



July Industry Sales Recap

NADA Industry Analysis - with data from wardsAuto.com

Industry							Top 10 Most Sold - YTD							
	July '11 YTD	July '10 YTD	Chg.	July '11	July '10	Chg.	Cars	YTD '11	YTD '10	Chg.	Trucks	YTD '11	YTD '10	Chg.
Car	3,651,183	3,339,806	9.3%	495,603	514,943	-3.8%	Camry	174,485	189,297	-7.8%	F-Series	313,183	290,794	7.7%
Truck	3,715,100	3,308,149	12.3%	560,302	532,037	5.3%	Corolla/Matrix	154,324	167,846	-8.1%	Silverado	215,906	201,446	7.2%
Total	7,366,283	6,647,955	10.8%	1,055,905	1,046,980	0.9%	Altima	153,182	130,390	17.5%	Escape	147,018	113,669	29.3%
SAAR: July 12.24M (June 11.4M/May 11.7M/April 13.2/Mar. 13.1/Feb. 13.4/Jan. 12.6)							Fusion	151,004	128,581	17.4%	Ram Pickup	132,209	105,007	25.9%
Share of Industry							Cruze	147,620	0		CR-V	124,859	86,360	44.6%
	July '11 YTD	July '10 YTD	Chg.	July '11	July '10	Chg.	Accord	143,936	170,701	-15.7%	Equinox	112,932	76,859	46.9%
Detroit 3	46.9	45.2	1.7	47.7	43.6	4.1	Malibu	142,312	128,775	10.5%	RAV4	81,969	96,979	-15.5%
Japanese	35.5	38.7	-3.2	32.7	40.1	-7.4	Civic	141,577	156,832	n/a	Sierra	80,194	67,518	18.8%
European	8.6	8.3	0.3	9.7	7.7	2.0	Sonata	135,898	107,085	26.9%	Explorer	75,720	36,627	106.7%
S. Korea	9.1	7.8	1.3	9.9	8.6	1.3	Elantra	118,482	75,779	56.4%	Sorento	75,040	51,036	47.0%
Total	100.1	100.0		100.0	100.0		Total	1,462,820	1,255,286	16.5%	Total	1,359,030	1,126,295	20.7%
Note: Zhejiang Geely Volvo/Tata Motors included European total							% of Industry	19.9%	18.9%			18.4%	16.9%	
Market Share By Group							Share by Segment as a % of Total Industry							
	July '11 YTD	July '10 YTD	Chg.	July '11	July '10	Chg.		YTD '11	YTD '10	Vol. Chg.	July '11	July '10	Chg.	
GM	20.0	19.2	0.8	20.4	19.1	1.3	Small Car	19.6	18.4	17.6%	18.2	18.6	-0.4	
Ford	16.7	16.6	0.1	16.8	15.6	1.2	Middle Car	20.4	21.2	6.9%	19.0	20.6	-1.6	
Toyota	12.8	15.3	-2.5	12.4	16.2	-3.8	Large Car	2.0	3.4	-34.1%	1.8	2.9	-1.1	
Honda	9.3	10.6	-1.3	7.6	10.7	-3.1	Luxury Car	7.6	7.2	15.7%	7.9	7.1	0.8	
Chrysler	10.2	9.3	0.9	10.6	8.8	1.8	CUV	24.9	24.0	15.2%	26.1	24.0	2.1	
Hyundai	9.1	7.8	1.3	9.9	8.6	1.3	SUV	6.9	6.6	15.0%	7.4	6.6	0.8	
Nissan	8	7.9	0.1	8	7.6	0.4	Small Van	3.6	4.1	2.7%	3.6	4.1	-0.5	
Total	86.1	86.7		85.7	86.6		Large Van	1.7	1.6	18.9%	1.7	1.6	1.6	
Market Share Big 6 Brands							Small P/U	2.3	2.3	8.4%	2.5	2.3	0.2	
	July '11 YTD	July '10 YTD	Chg.	July '11	July '10	Chg.	Large P/U	10.7	11.0	7.9%	11.7	12.2	-0.5	
Ford	16.0	15.0	1.0	16.1	14.4	1.7	Total	100	100		100	100.0		
Chevrolet	14.3	13.9	0.4	14.1	13.4	0.7	Note: Volume chg. Reflects actual change in volume year-over-year							
Toyota	11.4	13.4	-2.0	11.0	14.4	-3.4	Hybrid Sales YTD			Hyb. % Ind.	July '11	July '10	Chg.	
Honda	8.4	9.5	-1.1	6.7	9.5	-2.8	Hybrid Car	138,481	129,484	6.9%	3.8%	16,112	20,198	-20.2%
Nissan	7.3	7.0	0.3	7.3	6.9	0.4	Hybrid Truck	18,921	24,858	-23.9%	0.5%	1,818	1,797	1.2%
Dodge	5.4	5.1	0.3	5.1	4.9	0.2	Total	157,402	154,342	2.0%	2.1%	17,930	21,995	-18.5%
Total	62.8	63.9		60.3	63.5		Volt Sales: 2,184/Leaf sales: 2,167							