



January Industry Sales Recap

NADA Industry Analysis - With data from WardsAuto.com

Industry

	Jan. YTD '10	Jan. YTD '09	Chg.	Jan. '10	Dec. '09	Chg.
Car	361,660	315,224	14.7%	361,660	512,566	-29.4%
Truck	334,047	339,578	-1.6%	334,047	513,680	-35.0%
Total	695,707	654,802	6.2%	695,707	1,026,246	-32.2%

Jan. SAAR: 10.5M (Dec. 11.9, Nov. 10.5/Oct. 11.2/Sept. 9.5/ Aug 13.7)

Share of Industry

	2010	2009	Chg.	Jan. '10	Dec. '09	Chg.
Detroit 3	45.6	43.0	2.6	45.6	46.2	-0.6
Japanese	38.5	42.8	-4.3	38.5	41.0	-2.5
European	8.2	7.0	1.2	8.2	7.4	0.8
S. Korea	7.6	7.1	0.5	7.6	5.3	2.3
Total	99.9	99.9		99.9	99.9	

Note: Tata Motors not included in total

Market Share By Group

	2010	2009	Chg.	Jan. '10	Dec. '09	Chg.
GM	21.0	19.6	1.4	21.0	20.2	0.8
Toyota	14.2	17.9	-3.7	14.2	18.3	-4.1
Ford	16.4	14	2.4	16.4	17.6	-1.2
Chrysler	8.1	9.4	-1.3	8.1	8.4	-0.3
Honda	9.7	10.8	-1.1	9.7	10.4	-0.7
Nissan	9	8.2	0.8	8.0	6.3	1.7
Hyundai	7.6	7.1	0.5	7.6	5.3	2.3
Total	86.0	87.0		85.0	86.5	

Market Share Big 6 Brands

	2010	2009	Chg.	Jan. '10	Dec. '09	Chg.
Chevrolet	15.1	11.7	3.4	15.1	13.2	1.9
Ford	14.1	11.8	2.3	14.1	17.6	-3.5
Toyota	12.0	15.5	-3.5	12.0	15.5	-3.5
Honda	8.7	9.6	-0.9	8.7	9.4	-0.7
Nissan	8.0	7.1	0.9	8.0	6.3	1.7
Dodge	4.4	5.2	-0.8	4.4	4.6	-0.2
Total	62.3	60.9		66.6		

Top 10 Most Sold - Current Month

	Jan. '10	Jan. '09	Chg.	Trucks	Jan. '10	Jan. '09	Chg.
Cars							
Accord	19,022	16,581	14.7%	F-Series	27,630	25,237	9.5%
Altima	18,636	14,135	31.8%	Silverado	22,772	23,987	-5.1%
Corolla/Matrix	17,121	19,238	-11.0%	Escape	10,753	8,360	28.6%
Malibu	16,439	9,312	76.5%	Ram	9,957	12,843	-22.5%
Camry	15,792	20,782	-24.0%	CR-V	9,672	13,143	-26.4%
Civic	14,693	14,198	3.5%	Equinox	9,513	5,403	76.1%
Cobalt	12,962	5,191	149.7%	RAV4	7,894	8,034	-1.7%
Fusion	12,179	8,152	49.4%	Sorento	7,398	3,621	104.3%
Impala	10,939	7,060	54.9%	Sierra	7,271	8,020	-9.3%
Focus	10,389	7,769	33.7%	Tacoma	6,747	7,619	-11.4%
Total	148,172	122,418	21.0%	Total	119,607	116,267	2.9%
% of Industry	21.3%	11.9%			17.2%	11.3%	

Share by Segments % of Industry

	YTD '10	YTD '09	Vol. Chg.	Jan. '10	Dec. '09	Chg.
Small Car	19.3	18.2	12.7%	19.3	16.7	2.6
Middle Car	22.2	19.4	21.6%	22.2	21.7	0.5
Large Car	2.7	2.8	2.1%	2.7	3.4	-0.7
Luxury Car	7.8	7.7	6.8%	7.8	8.1	-0.3
CUV	24.0	22.5	13.3%	24.0	23.7	0.3
SUV	7.0	9.1	-18.2%	7.0	7.8	-0.8
Small Van	2.8	3.6	-19.6%	2.8	3.7	-0.9
Large Van	1.4	1.6	-7.3%	1.4	1.5	-0.1
Small P/U	2.5	3.0	-15.9%	2.5	2.1	0.4
Large P/U	10.3	12.0	-12.3%	10.3	11.3	-1.0
Total	100	100		100	100	

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

Hybrid Sales

	Jan. '10	Dec. '09	Chg.	Jan. '10	Dec. '09	Chg.
Hybrid Car	14,511	11,221	29.3%	14,511	20,266	-28.4%
Hybrid Truck	2,646	4,173	-36.6%	2,646	4,901	-46.0%
Total	17,157	15,394	11.5%	17,157	25,167	-31.8%

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