



August 2009 Sales Recap

NADA Industry Analysis

Industry

	<u>Aug. YTD '09</u>	<u>Aug. YTD '08</u>	<u>Chg.</u>	<u>Aug. '09</u>	<u>July '09</u>	<u>Chg.</u>
Car	3,743,435	5,120,334	-26.9%	721,483	550,388	31.1%
Truck	3,306,764	4,642,567	-28.8%	537,461	445,064	20.8%
Total	7,050,199	9,762,901	-27.8%	1,258,944	995,452	26.5%

Aug SAAR: 14.1 (July, 11.1, June 9.5/May 9.9/April 9.5/March 9.8/Feb. 9.1M)

Share of Industry

	<u>2009</u>	<u>2008</u>	<u>Chg.</u>	<u>Aug. '09</u>	<u>July '09</u>	<u>Chg.</u>
Detroit 3	44.5	47.5	-3.0	41.1	44.2	-3.1
Japanese	40.4	40.1	0.3	44.4	41.3	3.1
European	7.1	6.4	0.7	6.2	6.8	-0.6
S. Korea	7.5	5.4	2.1	8.0	7.5	0.5
Total	99.5	99.4		99.7	99.8	

Note: Tata Motors not included in total

Market Share By Group

	<u>2009</u>	<u>2008</u>	<u>Chg.</u>	<u>Aug. '09</u>	<u>July '09</u>	<u>Chg.</u>
GM	19.6	21.8	-2.2	19.5	18.9	0.6
Toyota	16.6	16.9	-0.3	17.9	17.6	0.3
Ford	15.7	14.7	1.0	14.3	16.4	-2.1
Chrysler	9.2	11	-1.8	7.4	8.9	-1.5
Honda	11.4	11.1	0.3	12.1	11.5	0.6
Nissan	7.4	7.4	0.0	8.4	7.2	1.2
Hyundai	7.5	5.4	2.1	7.5	7.5	0
Total	87	88		87	88	

Market Share Big 6 Brands

	<u>2009</u>	<u>2008</u>	<u>Chg.</u>	<u>Aug. '09</u>	<u>July '09</u>	<u>Chg.</u>
Toyota	16.6	16.9	-0.3	16.1	15.7	0.4
Ford	13.4	12.5	0.9	12.6	14.0	-1.4
Chevrolet	12.6	13.1	-0.5	13.3	12.5	0.8
Honda	10.5	10.0	0.5	12.1	10.7	1.4
Nissan	6.7	6.6	0.1	7.8	6.5	1.3
Hyundai	4.4	3.2	1.2	4.8	4.6	0.2
Total	64.2	62.3		64.0	64.0	

Top 10 Most Sold - Current Month

<u>Cars</u>	<u>Aug. '09</u>	<u>July '09</u>	<u>Chg.</u>	<u>Trucks</u>	<u>Aug. '09</u>	<u>July '09</u>	<u>Chg.</u>
Camry	54,396	33,974	60.1%	F Series	45,590	36,327	25.5%
Civic	43,294	31,037	39.5%	Silverado	32,421	27,617	17.4%
Corolla/Matrix	43,601	29,593	47.3%	CRV	23,695	15,117	3.4%
Accord	37,926	29,744	27.5%	Escape	20,933	20,241	3.4%
Altima	26,833	19,252	39.4%	Ram	16,911	17,501	-3.4%
Focus	25,547	19,252	32.7%	RAV4	18,312	15,912	15.1%
Elantra	21,673	13,616	59.2%	Equinox	13,157	10,834	21.4%
Fusion	21,010	17,610	19.3%	Tacoma	12,547	12,552	0.0%
Impala	20,473	14,649	39.8%	Forrester	11,870	7,574	56.7%
Prius	18,886	19,173	-1.5%	Sierra	11,657	10,465	11.4%
Total	313,639	227,900	37.6%	Total	207,093	174,140	18.9%
% of Industry	24.9%	22.9%			16.4%	17.5%	

Share by Segments % of Industry

	<u>YTD '09</u>	<u>YTD '08</u>	<u>Chg.</u>	<u>Aug. '09</u>	<u>July '09</u>	<u>Chg.</u>
Small Car	21.1	19.7	1.4	26.8	23.8	3.0
Middle Car	21.9	21.6	0.3	22.9	22.4	0.5
Large Car	2.9	3.5	-0.6	2.0	2.3	-0.3
Luxury Car	7.2	7.6	-0.4	5.7	6.8	-1.1
CUV	21.7	18.0	3.7	22.1	22.4	-0.3
SUV	6.3	8.7	-2.4	4.4	4.4	0.0
Small Van	4.2	4.5	-0.3	3.3	3.4	-0.1
Large Van	1.6	1.8	-0.2	1.0	1.4	-0.4
Small P/U	2.8	3.1	-0.3	2.7	3.1	-0.4
Large P/U	10.3	11.3	-1.0	9.1	10	-0.9
Total	100.0	100		100.0	100	

Hybrid Sales

	<u>Aug. '09</u>	<u>July '09</u>	<u>Chg.</u>
Hybrid Car	163,076	191,997	-15%
Hybrid Truck	37,534	46,688	-20%
Total	200,610	238,685	-16%

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