



November 2010 Industry Sales Recap

NADA Industry Analysis - with data from WardsAuto.com

Industry

	<u>Nov. '10 YTD</u>	<u>Nov. '09 YTD</u>	<u>Chg.</u>	<u>Nov. '10</u>	<u>Oct. '10</u>	<u>Chg.</u>
Car	5,125,841	4,896,700	4.7%	395,689	436,354	-9.3%
Truck	5,288,744	4,478,736	18.1%	474,139	510,232	-7.1%
Total	10,414,585	9,375,436	11.1%	869,828	946,586	-8.1%

SAAR: Nov. 12.26M (Oct. 12.2/Sept. 12.2/Aug. 11.5/July 11.5/June 11.1/May 11.8)

Share of Industry

	<u>Nov. '10 YTD</u>	<u>Nov. '09 YTD</u>	<u>Chg.</u>	<u>Nov. '10</u>	<u>Oct. '10</u>	<u>Chg.</u>
Detroit 3	45	43.9	1.1	44.5	45.2	-0.7
Japanese	38.5	40.4	-1.9	38.5	38.3	0.2
European	7.7	7.4	0.3	8.6	7.8	0.8
S. Korea	7.9	7.3	0.6	7.7	7.8	-0.1
Total	99.1	99.0		99.3	99.1	

Note: Zhejiang Geely Volvo/Tata Motors not included in total

Market Share By Group

	<u>Nov. '10 YTD</u>	<u>Nov. '09 YTD</u>	<u>Chg.</u>	<u>Nov. '10</u>	<u>Oct. '10</u>	<u>Chg.</u>
GM	19.1	19.8	-0.7	19.4	19.4	0.0
Ford	16.5	15.1	1.4	16.6	16.4	0.2
Toyota	15.2	16.9	-1.7	14.9	15.4	-0.5
Honda	10.6	11.1	-0.5	10.3	10.4	-0.1
Chrysler	9.4	9.0	0.4	8.4	9.5	-1.1
Nissan	7.8	7.4	0.4	8.2	7.4	0.8
Hyundai	7.9	7.3	0.6	7.7	7.8	-0.1
Total	86.5	86.6		85.5	86.3	

Market Share Big 6 Brands

	<u>Nov. '10 YTD</u>	<u>Nov. '09 YTD</u>	<u>Chg.</u>	<u>Nov. '10</u>	<u>Oct. '10</u>	<u>Chg.</u>
Ford	14.9	13.5	1.4	15.1	14.8	0.3
Chevrolet	13.6	12.8	0.8	13.5	13.1	0.4
Toyota	13.3	14.9	-1.6	12.8	13.1	-0.3
Honda	9.4	10.1	-0.7	9.1	9.3	-0.2
Nissan	7.0	6.7	0.3	7.3	6.5	0.8
Dodge	5.1	5.0	0.1	4.5	4.7	-0.2
Total	63.3	63.0		62.3	61.5	

Top 10 Most Sold - YTD

<u>Cars</u>	<u>YTD '10</u>	<u>YTD '09</u>	<u>Chg.</u>	<u>Trucks</u>	<u>YTD '10</u>	<u>YTD '09</u>	<u>Chg.</u>
Camry	296,581	321,878	-7.9%	F Series	473,461	365,416	29.6%
Accord	253,073	261,333	-3.2%	Silverado	327,617	282,243	16.1%
Corolla/Matrix	244,024	262,654	-7.1%	CR-V	180,589	175,528	2.9%
Civic	231,955	237,403	-2.3%	Ram Pickup	176,411	165,254	6.8%
Altima	206,247	184,925	11.5%	Escape	172,335	153,888	12.0%
Fusion	196,590	161,819	21.5%	RAV4	153,391	132,346	15.9%
Malibu	187,250	142,194	31.7%	Equinox	127,215	73,437	73.2%
Sonata	180,659	109,543	64.9%	Sierra	112,999	99,698	13.3%
Focus	159,679	146,228	9.2%	Edge	107,345	79,085	35.7%
Impala	160,667	151,952	5.7%	Town & Country	102,495	76,093	34.7%
Total	2,116,725	1,979,929	6.9%	Total	1,933,858	1,602,988	20.6%
% of Industry	20.3%	21.1%			18.6%	17.1%	

Share by Segment as a % of Total Industry

	<u>YTD '10</u>	<u>YTD '09</u>	<u>Vol. Chg.</u>	<u>Nov. '10</u>	<u>Oct. '10</u>	<u>Chg.</u>	<u>Nov. '09</u>
Small Car	17.9	19.9	-0.1%	16.4	16.5	-0.1	16.2
Middle Car	20.7	21.8	5.8%	18.7	19.1	-0.4	21.9
Large Car	3.1	3.1	10.8%	1.5	2.2	-0.7	3.2
Luxury Car	7.5	7.5	11.6%	8.8	8.3	0.5	8.2
CUV	24.3	22.1	22.6%	27.2	25.0	2.2	24.5
SUV	6.8	6.8	12.2%	7.9	7.8	0.1	7.5
Small Van	4.2	4.1	13.8%	4.0	4.4	-0.4	4.5
Large Van	1.7	1.5	19.2%	1.7	1.5	0.2	1.3
Small P/U	2.3	2.7	-3.2%	2.3	2.3	0.0	2.3
Large P/U	11.4	10.6	19.3%	11.5	12.9	-1.4	10.5
Total	100	100		100	100		100

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

Hybrid Sales - YTD

Hybrid Car	207,474	216,902	-4.3%	17,668	20,556	-14.0%
Hybrid Truck	37,913	48,576	-22.0%	3,139	3,605	-12.9%
Total	245,387	265,478	-7.6%	20,807	24,161	-13.9%

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