

# S&P Global Mobility: March 2025 US auto sales potentially ride one last wave

*S&P Global Mobility projects that US auto sales in March will crest over 1.45 million units, as consumers and automakers try to get ahead of tariffs*

SOUTHFIELD, Mich., March 28, 2025 [/PRNewswire/](#) -- With volume for the month projected at 1.45 million units, March 2025 U.S. auto sales are estimated to translate to an estimated sales pace of 16.3 million units (seasonally adjusted annual rate: SAAR), according to S&P Global Mobility. This would bring the SAAR average in the first quarter of the year to a level of 16.0 million units. While the first quarter of 2025 would reflect progress from a year-ago reading of 15.5 million units, it might be the high mark for a while, as auto tariffs [take effect in April](#).



"Automakers, by way of incentives, and savvy consumers are likely attempting to get ahead of future uncertainty surrounding auto pricing levels by taking advantage of March deals," said Chris Hopson, principal analyst at S&P Global Mobility. "Downside risks to the auto demand and production environment abound as consumers face potential higher auto prices as a result of expected tariffs to imported vehicles and parts."

The S&P Global Mobility US auto outlook for 2025 reflects sustained, but more moderate growth levels for light vehicle sales, but consumer pressures and potential auto tariffs create notable downside risks to volume estimates at this time.

## U.S. Light Vehicle Sales

		Mar 25 (Est)	Feb 25	Mar 24
Total Light Vehicle	Units, NSA	1,454,000	1,219,841	1,432,132
	In millions, SAAR	16.3	16.0	15.7
Light Truck	In millions, SAAR	13.3	13.0	12.7
Passenger Car	In millions, SAAR	3.0	3.0	3.0
Source: S&P Global Mobility (Est), U.S. Bureau of Economic Analysis				

Continued development of battery-electric vehicle (BEV) sales remains an assumption in the longer term S&P Global Mobility light vehicle sales forecast. In the immediate term, some month-to-month volatility is anticipated. March BEV share is expected to reach 8.5%, an increase from February reported figures and reflective of the uneasiness as automakers, dealers and consumers continue to digest potential changes to BEV incentives.

## About S&P Global Mobility

At S&P Global Mobility, we provide invaluable insights derived from unmatched automotive data, enabling our customers to anticipate change and make decisions with conviction. Our expertise helps them to optimize their businesses, reach the right consumers, and shape the future of mobility. We open the door to automotive innovation, revealing the buying patterns of today and helping customers plan for the emerging technologies of tomorrow.

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