



# January 2011 Industry Sales Recap

NADA Industry Analysis - with data from WardsAuto.com

## Industry

	Jan.' 11 YTD	Jan. '10 YTD	Chg.	Jan '11	Jan. '10	Chg.
Car	380,313	356,192	6.8%	380,313	356,192	6.8%
Truck	436,340	340,354	28.2%	436,340	340,354	28.2%
<b>Total</b>	<b>816,653</b>	<b>696,546</b>	<b>17.2%</b>	<b>816,653</b>	<b>696,546</b>	<b>17.2%</b>

SAAR: Jan. 12.6 (Dec. 12.6/Nov. 12.2/Oct. 12.2/Sept. 12.2/Aug. 11.5/July 11.5)

## Share of Industry

	Jan.' 11 YTD	Jan. '10 YTD	Chg.	Jan '11	Jan. '10	Chg.
Detroit 3	45.7	44.9	0.8	45.7	44.9	0.8
Japanese	37.4	38.2	-0.8	37.4	38.2	-0.8
European	8.9	9.2	-0.3	8.9	9.2	-0.3
S. Korea	8	7.7	0.3	8	7.7	0.3
<b>Total</b>	<b>100.0</b>	<b>100.0</b>		<b>100.0</b>	<b>100.0</b>	

Note: Zhejiang Geely Volvo/Tata Motors included European total

## Market Share By Group

	Jan.' 11 YTD	Jan. '10 YTD	Chg.	Jan '11	Jan. '10	Chg.
GM	21.9	20.9	1.0	21.9	20.9	1.0
Ford	15.3	15.9	-0.6	15.3	15.9	-0.6
Toyota	14.2	14.2	0.0	14.2	14.2	0.0
Honda	9.3	9.7	-0.4	9.3	9.7	-0.4
Chrysler	8.6	8.1	0.5	8.6	8.1	0.5
Nissan	8.8	9	-0.2	8.8	9	-0.2
Hyundai	8	7.7	0.3	8	7.7	0.3
<b>Total</b>	<b>86.1</b>	<b>85.5</b>		<b>86.1</b>	<b>85.5</b>	

## Market Share Big 6 Brands

	Jan.' 11 YTD	Jan. '10 YTD	Chg.	Jan '11	Jan. '10	Chg.
Chevrolet	15.4	15.1	0.3	15.4	15.1	0.3
Ford	14.6	14.1	0.5	14.6	14.1	0.5
Toyota	12.6	12.0	0.6	12.6	12.0	0.6
Honda	8.4	8.7	-0.3	8.4	8.7	-0.3
Nissan	7.9	8.0	-0.1	7.9	8.0	-0.1
Hyundai	4.6	4.4	0.2	4.6	4.4	0.2
<b>Total</b>	<b>63.5</b>	<b>62.3</b>		<b>63.5</b>	<b>62.3</b>	

## Top 10 Most Sold - YTD

Cars	YTD '11	YTD '10	Chg.	Trucks	YTD '11	YTD '10	Chg.
Corolla/Matrix	20,581	17,121	20.2%	F Series	35,806	27,630	29.6%
Camry	18,145	15,792	14.9%	Silverado	28,172	22,772	23.7%
Altima	16,454	18,636	-11.7%	CR-V	16,339	9,672	68.9%
Impala	15,188	10,939	38.8%	Escape	13,973	10,753	29.9%
Civic	16,634	14,693	13.2%	Equinox	12,847	9,513	35.0%
Fusion	14,346	12,179	17.8%	Ram	12,197	9,957	22.5%
Malibu	14,102	16,439	-14.2%	RAV4	11,196	7,894	41.8%
Cruze	13,631	0		Sierra	10,627	7,271	46.2%
Accord	13,456	19,032	-29.3%	Rogue	9,423	5,483	71.9%
Sonata	13,261	5,306	149.9%	Edge	8,918	6,243	42.8%
<b>Total</b>	<b>155,798</b>	<b>130,137</b>	<b>19.7%</b>	<b>Total</b>	<b>159,498</b>	<b>117,188</b>	<b>36.1%</b>
% of Industry	19.1%	18.7%			19.5%	16.8%	

## Share by Segment as a % of Total Industry

	YTD '11	YTD '10	Vol. Chg.	Jan. '11	Jan. '10	Chg.	Dec. '10
Small Car	18.4	19.2	12.4%	18.4	19.2	-0.8	16.5
Middle Car	18.7	21.4	2.6%	18.7	21.4	-2.7	18.4
Large Car	1.6	2.7	-30.0%	1.6	2.7	-1.1	1.6
Luxury Car	7.8	7.8	17.1%	7.8	7.8	0.0	8.2
CUV	26.7	24.6	27.2%	26.7	24.6	2.1	26.3
SUV	7.4	7.1	21.1%	7.4	7.1	0.3	7.4
Small Van	3.9	2.8	66.1%	3.9	2.8	1.1	3.9
Large Van	1.8	1.4	49.1%	1.8	1.4	0.4	1.6
Small P/U	2.1	2.5	29.0%	2.1	2.6	-0.5	2.5
Large P/U	11.4	10.4	29.0%	11.4	10.4	1.0	13
<b>Total</b>	<b>100</b>	<b>100</b>		<b>100</b>	<b>100</b>		<b>100</b>

Note: Volume chg. Reflects actual change in volume year-over-year

## Hybrid Sales - YTD

	YTD '11	YTD '10	Chg.	Jan. '11	Jan. '10	Chg.
Hybrid Car	17,121	14,599	17.3%	17,121	14,599	17.3%
Hybrid Truck	2,767	2,737	1.1%	2,767	2,737	1.1%
<b>Total</b>	<b>19,888</b>	<b>17,336</b>	<b>14.7%</b>	<b>19,888</b>	<b>17,336</b>	<b>14.7%</b>

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

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Note: The December sales recap (and moving forward) will reflect month over month comparison (Dec. '10 vs. Dec.'09).