



# June 2009 Sales Recap

## NADA Industry Analysis

### Industry

|              | June YTD '09     | June YTD '08     | Chg.        | June '09       | May '09        | Chg.         |
|--------------|------------------|------------------|-------------|----------------|----------------|--------------|
| Car          | 2,471,614        | 3,866,628        | -36.1%      | 456,206        | 484,028        | -5.7%        |
| Truck        | 2,324,193        | 3,517,386        | -33.9%      | 401,421        | 439,318        | -8.6%        |
| <b>Total</b> | <b>4,795,807</b> | <b>7,384,014</b> | <b>-35%</b> | <b>857,627</b> | <b>923,346</b> | <b>-7.1%</b> |

June SAAR: 9.5 (May 9.9/April 9.5/March 9.8/Feb. 9.1M)

### Share of Industry

|              | 2009        | 2008        | Chg. | June '09    | May '09     | Chg. |
|--------------|-------------|-------------|------|-------------|-------------|------|
| Detroit 3    | 45.5        | 48.5        | -3.0 | 46.2        | 46.5        | -0.3 |
| Japanese     | 39.4        | 39.7        | -0.3 | 38.5        | 38.8        | -0.3 |
| European     | 7.4         | 6.3         | 1.1  | 7.5         | 7.4         | 0.1  |
| S. Korea     | 7.4         | 5.2         | 2.2  | 7.5         | 6.8         | 0.7  |
| <b>Total</b> | <b>99.7</b> | <b>99.7</b> |      | <b>99.7</b> | <b>99.5</b> |      |

Note: Tata Motors not included in total

### Market Share By Group

|              | 2009      | 2008      | Chg. | June '09  | May '09   | Chg. |
|--------------|-----------|-----------|------|-----------|-----------|------|
| GM           | 19.8      | 21.5      | -1.7 | 20.4      | 20.7      | -0.3 |
| Toyota       | 16.1      | 16.8      | -0.7 | 15.4      | 16.5      | -1.1 |
| Ford         | 15.9      | 15.3      | 0.6  | 17.9      | 17.2      | 0.7  |
| Chrysler     | 9.8       | 11.7      | -1.9 | 7.9       | 8.5       | -0.6 |
| Honda        | 11.1      | 10.8      | 0.3  | 11.7      | 10.7      | 1    |
| Nissan       | 7.3       | 7.1       | 0.2  | 6.8       | 7.3       | -0.5 |
| Hyundai      | 7.4       | 5.2       | 2.2  | 7.5       | 6.8       | 0.7  |
| <b>Total</b> | <b>87</b> | <b>88</b> |      | <b>88</b> | <b>88</b> |      |

### Market Share Big 6 Brands

|              | 2009        | 2008        | Chg. | June '09    | May '09     | Chg. |
|--------------|-------------|-------------|------|-------------|-------------|------|
| Toyota       | 14.2        | 14.9        | -0.7 | 13.4        | 14.7        | -1.3 |
| Ford         | 13.5        | 12.9        | 0.6  | 15.4        | 14.6        | 0.8  |
| Chevrolet    | 12.4        | 13.0        | -0.6 | 12.3        | 13.8        | -1.5 |
| Honda        | 10.0        | 9.8         | 0.2  | 10.7        | 9.6         | 1.1  |
| Nissan       | 6.4         | 6.2         | 0.2  | 6.1         | 6.6         | -0.5 |
| Dodge        | 5.4         | 6.2         | -0.8 | 4.4         | 4.5         | -0.1 |
| <b>Total</b> | <b>61.9</b> | <b>63.0</b> |      | <b>62.3</b> | <b>63.8</b> |      |

### Top 10 Most Sold - Current Month

| Cars           | June '09       | May '09        | Chg.         | Trucks       | June '09       | May '09        | Chg.         |
|----------------|----------------|----------------|--------------|--------------|----------------|----------------|--------------|
| Camry          | 26,394         | 31,325         | -15.7%       | F Series     | 35,915         | 33,381         | 7.6%         |
| Accord         | 23,955         | 22,597         | 6.0%         | Silverado    | 24,766         | 31,463         | -21.3%       |
| Corolla/Matrix | 19,935         | 23,576         | -15.4%       | Ram          | 14,478         | 15,516         | -6.7%        |
| Civic          | 20,594         | 20,723         | -0.6%        | CR-V         | 13,720         | 14,550         | -5.7%        |
| Altima         | 16,350         | 18,408         | -11.2%       | Escape       | 15,385         | 16,391         | -6.1%        |
| Fusion         | 18,561         | 19,786         | -6.2%        | RAV4         | 10,054         | 12,730         | -21.0%       |
| Malibu         | 11,466         | 14,098         | -18.7%       | Tacoma       | 9,035          | 10,162         | -11.1%       |
| Impala         | 14,931         | 18,709         | -20.2%       | Wrangler     | 4,810          | 9,294          | -48.2%       |
| Focus          | 12,573         | 15,034         | -16.4%       | Odyssey      | 14,670         | 12,127         | 21.0%        |
| Sonata         | 11,950         | 11,059         | 8.1%         | Sierra       | 9,014          | 10,272         | -12.2%       |
| <b>Total</b>   | <b>176,709</b> | <b>195,315</b> | <b>-9.5%</b> | <b>Total</b> | <b>151,847</b> | <b>165,886</b> | <b>-8.5%</b> |
| % of Industry  | 20.6%          | 21.2%          |              |              | 17.7%          | 18.0%          |              |

### Share by Segments % of Industry

|              | YTD '09    | YTD '08    | Chg. | June '09   | May '09    | Chg. |
|--------------|------------|------------|------|------------|------------|------|
| Small Car    | 19.1       | 19.7       | -0.6 | 19.3       | 19.5       | -0.2 |
| Middle Car   | 21.5       | 21.6       | -0.1 | 23.2       | 21.9       | 1.3  |
| Large Car    | 3.3        | 3.6        | -0.3 | 2.8        | 3.4        | -0.6 |
| Luxury Car   | 7.7        | 7.5        | 0.2  | 7.8        | 7.5        | 0.3  |
| CUV          | 21.4       | 18.1       | 3.3  | 21.4       | 21.5       | -0.1 |
| SUV          | 7.2        | 8.9        | -1.7 | 5.8        | 6.8        | -1.0 |
| Small Van    | 4.5        | 4.7        | -0.2 | 4.5        | 4.1        | 0.4  |
| Large Van    | 1.7        | 1.8        | -0.1 | 2.0        | 1.8        | 0.2  |
| Small P/U    | 2.7        | 3.1        | -0.4 | 2.7        | 2.8        | -0.1 |
| Large P/U    | 10.8       | 11.0       | -0.2 | 10.5       | 10.6       | -0.1 |
| <b>Total</b> | <b>100</b> | <b>100</b> |      | <b>100</b> | <b>100</b> |      |

### Hybrid Sales

|              |                |                |             |               |               |           |
|--------------|----------------|----------------|-------------|---------------|---------------|-----------|
| Hybrid Car   | 100,910        | 148,912        | -32%        | 22,266        | 21,124        | 5%        |
| Hybrid Truck | 25,570         | 36,843         | -31%        | 3,939         | 4,569         | -14%      |
| <b>Total</b> | <b>126,480</b> | <b>185,755</b> | <b>-32%</b> | <b>26,205</b> | <b>25,693</b> | <b>2%</b> |

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