

Large Pickup Trucks Sales Least Effected by Covid



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While most dealers in US are experiencing sale declines as high as 80% in in the second half of March 2020, large pickup truck sales remained flat in the South dropped only 29% in the northeast.

Reasons for the low decline in Pickup Truck Sales

- The South and Texas market are normally the strongest in the nation when it comes to truck sales, since Governors in those states failed to issue stay-at home orders as early as their northern counterparts, dealers remained open in the South and sales remained relatively flat.
- 84 Month Loans on Large Trucks
- 0% Interest on Large Trucks
- \$10,000 or more in rebates and discounts
- Historic low gas prices
- Attractive lease offers

Truck Sales Drop by Region:

Southeast	0%
Southcentral / Texas	-1%
California	-23%
West	-15%
Midwest	-18%
Northeast / New England	-29%

