

# 10 PREDICTIONS

for 2023

## 1 A slow-growing economy

will place pressure on the automotive market.



## 2 New-vehicle inventory

levels will continue to increase.



## 3 Total retail vehicle sales

will fall in 2023, as new-vehicle sales grow, used sales decline.



## 4 Sales of electric vehicles

in the U.S. will surpass 1 million units for the first time.



## 5 Used-vehicle values

will see above-normal depreciation for a second-straight year.



## 6 Vehicle affordability

will be the greatest challenge facing vehicle buyers.



## 7 All-cash deals

will increase to levels not seen in decades.



## 8 Dealership service operations

volume and revenue climb.



## 9 Half of vehicle buyers

will engage with digital retailing tools.



## 10 Federal incentives

will encourage more fleet buyers to consider electrified solutions.



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