



# February 2011 Industry Sales Recap

NADA Industry Analysis - with data from WardsAuto.com

## Industry

	<u>Feb. '11 YTD</u>	<u>Feb. '10 YTD</u>	<u>Chg.</u>	<u>Feb. '11</u>	<u>Feb. '10</u>	<u>Chg.</u>
Car	863,096	749,248	15.2%	482,540	393,056	22.8%
Truck	943,510	725,731	30.0%	507,268	385,377	31.6%
<b>Total</b>	<b>1,806,606</b>	<b>1,474,979</b>	<b>22.5%</b>	<b>989,808</b>	<b>778,433</b>	<b>27.2%</b>

SAAR: Feb. 13.4 (Jan. 12.6/Dec. 12.6/Nov. 12.2/Oct. 12.2/Sept. 12.2/Aug. 11.5)

## Share of Industry

	<u>Feb. '11 YTD</u>	<u>Feb. '10 YTD</u>	<u>Chg.</u>	<u>Feb. '11</u>	<u>Feb. '10</u>	<u>Chg.</u>
Detroit 3	45.8	45.7	0.1	46	46.5	-0.5
Japanese	38	37.8	0.2	38.6	37.4	1.2
European	8.3	8.9	-0.6	7.7	7.5	0.2
S. Korea	7.9	7.6	0.3	7.7	8.6	-0.9
<b>Total</b>	<b>100.0</b>	<b>100.0</b>		<b>100.0</b>	<b>100.0</b>	

Note: Zhejiang Geely Volvo/Tata Motors included European total

## Market Share By Group

	<u>Feb. '11 YTD</u>	<u>Feb. '10 YTD</u>	<u>Chg.</u>	<u>Feb. '11</u>	<u>Feb. '10</u>	<u>Chg.</u>
GM	21.4	19.5	1.9	20.9	18.2	2.7
Ford	15.4	16.7	-1.3	15.2	17.5	-2.3
Toyota	14.3	13.5	0.8	14.3	12.8	1.5
Honda	9.6	10.0	-0.4	8.8	9.2	-0.4
Chrysler	9.1	9.5	-0.4	9.5	10.8	-1.3
Nissan	9.1	9	0.1	9.3	9	0.3
Hyundai	7.9	7.6	0.3	7.7	8.6	-0.9
<b>Total</b>	<b>86.8</b>	<b>85.8</b>		<b>85.7</b>	<b>86.1</b>	

## Market Share Big 6 Brands

	<u>Feb. '11 YTD</u>	<u>Feb. '10 YTD</u>	<u>Chg.</u>	<u>Feb. '11</u>	<u>Feb. '10</u>	<u>Chg.</u>
Chevrolet	14.9	13.9	1.0	14.4	12.8	1.6
Ford	14.7	14.9	-0.2	14.9	15.6	-0.7
Toyota	12.8	11.5	1.3	12.9	11.1	1.8
Honda	8.6	9.0	-0.4	8.8	9.2	-0.4
Nissan	8.2	8.1	0.1	8.4	8.1	0.3
Dodge	5.0	5.0	0.0	9.5	10.8	-1.3
<b>Total</b>	<b>64.2</b>	<b>62.4</b>		<b>68.9</b>	<b>67.6</b>	

## Top 10 Most Sold - YTD

<u>Cars</u>	<u>YTD '11</u>	<u>YTD '10</u>	<u>Chg.</u>	<u>Trucks</u>	<u>YTD '11</u>	<u>YTD '10</u>	<u>Chg.</u>
Corolla/Matrix	46,441	34,117	36.1%	F Series	73,355	60,525	21.2%
Camry	45,357	32,344	40.2%	Silverado	59,900	42,594	40.6%
Fusion	37,457	28,638	30.8%	CR-V	35,435	21,500	64.8%
Altima	37,262	34,834	7.0%	Escape	31,978	25,909	23.4%
Accord	34,662	14,693	135.9%	Ram	30,841	20,224	52.5%
Civic	33,755	31,164	8.3%	Equinox	28,281	17,574	60.9%
Malibu	33,194	31,589	5.1%	RAV4	23,758	14,693	61.7%
Cruze	32,187	0		Sierra	22,323	13,567	64.5%
Impala	31,478	22,679	38.8%	Rogue	20,850	11,626	79.3%
Sonata	28,984	12,812	126.2%	Edge	19,056	14,937	27.6%
<b>Total</b>	<b>360,777</b>	<b>242,870</b>	<b>48.5%</b>	<b>Total</b>	<b>345,777</b>	<b>243,149</b>	<b>42.2%</b>
% of Industry	20.0%	16.5%			19.1%	16.5%	

## Share by Segment as a % of Total Industry

	<u>YTD '11</u>	<u>YTD '10</u>	<u>Vol. Chg.</u>	<u>Feb. '11</u>	<u>Feb. '10</u>	<u>Chg.</u>	<u>Jan. '11</u>
Small Car	18.7	19.2	19.4%	19.0	19.2	-0.2	18.4
Middle Car	19.8	20.6	17.9%	20.7	19.9	0.8	18.7
Large Car	1.7	3.6	-41.7%	1.7	4.3	-2.6	1.6
Luxury Car	7.5	7.4	24.0%	7.3	7.1	0.2	7.8
CUV	26.1	24.7	29.4%	25.5	24.7	0.8	26.7
SUV	7.3	7.0	28.1%	7.2	6.8	0.4	7.4
Small Van	4.0	3.5	39.8%	4.2	4.2	0.0	3.9
Large Van	1.7	1.6	29.7%	1.5	1.7	-0.2	1.8
Small P/U	2.1	2.4	9.0%	2.1	2.3	-0.2	2.1
Large P/U	11.0	10.1	34.4%	10.7	9.8	0.9	11.4
<b>Total</b>	<b>100</b>	<b>100</b>		<b>100</b>	<b>100</b>		<b>100</b>

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

## Hybrid Sales YTD

Hybrid Car	37,859	28,764	31.6%
Hybrid Truck	5,767	5,264	9.6%
<b>Total</b>	<b>43,626</b>	<b>34,028</b>	<b>28.2%</b>

## Hybrid Sales Current Month

	20,728	14,165	46.3%
	2,950	2,527	16.7%
<b>Total</b>	<b>23,678</b>	<b>16,692</b>	<b>41.9%</b>

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

Please Visit: [www.NADAFrontPage.com](http://www.NADAFrontPage.com)

Contact Us: [industryanalysis@nada.org](mailto:industryanalysis@nada.org)

Note: The December sales recap (and moving forward) will reflect month over month comparison (Dec. '10 vs. Dec.'09).