



October Sales Recap

NADA Industry Analysis - with data from WardsAuto.com

Industry						
	Oct. '11 YTD	Oct. '10 YTD	Chg.	Oct. '11	Oct. '10	Chg.
Car	5,093,325	4,730,153	7.7%	468,533	436,354	7.4%
Truck	5,410,201	4,814,605	12.4%	548,799	510,232	7.6%
Total	10,503,526	9,544,758	10.0%	1,017,332	946,586	7.5%
SAAR: Oct. 13.26M (Sept. 13.1/Aug. 12.1/July 12.2/June 11.4M/May 11.7M/April 13.2)						

Share of Industry						
	Oct. '11 YTD	Oct. '10 YTD	Chg.	Oct. '11	Oct. '10	Chg.
Detroit 3	47.1	45.1	2.0	45.8	45.2	0.6
Japanese	34.8	39.0	-4.2	35.5	37.7	-2.2
European	9	8.4	0.6	10	8.7	1.3
S. Korea	9.1	7.5	1.6	8.7	8.4	0.3
Total	100.0	100.0		100.0	100.0	

Note: Zhejiang Geely Volvo/Tata Motors included European total

Market Share By Group						
	Oct. '11 YTD	Oct. '10 YTD	Chg.	Oct. '11	Oct. '10	Chg.
GM	19.9	19.1	0.8	18.4	19.4	-1.0
Ford	16.6	16.5	0.1	16.2	16.4	-0.2
Toyota	12.6	15.3	-2.7	13.2	15.4	-2.2
Chrysler	10.6	9.5	1.1	11.2	9.5	1.7
Honda	9.1	10.6	-1.5	9.7	10.4	-0.7
Hyundai	9.1	7.8	1.3	8.9	8.4	0.5
Nissan	8.2	7.8	0.4	8.9	7.8	1.1
Total	86.1	86.6		86.5	87.3	

Market Share by Major Brands						
	Oct. '11 YTD	Oct. '10 YTD	Chg.	Oct. '11	Oct. '10	Chg.
Ford	15.9	14.9	1.0	15.6	14.8	0.8
Chevrolet	14.1	13.6	0.5	13.0	13.1	-0.1
Toyota	11.2	13.3	-2.1	11.4	13.1	-1.7
Honda	8.2	9.5	-1.3	8.6	9.3	-0.7
Nissan	7.4	6.9	0.5	7.4	6.5	0.9
Dodge	5.6	5.2	0.4	5.4	4.7	0.7
Total	62.4	63.4		61.4	61.5	

Top 10 Most Sold - YTD								
	Cars	YTD '11	YTD '10	Chg.	Trucks	YTD '11	YTD '10	Chg.
Camry		251,564	275,844	-8.8%	F-Series	468,899	434,920	7.8%
Altima		222,392	187,875	18.4%	Silverado	333,092	301,998	10.3%
Fusion		206,533	178,943	15.4%	Escape	206,896	157,398	31.4%
Accord		203,603	236,278	-14%	Ram Pickup	199,011	158,205	25.8%
Corolla/Matrix		203,135	227,822	-10.8%	CR-V	180,361	162,326	11.1%
Cruze		201,819	5,564	3527.2%	Equinox	160,143	111,828	43.2%
Sonata		192,953	166,628	15.8%	Sierra	120,704	103,218	16.9%
Civic		183,557	215,393	-14.8%	Sorento	109,903	89,561	22.7%
Malibu		181,505	198,272	-8.5%	Explorer	108,944	46,527	134.2%
Elantra		160,922	110,519	45.6%	RAV4	106,800	141,085	-24.3%
Total		2,007,983	1,803,138	11.4%	Total	1,994,753	1,707,066	16.9%
% of Industry		19.1%	18.9%			19.0%	17.9%	

Share by Segment as a % of Total Industry						
	YTD '11	YTD '10	Vol. Chg.	Oct. '11	Oct. '10	Chg.
Small Car	18.7	18.0	15.5%	16.8	16.5	0.3
Middle Car	20.1	20.9	6.3%	19.7	19.1	0.6
Large Car	1.9	3.2	-34.6%	1.5	2.2	-0.7
Luxury Car	7.7	7.4	15.9%	8.0	8.3	-0.3
CUV	24.5	24.1	13.0%	24.7	25.0	-0.3
SUV	7.6	6.7	24.4%	8.4	7.8	0.6
Small Van	4.0	4.2	3.4%	3.7	4.4	-0.7
Large Van	1.8	1.6	17.5%	1.6	1.9	1.6
Small P/U	2.3	2.3	9.2%	2.6	2.3	0.3
Large P/U	11.3	11.4	7.8%	12.9	12.9	0.0
Total	100	100		100	100.4	

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

Hybrid Sales YTD			% of Industry '11			
	YTD '11	YTD '10	Chg.	Sept. '11	Sept. '10	Chg.
Hybrid Car	193,491	189,820	1.9%	19,439	20,558	-5.4%
Hybrid Truck	24,427	34,778	-29.8%	1,956	3,609	-45.8%
Total	217,918	224,598	-3.0%	21,395	24,167	-11.5%

YTD Leaf Sales: 8,048/ Volt sales: 5,003