BUT HOPE FOR H2 RECOVERY FACES HEADWINDS

Monthly U.S. auto sales have been stuck at around 1.1 million since August 2021 as automakers grapple with supply-chain problems, notably a shortage of microchips, Automotive News.

U.S. sales at Toyota Motor, Hyundai, Kia and Subaru rose in September as the auto industry’s inventory woes continue to ease, though growing economic challenges threaten what is supposed to be a more robust H2 rebound.

Q3 volume surged at General Motors but slid at Stellantis and Nissan Motor. GM’s Q3 sales, helped by higher inventory, jumped 25%, with volume rising 30% at Chevrolet, 24% at GMC and 50% at Cadillac.

Only Buick posted lower sales during the period, with volume down 27%. In addition to strong retail demand for SUVs, crossovers and pickup trucks, GM said fleet deliveries rose 66% in the latest quarter.

Toyota Motor posted its first increase in monthly sales since July 2021, with volume last month rising 17%, with a 21% gain at the Toyota division eclipsing a 4.3% decline at Lexus. While the Toyota brand snapped a 13-month losing streak, Lexus sales have now dropped eight straight months on a year-over-year basis.

• Stellantis, citing “challenging industry supply constraints,” reported a 6% drop in Q3 volume, its fifth straight decline. The automaker’s biggest brand, Jeep, posted an 18% decline during the period largely behind a 53% slump in deliveries of the Grand Cherokee, its biggest seller. Ram volume dipped 4%. Volume rose 39% at Chrysler and 22% at Dodge, but dropped 48% at Fiat and 24% at Alfa Romeo.

• Honda Motor’s woes are continuing, with September volume skidding 17% behind a drop of 18% at the Honda division and 13% at Acura. Deliveries have now declined 14 straight months at Honda and 13 straight at Acura.

• At Nissan Motor, Q3 sales dropped 23% behind a 24% decline at the Nissan division. Infiniti snapped a four-quarter slump with a 5.4% gain in the latest three-month period.

• Hyundai volume rose 11% to 59,465 last month on what it said was record retail volume. The company has prioritized retail deliveries to maximize profits and leverage tight new car and light-truck stockpiles, forgoing fleet business nine consecutive months now.

• Volume last month rose 6.4% to 56,270 at Kia, setting a September record for the automaker. The automaker continues to benefit from

ADVERTISER NEWS

Costco Auto Program aims to partner with automakers to offer more promotions on used vehicles as new-vehicle availability remains limited. For years, retailer Costco’s auto program has worked with several automakers to offer incentives on new cars and trucks to Costco members through a network of more than 3,000 participating franchised dealerships...

Walgreens is reportedly moving forward with a supply-chain automation pilot involving prescription medications. The Wall Street Journal reports Walgreens is opening new robotic fulfillment centers dedicated to packing prescription medications for pharmacy customers. Walgreens originally opened an automated micro-fulfillment center specifically focused on rapid fulfillment of customer prescription orders in the Dallas area. Micro-fulfillment centers use robotic technology to automate tasks such as picking and packing, reducing the need for manual labor and also enabling inventory to fit into a smaller space...

Amazon’s new Access shopping portal has sections for customers shopping with SNAP EBT benefits, information about the layaway system and tips for saving money on essential purchases. The site also offers language and accessibility tools and explains Amazon’s discounted Prime Access tier for some shoppers receiving government assistance...

Truff, a truffle-based hot sauce brand that’s so far used social media to spur sales success, teamed with Fox Den L.A. on production and Tatari on media to make its national TV advertising debut with a 30-second spot running across linear and streaming.

The ad plays on the moment a diner refuses to “say when” as a waiter drizzles the sauce and features the tagline “You Can’t Get Enough Truff,” Ad Age reports...

All of IKEA’s home deliveries by 2025 will be made using electric vehicles, Reuters reports. The furniture giant said that deliveries in some cities are already 100% electric...

Walmart-owned Sam’s Club is wading deeper into the photo space through

(Continued on Page 2)
PROMOS: MORE AIRINGS, FEWER IMPRESSIONS
Although TV networks have committed more airings and media time for their new fall season TV premieres, they collectively realized 3% lower impressions in September, totaling 94 billion vs. the same month a year ago, according to iSpot.tv.

This year, TV networks ran 562,381 program promo airings vs. 543,013 a year ago. iSpot estimates media time placed on networks plus paid advertising total $652.5 million — up 8% vs. $602.2 million in the year-ago period.

The biggest push for shows in September came with NBC’s new show Quantum Leap (1.8 billion impressions) and Fox’s new drama Monarch (1.6 billion).

Just like last year, the big broadcast TV networks got the most impressions for that program messaging on NFL football and college football.

Although overall TV industry impressions slipped — particularly among cable TV networks — major broadcast networks made gains from a year ago, with Fox up 10%, ABC 8% higher, CBS up 6% and NBC 2% higher.

INFLATION FEARS DELAY PLANS FOR RETIREMENT
Inflation and the rising cost of living has 40% of private sector workers age 45 and older pushing back plans for retirement.

That’s according to a survey from Nationwide Retirement Institute, which also found 15% of older workers saying they don’t think they’ll ever be able to retire. Employees planning to retire later also cited shrunken retirement savings (47%) and concerns that a market crash would destroy savings (44%) as reasons for wanting to work, on average, four years longer than they’d planned just one year ago.

Overall, the rough economic environment had 24% of workers age 45 or older saying they felt they were on “the wrong track for retirement.” Only 58% reported having a positive outlook about their retirement plan and financial investments, down from 72% in a 2021 Nationwide survey.

The online survey was conducted from July 14 to Aug. 5, reached 1,000 retirement plan participants age 45 or older and 100 employees ages 35-44.

TOYOTA, HYUNDAI, KIA POST HIGHER SEPT. SALES
(Continued from Page 1)

an expanded crossover lineup and new electric vehicles.

• Volkswagen Group’s VW brand said Q3 U.S. sales rose 12% to 88,820, ending a streak of four consecutive quarterly declines, behind a 24% gain in deliveries of utility vehicles.

• Subaru posted its second consecutive monthly gain with September sales rising 8.6%, with the Crosstrek setting a monthly record of 16,092 deliveries, up 36%.

• U.S. sales fell for the sixth straight month at Mazda, with September volume slipping 1.1% to 23,700.

• Genesis reported September sales of 4,907, a gain of 0.8% over 4,867 deliveries a year earlier. Hyundai Group’s upstart luxury brand has now posted year-over-year sales growth for 22 straight months, with year-to-date deliveries up 19%. But after rising by double-digits in the first six months of the year, Genesis’ sales growth has slowed considerably.

AVAILS
WESH 2, the Hearst-owned NBC affiliate in sunny Orlando, Fla., is looking for a highly motivated Account Executive to help us round out our A-Team! This Account Executive will manage and grow relationships with existing clients and will be supplied with many resources to develop and generate new business. If you’re ready to elevate your career in a top-tier market, we want to hear from you! CLICK HERE to apply.

Nexstar’s Norfolk, Va. duopoly — WAVY-TV (NBC)/WWBT (FOX) — is looking for a Director of Sales. We need a strategic-thinking, business-minded, dynamic leader who is passionate about television and digital.

We need a solid leader who will be responsible for leading and implementing initiatives to grow revenue through providing value to broadcast and digital customers. The individual must possess strong leadership skills and will play an important role in the development and implementation of sales strategies and staff leadership. Apply ONLINE. EOE M/F/V/D. No calls.

See your ad here tomorrow! CLICK HERE for details.

NRF: CONSUMERS CAUTIOUS, BUT STILL SPENDING
Concerns about high inflation and the Federal Reserve interest rate hikes intended to bring spending under control, but they haven’t stopped consumers, Chain Store Age reports.

Consumer spending held up better than expected in August as overall retail sales reported by the Census Bureau grew 0.3% from July and 9.1% year-over-year, noted the National Retail Federation.

“Consumers have become cautious — but they have not stopped spending,” said Jack Kleinhenz, the NRF’s chief economist. “Growth is not as high as last year, but households continue to spend each month as more jobs, wage growth and savings backstop their finances and help them confront higher prices.”

Describing the U.S. economic situation as “unsettling,” Kleinhenz noted that economists and consumers alike are worried about the possibility of a recession. “Nonetheless, spending continues to grow, and many economists say a recession — if there is one — will likely be mild,” he added.

THIS AND THAT
Paramount’s Smile debuted to a sizzling $22 million over the weekend, easily topping the domestic box office. The horror film beat out the weekend’s other new wide release, Universal’s LGBTQ romantic comedy Bros, which landed in fourth place with a paltry $4.8 million bow. Smile ranks as one of the better original horror openings of the year, beating out Universal’s The Invitation ($7 million)... Indexed average order value (AOV) for luxury goods, jewelry, and accessories increased by 26 points between April 2019 and April 2022. The biggest spike in growth occurred over the last year, when luxury AOV increased by 21%, according to data from marketing technology company Criteo.
TRUCE: DISNEY, DISH AGREE TO END BLACKOUT
Disney said it has reached a “handshake agreement” with Dish Network, ending a blackout of Disney programming that started early Saturday morning.
Dish had complained Disney was seeking to increase the amount it pays for the media company’s programming by nearly $1 billion. Disney’s ESPN alone carries the highest carriage fee among cable networks, at more than $8 per subscriber per month.
The blackout came at a tough time for Dish: the middle of football season. Fans weren’t able to see college games on ESPN and faced the prospect of losing Monday Night Football until the agreement was reached.
Dish has been shedding customers who consider themselves sports fans by no longer carrying regional sports networks, another expensive programming source. It currently offers some packages that do not include ESPN and ESPN2, but said Disney was looking to force customers with those packages to pay for ESPN.

STUDY: HOLIDAY SHOPPERS PLAN TO START EARLY
Saving money will be top of mind for this year’s holiday shoppers. That’s one of the findings of a study by ad platform creator Creatopy on consumers’ plans for the upcoming holiday season.
Respondents said the key factors in deciding where to shop are free shipping (67%), deals and promotions (66%) and “value for price” (58%). They’ll also choose retailers that have multiple products they desire in stock (40%).
The survey of more than 1,000 consumers also found that most consumers plan to start holiday shopping early — one month ahead (29%) or even two months ahead (20%). They also plan to start monitoring prices and looking for deals around this period.
Roughly 49% reported being somewhat worried or very worried that inflation is going to impact their holiday shopping this year. But despite worries, most say they plan to spend about the same amount as last year (37%), with the usual budget for gifts being more than $200 (46%).

Other highlights from Creatopy’s 10 Holiday Shopping Predictions for 2022 study:
• When asked how much they intend to spend on gifts this holiday season, 46% said more than $200, meaning there could be a chance for this year’s gift spending to be in the same ballpark as that of last year.
• The most popular gift purchases will be clothing items, footwear and/or accessories (45%), and toys, games, and hobby supplies (43%). There’s also a high interest in computers and electronics (34%).

NEXSTAR MEDIA CLOSES ‘THE CW’ ACQUISITION
Nexstar Media yesterday announced the closing of its 75% ownership stake in The CW from minority co-owners Warner Bros. Discovery and Paramount Global. Nexstar reportedly assumes much of The CW’s $100 million in debt as part of the purchase price.
Irving, Texas-based Nexstar operates 200 owned or partner television stations in 116 U.S. markets reaching 212 million people.
Nexstar also said Dennis Miller has been named president of The CW, effective immediately, replacing Mark Pedowitz, who served as chairman/CEO of The CW for the past 11 years. Throughout his tenure, Pedowitz was instrumental in charting the expansion of The CW and bringing some of the most groundbreaking and generation-defining programming to television, Media Play News says.

AMERICANS DRIVING LESS THAN PRE-PANDEMIC
Nearly half of Americans (45%) say they are driving less than before the COVID-19 pandemic hit in early 2020, citing gas prices as the main reason why, according to the latest NACS Consumer Fuels Survey.
Three in five drivers (60%) say gas prices are the main reason why they drive less than pre-pandemic, up sharply from the 44% who said so in the same survey conducted in February.
Among survey respondents, rural drivers are the most likely to say they have cut back on driving (51%) and most likely to say it was because of the price of gas (73%).