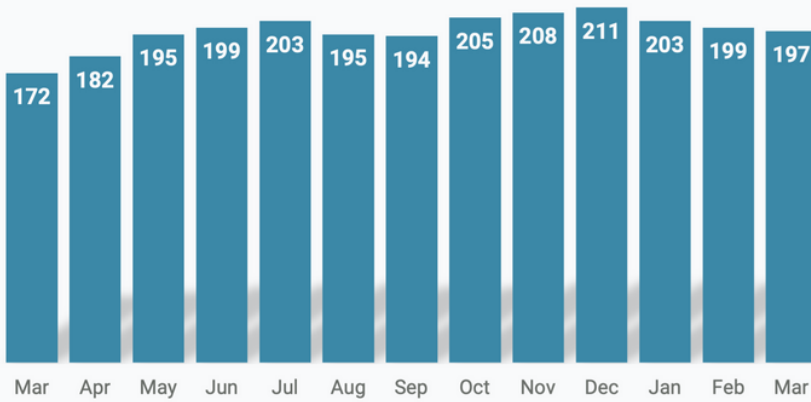
"Similar to new vehicles, used vehicles had a very strong showing in March after the seasonal rebound experienced in February" said Englishmen. "A second month of growth points to a more sustained trend, though it is expected that the rise will not necessarily be a straight line upward."

### Average Price (Used)



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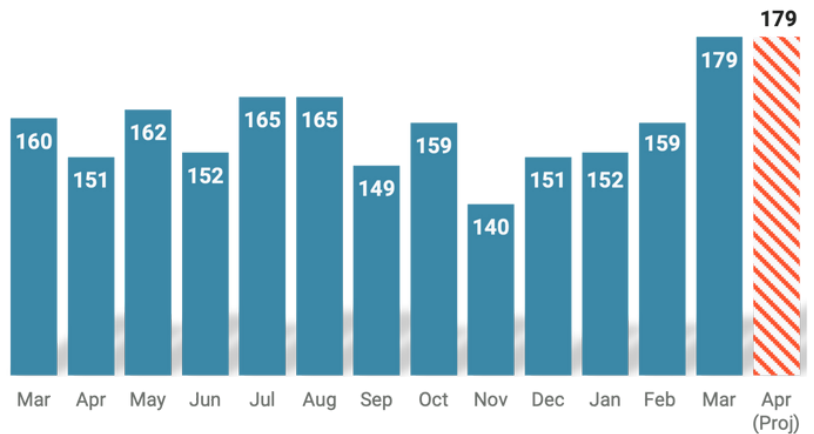
### Average Inventory - Certified (000s)



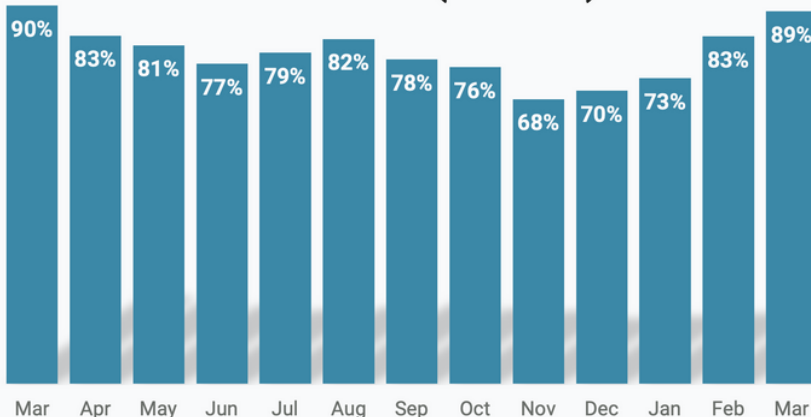
In the certified car segment, inventory dropped for the third straight month, this time driven by a **12%** increase in vehicle movement.

The movement forecast for April indicates that this elevated level will be repeated in the next 30 days.

### Vehicle Movement - Certified (000s)



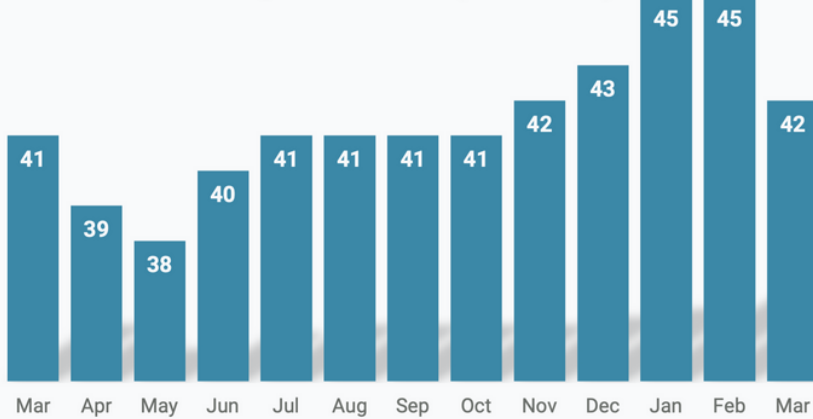
### Turn Rate (Certified)



Certified turn rates continued to ratchet upward, **rising for the fourth straight month** and hitting a level not seen since a year prior.

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### Days-to-Move (Certified)



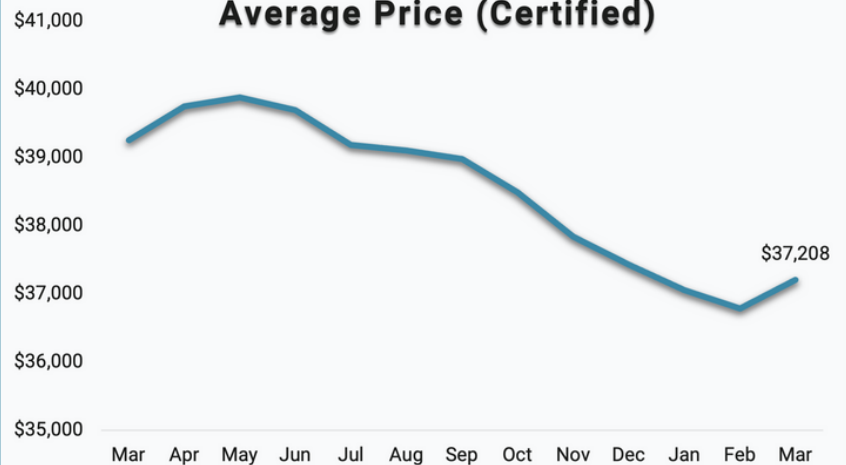
Days-to-move had a positive showing in March, dropping by three days.

Meanwhile, **average marketed pricing increased** for the first time since early summer.

### OVERALL ASSESSMENT-CERTIFIED

Certified vehicles are following the same pattern as the used car market, with strong movement growth, a surge in turn rates, and declining days-to-move.

### Average Price (Certified)



# ABOUT ZEROSUM'S STATE OF THE DEALER REPORT

The ZeroSum State of the Dealer Report is the first and premier data source for the new, used, and certified pre-owned automotive market. ZeroSum serves as a crucial resource for automotive dealers, offering indispensable data on supply and demand trends and delivering unprecedented insights on inventory and 30-day forecasts on vehicle movement. State of the Dealer answers the question that all automotive dealers are wondering: "Is it going to be harder or easier to sell a car next month?"

## About ZeroSum

ZeroSum is an industry leader in software, marketing, and data. Powered by its SaaS platform, MarketAI, ZeroSum is simplifying and modernizing automotive marketing by leveraging artificial intelligence, data, and scaling ability to acquire new customers. ZeroSum is the first and only company that matches consumer demand with automotive data in real-time for elite dealer marketing efficiency. For more information, visit [www.zerosum.ai](http://www.zerosum.ai).

Want to learn more? Book your demo now.

ONLINE DEMO



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