

Appraiser Blog

# Which Car Brands Led the U.S. Market in 2023



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## Which Car Brands Led the U.S. Market in 2023?

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### **A Story of Resilience and Recovery**

Once upon a time, in the bustling auto markets of the United States, a dramatic shift was unfolding. The year 2023 emerged as a beacon of hope after the tumultuous waves of COVID-19 and the crippling microchip shortage.

As these challenges moved into the annals of history, a new era of automotive triumph began. This story is not just about numbers and statistics; it's a tale of resilience, innovation, and a relentless drive towards progress.



## The Remarkable Turnaround

In a stunning display of recovery, nearly all major automakers recorded significant gains in 2023, marking the highest sales since 2019. The landscape was dotted with impressive performances and notable shifts.

### *Major Automakers' Performance*

Automaker	2023 Sales	Change
Toyota	1,928,228	4.2% ↑
Ford	1,899,514	7.5% ↑
Chevrolet	1,699,244	13% ↑
Honda	1,162,531	32% ↑
Nissan	834,097	22% ↑
Hyundai	801,195	11% ↑
Kia	782,451	13% ↑
Tesla (est.)	670,000	37% ↑
Jeep	642,924	-6.1% ↓
Subaru	632,086	14% ↑

Toyota reigned supreme for the third consecutive year, while Nissan leaped from eighth to fifth place. Tesla made a groundbreaking entry into the top 10.

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## *A Glance at the Group Performance*

<b>Automotive Group</b>	<b>2023 Sales</b>	<b>Change</b>
General Motors	2,577,662	14% ↑
Toyota Motor	2,248,477	6.6% ↑
Ford Motor	1,981,332	7% ↑
Hyundai-Kia	1,652,821	12% ↑
Stellantis	1,533,670	-1.3% ↓

Stellantis, unfortunately, was the only major automaker to see a decline, slipping to fifth place.

## **The Category Standouts**

### *Pickups and Subcompacts Shine*

The GMC Sierra surged remarkably, and subcompact crossovers broke the million mark in sales.

<b>Category</b>	<b>2023 Sales</b>	<b>Change</b>
Ford F-Series	750,789	15% ↑
Chevrolet Silverado	543,319	5.8% ↑
Ram pickup	444,926	-5% ↓
GMC Sierra	295,737	22% ↑
Toyota Tacoma	234,768	1.1% ↓

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The Ford F-Series led the pack, while the GMC Sierra reported a record volume, showcasing the unwavering American love for pickups.

## *The Segment Breakdown*

Segment	2023 Sales	Change
Compact Crossover	2,570,712	19% ↑
Full-size Pickups	2,179,145	9.1% ↑
Large Crossovers	1,220,438	7.9% ↑
Subcompact Crossovers	1,107,380	26% ↑
Compact Cars	923,404	21% ↑

Compact and subcompact crossovers soared, highlighting a trend towards smaller, more efficient vehicles.

## Special Mentions

### *Mustang Roars Back*

Ford's Mustang reclaimed its throne in the pony car segment, outpacing the Dodge Challenger.

Model	2023 Sales	Change
Ford Mustang	48,605	2.2% ↑
Dodge Challenger	44,960	-18% ↓
Chevrolet Camaro	31,028	26% ↑

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## *Stuck in the Mud*

However, not all was rosy. The Jeep Wrangler and Ford Bronco faced declines.

Model	2023 Sales	Change
Jeep Wrangler	156,581	-14% ↓
Ford Bronco	105,665	-9.7% ↓

## Light Trucks Dominate

The light-truck segment achieved record-breaking sales, firmly establishing its dominance in the market.

Year	Light-truck Sales	Market Share
2023	12,401,023	79.4
2022	10,939,913	78.9
2021	11,688,426	77.6
2020	11,111,776	76.2
2019	12,314,850	72.0
2018	11,976,738	69.2
2017	11,115,865	64.5
2016	10,657,658	60.7
2015	9,916,173	56.7
2014	8,773,231	53.1

## Wrapping Up

The 2023 U.S. auto sales landscape was a mosaic of growth, challenges, and shifting consumer preferences. Amidst adversity, the industry displayed remarkable resilience, adapting to changing market dynamics and emerging stronger. As we cruise into the future, what new trends and surprises will the auto industry unveil next?