



December 2011 Sales Recap

NADA Industry Analysis - with data from WardsAuto.com

Industry						
	<u>Dec. '11 YTD</u>	<u>Dec. '10 YTD</u>	<u>Chg.</u>	<u>Dec. '11</u>	<u>Dec. '10</u>	<u>Chg.</u>
Car	6,095,056	5,635,433	8.2%	549,306	509,591	7.8%
Truck	6,642,380	5,919,085	12.2%	692,713	630,515	9.9%
Total	12,737,436	11,554,518	10.2%	1,242,019	1,140,106	8.9%

SAAR: Dec. 13.5M (Nov. 13.6/Oct. 13.2/Sept. 13.1/Aug. 12.1/July 12.2/June 11.4/May 11.7)

Share of Industry						
	<u>Dec. '11 YTD</u>	<u>Dec. '10 YTD</u>	<u>Chg.</u>	<u>Dec. '11</u>	<u>Dec. '10</u>	<u>Chg.</u>
Detroit 3	46.9	45.0	1.9	46.5	44.8	1.7
Japanese	35	38.7	-3.7	36.1	40.1	-4.0
European	9.2	8.5	0.7	9.8	8.5	1.3
S. Korea	8.9	7.8	1.1	7.6	6.6	1.0
Total	100.0	100.0		100.0	100.0	

Note: Zhejiang Geely Volvo/Tata Motors included European total

Market Share By Group						
	<u>Dec. '11 YTD</u>	<u>Dec. '10 YTD</u>	<u>Chg.</u>	<u>Dec. '11</u>	<u>Dec. '10</u>	<u>Chg.</u>
GM	19.7	19.1	0.6	18.9	19.7	-0.8
Ford	16.6	16.5	0.1	16.6	16.4	0.2
Toyota	12.9	15.3	-2.4	14.3	15.6	-1.3
Chrysler	10.7	9.3	1.4	11.1	8.8	2.3
Honda	9	10.6	-1.6	8.5	11.4	-2.9
Hyundai	8.9	7.8	1.1	7.6	6.6	1.0
Nissan	8.2	7.8	0.4	8.6	8.2	0.4
Total	86.0	86.4		85.6	86.7	

Market Share by Major Brands						
	<u>Dec. '11 YTD</u>	<u>Dec. '10 YTD</u>	<u>Chg.</u>	<u>Dec. '11</u>	<u>Dec. '10</u>	<u>Chg.</u>
Ford	15.9	14.9	1.0	15.9	14.9	1.0
Chevrolet	13.9	13.5	0.4	13.0	13.0	0.0
Toyota	11.4	13.3	-1.9	13.3	13.2	0.1
Honda	8.0	9.5	-1.5	7.4	10.0	-2.6
Nissan	7.4	7.0	0.4	7.2	7.1	0.1
Dodge	5.5	5.1	0.4	5.4	4.9	0.5
Total	62.1	63.3		62.2	63.1	

Top 10 Most Sold - YTD								
	<u>Cars</u>	<u>YTD '11</u>	<u>YTD '10</u>	<u>Chg.</u>	<u>Trucks</u>	<u>YTD '11</u>	<u>YTD '10</u>	<u>Chg.</u>
Camry		308,510	327,804	-5.9%	F-Series	584,917	528,349	10.7%
Altima		268,981	229,263	17.3%	Silverado	415,130	370,135	12.2%
Fusion		248,067	219,219	13.2%	Escape	254,293	191,026	33.1%
Corolla/Matrix		240,259	244,024	-2%	Ram Pickup	244,763	199,652	22.6%
Accord		235,625	282,530	-16.6%	CR-V	218,373	203,714	7.2%
Cruze		231,732	24,495	846.0%	Equinox	193,274	149,979	28.9%
Sonata		225,961	196,623	14.9%	Sierra	149,170	129,794	14.9%
Civic		221,235	260,218	-15.0%	Explorer	135,704	60,687	123.6%
Malibu		204,808	198,770	3.0%	RAV4	132,237	170,877	-22.6%
Elantra		186,361	127,718	45.9%	Sorento	130,235	109,985	18.4%
Total		2,371,539	2,110,664	12.4%	Total	2,458,096	2,114,198	16.3%
% of Industry		18.6%	18.3%			19.3%	18.3%	

Share by Segment as a % of Total Industry						
	<u>YTD '11</u>	<u>YTD '10</u>	<u>Vol. Chg.</u>	<u>Dec. '11</u>	<u>Dec. '10</u>	<u>Chg.</u>
Small Car	18.2	17.8	13.3%	16.1	16.5	-0.4
Middle Car	19.9	20.5	6.5%	18.2	18.4	-0.2
Large Car	1.9	2.9	-29.9%	1.6	1.6	0.0
Luxury Car	7.9	7.6	14.1%	8.3	8.2	0.1
CUV	24.6	24.5	10.3%	24.6	26.3	-1.7
SUV	7.8	6.9	24.6%	8.7	8.0	0.7
Small Van	4.0	4.2	3.6%	4.3	4.2	0.1
Large Van	1.8	1.7	20.3%	2.2	1.6	1.6
Small P/U	2.3	2.3	12.3%	2.4	2.2	0.2
Large P/U	11.6	11.6	10.9%	13.6	13.0	0.6
Total	100	100		100	100.0	

Note: Volume chg. Reflects actual change in volume year-over-year. Wards Auto defines segments and vehicles within each segment

	<u>Hybrid Sales YTD</u>	<u>% of Industry '11</u>	<u>Dec. '11</u>	<u>Dec. '10</u>	<u>Chg.</u>	
Hybrid Car	250,192	232,172	7.8%	30,239	24,688	22.5%
Hybrid Truck	30,448	42,286	-28.0%	3,386	4,226	-19.9%
Total	280,640	274,458	2.3%	33,625	28,914	16.3%

YTD Leaf Sales: 9,674/ Volt sales: 7,671

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Contact Us: industryanalysis@nada.org