



# January 2012 Sales Recap

## NADA Industry Analysis - with data from WardsAuto.com

Industry							Top 10 Most Sold - YTD							
	Jan. '12 YTD	Jan. '11 YTD	Chg.	Jan. '12	Jan. '11	Chg.	Cars	YTD '12	YTD '11	Chg.	Trucks	YTD '12	YTD '11	Chg.
Car	457,705	380,589	20.3%	457,705	380,589	20.3%	Camry	28,295	18,145	55.9%	F-Series	38,493	35,806	7.5%
Truck	452,564	438,242	3.3%	452,564	438,242	3.3%	Altima	22,357	16,454	35.9%	Silverado	26,850	28,172	-4.7%
<b>Total</b>	<b>910,269</b>	<b>818,831</b>	<b>11.2%</b>	<b>910,269</b>	<b>818,831</b>	<b>11.2%</b>	Civic	21,883	14,634	49.5%	CR-V	18,960	16,339	16.0%
SAAR: Jan. 14.2M (Dec. 13.5/Nov. 13.6/Oct. 13.2/Sept. 13.1/Aug. 12.1/July 12.2/June 11.4/)							Corolla/Matrix	17,988	20,581	-13%	Ram Pickup	17,909	12,197	46.8%
<b>Share of Industry</b>							Impala	16,009	15,186	5.4%	Escape	17,259	13,973	23.5%
	Jan. '12 YTD	Jan. '11 YTD	Chg.	Jan. '12	Jan. '11	Chg.	Cruze	15,049	13,631	10.4%	Equinox	13,662	12,847	6.3%
Detroit 3	44.2	45.7	-1.5	44.2	45.7	-1.5	Malibu	14,676	14,102	4.1%	Grand Cherokee	10,863	7,612	42.7%
Japanese	37.4	37.4	0.0	37.4	37.4	0.0	Sonata	14,489	13,261	9.3%	Explorer	9,966	7,351	35.6%
European	9.8	8.9	0.9	9.8	8.9	0.9	Focus	14,400	9,014	59.8%	Rogue	9,904	9,423	5.1%
S. Korea	8.6	8.0	0.6	8.6	8.0	0.6	Accord	13,659	13,456	1.5%	RAV4	9,819	11,196	-12.3%
<b>Total</b>	<b>100.0</b>	<b>100.0</b>		<b>100.0</b>	<b>100.0</b>		<b>Total</b>	<b>178,805</b>	<b>148,464</b>	<b>20.4%</b>	<b>Total</b>	<b>173,685</b>	<b>154,916</b>	<b>12.1%</b>
Note: Zhejiang Geely Volvo/Tata Motors included European total							% of Industry	19.6%	18.1%			19.1%	18.9%	
Market Share By Group							Share by Segment as a % of Total Industry							
	Jan. '12 YTD	Jan. '11 YTD	Chg.	Jan. '12	Jan. '11	Chg.	YTD '12	YTD '11	Vol. Chg.	Jan. '12	Jan. '11	Chg.		
GM	18.5	21.9	-3.4	18.5	21.9	-3.4	Small Car	19.9	18.4	13.3%	19.9	18.4	1.5	
Ford	14.8	15.2	-0.4	14.8	15.2	-0.4	Middle Car	21.3	18.7	6.5%	21.3	18.7	2.6	
Toyota	13.7	14.2	-0.5	13.7	14.2	-0.5	Large Car	1.7	1.6	-29.9%	1.7	1.6	0.1	
Chrysler	11.0	8.6	2.4	11.0	8.6	2.4	Luxury Car	7.5	7.8	14.1%	7.5	7.8	-0.3	
Honda	9.1	9.3	-0.2	9.1	9.3	-0.2	CUV	23.8	26.7	10.3%	23.8	26.7	-2.9	
Hyundai	8.6	7.8	0.8	8.6	8	0.6	SUV	7.7	7.4	24.6%	7.7	7.4	0.3	
Nissan	8.7	8.8	-0.1	8.7	8.8	-0.1	Small Van	3.6	3.9	3.6%	3.6	3.9	-0.3	
<b>Total</b>	<b>84.4</b>	<b>85.8</b>		<b>84.4</b>	<b>86.0</b>		Large Van	1.5	1.8	20.3%	1.5	1.8	1.6	
Market Share by Major Brands							Small P/U	2.5	2.1	12.3%	2.5	2.1	0.4	
	Jan. '12 YTD	Jan. '11 YTD	Chg.	Jan. '12	Jan. '11	Chg.	Large P/U	10.8	11.4	10.9%	10.8	11.4	-0.6	
Ford	14.2	14.5	-0.3	14.2	14.5	-0.3	<b>Total</b>	<b>100</b>	<b>100</b>		<b>100</b>	<b>100.0</b>		
Chevrolet	13.6	15.4	-1.8	13.6	15.4	-1.8	Note: Volume chg. Reflects actual change in volume year-over-year. Wards Auto defines segments and vehicles within each segment							
Toyota	12.3	12.6	-0.3	12.3	12.6	-0.3	Hybrid Sales YTD			% of Industry '11				
Honda	8.2	8.4	-0.2	8.2	8.4	-0.2	Hybrid Car	20,706	17,081	21.2%	4.5%	Jan. '12	Jan. '11	Chg.
Nissan	8.0	7.9	0.1	8.0	7.9	0.1	Hybrid Truck	1,779	2,817	-36.8%	0.4%	20,706	17,081	21.2%
Dodge	5.4	4.5	0.9	5.4	4.5	0.9	<b>Total</b>	<b>22,485</b>	<b>19,898</b>	<b>13.0%</b>	<b>2.5%</b>	<b>1,779</b>	<b>2,817</b>	<b>-36.8%</b>
<b>Total</b>	<b>61.7</b>	<b>63.3</b>		<b>61.7</b>	<b>63.3</b>		YTD Leaf Sales: 676/ Volt sales: 603							