



September 2009 Sales Recap

NADA Industry Analysis

Industry

	<u>Sept. YTD '09</u>	<u>Sept. YTD '08</u>	<u>Chg.</u>	<u>Sept. '09</u>	<u>Aug. '09</u>	<u>Chg.</u>
Car	4,141,671	5,601,340	-26.1%	398,235	721,843	-44.8%
Truck	3,654,148	5,123,853	-28.7%	346,331	538,514	-35.7%
Total	7,795,819	10,725,193	-27.3%	744,566	1,260,357	-40.9%

Sept. SAAR: 9.2M (Aug 14.1, July, 11.1, June 9.5/May 9.9/April 9.5/March 9.8/Feb. 9.1M)

Share of Industry

	<u>2009</u>	<u>2008</u>	<u>Chg.</u>	<u>Sept. '09</u>	<u>Aug. '09</u>	<u>Chg.</u>
Detroit 3	44.5	48.0	-3.5	44.5	41.1	3.4
Japanese	40.5	40.0	0.5	39.7	44.4	-4.7
European	7.2	6.5	0.7	8.5	6.2	2.3
S. Korea	7.5	5.2	2.3	7.1	8.0	-0.9
Total	99.7	99.7		99.8	99.7	

Note: Tata Motors not included in total

Market Share By Group

	<u>2009</u>	<u>2008</u>	<u>Chg.</u>	<u>Sept. '09</u>	<u>Aug. '09</u>	<u>Chg.</u>
GM	19.7	22.5	-2.8	20.9	19.5	1.4
Toyota	16.6	16.7	-0.1	16.9	17.9	-1
Ford	15.7	14.5	1.2	15.2	14.3	0.9
Chrysler	9.1	11.0	-1.9	8.3	7.4	0.9
Honda	11.3	11.0	0.3	10.4	12.1	-1.7
Nissan	7.4	7.3	0.1	7.4	8.4	-1
Hyundai	7.5	5.2	2.3	7.1	7.5	-0.4
Total	87	88		86	87	

Market Share Big 6 Brands

	<u>2009</u>	<u>2008</u>	<u>Chg.</u>	<u>Sept. '09</u>	<u>Aug. '09</u>	<u>Chg.</u>
Toyota	14.7	14.8	-0.1	14.5	16.1	-1.6
Ford	13.4	12.3	1.1	13.1	12.7	0.4
Chevrolet	12.7	13.5	-0.8	13.7	13.3	0.4
Honda	10.4	9.9	0.5	9.4	12.0	-2.6
Nissan	6.7	6.5	0.2	6.6	7.7	-1.1
Hyundai	4.4	3.1	1.3	4.2	4.8	-0.6
Total	62.3	60.1		66.6	66.6	

Top 10 Most Sold - Current Month

	<u>Cars</u>	<u>Sept. '09</u>	<u>Aug. '09</u>	<u>Chg.</u>	<u>Trucks</u>	<u>Sept. '09</u>	<u>Aug. '09</u>	<u>Chg.</u>
Camry		25,745	54,396	-52.7%	F Series	33,877	45,590	-25.7%
Corolla/Matrix		20,741	43,061	-51.8%	Silverado	19,401	32,421	-40.2%
Accord		20,826	39,726	-47.6%	Ram	13,452	17,514	-23.2%
Civic		16,093	43,294	-62.8%	CRV	11,322	23,695	-52.2%
Impala		13,047	20,473	-36.3%	Escape	8,692	20,933	-58.5%
Altima		12,149	26,833	-54.7%	Tacoma	7,513	12,547	-40.1%
Prius		10,984	18,886	-41.8%	Tahoe	7,304	6,008	21.6%
Fusion		10,834	21,010	-48.4%	GMC Sierra	7,304	6,008	21.6%
Malibu		10,479	17,348	-39.6%	Santa Fe	7,010	10,791	-35.0%
Jetta		9,568	12,872	-25.7%	Traverse	6,863	11,465	-40.1%
Total		150,466	297,899	-49.5%		122,738	186,972	-34.4%
% of Industry		20.2%	23.6%			16.5%	14.8%	

Share by Segments % of Industry

	<u>YTD '09</u>	<u>YTD '08</u>	<u>Vol. Chg.</u>	<u>Sept. '09</u>	<u>Aug. '09</u>	<u>Vol. Chg.</u>
Small Car	20.8	19.5	-22.7%	17.6	26.8	-59.6%
Middle Car	22.0	21.6	-26.1%	23.1	22.9	-38.0%
Large Car	3.0	3.5	-36.9%	4.3	2.0	-33.9%
Luxury Car	7.4	7.6	-29.7%	8.6	5.7	-7.9%
CUV	21.5	18.0	-13.1%	20.4	22.1	-42.8%
SUV	6.5	8.7	-46.2%	7.7	4.4	8.1%
Small Van	4.1	4.5	-34.7%	3.3	3.3	-39.7%
Large Van	1.6	1.8	-37.4%	1.7	1.0	2.6%
Small P/U	2.7	3.0	-35.5%	2.2	2.7	-50.0%
Large P/U	10.4	11.5	-34.9%	11.1	9.1	-26.3%
Total	100	100		100	100	

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

Hybrid Sales

	<u>Sept. '09</u>	<u>Aug. '09</u>	<u>Chg.</u>	<u>Sept. '09</u>	<u>Aug. '09</u>	<u>Chg.</u>
Hybrid Car	179,913	208,634	-14%	16,837	32,807	-49%
Hybrid Truck	40,674	50,887	-20%	3,140	5,894	-47%
Total	220,587	259,521	-15%	19,977	38,701	-48%

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