



March 2010 Industry Sales Recap

NADA Industry Analysis - with data from WardsAuto.com

Industry

	Mar. YTD '10	Mar. YTD '09	Chg.	Mar. '10	Feb. '10	Chg.
Car	1,301,947	1,101,610	18.2%	541,042	399,245	35.5%
Truck	1,236,905	1,095,435	12.9%	522,830	378,944	38.0%
Total	2,538,852	2,197,045	15.6%	1,063,872	778,189	36.7%

Mar. SAAR: 11.7M (Feb. 10.3/Jan. 10.5/Dec. 11.9/Nov. 10.5/Oct. 11.2)

Share of Industry

	2010	2009	Chg.	Mar. '10	Feb. '10	Chg.
Detroit 3	45.1	44.3	0.8	43.4	47.0	-3.6
Japanese	39.5	40.5	-1.0	41.9	37.4	4.5
European	7.6	7.3	0.3	7.1	7.7	-0.6
S. Korea	7.4	7.5	-0.1	7.3	7.5	-0.2
Total	99.6	99.6		99.7	99.6	

Note: Tata Motors not included in total

Market Share By Group

	2010	2009	Chg.	Mar. '10	Feb. '10	Chg.
GM	18.8	18.7	0.1	17.7	18.2	-0.5
Ford	17.5	14.5	3.0	17.1	18.1	-1.0
Toyota	15.2	16.4	-1.2	17.6	12.8	4.8
Honda	10.1	10.5	-0.4	10.2	10.4	-0.2
Chrysler	9.2	11.2	-2.0	8.7	10.8	-2.1
Nissan	8.1	7	1.1	8.0	8.1	-0.1
Hyundai	7.4	7.5	-0.1	7.3	7.5	-0.2
Total	86.3	85.8		86.6	85.9	

Market Share Big 6 Brands

	2010	2009	Chg.	Mar. '10	Feb. '10	Chg.
Ford	14.9	12.2	2.7	14.8	15.6	-0.8
Chevrolet	13.3	11.2	2.1	12.5	12.8	-0.3
Toyota	13.2	14.5	-1.3	15.7	11.1	4.6
Honda	9.0	9.4	-0.4	9.1	9.2	-0.1
Nissan	8.1	7.0	1.1	8.0	8.1	-0.1
Dodge	4.8	6.3	-1.5	4.5	5.6	-1.1
Total	63.3	60.6		64.6	62.4	

Top 10 Most Sold - YTD

Cars	Mar. '10	Mar. '09	Chg.	Trucks	Mar. '10	Mar. '09	Chg.
Camry	68,022	65,881	3.2%	F-Series	103,039	81,579	26.3%
Altima	59,483	49,658	19.8%	Silverado	72,480	67,283	7.7%
Accord	65,462	49,538	32.1%	Escape	45,091	31,030	45.3%
Corolla/Matrix	61,913	46,530	33.1%	Ram	36,930	45,458	-18.8%
Civic	52,449	45,222	16.0%	CR-V	35,526	26,533	33.9%
Malibu	49,339	35,600	38.6%	Equinox	30,379	13,226	129.7%
Focus	43,597	30,056	45.1%	RAV4	29,688	23,305	-
Fusion	51,411	28,478	80.5%	Edge	25,191	16,321	54.3%
Impala	38,273	27,515	39.1%	Sorento	24,761	0	
Sonata	31,747	25,657	23.7%	Santa Fe	24,716	16,113	53.4%
Total	521,696	404,135	29.1%	Total	427,801	320,848	33.3%
% of Industry	20.5%	18.4%			16.9%	14.6%	

Share by Segments % of Industry

	YTD '10	YTD '09	Vol. Chg.	Mar. '10	Mar. '09	Chg.
Small Car	18.6	18.6	15.5%	17.9	19.3	-1.4
Middle Car	21.9	20.3	24.6%	22.4	21.5	0.9
Large Car	3.5	3.4	16.9%	3.4	3.6	-0.2
Luxury Car	7.3	7.8	8.4%	7.2	7.8	-0.6
CUV	24.2	21.7	28.5%	24.4	21.0	3.4
SUV	6.6	8.1	-5.7%	6.3	7.1	-0.8
Small Van	3.8	4.8	-10.0%	4.1	5.0	-0.9
Large Van	1.6	1.6	13.1%	1.5	1.7	-0.2
Small P/U	2.3	2.7	-4.3%	2.3	2.6	-0.3
Large P/U	10.3	10.9	9.5%	10.6	10.5	0.1
Total	100	100		100	100.1	

Note: Volume chg. Reflects actual change in volume year-over-year and Dec. vs. Nov. '09

Hybrid Sales

	YTD '10	YTD '09	Chg.	Mar. '10	Mar. '09	Chg.
Hybrid Car	47,967	39,463	21.5%	19,362	14,094	37.4%
Hybrid Truck	8,749	13,384	-34.6%	3,667	2,436	50.5%
Total	56,716	52,847	7.3%	23,029	16,530	39.3%

Source: Wards Auto Data. Share by group depicts all brands owned by parent company