

# Automotive Sales Seasonality 2023

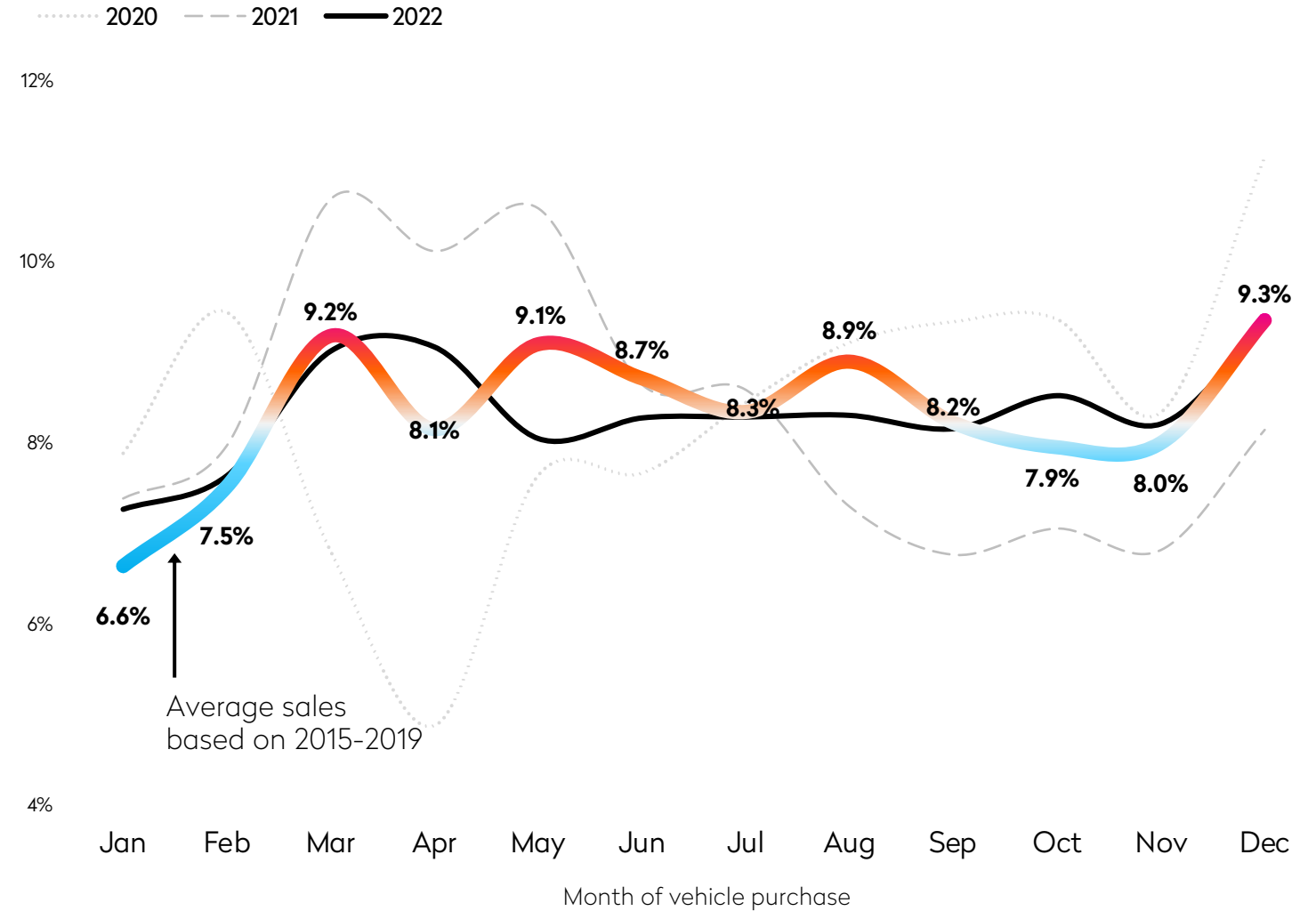
TrueCar



# New Vehicle Sales Seasonality

## New Vehicle Seasonality

Average New vehicle sales throughout the year



### Historical Quarterly Summary

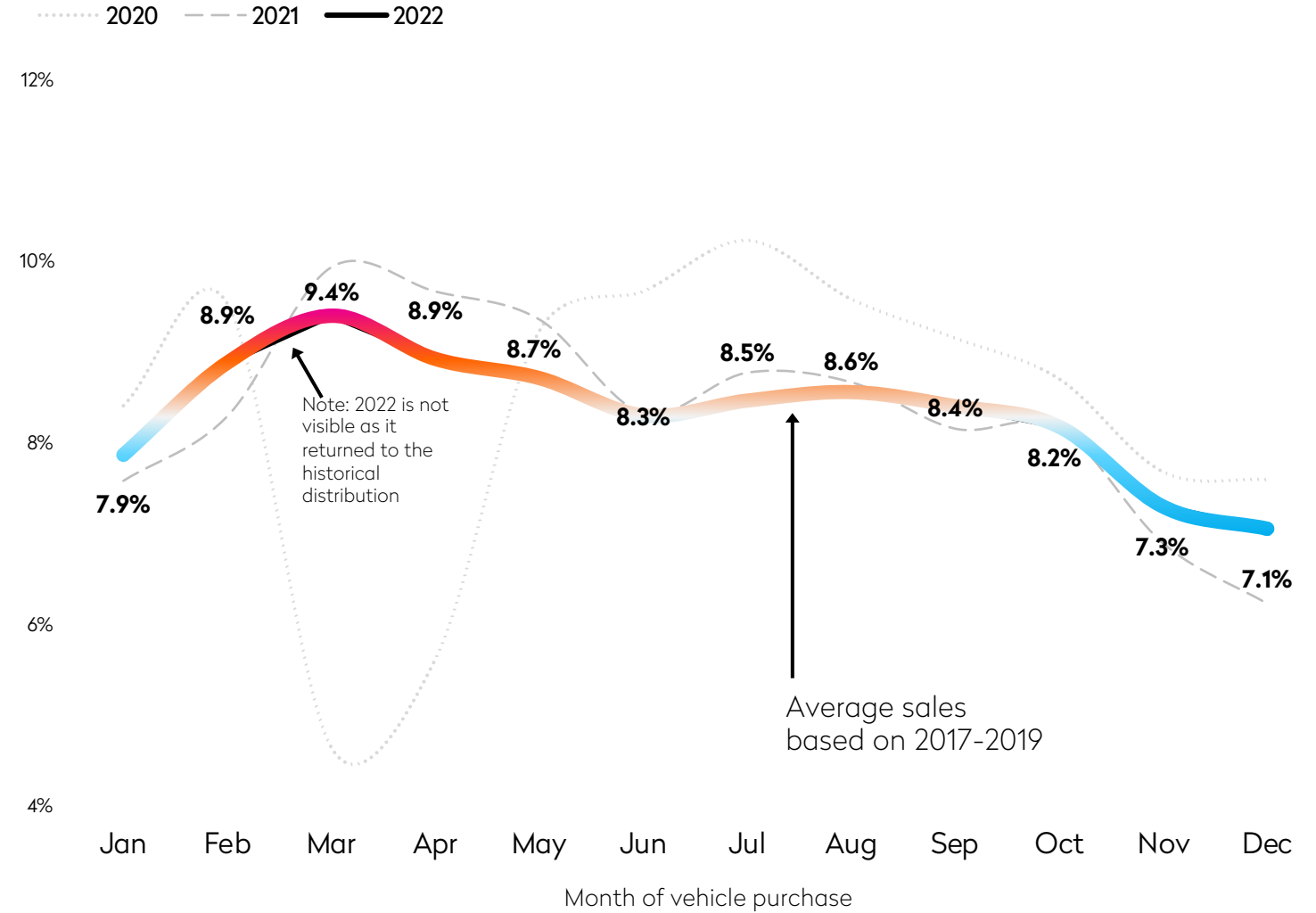
Q1	Q2	Q3	Q4
23.3%	25.9%	25.4%	25.3%

Source: TrueCar, Motor Intelligence

# Used Vehicle Sales Seasonality

## Used Vehicle Seasonality

Average Used vehicle sales throughout the year



### Historical Quarterly Summary

Q1	Q2	Q3	Q4
26.1%	25.9%	25.4%	22.5%

Source: TrueCar, Motor Intelligence