



April 2010 Industry Sales Recap

NADA Industry Analysis - with data from WardsAuto.com

Industry

	<u>April YTD '10</u>	<u>April YTD '09</u>	<u>Chg.</u>	<u>April '10</u>	<u>Mar. '10</u>	<u>Chg.</u>
Car	1,776,237	1,519,574	16.9%	493,565	533,423	-7.5%
Truck	1,741,924	1,494,773	16.5%	486,011	530,182	-8.3%
Total	3,518,161	3,014,347	16.7%	979,576	1,063,605	-7.9%

April SAAR: 11.5M (Mar. 11.7/Feb. 10.3/Jan. 10.5/Dec. 11.9/Nov. 10.5)

Share of Industry

	<u>2010</u>	<u>2009</u>	<u>Chg.</u>	<u>April '10</u>	<u>Mar. '10</u>	<u>Chg.</u>
Detroit 3	45.2	44.8	0.4	45.4	43.4	2.0
Japanese	39.4	40.0	-0.6	39.0	41.9	-2.9
European	7.6	7.4	0.2	7.6	7.1	0.5
S. Korea	7.5	7.4	0.1	7.6	7.3	0.3
Total	99.7	99.6		99.6	99.7	

Note: Tata Motors not included in total

Market Share By Group

	<u>2010</u>	<u>2009</u>	<u>Chg.</u>	<u>April '10</u>	<u>Mar. '10</u>	<u>Chg.</u>
GM	18.7	19.2	-0.5	18.7	17.7	1.0
Ford	17.1	14.9	2.2	16.9	17.0	-0.1
Toyota	15.4	16.1	-0.7	16.1	17.6	-1.5
Honda	10.5	11.0	-0.5	11.6	10.2	1.4
Chrysler	9.3	10.7	-1.4	9.8	8.7	1.1
Nissan	8.3	7.4	0.9	6.5	9.0	-2.5
Hyundai	7.5	7.4	0.1	7.6	7.3	0.3
Total	86.8	86.7		87.2	87.5	

Market Share Big 6 Brands

	<u>2010</u>	<u>2009</u>	<u>Chg.</u>	<u>April '10</u>	<u>Mar. '10</u>	<u>Chg.</u>
Ford	14.8	12.6	2.2	14.7	14.7	0.0
Toyota	13.5	14.3	-0.8	14.2	15.7	-1.5
Chevrolet	13.4	12.0	1.4	13.8	12.5	1.3
Honda	9.4	9.9	-0.5	10.5	9.1	1.4
Nissan	7.4	6.5	0.9	5.8	8.0	-2.2
Dodge	5.0	6.0	-1.0	5.5	4.5	1.0
Total	63.5	61.3		64.5	64.5	

Top 10 Most Sold - YTD

<u>Cars</u>	<u>April '10</u>	<u>April '09</u>	<u>Chg.</u>	<u>Trucks</u>	<u>April '10</u>	<u>April '09</u>	<u>Chg.</u>
Camry	96,509	92,523	4.3%	F-Series	143,985	110,336	30.5%
Accord	94,890	84,491	12.3%	Silverado	102,098	93,720	8.9%
Corolla/Matrix	91,672	78,132	17.3%	Escape	64,237	44,626	43.9%
Civic	78,669	76,782	2.5%	RAV4	55,325	39,457	40.2%
Altima	74,245	61,670	20.4%	CR-V	53,009	50,647	4.7%
Fusion	70,382	46,799	50.4%	Ram	51,707	64,522	-19.9%
Malibu	65,875	50,265	31.1%	Equinox	42,366	17,354	144.1%
Focus	57,704	41,747	38.2%	T & C	37,947	28,587	32.7%
Impala	54,417	45,047	20.8%	Econoline	34,795	21,004	65.7%
Cobalt	51,080	32,065	59.3%	Edge	34,194	23,949	42.8%
Total	735,443	609,521	20.7%	Total	619,663	494,202	25.4%
% of Industry	20.9%	20.2%			17.6%	16.4%	

Share by Segments % of Industry

	<u>YTD '10</u>	<u>YTD '09</u>	<u>Vol. Chg.</u>	<u>April '10</u>	<u>April '09</u>	<u>Chg.</u>
Small Car	18.5	18.8	14.8%	18.0	19.1	-1.1
Middle Car	21.2	20.5	20.9%	21.6	22.2	-0.6
Large Car	3.5	3.4	21.1%	3.6	3.3	0.3
Luxury Car	7.3	7.7	9.6%	7.1	7.6	-0.5
CUV	24.6	21.8	31.8%	23.7	20.9	2.8
SUV	6.5	7.8	-3.1%	6.2	7.1	-0.9
Small Van	4.1	4.7	1.3%	4.9	4.4	0.5
Large Van	1.6	1.7	11.5%	1.7	1.9	-0.2
Small P/U	2.3	2.7	0.3%	2.4	2.7	-0.3
Large P/U	10.4	10.9	11.4%	10.6	10.8	-0.2
Total	100	100		100	100	

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

Hybrid Sales

	<u>April '10</u>	<u>April '09</u>	<u>Chg.</u>
Hybrid Car	67,790	57,520	17.9%
Hybrid Truck	12,356	17,062	-27.6%
Total	80,146	74,582	7.5%

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