

Day Supply by Automaker - January 2019

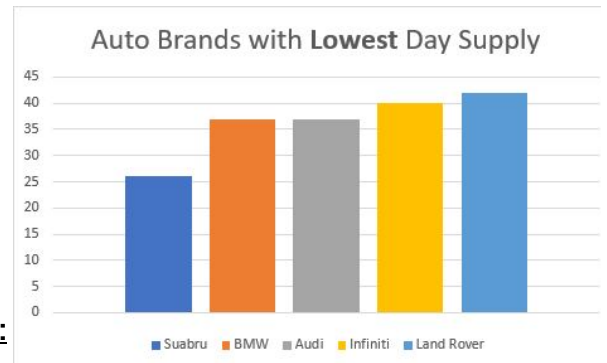
What is day-supply?

In the automotive world day supply is the number of days it takes for an automaker to run out of new inventory to sell. In other words, if the factory shuts down and no new vehicles are coming off the assembly line, based on consumer demand the automaker will sell out in ...xx.... days.

Day supply is an indicator of how strong demand is for a brand and help manufacturers forecast production timelines.

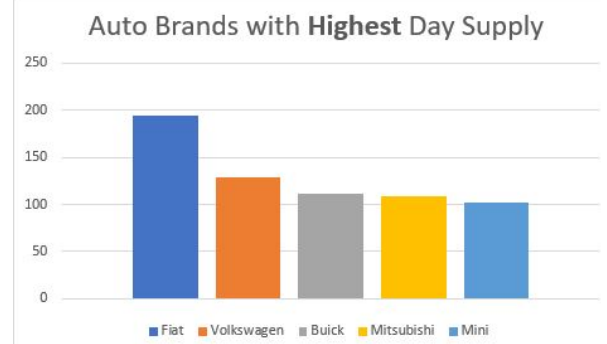
For January 2019, the manufacturers with the lowest day supply are:

Rank	Brand	Day Supply
1	Subaru	26
2	BMW	37
3	Audi	37
4	Infiniti	40
5	Land Rover	42



For January 2019, the manufacturers with the highest day supply are:

Rank	Brand	Day Supply
1	Fiat	194
2	Volkswagen	129
3	Buick	112
4	Mitsubishi	109
5	Mini	102



Day Supply for January Year over Year, 2015 to 2019

Day supply remains consistent, for the last 5 years it fluctuated only by 2 days. This is an indication of a stable supply/demand equilibrium in the auto market.

Year	January Day Supply
2015	61
2016	61
2017	63
2018	61
2019	62