



February 2010 Industry Sales Recap

NADA Industry Analysis - with data from WardsAuto.com

Industry						
	<u>Feb. YTD '10</u>	<u>Feb. YTD '09</u>	<u>Chg.</u>	<u>Feb. '10</u>	<u>Jan. '10</u>	<u>Chg.</u>
Car	760,905	656,015	16.0%	399,245	361,660	10.4%
Truck	713,831	685,863	4.1%	378,944	334,887	13.2%
Total	1,474,736	1,341,878	9.9%	778,189	696,547	11.7%
Feb. SAAR: 10.3M (Jan. 10.5/Dec. 11.9/Nov. 10.5/Oct. 11.2/Sept. 9.5)						

Share of Industry						
	<u>2010</u>	<u>2009</u>	<u>Chg.</u>	<u>Feb. '10</u>	<u>Jan. '10</u>	<u>Chg.</u>
Detroit 3	46.4	43.9	2.5	47.0	45.6	1.4
Japanese	37.8	41.1	-3.3	37.4	38.2	-0.8
European	7.9	7.2	0.7	7.7	8.2	-0.5
S. Korea	7.5	7.1	0.4	7.6	5.3	2.3
Total	99.6	99.3		99.7	97.3	

Note: Tata Motors not included in total

Market Share By Group						
	<u>2010</u>	<u>2009</u>	<u>Chg.</u>	<u>Feb. '10</u>	<u>Jan. '10</u>	<u>Chg.</u>
GM	19.5	19	0.5	18.2	21.0	-2.8
Ford	17.3	14.1	3.2	18.0	16.5	1.5
Toyota	13.5	16.9	-3.4	12.9	14.2	-1.3
Honda	10.0	10.6	-0.6	10.4	9.7	0.7
Chrysler	9.5	10.8	-1.3	10.8	8.1	2.7
Nissan	9.0	8.1	0.9	9.0	9.0	0.0
Hyundai	7.5	7.4	0.1	7.5	7.6	-0.1
Total	86.3	86.9		86.8	86.1	

Market Share Big 6 Brands						
	<u>2010</u>	<u>2009</u>	<u>Chg.</u>	<u>Feb. '10</u>	<u>Jan. '10</u>	<u>Chg.</u>
Ford	14.9	11.9	3.0	15.6	14.1	1.5
Chevrolet	13.9	11.3	2.6	12.8	15.1	-2.3
Toyota	11.5	14.8	-3.3	11.1	12.0	-0.9
Honda	9.0	9.5	-0.5	9.2	8.7	0.5
Nissan	8.1	7.1	1.0	8.1	8.0	0.1
Dodge	5.0	6.0	-1.0	5.6	4.4	1.2
Total	62.4	60.6		62.3		

Top 10 Most Sold - Current Month											
	<u>Feb. '10</u>	<u>Feb. '09</u>	<u>Chg.</u>		<u>Feb. '10</u>	<u>Feb. '09</u>	<u>Chg.</u>				
Cars				Trucks							
Accord	38,955	29,413	32.4%	F-Series	60,525	48,851	23.9%				
Altima	34,834	30,137	15.6%	Silverado	42,594	43,775	-2.7%				
Corolla/Matrix	32,792	28,642	14.5%	Escape	25,909	18,450	40.4%				
Camry	31,994	40,587	-21.2%	CR-V	20,772	17,400	19.4%				
Malibu	31,589	20,828	51.7%	Ram	20,224	27,291	-25.9%				
Civic	30,565	27,446	11.4%	Equinox	17,574	8,865	98.2%				
Fusion	28,638	15,755	81.8%	Sorento	15,605	0	-				
Cobalt	27,063	13,508	100.3%	Santa Fe	15,168	10,247	48.0%				
Focus	24,097	17,673	36.3%	Tacoma	15,072	15,493	-2.7%				
Impala	22,679	14,867	52.5%	Edge	14,937	10,187	46.6%				
Total	303,206	238,856	26.9%	Total	248,380	200,559	23.8%				
% of Industry	39.0%	34.3%			31.9%	28.8%					

Share by Segments % of Industry						
	<u>YTD '10</u>	<u>YTD '09</u>	<u>Vol. Chg.</u>	<u>Feb. '10</u>	<u>Jan. '10</u>	<u>Chg.</u>
Small Car	19.2	18.2	15.6%	19.2	19.2	0.0
Middle Car	21.4	19.5	20.8%	20.8	22.2	-1.4
Large Car	3.6	3.3	16.8%	4.3	2.7	1.6
Luxury Car	7.4	7.8	4.4%	7.1	7.8	-0.7
CUV	24.0	22.2	18.7%	24.0	24.0	0.0
SUV	6.8	8.7	-13.8%	6.6	7.0	-0.4
Small Van	3.5	4.7	-5.9%	4.2	2.8	1.4
Large Van	1.6	1.5	11.7%	1.7	1.5	0.2
Small P/U	2.4	2.8	-6.0%	2.3	2.5	-0.2
Large P/U	10.0	11.1	-0.8%	9.7	10.3	-0.6
Total	100	100		100	100	

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

Hybrid Sales						
	<u>Feb. '10</u>	<u>Feb. '09</u>	<u>Chg.</u>	<u>Feb. '10</u>	<u>Jan. '10</u>	<u>Chg.</u>
Hybrid Car	28,605	22,622	26.4%	14,094	14,511	-2.9%
Hybrid Truck	5,082	8,792	-42.2%	2,436	2,646	-7.9%
Total	33,687	31,414	7.2%	16,530	17,157	-3.7%

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