



October Industry Sales Recap

NADA Industry Analysis

Industry

	<u>Oct. YTD '09</u>	<u>Oct.YTD '08</u>	<u>Chg.</u>	<u>Oct. '09</u>	<u>Sept. '09</u>	<u>Chg.</u>
Car	4,568,996	6,030,817	-24.2%	427,325	398,235	7.3%
Truck	4,062,221	5,528,998	-26.5%	408,600	346,331	18.0%
Total	8,631,217	11,559,815	-25.3%	835,925	744,566	12.3%

Oct.SAAR: 11.2M (Sept. 9.2/ Aug 14.1/July, 11.1/June 9.5/May 9.9/April 9.5/)

Share of Industry

	<u>2009</u>	<u>2008</u>	<u>Chg.</u>	<u>Oct. '09</u>	<u>Sept. '09</u>	<u>Chg.</u>
Detroit 3	44.6	47.9	-3.3	45.1	44.4	0.7
Japanese	40.6	40.0	0.6	40.3	39.7	0.6
European	7.3	6.6	0.7	7.8	8.5	-0.7
S. Korea	7.3	5.2	2.1	6.4	7.1	-0.7
Total	99.8	99.7		99.6	99.7	

Note: Tata Motors not included in total

Market Share By Group

	<u>2009</u>	<u>2008</u>	<u>Chg.</u>	<u>Oct. '09</u>	<u>Sept. '09</u>	<u>Chg.</u>
GM	19.9	22.3	-2.4	21.1	20.9	0.2
Toyota	16.8	16.8	0.0	18.2	16.9	1.3
Ford	15.7	14.6	1.1	16.1	15.2	0.9
Chrysler	9.0	11.0	-2.0	7.8	8.3	-0.5
Honda	11.2	11.0	0.2	10.2	10.4	-0.2
Nissan	7.4	7.3	0.1	7.2	7.4	-0.2
Hyundai	7.3	5.2	2.1	6.4	7.1	-0.7
Total	87	88		87	86	

Market Share Big 6 Brands

	<u>2009</u>	<u>2008</u>	<u>Chg.</u>	<u>Oct. '09</u>	<u>Sept. '09</u>	<u>Chg.</u>
Toyota	14.8	14.9	-0.1	15.9	14.5	1.4
Ford	13.5	12.4	1.1	13.5	12.4	1.1
Chevrolet	12.8	13.5	-0.7	13.9	13.7	0.2
Honda	10.2	9.9	0.3	9.1	9.4	-0.3
Nissan	6.7	6.4	0.3	6.4	6.6	-0.2
Dodge	5.1	5.9	-0.8	4.7	4.8	-0.1
Total	63.1	63.0		61.4	61.4	

Top 10 Most Sold - Current Month

	<u>Oct. '09</u>	<u>Sept. '09</u>	<u>Chg.</u>		<u>Oct. '09</u>	<u>Sept. '09</u>	<u>Chg.</u>
Cars				Trucks			
Camry	29,830	25,384	17.5%	F-Series	39,496	33,877	16.6%
Corolla/Matrix	25,615	20,430	25.4%	Silverado	31,754	19,401	63.7%
Accord	22,837	20,387	12.0%	CR-V	13,470	11,322	19.0%
Civic	15,629	15,941	-2.0%	Escape	12,471	8,692	43.5%
Altima	14,773	12,149	21.6%	Ram	12,262	13,452	-8.8%
Prius	13,496	10,984	22.9%	Traverse	9,459	6,863	37.8%
Fusion	13,445	10,834	24.1%	Caravan	9,020	4,112	119.4%
Impala	12,721	13,047	-2.5%	RAV4	9,012	5,742	56.9%
Malibu	12,086	10,479	15.3%	Tacoma	8,921	7,513	18.7%
Focus	10,119	9,182	10.2%	Sienna	8,249	6,442	28.1%
Total	170,551	148,817	14.6%		154,114	117,416	31.3%
% of Industry	20.4%	20.0%			18.4%	15.8%	

Share by Segments % of Industry

	<u>YTD '09</u>	<u>YTD '08</u>	<u>Vol. Chg.</u>	<u>Oct. '09</u>	<u>Sept. '09</u>	<u>Vol. Chg.</u>
Small Car	20.2	19.4	-22.3%	16.7	17.3	8.5%
Middle Car	22.2	21.6	-23.1%	22.9	23.3	10.2%
Large Car	3.1	3.5	-34.3%	3.5	4.3	-8.7%
Luxury Car	7.4	7.7	-27.8%	8.0	8.6	4.7%
CUV	21.5	18.0	-10.8%	21.5	20.5	17.5%
SUV	6.5	8.7	-43.9%	7.1	7.7	2.5%
Small Van	4.1	4.5	-32.7%	4.2	3.3	43.5%
Large Van	1.6	1.9	-34.1%	1.3	1.7	-13.7%
Small P/U	2.7	3.0	-33.4%	2.3	2.2	19.9%
Large P/U	10.6	11.7	-31.9%	12.5	11	27.3%
Total	100	100		100	99.9	

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

Hybrid Sales

	<u>Oct. '09</u>	<u>Sept. '09</u>	<u>Chg.</u>	<u>Oct. '09</u>	<u>Sept. '09</u>	<u>Chg.</u>
Hybrid Car	200,157	225,830	-11.4%	20,244	16,837	20.2%
Hybrid Truck	44,905	55,670	-19.3%	4,231	3,140	34.7%
Total	245,062	281,500	-12.9%	24,475	19,977	22.5%

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