



October 2010 Industry Sales Recap

NADA Industry Analysis - with data from WardsAuto.com

Industry

	<u>Oct. 10 YTD</u>	<u>Oct. '09 YTD</u>	<u>Chg.</u>	<u>Oct. '10</u>	<u>Sept. '10</u>	<u>Chg.</u>
Car	4,730,152	4,528,529	4.5%	436,354	463,202	-5.8%
Truck	4,815,138	4,102,558	17.4%	510,765	492,717	3.7%
Total	9,545,290	8,631,087	10.6%	947,119	955,919	-0.9%

SAAR: Oct. 12.2 M (Sept. 12.2/Aug. 11.5/July 11.5/June 11.1/May 11.8/ April 11.5)

Share of Industry

	<u>Oct. 10 YTD</u>	<u>Oct. '09 YTD</u>	<u>Chg.</u>	<u>Oct. '10</u>	<u>Sept. '10</u>	<u>Chg.</u>
Detroit 3	45.1	43.9	1.2	45.3	45.1	0.2
Japanese	38.6	40.6	-2.0	38.3	38.2	0.1
European	7.6	7.3	0.3	7.8	8.0	-0.2
S. Korea	7.9	7.3	0.6	8.0	8.0	0.0
Total	99.2	99.1		99.4	99.3	

Note: Zhejiang Geely/Tata Motors not included in total

Market Share By Group

	<u>Oct. 10 YTD</u>	<u>Oct. '09 YTD</u>	<u>Chg.</u>	<u>Oct. '10</u>	<u>Sept. '10</u>	<u>Chg.</u>
GM	19.1	19.8	-0.7	19.4	18.1	1.3
Ford	16.5	15.1	1.4	16.4	16.5	-0.1
Toyota	15.3	16.8	-1.5	15.4	15.4	0.0
Honda	10.6	11.2	-0.6	10.4	10.2	0.2
Chrysler	9.5	9.0	0.5	9.5	10.4	-0.9
Nissan	7.8	7.4	0.4	7.4	7.8	-0.4
Hyundai	7.9	7.3	0.6	8	8	0.0
Total	86.7	86.6		86.5	86.4	

Market Share Big 6 Brands

	<u>Oct. 10 YTD</u>	<u>Oct. '09 YTD</u>	<u>Chg.</u>	<u>Oct. '10</u>	<u>Sept. '10</u>	<u>Chg.</u>
Ford	14.9	13.5	1.4	15.1	15.1	0.0
Chevrolet	13.6	12.8	0.8	13.1	12.7	0.4
Toyota	13.3	14.8	-1.5	13.1	13.6	-0.5
Honda	9.5	10.2	-0.7	9.3	9.1	0.2
Nissan	6.9	6.7	0.2	6.5	6.9	-0.4
Dodge	5.2	5.1	0.1	4.7	5.6	-0.9
Total	63.4	63.1		61.8	63.0	

Top 10 Most Sold - YTD

<u>Cars</u>	<u>YTD '10</u>	<u>YTD '09</u>	<u>Chg.</u>	<u>Trucks</u>	<u>YTD '10</u>	<u>YTD '09</u>	<u>Chg.</u>
Camry	275,844	294,493	-6.3%	F Series	434,920	334,922	29.9%
Accord	236,278	244,579	-3.4%	Silverado	301,998	261,142	15.6%
Corolla/Matrix	227,822	240,755	-5.4%	CR-V	162,326	158,573	2.4%
Civic	215,393	223,751	-3.7%	Ram Pickup	158,205	155,467	1.8%
Altima	187,875	169,435	10.9%	Escape	157,398	138,739	13.4%
Fusion	178,943	148,045	20.9%	RAV4	141,085	120,834	16.8%
Malibu	175,599	131,081	34.0%	Equinox	111,828	63,850	75.1%
Sonata	166,628	101,365	64.4%	Sierra	103,218	91,327	13.0%
Focus	146,649	136,032	7.8%	Edge	97,320	72,624	34.0%
Impala	145,974	139,577	4.6%	Town & Country	95,952	68,879	39.3%
Total	1,957,005	1,829,113	7.0%	Total	1,764,250	1,466,357	20.3%
% of Industry	20.5%	21.2%			18.5%	17.0%	

Share by Segments % of Industry

	<u>YTD '10</u>	<u>YTD '09</u>	<u>Vol. Chg.</u>	<u>Sept. '10</u>	<u>Aug. '10</u>	<u>Chg.</u>
Small Car	18.0	20.2	-1.3%	16.5	16.9	-0.4
Middle Car	20.9	21.8	6.3%	19.1	20.8	-1.7
Large Car	3.2	3.1	15.5%	2.2	3.3	-1.1
Luxury Car	7.4	7.4	10.2%	8.3	7.4	0.9
CUV	24.1	21.9	21.9%	24.9	24.2	0.7
SUV	6.7	6.7	11.2%	7.8	7.0	0.8
Small Van	4.2	4.1	14.7%	4.4	4.3	0.1
Large Van	1.6	1.6	17.1%	1.5	1.6	-0.1
Small P/U	2.3	2.7	-4.6%	2.3	2.4	-0.1
Large P/U	11.4	10.6	18.6%	12.9	12.1	0.8
Total	100	100		100	100	

Note: Volume chg. Reflects actual change in volume year-over-year and Dec. vs. Nov. '09

Hybrid Sales

Hybrid Car	186,425	200,320	-6.9%	19,105	17,594	8.6%
Hybrid Truck	34,811	44,905	-22.5%	3,642	2,950	23.5%
Total	221,236	245,225	-9.8%	22,747	20,544	10.7%

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