



December 2010 Industry Sales Recap

NADA Industry Analysis - with data from WardsAuto.com

Industry

	<u>Dec. '10 YTD</u>	<u>Dec. '09 YTD</u>	<u>Chg.</u>	<u>Dec. '10</u>	<u>Dec. '09</u>	<u>Chg.</u>
Car	5,635,432	5,400,890	4.3%	509,591	504,190	1.1%
Truck	5,919,144	5,000,792	18.4%	630,574	522,056	20.8%
Total	11,554,576	10,401,682	11.1%	1,140,165	1,026,246	11.1%

SAAR: Dec. 12.6 (Nov. 12.2/Oct. 12.2/Sept. 12.2/Aug. 11.5/July 11.5/June 11.1)

Share of Industry

	<u>Dec. '10 YTD</u>	<u>Dec. '09 YTD</u>	<u>Chg.</u>	<u>Dec. '10</u>	<u>Dec. '09</u>	<u>Chg.</u>
Detroit 3	45	44.1	0.9	44.8	45.6	-0.8
Japanese	38.7	40.4	-1.7	40.1	40.7	-0.6
European	7.7	7.4	0.3	7.7	7.5	0.2
S. Korea	7.7	7.1	0.6	6.6	5.3	1.3
Total	99.1	99.0		99.2	99.1	

Note: Zhejiang Geely Volvo/Tata Motors not included in total

Market Share By Group

	<u>Dec. '10 YTD</u>	<u>Dec. '09 YTD</u>	<u>Chg.</u>	<u>Dec. '10</u>	<u>Dec. '09</u>	<u>Chg.</u>
GM	19.1	19.8	-0.7	19.7	20.1	-0.4
Ford	16.5	15.3	1.2	16.4	17	-0.6
Toyota	15.3	17	-1.7	15.6	18.3	-2.7
Honda	10.6	11.1	-0.5	11.4	10.4	1.0
Chrysler	9.4	8.9	0.5	8.8	8.4	0.4
Nissan	7.9	7.4	0.5	8.2	8.2	0.0
Hyundai	7.7	7.1	0.6	6.6	5.3	1.3
Total	86.5	86.6		86.7	87.7	

Market Share Big 6 Brands

	<u>Dec. '10 YTD</u>	<u>Dec. '09 YTD</u>	<u>Chg.</u>	<u>Dec. '10</u>	<u>Dec. '09</u>	<u>Chg.</u>
Ford	14.9	13.6	1.3	14.9	15.1	-0.2
Chevrolet	13.5	12.9	0.6	13	13.2	-0.2
Toyota	13.3	14.9	-1.6	13.1	15.5	-2.4
Honda	9.5	10.0	-0.5	10	9.4	0.6
Nissan	7.0	6.6	0.4	7.1	6.3	0.8
Dodge	5.1	5.0	0.1	4.9	4.6	0.3
Total	63.3	63.0		63.0	64.1	

Top 10 Most Sold - YTD

<u>Cars</u>	<u>YTD '10</u>	<u>YTD '09</u>	<u>Chg.</u>	<u>Trucks</u>	<u>YTD '10</u>	<u>YTD '09</u>	<u>Chg.</u>
Camry	327,804	356,824	-8.1%	F Series	528,349	413,625	27.7%
Accord	282,530	287,492	-1.7%	Silverado	370,135	316,544	16.9%
Corolla/Matrix	266,082	296,874	-10.4%	CR-V	203,714	191,214	6.5%
Civic	260,218	259,722	0.2%	Ram Pickup	199,652	177,268	12.6%
Altima	229,263	203,568	12.6%	Escape	191,026	173,044	10.4%
Fusion	219,219	180,671	21.3%	RAV4	170,877	149,088	14.6%
Malibu	198,770	161,568	23.0%	Equinox	149,979	86,148	74.1%
Sonata	196,623	120,028	63.8%	Sierra	129,794	111,842	16.1%
Focus	172,421	160,433	7.5%	Edge	118,637	88,548	34.0%
Impala	172,078	165,565	3.9%	Town & Country	112,275	84,558	32.8%
Total	2,325,008	2,192,745	6.0%	Total	2,174,438	1,791,879	21.3%
% of Industry	20.1%	21.1%			18.8%	17.2%	

Share by Segment as a % of Total Industry

	<u>YTD '10</u>	<u>YTD '09</u>	<u>Vol. Chg.</u>	<u>Dec. '10</u>	<u>Dec. '09</u>	<u>Chg.</u>	<u>Nov. '10</u>
Small Car	17.8	19.6	0.7%	16.5	16.8	-0.3	16.4
Middle Car	20.5	21.7	5.0%	18.4	20.8	-2.4	18.7
Large Car	2.9	3.1	4.7%	1.6	3.4	-1.8	1.5
Luxury Car	7.6	7.5	11.7%	8.2	8.1	0.1	8.8
CUV	24.5	22.3	22.3%	26.3	24.3	2.0	27.2
SUV	6.9	6.9	12.1%	8.0	7.9	0.1	7.9
Small Van	4.2	4.1	15.0%	4.3	3.7	0.6	4
Large Van	1.7	1.5	19.7%	1.6	1.5	0.1	1.7
Small P/U	2.3	2.6	-1.9%	2.2	2.1	0.1	2.3
Large P/U	11.6	10.7	20.2%	13.0	11.4	1.6	11.5
Total	100	100		100	100		100

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

Hybrid Sales - YTD

Hybrid Car	232,163	237,268	-2.2%	24,679	20,361	21.2%
Hybrid Truck	42,299	53,477	-20.9%	4,239	4,901	-13.5%
Total	274,462	290,745	-5.6%	28,918	25,262	14.5%

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

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