



# June 2010 Industry Sales Recap

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

## Industry

	June YTD '10	June YTD '09	Chg.	June '10	May '10	Chg.
<b>Car</b>	2,824,883	2,452,687	15.2%	493,473	555,153	-11.1%
<b>Truck</b>	2,776,074	2,342,900	18.5%	487,785	545,864	-10.6%
<b>Total</b>	<b>5,600,957</b>	<b>4,795,587</b>	<b>16.8%</b>	<b>981,258</b>	<b>1,101,017</b>	<b>-10.9%</b>

SAAR: June 11.1M (May 11.8/ April 11.5/Mar. 11.7/Feb. 10.3/Jan. 10.5/Dec. 11.9)

## Share of Industry

	2010	2009	Chg.	June '10	May '10	Chg.
<b>Detroit 3</b>	46	45.4	0.6	47.0	47.5	-0.5
<b>Japanese</b>	38.6	39.5	-0.9	36.5	37.6	-1.1
<b>European</b>	7.5	7.5	0.0	7.6	7.0	0.6
<b>S. Korea</b>	7.6	7.3	0.3	8.5	7.6	0.9
<b>Total</b>	<b>99.7</b>	<b>99.7</b>		<b>99.6</b>	<b>99.7</b>	

Note: Tata Motors not included in total

## Market Share By Group

	June YTD '10	June YTD '09	Chg.	June '10	May '10	Chg.
<b>GM</b>	19.2	19.7	-0.5	19.8	20.3	-0.5
<b>Ford</b>	17.3	15.9	1.4	17.7	17.7	0.0
<b>Toyota</b>	15.1	16.1	-1.0	14.3	14.8	-0.5
<b>Honda</b>	10.6	11.1	-0.5	10.9	11.1	-0.2
<b>Chrysler</b>	9.4	9.8	-0.4	9.4	9.5	-0.1
<b>Nissan</b>	7.9	7.3	0.6	6.6	7.6	-1.0
<b>Hyundai</b>	7.6	7.3	0.3	8.5	7.3	1.2
<b>Total</b>	<b>87.1</b>	<b>87.2</b>		<b>87.2</b>	<b>88.3</b>	

## Market Share Big 6 Brands

	June YTD '10	June YTD '09	Chg.	June '10	May '10	Chg.
<b>Ford</b>	15.1	13.5	1.6	15.6	15.8	-0.2
<b>Chevrolet</b>	13.9	12.4	1.5	14.4	12.8	1.6
<b>Toyota</b>	13.2	14.2	-1.0	12.6	15.2	-2.6
<b>Honda</b>	9.5	10.0	-0.5	9.8	9.6	0.2
<b>Nissan</b>	7.0	6.4	0.6	5.7	6.9	-1.2
<b>Dodge</b>	5.2	5.4	-0.2	5.5	5.5	0.0
<b>Total</b>	<b>63.9</b>	<b>61.9</b>		<b>63.6</b>	<b>65.8</b>	

## Top 10 Most Sold - YTD

	Cars	June '10	June '09	Chg.	Trucks	June '10	June '09	Chg.
<b>Camry</b>		154,239	150,242	2.7%	<b>F-Series</b>	240,345	179,632	33.8%
<b>Accord</b>		147,669	131,043	12.7%	<b>Silverado</b>	166,782	149,949	11.2%
<b>Corolla/Matrix</b>		140,501	121,643	15.5%	<b>Escape</b>	98,980	76,402	29.6%
<b>Civic</b>		133,601	118,459	12.8%	<b>CR-V</b>	86,870	78,917	10.1%
<b>Altima</b>		112,115	96,428	16.3%	<b>Ram</b>	84,869	94,516	-10.2%
<b>Fusion</b>		111,175	85,146	30.6%	<b>RAV4</b>	81,000	62,241	30.1%
<b>Malibu</b>		108,317	78,687	37.7%	<b>Equinox</b>	66,990	25,151	166.4%
<b>Focus</b>		89,783	69,354	29.5%	<b>T&amp;C</b>	60,937	43,737	39.3%
<b>Impala</b>		89,491	78,687	13.7%	<b>Edge</b>	56,027	41,260	35.8%
<b>Sonata</b>		89,249	60,481	47.6%	<b>Econoline</b>	55,708	46,888	18.8%
<b>Total</b>		<b>1,176,140</b>	<b>990,170</b>	<b>18.8%</b>	<b>Total</b>	<b>998,508</b>	<b>798,693</b>	<b>25.0%</b>
<b>% of Industry</b>		21.0%	20.6%			17.8%	16.7%	

## Share by Segment % of Industry

	YTD '10	YTD '09	Vol. Chg.	June '10	May '10	Chg.
<b>Small Car</b>	18.4	18.9	13.6%	18.1	18.4	-0.3
<b>Middle Car</b>	21.3	21.2	17.5%	21.2	21.8	-0.6
<b>Large Car</b>	3.5	3.3	23.5%	3.5	3.4	0.1
<b>Luxury Car</b>	7.2	7.7	9.1%	7.4	6.8	0.6
<b>CUV</b>	24.1	21.8	28.9%	23.0	23.3	-0.3
<b>SUV</b>	6.5	7.2	4.5%	6.5	6.5	0.0
<b>Small Van</b>	4.2	4.5	8.6%	4.4	4.5	-0.1
<b>Large Van</b>	1.7	1.7	12.4%	1.9	1.7	0.2
<b>Small P/U</b>	2.3	2.7	-1.1%	2.2	2.3	-0.1
<b>Large P/U</b>	10.8	10.7	16.8%	11.6	11.2	0.4
<b>Total</b>	100	100		100	99.9	

## Hybrid Sales

	June '10	June '09	Chg.	June '10	June '09	Chg.
<b>Hybrid Car</b>	108,734	100,910	7.8%	17,433	23,511	-25.9%
<b>Hybrid Truck</b>	20,422	25,570	-20.1%	3,777	4,289	-11.9%
<b>Total</b>	<b>129,156</b>	<b>126,480</b>	<b>2.1%</b>	<b>21,210</b>	<b>27,800</b>	<b>-23.7%</b>

Sources: Wards Auto Data/Automotive News. Share by group depicts all brands owned by parent company

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