



# May 2010 Industry Sales Recap

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

## Industry

	May YTD '10	May YTD '09	Chg.	May '10	April '10	Chg.
<b>Car</b>	2,331,390	2,000,202	16.6%	555,153	493,565	12.5%
<b>Truck</b>	2,288,611	1,937,975	18.1%	545,864	486,834	12.1%
<b>Total</b>	<b>4,620,001</b>	<b>3,938,177</b>	<b>17.3%</b>	<b>1,101,017</b>	<b>980,399</b>	<b>12.3%</b>

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

## Share of Industry

	2010	2009	Chg.	May '10	April '10	Chg.
<b>Detroit 3</b>	45.7	45.2	0.5	47.5	45.4	2.1
<b>Japanese</b>	39	39.7	-0.7	37.6	39.0	-1.4
<b>European</b>	7.4	7.4	0.0	7.0	7.6	-0.6
<b>S. Korea</b>	7.4	7.3	0.1	7.6	7.6	0.0
<b>Total</b>	<b>99.5</b>	<b>99.6</b>		<b>99.7</b>	<b>99.6</b>	

Note: Tata Motors not included in total

## Market Share By Group

	May YTD '10	May YTD '09	Chg.	May '10	April '10	Chg.
<b>GM</b>	19.1	19.5	-0.4	20.3	18.7	1.6
<b>Ford</b>	17.3	15.5	1.8	17.7	16.9	0.8
<b>Toyota</b>	15.3	16.2	-0.9	14.8	16.1	-1.3
<b>Honda</b>	10.5	10.9	-0.4	10.6	11.6	-1.0
<b>Chrysler</b>	9.4	10.2	-0.8	9.5	9.8	-0.3
<b>Nissan</b>	8.1	7.3	0.8	7.6	6.5	1.1
<b>Hyundai</b>	7.4	7.3	0.1	7.3	7.6	-0.3
<b>Total</b>	<b>87.1</b>	<b>86.9</b>		<b>87.8</b>	<b>87.2</b>	

## Market Share Big 6 Brands

	May YTD '10	May YTD '09	Chg.	May '10	April '10	Chg.
<b>Ford</b>	15.1	13.1	2.0	15.8	14.7	1.1
<b>Toyota</b>	13.3	14.4	-1.1	12.8	14.2	-1.4
<b>Chevrolet</b>	13.9	12.4	1.5	15.2	13.8	1.4
<b>Honda</b>	9.5	9.8	-0.3	9.6	10.5	-0.9
<b>Nissan</b>	7.3	6.5	0.8	6.9	5.8	1.1
<b>Dodge</b>	5.1	5.6	-0.5	5.5	5.5	0.0
<b>Total</b>	<b>64.2</b>	<b>61.8</b>		<b>65.8</b>	<b>64.5</b>	

## Top 10 Most Sold - YTD

	May '10	May '09	Chg.	Trucks	May '10	May '09	Chg.
<b>Cars</b>							
<b>Camry</b>	125,804	123,848	1.6%	<b>F-Series</b>	193,843	143,717	34.9%
<b>Accord</b>	122,725	107,088	14.6%	<b>Silverado</b>	135,788	125,183	8.5%
<b>Corolla/Matrix</b>	118,625	107,708	10.1%	<b>Escape</b>	83,440	61,017	36.7%
<b>Civic</b>	107,127	97,505	9.9%	<b>CR-V</b>	70,829	65,197	8.6%
<b>Altima</b>	96,195	80,078	20.1%	<b>Ram</b>	68,005	48,259	40.9%
<b>Fusion</b>	92,763	66,585	39.3%	<b>Equinox</b>	55,500	21,043	163.7%
<b>Malibu</b>	87,597	64,363	36.1%	<b>T&amp;C</b>	51,342	36,559	40.4%
<b>Impala</b>	75,040	63,756	17.7%	<b>Edge</b>	47,854	33,531	42.7%
<b>Focus</b>	74,635	56,781	31.4%	<b>Econoline</b>	45,516	36,857	23.5%
<b>Sonata</b>	71,478	48,531	47.3%	<b>Sierra</b>	44,167	41,053	7.6%
<b>Total</b>	<b>971,989</b>	<b>816,243</b>	<b>19.1%</b>	<b>Total</b>	<b>796,284</b>	<b>612,416</b>	<b>30.0%</b>
% of Industry	21.0%	20.7%			17.2%	15.6%	

## Share by Segments % of Industry

	YTD '10	YTD '09	Vol. Chg.	May '10	April '10	Chg.
<b>Small Car</b>	18.4	18.9	14.8%	18.4	18.0	0.4
<b>Middle Car</b>	21.4	20.8	20.9%	21.8	21.6	0.2
<b>Large Car</b>	3.5	3.4	21.1%	3.4	3.6	-0.2
<b>Luxury Car</b>	7.2	7.7	9.6%	6.8	7.1	-0.3
<b>CUV</b>	24.3	21.8	31.8%	23.3	23.7	-0.4
<b>SUV</b>	6.5	7.6	-3.1%	6.5	6.2	0.3
<b>Small Van</b>	4.2	4.6	1.3%	4.5	4.9	-0.4
<b>Large Van</b>	1.6	1.7	11.5%	1.7	1.7	0.0
<b>Small P/U</b>	2.3	2.8	0.3%	2.3	2.4	-0.1
<b>Large P/U</b>	10.6	10.8	11.4%	11.2	10.7	0.5
<b>Total</b>	<b>100</b>	<b>100</b>		<b>100</b>	<b>99.9</b>	

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

## Hybrid Sales

	May '10	April '10	Chg.	May '10	April '10	Chg.
<b>Hybrid Car</b>	91,301	78,644	16.1%	23,511	21,124	11.3%
<b>Hybrid Truck</b>	16,645	21,631	-23.1%	4,289	4,569	-6.1%
<b>Total</b>	<b>107,946</b>	<b>100,275</b>	<b>7.6%</b>	<b>27,800</b>	<b>25,693</b>	<b>8.2%</b>

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

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