



# April Sales Recap

## NADA Industry Analysis

### Industry

	<u>April YTD '09</u>	<u>April YTD '08</u>	<u>Chg.</u>	<u>April '09</u>	<u>Mar. '09</u>	<u>Chg.</u>
Car	1,531,380	2,403,276	-36.3%	429,770	445,595	-4%
Truck	1,482,955	2,402,631	-38.3%	387,517	409,572	-5%
<b>Total</b>	<b>3,014,335</b>	<b>4,805,907</b>	<b>-37%</b>	<b>817,287</b>	<b>855,167</b>	<b>-4%</b>

April SAAR: 9.5 M (March 9.8/Feb. 9.1M)

### Share of Industry

	<u>2009</u>	<u>2008</u>	<u>Chg.</u>	<u>April '09</u>	<u>Mar. '09</u>	<u>Chg.</u>
Detroit 3	45	50.1	-5.1	46.6	45	1.6
Japanese	40	38.7	1.3	38.3	39.3	-1
European	7.3	6.1	1.2	7.4	7.3	0.1
S. Korea	<u>7.4</u>	<u>4.8</u>	2.6	<u>7.3</u>	<u>5.6</u>	1.7
<b>Total</b>	<b>99.7</b>	<b>99.7</b>		<b>99.6</b>	<b>97.2</b>	

Note: Tata Motors not included in total

### Market Share By Group

	<u>2009</u>	<u>2008</u>	<u>Chg.</u>	<u>April '09</u>	<u>Mar. '09</u>	<u>Chg.</u>
GM	19.3	22	-2.7	21.1	18.2	2.9
Toyota	16.1	16.4	-0.3	15.5	15.5	0
Ford	14.9	15.6	-0.7	16.2	15.1	1.1
Chrysler	10.7	12.5	-1.8	9.3	11.8	-2.5
Honda	11	10.2	0.8	12.4	10.3	2.1
Nissan	7.4	7.2	0.2	5.8	7.8	-2
Hyundai	<u>7.4</u>	<u>4.8</u>	2.6	<u>7.3</u>	<u>5.6</u>	1.7
<b>Total</b>	<b>87</b>	<b>89</b>		<b>88</b>	<b>84</b>	

### Market Share Big 6 Brands

	<u>2009</u>	<u>2008</u>	<u>Chg.</u>	<u>April '09</u>	<u>Mar. '09</u>	<u>Chg.</u>
Toyota	14.3	14.6	-0.3	13.7	13.9	-0.2
Ford	12.6	13.1	-0.5	14	12.5	1.5
Chevrolet	12	13.2	-1.2	14.1	11	3.1
Honda	9.9	9.1	0.8	12.4	10.3	2.1
Nissan	6.5	6.3	0.2	5.2	6.9	-1.7
Dodge	<u>6.0</u>	<u>6.5</u>	-0.5	<u>5.2</u>	<u>6.7</u>	-1.5
<b>Total</b>	<b>61.3</b>	<b>62.8</b>		<b>64.6</b>	<b>61.3</b>	

### Top 15 Most Sold YTD and Current Month

<u>Cars</u>	<u>YTD '09</u>	<u>Chg.</u>	<u>April Sls.</u>	<u>Trucks</u>	<u>YTD '09</u>	<u>Chg.</u>	<u>April Sls.</u>
Camry	92,523	-37.9	25,324	F Series	110,336	-42.8	28,757
Accord	84,491	-31	29,212	Silverado	93,720	-41.4	26,437
Corolla/Matrix	78,132	-21.5	18,534	Ram	64,522	-30.7	17,903
Civic	76,782	-31.3	26,252	CR-V	50,647	-26.7	12,175
Altima	61,670	-37.7	12,012	Escape	44,626	-24.7	13,596
Malibu	50,265	-15	14,655	RAV4	39,457	-16.1	11,126
Fusion	46,799	-15.1	18,321	Wrangler	34,786	14	9,339
Impala	45,047	-54.3	17,532	Tacoma	33,964	-38.7	9,027
Focus	41,747	-42.7	11,691	Sierra	30,781	-46.4	8,273
Sonata	37,472	5.8	11,815	Caravan	30,627	-36.9	6,687
Prius	32,662	-49.5	8,385	Odyssey	29,757	-36.7	9,510
Cobalt	32,065	-51.9	10,627	Econoline	28,849	-45.1	5,812
Mazda3	31,083	-14.5	7,303	T&C	28,587	-36.6	7,443
Elantra	26,479	-21.8	4,684	Pilot	26,715	-32.8	6,569
BMW 3 Series	<u>25,904</u>	<u>-32.6</u>	<u>6,013</u>	Traverse	<u>26,345</u>	-	<u>8,204</u>
<b>Total</b>	<b>763,121</b>		<b>222,360</b>		<b>673,719</b>		<b>180,858</b>
% of Industry	25%		27%		22%		22%

### Share by Segments % of Industry

	<u>YTD '09</u>	<u>YTD '08</u>	<u>Chg.</u>	<u>April '09</u>	<u>Mar. '09</u>	<u>Chg.</u>
Small Car	18.9	17.3	1.6	19.4	19.3	0.1
Middle Car	20.8	21.4	-0.6	22.4	21.4	1
Large Car	3.4	3.9	-0.5	3.3	3.6	-0.3
Luxury Car	7.7	7.5	0.2	7.6	7.8	-0.2
CUV	21.4	18.6	2.8	20.5	21	-0.5
SUV	7.8	9.6	-1.8	7.1	7.1	0
Small Van	4.7	4.7	0	4.4	5	-0.6
Large Van	1.7	1.9	-0.2	1.9	1.7	0.2
Small P/U	2.7	3.2	-0.5	2.7	2.6	0.1
Large P/U	<u>10.9</u>	<u>11.8</u>	<u>-0.9</u>	<u>10.7</u>	<u>10.5</u>	<u>0.2</u>
<b>Total</b>	<b>100</b>	<b>100</b>		<b>100</b>	<b>100</b>	

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