



May Industry Sales Recap

NADA Industry Analysis - with data from WardsAuto.com

Industry						
	May '11 YTD	May '10 YTD	Chg.	May '11	May '10	Chg.
Car	2,639,145	2,331,390	13.2%	535,075	555,154	-3.6%
Truck	2,621,854	2,288,322	14.6%	522,751	545,575	-4.2%
Total	5,260,999	4,619,712	13.9%	1,057,826	1,100,729	-3.9%

SAAR: May 11.7M (April 13.2/Mar. 13.1/Feb. 13.4/Jan. 12.6/Dec. 12.6/Nov. 12.2)

Share of Industry						
	May '11 YTD	May '10 YTD	Chg.	May '11	May '10	Chg.
Detroit 3	46.1	45.2	0.9	49.6	47.1	2.5
Japanese	36.5	39.1	-2.6	30.5	37.8	-7.3
European	8.6	8.3	0.3	9.7	7.7	2.0
S. Korea	8.8	7.4	1.4	10.2	7.4	2.8
Total	100.0	100.0		100.0	100.0	

Note: Zhejiang Geely Volvo/Tata Motors included European total

Market Share By Group						
	May '11 YTD	May '10 YTD	Chg.	May '11	May '10	Chg.
GM	19.9	19.1	0.8	20.9	20.3	0.6
Ford	16.4	16.8	-0.4	17.8	17.3	0.5
Toyota	13.3	15.3	-2.0	10.2	14.8	-4.6
Honda	10.5	10.5	0.0	8.6	10.6	-2.0
Chrysler	9.8	9.4	0.4	10.8	9.5	1.3
Hyundai	8.8	7.4	1.4	10.2	7.4	2.8
Nissan	8.2	8.1	0.1	7.2	7.6	-0.4
Total	86.9	86.6		85.7	87.5	

Market Share Big 6 Brands						
	May '11 YTD	May '10 YTD	Chg.	May '11	May '10	Chg.
Ford	15.7	15.0	0.7	17.1	15.7	1.4
Chevrolet	14.2	13.9	0.3	15.3	15.2	0.1
Toyota	11.9	13.3	-1.4	9.1	12.0	-2.9
Honda	9.3	9.4	-0.1	9.8	12.8	-3.0
Nissan	7.5	7.3	0.2	6.6	6.9	-0.3
Dodge	5.3	5.1	0.2	5.8	5.5	0.3
Total	63.9	64.0		63.7	68.1	

Top 10 Most Sold - YTD												
	Cars	YTD '11	YTD '10	Chg.	Trucks	YTD '11	YTD '10	Chg.				
Camry		126,094	125,804	0.2%	F Series	214,461	193,843	10.6%				
Corolla/Matrix		117,875	118,625	-0.6%	Silverado	150,206	135,788	10.6%				
Altima		112,803	96,195	17.3%	Escape	100,333	83,440	20.2%				
Accord		111,393	122,725	-9.2%	CR-V	95,423	70,829	34.7%				
Fusion		110,878	92,763	19.5%	Ram	90,536	69,005	31.2%				
Civic		110,086	107,127	2.8%	Equinox	77,884	55,500	40.3%				
Malibu		99,046	87,597	13.1%	RAV4	64,050	68,427	-6.4%				
Cruze		98,076	0	n/a	Explorer	55,401	25,164	120.2%				
Sonata		96,370	71,478	34.8%	Sierra	55,221	44,167	25.0%				
Elanta		83,309	43,319	92.3%	Econoline	51,918	45,516	14.1%				
Total		1,065,930	865,633	23.1%	Total	955,433	791,679	20.7%				
% of Industry		20.3%	18.7%			18.2%	17.1%					

Share by Segment as a % of Total Industry												
	YTD '11	YTD '10	Vol. Chg.	May '11	May '10	Chg.	April '11					
Small Car	19.8	18.4	27.9%	19.8	18.4	1.4	20.6					
Middle Car	20.9	21.3	17.6%	21.1	21.8	-0.7	21.7					
Large Car	2.0	3.5	-32.0%	2.1	3.4	-1.3	2.4					
Luxury Car	7.5	7.2	21.6%	7.5	6.9	0.6	7.2					
CUV	24.8	24.2	22.2%	24.0	23.3	0.7	24.2					
SUV	6.7	6.6	20.5%	7.1	6.6	0.5	6.3					
Small Van	3.9	4.2	15.3%	3.9	4.5	-0.6	4					
Large Van	1.8	1.6	27.4%	2.0	1.7	1.6	1.9					
Small P/U	2.2	2.3	10.7%	2.4	2.3	0.1	2.2					
Large P/U	10.3	10.6	19.6%	9.9	11.1	-1.2	9.6					
Total	100	100		100	100		100					

Note: Volume chg. Reflects actual change in volume year-over-year

Hybrid Sales YTD				Hyb. % Ind.			
	YTD '11	YTD '10	Chg.	May '11	May '10	Chg.	
Hybrid Car	106,833	91,778	16.4%	4.0%	15,649	23,619	-33.7%
Hybrid Truck	15,315	17,166	-10.8%	0.6%	2,383	4,482	-46.8%
Total	122,148	108,944	12.1%	2.3%	18,032	28,101	-35.8%

Volt Sales: 2,184/Leaf sales: 2,167