

# IA

# March Sales Recap

NADA Industry Analysis

Calendar Year-to-Date

Industry			
	March YTD '09	March YTD '08	March
Car	1,101,610	1,742,300	445,595
Truck	1,095,629	1,820,060	409,763
<b>Total</b>	<b>2,197,239</b>	<b>3,562,360</b>	<b>855,358</b>

March SAAR: 9.8 M (Feb. 9.1M). March over Feb. sales up 24%

### Share of Industry

	2009	2008	March
Detroit 3	44.3	50.8	45
Japanese	40.5	38.5	39.9
European	7.3	5.8	7.3
S. Korea	7.5	4.6	7.4
Total	99.6	99.7	

### Market Share By Group

	2009	2008	March
GM	18.7	22.5	18.2
Toyota	16.4	16	15.5
Ford	14.5	15.6	15.1
Chrysler	11.2	12.7	11.8
Honda	9.4	8.8	10.3
Nissan	8	7.6	7.8
Hyundai	7.5	4.6	7.4
<b>Total</b>	<b>83%</b>	<b>86%</b>	86.1

### Market Share Big 6 Brands

	2009	2008	March
Toyota	15.2	14.2	13.9
Ford	12.2	13.2	12.5
Chevrolet	11.2	13.4	11
Honda	9.4	8.8	9.3
Nissan	7	6.7	6.9
Dodge	6.3	6.5	6.7
<b>Total</b>	<b>60.6%</b>	<b>56%</b>	<b>63%</b>

### Top 15 Most Sold YTD

Cars		Trucks	
Camry	67,199	F Series	81,579
Corolla/Matrix	59,598	Silverado	67,283
Accord	55,279	Ram Pickup	46,619
Civic	50,530	CR-V	38,472
Altima	49,658	Escape	31,030
Malibu	35,600	RAV4	28,331
Focus	30,056	Wrangler	25,450
Fusion	28,478	Tacoma	24,937
Impala	27,515	Caravan	23,580
Sonata	25,657	Sierra	22,508
Prius	24,277	Town Country	21,144
Mazda3	23,780	Odyssey	20,247
Elantra	21,795	Pilot	20,146
Cobalt	21,438	Econoline	20,036
G6	20,511	Sienna	19,667
<b>Total</b>	<b>541,371</b>		<b>491,029</b>
% of Industry	25%		22%

### Share by Segments % of Industry

	2009	2008	Chg.	March
Small Car	18.7	16.5	2.2	19.3
Middle Car	20.2	21.2	-1	21.4
Large Car	3.4	3.9	-0.5	3.6
Luxury Car	7.8	7.3	0.5	7.8
CUV	21.7	18.8	2.9	21
SUV	8.1	10.2	-2.1	7.1
Small Van	4.8	4.6	0.2	5
Large Van	1.6	2.0	-0.4	1.7
Small P/U	2.7	3.2	-0.5	2.6
Large P/U	10.9	12.2	-1.3	10.5
<b>Total</b>	<b>100</b>	<b>100</b>		<b>100</b>

Source: Wards Auto Data