



November 2011 Sales Recap

NADA Industry Analysis - with data from WardsAuto.com

Industry						
	Nov. '11 YTD	Nov. '10 YTD	Chg.	Nov. '11	Nov. '10	Chg.
Car	5,545,717	5,125,842	8.2%	452,482	395,689	14.4%
Truck	5,950,073	5,288,570	12.5%	539,181	473,965	13.8%
Total	11,495,790	10,414,412	10.4%	991,663	869,654	14.0%

SAAR: Nov. 13.6M (Oct. 13.2/Sept. 13.1/Aug. 12.1/July 12.2/June 11.4/May 11.7/April 13.2)

Share of Industry						
	Nov. '11 YTD	Nov. '10 YTD	Chg.	Nov. '11	Nov. '10	Chg.
Detroit 3	47	45.0	2.0	45.5	44.5	1.0
Japanese	34.9	38.7	-3.8	35.2	38.2	-3.0
European	9.1	8.5	0.6	10.6	9.5	1.1
S. Korea	9	7.8	1.2	8.7	7.8	0.9
Total	100.0	100.0		100.0	100.0	

Note: Zhejiang Geely Volvo/Tata Motors included European total

Market Share By Group						
	Nov. '11 YTD	Nov. '10 YTD	Chg.	Nov. '11	Nov. '10	Chg.
GM	19.7	19.1	0.6	18.2	19.4	-1.2
Ford	16.6	16.5	0.1	16.6	16.6	0.0
Toyota	12.8	15.2	-2.4	13.9	14.9	-1.0
Chrysler	10.7	9.4	1.3	10.7	8.4	2.3
Honda	9.1	10.6	-1.5	8.5	10.3	-1.8
Hyundai	9.0	7.8	1.2	8.7	7.8	0.9
Nissan	8.2	7.8	0.4	8.6	8.2	0.4
Total	86.1	86.4		85.2	85.6	

Market Share by Major Brands						
	Nov. '11 YTD	Nov. '10 YTD	Chg.	Nov. '11	Nov. '10	Chg.
Ford	15.9	14.9	1.0	15.9	15.0	0.9
Chevrolet	14.0	13.6	0.4	13.0	13.5	-0.5
Toyota	11.3	13.3	-2.0	11.9	12.8	-0.9
Honda	8.1	9.4	-1.3	8.5	10.3	-1.8
Nissan	7.4	7.0	0.4	7.7	7.3	0.4
Dodge	5.5	5.1	0.4	5.0	4.5	0.5
Total	62.2	63.3		62.0	63.4	

Top 10 Most Sold - YTD								
	Cars	YTD '11	YTD '10	Chg.	Trucks	YTD '11	YTD '10	Chg.
Camry		275,004	296,581	-7.3%	F-Series	516,639	473,461	9.1%
Altima		243,005	206,247	17.8%	Silverado	367,343	327,617	12.1%
Fusion		226,445	196,590	15.2%	Escape	228,719	172,335	32.7%
Corolla/Matrix		219,250	244,024	-10%	Ram Pickup	218,750	176,411	24.0%
Accord		217,958	253,073	-13.9%	CR-V	196,787	180,589	9.0%
Cruze		215,057	13,630	1477.8%	Equinox	175,079	127,215	37.6%
Sonata		208,621	180,659	15.5%	Sierra	132,675	112,999	17.4%
Civic		200,690	231,955	-13.5%	Explorer	121,832	50,588	140.8%
Malibu		191,774	187,250	2.4%	Sorento	119,572	99,182	20.6%
Elantra		173,336	119,950	44.5%	RAV4	118,130	153,391	-23.0%
Total		2,171,140	1,929,959	12.5%	Total	2,195,526	1,873,788	17.2%
% of Industry		18.9%	18.5%			19.1%	18.0%	

Share by Segment as a % of Total Industry						
	YTD '11	YTD '10	Vol. Chg.	Nov. '11	Nov. '10	Chg.
Small Car	18.5	17.9	15.5%	16.5	16.4	0.1
Middle Car	20.1	20.7	6.3%	19.1	18.7	0.4
Large Car	1.9	3.1	-34.6%	1.6	1.5	0.1
Luxury Car	7.8	7.5	15.9%	8.4	8.8	-0.4
CUV	24.5	24.3	13.0%	25.1	27.2	-2.1
SUV	7.7	6.8	24.4%	9.2	7.9	1.3
Small Van	3.9	4.2	3.4%	3.6	4.0	-0.4
Large Van	1.8	1.7	17.5%	1.6	1.7	1.6
Small P/U	2.3	2.3	9.2%	2.5	2.3	0.2
Large P/U	11.4	11.4	7.8%	12.2	11.5	0.7
Total	100	100		100	100.0	

Note: Volume chg. Reflects actual change in volume year-over-year. Wards Auto defines segments and vehicles within each segment

Hybrid Sales YTD			% of Industry '11				
	Nov. '11	Nov. '10	Chg.	Nov. '11	Nov. '10	Chg.	
Hybrid Car	220,061	207,484	6.1%	4.0%	25,212	17,664	42.7%
Hybrid Truck	27,097	38,060	-28.8%	0.5%	2,685	3,282	-18.2%
Total	247,158	245,544	0.7%	2.1%	27,897	20,946	33.2%

YTD Leaf Sales: 8,720/ Volt sales: 6,142