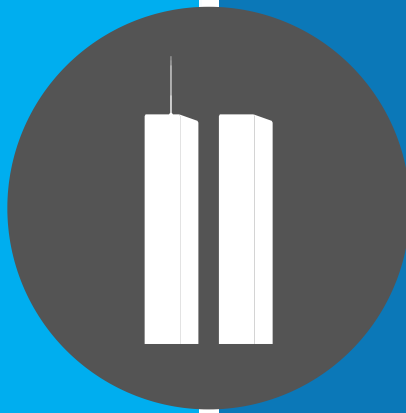


# RECOVERING FROM CRISIS

## AUTMOTIVE INDUSTRY DURING & AFTER

### DURING

September 2001 saw **16M unit sales**, as a dip from 17M had already occurred in July before the 9/11 tragedy.



### AFTER

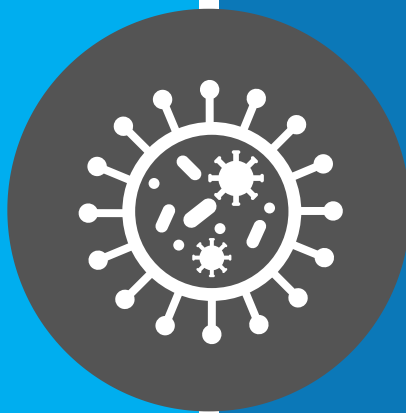
October 2001 saw an all-time high of almost **22M unit sales** and continued into a steady plateau.

Beginning at the end of 2007, The Great Recession saw a constant dip from 16M unit sales, hitting a **record low of 9M** in February 2009.



Sales recovered with a constant upward trajectory, returning to **16M unit sales** in March 2014 and has maintained a nearly consistent 17M for years.

Long before COVID-19, experts predicted a decline after holding such high numbers for so long, and March 2020 is expected to drop to as low as **14M unit sales**.



Peak sales cannot hold steady forever, but when they fall, they always recover and often soar to new heights after a crisis. Now is the time to remember and learn from lessons of the past.

Learn more about how you can combat the current crisis at [OUTSELL.COM/COVID-19-RESPONSE](https://outsell.com/covid-19-response)