



# November Industry Sales Recap

## NADA Industry Analysis

### Industry

	Nov. YTD '09	Nov. YTD '08	Chg.	Nov. '09	Oct. '09	Chg.
Car	4,943,673	6,390,601	-22.6%	374,677	427,325	-12.3%
Truck	4,431,951	5,912,820	-25.0%	369,992	408,340	-9.4%
<b>Total</b>	<b>9,375,624</b>	<b>12,303,421</b>	<b>-23.8%</b>	<b>744,669</b>	<b>835,665</b>	<b>-10.9%</b>

Nov. SAAR: 10.5M ( Oct. 11.2/Sept. 9.2/ Aug 14.1/July, 11.1/June 9.5/May 9.9)

### Share of Industry

	2009	2008	Chg.	Nov. '09	Oct. '09	Chg.
Detroit 3	44.6	48.0	-3.4	45	45.1	-0.1
Japanese	40.4	39.9	0.5	40.3	40.3	0
European	7.3	6.7	0.6	8.1	7.8	0.3
S. Korea	7.3	5.2	2.1	6.2	6.4	-0.2
<b>Total</b>	<b>99.6</b>	<b>99.8</b>		<b>99.6</b>	<b>99.6</b>	

Note: Tata Motors not included in total

### Market Share By Group

	2009	2008	Chg.	Nov. '09	Oct. '09	Chg.
GM	19.9	22.2	-2.3	20.2	21.1	-0.9
Toyota	16.9	16.9	0.0	18	18.2	-0.2
Ford	15.7	14.7	1.0	16.3	16.1	0.2
Chrysler	9.0	11.0	-2.0	8.5	7.8	0.7
Honda	11.1	10.9	0.2	9.9	10.2	-0.3
Nissan	7.4	7.2	0.2	7.6	7.2	0.4
Hyundai	7.3	5.2	2.1	6.2	6.4	-0.2
<b>Total</b>	<b>87</b>	<b>88</b>		<b>87</b>	<b>87</b>	

### Market Share Big 6 Brands

	2009	2008	Chg.	Nov. '09	Oct. '09	Chg.
Toyota	14.9	14.9	0.0	15.5	15.9	-0.4
Ford	13.5	12.4	1.1	13.9	13.5	0.4
Chevrolet	12.8	13.4	-0.6	13.4	13.9	-0.5
Honda	10.1	9.8	0.3	8.8	9.1	-0.3
Nissan	6.7	6.4	0.3	6.8	6.4	0.4
Dodge	5.0	5.9	-0.9	4.7	4.7	0.0
<b>Total</b>	<b>63.0</b>	<b>62.8</b>		<b>63.5</b>	<b>63.5</b>	

### Top 10 Most Sold - Current Month

	Cars	Nov. '09	Oct. '09	Chg.	Trucks	Nov. '09	Oct. '09	Chg.
<b>Camry</b>		27,201	29,830	-8.8%	<b>F-Series</b>	30,494	39,496	-22.8%
<b>Corolla/Matrix</b>		21,756	25,615	-15.1%	<b>Silverado</b>	22,101	31,754	-30.4%
<b>Accord</b>		16,591	22,837	-27.4%	<b>Escape</b>	15,149	12,471	21.5%
<b>Altima</b>		15,490	14,773	4.9%	<b>CR-V</b>	12,838	13,470	-4.7%
<b>Fusion</b>		13,774	13,445	2.4%	<b>Ram</b>	9,787	12,262	-20.2%
<b>Civic</b>		13,409	15,629	-14.2%	<b>Equinox</b>	9,587	7,868	21.8%
<b>Impala</b>		12,375	12,721	-2.7%	<b>Sierra</b>	8,371	11,894	-29.6%
<b>Malibu</b>		11,113	12,086	-8.1%	<b>Caravan</b>	8,171	9,020	-9.4%
<b>Focus</b>		10,196	10,119	0.8%	<b>Tacoma</b>	7,633	8,921	-14.4%
<b>Prius</b>		9,617	13,496	-28.7%	<b>Sienna</b>	7,488	8,249	-9.2%
<b>Total</b>		<b>151,522</b>	<b>170,551</b>	<b>-11.2%</b>	<b>Total</b>	<b>131,619</b>	<b>155,405</b>	<b>-15.3%</b>
% of Industry		20.3%	20.4%			17.7%	18.6%	

### Share by Segments % of Industry

	YTD '09	YTD '08	Vol. Chg.	Nov. '09	Oct. '09	Vol. Chg.
Small Car	19.9	19.3	-21.4%	16.2	16.8	-14.0%
Middle Car	22.3	21.4	-20.7%	22.8	22.9	-11.1%
Large Car	3.1	3.5	-33.1%	3.1	3.5	-10.1%
Luxury Car	7.5	7.7	-26.3%	8.1	8.0	-9.3%
CUV	21.7	18.1	-8.6%	23.8	21.5	-1.6%
SUV	6.6	8.7	-42.5%	7.3	7.1	-7.3%
Small Van	4.1	4.5	-30.6%	4.4	4.2	-4.9%
Large Van	1.5	1.9	-37.9%	1.3	1.3	-13.7%
Small P/U	2.7	3.0	-32.5%	2.3	2.3	19.9%
Large P/U	10.6	11.8	-31.3%	10.5	12.4	27.3%
<b>Total</b>	<b>100</b>	<b>100</b>		<b>100</b>	<b>100</b>	

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

### Hybrid Sales

	Nov. '09	Oct. '09	Chg.
Hybrid Car	216,489	238,379	-9.2%
Hybrid Truck	48,576	59,657	-18.6%
<b>Total</b>	<b>265,065</b>	<b>298,036</b>	<b>-11.1%</b>

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