



# April Industry Sales Recap

NADA Industry Analysis - with data from WardsAuto.com

Industry						
	April '11 YTD	April '10 YTD	Chg.	April '11	April '10	Chg.
Car	2,104,070	1,776,236	18.5%	598,627	493,565	21.3%
Truck	2,099,179	1,742,747	20.5%	555,665	486,834	14.1%
<b>Total</b>	<b>4,203,249</b>	<b>3,518,983</b>	<b>19.4%</b>	<b>1,154,292</b>	<b>980,399</b>	<b>17.7%</b>

SAAR: April 13.2 (Mar. 13.1/Feb. 13.4/Jan. 12.6/Dec. 12.6/Nov. 12.2/Oct. 12.2)

Share of Industry						
	April '11 YTD	April '10 YTD	Chg.	April '11	April '10	Chg.
Detroit 3	45.2	44.7	0.5	46.4	44.9	1.5
Japanese	38	39.5	-1.5	35.7	39.0	-3.3
European	8.3	8.5	-0.2	8.1	7.9	0.2
S. Korea	8.5	7.3	1.2	9.4	7.6	1.8
<b>Total</b>	<b>100.0</b>	<b>100.0</b>		<b>99.6</b>	<b>99.4</b>	

Note: Zhejiang Geely Volvo/Tata Motors included European total

Market Share By Group						
	April '11 YTD	April '10 YTD	Chg.	April '11	April '10	Chg.
GM	19.6	18.7	0.9	20.1	18.7	1.4
Ford	16.0	16.6	-0.6	16.2	16.5	-0.3
Toyota	14.1	15.4	-1.3	13.8	16.1	-2.3
Honda	10.3	10.5	-0.2	10.8	11.6	-0.8
Chrysler	9.6	9.3	0.3	10.1	9.7	0.4
Nissan	8.5	8.3	0.2	6.2	6.5	-0.3
Hyundai	8.5	7.4	1.1	9.4	7.6	1.8
<b>Total</b>	<b>86.6</b>	<b>86.2</b>		<b>86.6</b>	<b>86.7</b>	

Market Share Big 6 Brands						
	April '11 YTD	April '10 YTD	Chg.	April '11	April '10	Chg.
Ford	15.4	14.8	0.6	15.5	14.8	0.7
Chevrolet	13.9	13.4	0.5	14.7	13.8	0.9
Toyota	12.6	13.5	-0.9	12.3	14.2	-1.9
Honda	9.3	9.4	-0.1	9.8	10.5	-0.7
Nissan	7.7	7.4	0.3	5.6	5.8	-0.2
Dodge	5.2	5.0	0.2	5.5	5.5	0.0
<b>Total</b>	<b>64.1</b>	<b>63.5</b>		<b>63.4</b>	<b>64.6</b>	

Top 10 Most Sold - YTD											
	Cars	YTD '11	YTD '10	Chg.	Trucks	YTD '11	YTD '10	Chg.			
Camry		107,264	96,509	11.1%	F Series	172,062	143,985	19.5%			
Corolla/Matrix		100,890	91,672	10.1%	Silverado	121,797	102,098	19.3%			
Accord		94,375	94,890	-0.5%	CR-V	79,116	53,009	49.3%			
Civic		91,745	78,669	16.6%	Escape	77,193	64,237	20.2%			
Altima		86,783	74,245	16.9%	Ram	70,419	51,707	36.2%			
Fusion		86,212	70,382	22.5%	Equinox	60,297	42,366	42.3%			
Cruze		75,365	0		RAV4	55,426	55,325	0.2%			
Sonata		73,616	50,283	46.4%	Sierra	44,468	32,862	35.3%			
Malibu		73,446	65,875	11.5%	Rogue	43,456	26,602	63.4%			
Impala		70,612	54,417	29.8%	Explorer	42,083	19,487	116.0%			
<b>Total</b>		<b>860,308</b>	<b>676,942</b>	<b>27.1%</b>	<b>Total</b>	<b>766,317</b>	<b>591,678</b>	<b>29.5%</b>			
% of Industry		20.5%	19.2%			18.2%	16.8%				

Share by Segment as a % of Total Industry											
	YTD '11	YTD '10	Vol. Chg.	April '11	April '10	Chg.	Mar. '11				
Small Car	19.8	18.5	27.9%	20.6	18.0	2.6	20.5				
Middle Car	20.8	21.2	17.6%	21.7	21.5	0.2	21.6				
Large Car	2.0	3.5	-32.0%	2.4	3.6	-1.2	2.1				
Luxury Car	7.4	7.3	21.6%	7.2	7.2	0.0	7.6				
CUV	25.0	24.5	22.2%	24.2	23.6	0.6	24.1				
SUV	6.7	6.6	20.5%	6.3	6.3	0.0	6.4				
Small Van	3.9	4.1	15.3%	4.0	4.9	-0.9	3.8				
Large Van	1.7	1.6	27.4%	1.9	1.7	1.6	2.1				
Small P/U	2.2	2.3	10.7%	2.2	2.4	-0.2	2.2				
Large P/U	10.4	10.4	19.6%	9.6	10.8	-1.2	10.2				
<b>Total</b>	<b>100</b>	<b>100</b>		<b>100</b>	<b>100</b>		<b>101</b>				

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

Hybrid Sales YTD				Hyb. % Ind.			
	YTD '11	YTD '10	Chg.	April '11	April '10	Chg.	
Hybrid Car	91,362	68,159	34.0%	4.3%	22,615	19,931	13.5%
Hybrid Truck	12,941	12,684	2.0%	0.6%	3,182	3,665	-13.2%
<b>Total</b>	<b>104,303</b>	<b>80,843</b>	<b>29.0%</b>	<b>2.5%</b>	<b>25,797</b>	<b>23,596</b>	<b>9.3%</b>

Volt Sales: 1,703/Leaf sales: 1,025