



August Industry Sales Recap

NADA Industry Analysis - with data from WardsAuto.com

Industry						
	Aug. '11 Ytd	Aug. '10 YTD	Chg.	Aug. '11	Aug. '10	Chg.
Car	4,149,273	3,830,597	8.3%	498,090	490,791	1.5%
Truck	4,286,807	3,811,646	12.5%	571,137	503,507	13.4%
Total	8,436,080	7,642,243	10.4%	1,069,227	994,298	7.5%

SAAR: Aug. 12.1M (July 12.2/June 11.4M/May 11.7M/April 13.2/Mar. 13.1/Feb. 13.4)

Share of Industry						
	Aug. '11 Ytd	Aug. '10 YTD	Chg.	Aug. '11	Aug. '10	Chg.
Detroit 3	47.1	45.0	2.1	48.7	44.2	4.5
Japanese	35	38.7	-3.7	33.3	37.2	-3.9
European	8.8	8.4	0.4	8.6	8.7	-0.1
S. Korea	9.1	7.9	1.2	9.4	9.9	-0.5
Total	100.0	100.0		100.0	100.0	

Note: Zhejiang Geely Volvo/Tata Motors included European total

Market Share By Group						
	Aug. '11 Ytd	Aug. '10 YTD	Chg.	Aug. '11	Aug. '10	Chg.
GM	20.1	19.1	1.0	20.4	18.6	1.8
Ford	16.6	16.5	0.1	16.1	15.6	0.5
Toyota	12.7	15.2	-2.5	12.4	14.9	-2.5
Chrysler	10.4	9.4	1.0	12.1	10.0	2.1
Honda	9.1	10.7	-1.6	7.7	10.9	-3.2
Hyundai	9.1	7.9	1.2	9.4	9.9	-0.5
Nissan	8.1	7.8	0.3	8.6	7	1.6
Total	86.1	86.6		86.7	86.9	

Market Share Big 6 Brands						
	Aug. '11 Ytd	Aug. '10 YTD	Chg.	Aug. '11	Aug. '10	Chg.
Ford	16.0	14.9	1.1	15.4	14.2	1.2
Chevrolet	14.3	13.8	0.5	14.3	13.3	1.0
Toyota	11.3	13.3	-2.0	10.4	13.0	-2.6
Honda	8.2	9.5	-1.3	6.9	6.7	0.2
Nissan	7.3	7.0	0.3	7.7	6.8	0.9
Dodge	5.5	5.2	0.3	5.9	5.6	0.3
Total	62.6	63.7		60.6	59.6	

Top 10 Most Sold - YTD								
	Cars	YTD '11	YTD '10	Chg.	Trucks	YTD '11	YTD '10	Chg.
Camry		204,670	220,061	-7.0%	F-Series	361,978	338,446	7.0%
Altima		176,198	148,881	18.3%	Silverado	252,738	235,530	7.3%
Corolla/Matrix		170,744	188,126	-9.2%	Escape	167,625	128,507	30.4%
Cruze		169,427	0	n/a	Ram Pickup	153,452	124,002	23.7%
Fusion		168,929	145,663	16.0%	CR-V	141,431	126,379	11.9%
Accord		162,375	193,207	-16.0%	Equinox	129,538	87,397	48.2%
Malibu		160,152	146,957	9.0%	Sierra	93,438	79,158	18.0%
Sonata		156,580	128,484	21.9%	Sorento	88,613	68,835	28.7%
Civic		153,660	179,635	-14.5%	RAV4	88,471	111,706	-20.8%
Elantra		133,536	90,960	46.8%	Explorer	85,621	39,101	119.0%
Total		1,656,271	1,441,974	14.9%	Total	1,562,905	1,339,061	16.7%
% of Industry		19.6%	18.9%			18.5%	17.5%	

Share by Segment as a % of Total Industry						
	YTD '11	YTD '10	Vol. Chg.	Aug. '11	Aug. '10	Chg.
Small Car	19.2	18.3	15.5%	16.7	17.8	-1.1
Middle Car	20.4	21.2	6.3%	19.9	21.0	-1.1
Large Car	2.0	3.3	-34.6%	1.7	3.0	-1.3
Luxury Car	7.6	7.3	15.9%	8.2	7.6	0.6
CUV	24.5	24.0	13.0%	24.5	24.0	0.5
SUV	7.4	6.6	24.4%	8.5	6.3	2.2
Small Van	3.9	4.2	3.4%	4.3	4.3	0.0
Large Van	1.8	1.7	17.5%	1.7	1.7	1.6
Small P/U	2.3	2.3	9.2%	2.3	2.2	0.1
Large P/U	10.9	11.1	7.8%	12.0	12.2	-0.2
Total	100	100		100	100.1	

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

Hybrid Sales YTD			Hyb. % Ind.				
	YTD '11	YTD '10	Chg.	Aug. '11	Aug. '10	Chg.	
Hybrid Car	159,463	150,070	6.3%	3.8%	18,273	20,586	-11.2%
Hybrid Truck	20,793	28,219	-26.3%	0.5%	1,879	3,361	-44.1%
Total	180,256	178,289	1.1%	2.1%	20,152	23,947	-15.8%

Volt Sales: 3,172/Leaf sales: 6,168