



March 2011 Industry Sales Recap

NADA Industry Analysis - with data from WardsAuto.com

Industry						
	March '11 YTD	March '10 YTD	Chg.	March '11	March '10	Chg.
Car	1,505,443	1,282,671	17.4%	642,347	533,423	20.4%
Truck	1,543,189	1,255,913	22.9%	599,604	530,182	13.1%
Total	3,048,632	2,538,584	20.1%	1,241,951	1,063,605	16.8%

SAAR: March 13.1 (Feb. 13.4-Jan. 12.6/Dec. 12.6/Nov. 12.2/Oct. 12.2/Sept. 12.2/)

Share of Industry						
	March '11 YTD	March '10 YTD	Chg.	March '11	March '10	Chg.
Detroit 3	44.8	44.6	0.2	43.2	42.9	0.3
Japanese	38.9	39.5	-0.6	40.1	41.5	-1.4
European	8.2	8.5	-0.3	8.1	7.9	0.2
S. Korea	8.1	7.4	0.7	8.6	7.7	0.9
Total	100.0	100.0		100.0	100.0	

Note: Zhejiang Geely Volvo/Tata Motors/included European total

Market Share By Group						
	March '11 YTD	March '10 YTD	Chg.	March '11	March '10	Chg.
GM	19.4	18.7	0.7	16.6	17.7	-1.1
Ford	16.0	16.6	-0.6	16.8	16.5	0.3
Toyota	14.2	15.2	-1.0	14.2	17.6	-3.4
Honda	10.1	10.1	0.0	10.8	10.2	0.6
Chrysler	9.4	9.2	0.2	9.7	8.7	1.0
Nissan	9.4	9	0.4	9.8	9.3	0.5
Hyundai	8.1	7.4	0.7	8.6	8.7	-0.1
Total	86.6	86.2		86.5	88.7	

Market Share Big 6 Brands						
	March '11 YTD	March '10 YTD	Chg.	March '11	March '10	Chg.
Ford	15.3	14.8	0.5	16.1	16.5	-0.4
Chevrolet	13.7	13.3	0.4	11.9	12.5	-0.6
Toyota	12.7	13.2	-0.5	12.5	15.7	-3.2
Honda	9.1	9.0	0.1	9.7	9.1	0.6
Nissan	8.4	8.1	0.3	8.8	8.0	0.8
Dodge	5.2	4.8	0.4	5.4	4.5	0.9
Total	64.4	63.2		64.4	66.3	

Top 10 Most Sold - YTD												
Cars	YTD '11	YTD '10	Chg.	Trucks	YTD '11	YTD '10	Chg.					
Camry	76,821	68,595	12.0%	F Series	126,627	103,039	22.9%					
Corolla/Matrix	76,675	63,740	20.3%	Silverado	92,455	72,480	27.6%					
Altima	69,551	59,483	16.9%	CR-V	57,433	36,348	58.0%					
Accord	66,195	65,579	0.9%	Escape	55,953	45,091	24.1%					
Fusion	65,023	51,411	26.5%	Ram	52,739	38,042	38.6%					
Civic	64,968	53,627	21.1%	Equinox	43,230	30,379	42.3%					
Sonata	51,878	31,747	63.4%	RAV4	39,840	40,474	-1.6%					
Cruze	50,205	0		Rogue	35,024	20,021	74.9%					
Impala	49,541	38,723	27.9%	Sierra	33,945	23,502	44.4%					
Malibu	48,745	49,339	-1.2%	Edge	31,444	25,191	24.8%					
Total	619,602	482,244	28.5%	Total	568,690	434,567	30.9%					
% of Industry	20.3%	19.0%			18.7%	17.1%						

Share by Segment as a % of Total Industry												
	YTD '11	YTD '10	Vol. Chg.	March '11	March '10	Chg.	Feb. '11					
Small Car	19.4	18.6	25.3%	20.5	17.9	2.6	19.0					
Middle Car	20.5	21.0	17.2%	21.6	21.7	-0.1	20.7					
Large Car	1.9	3.5	-35.8%	2.1	3.4	-1.3	1.7					
Luxury Car	7.6	7.4	23.2%	7.6	7.2	0.4	7.3					
CUV	25.4	24.8	22.8%	24.1	25.0	-0.9	25.8					
SUV	6.8	6.7	21.9%	6.4	6.4	0.0	6.9					
Small Van	3.9	3.8	25.7%	3.8	4.1	-0.3	4.2					
Large Van	1.6	1.6	26.8%	1.6	1.4	0.2	2.1					
Small P/U	2.2	2.3	11.6%	2.1	2.3	-0.2	2.1					
Large P/U	10.7	10.3	24.8%	10.2	10.6	-0.4	10.8					
Total	100	100		100	100		101					

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

Hybrid Sales YTD			% of Ind Sales '11	Hybrid Sales Current Month			
Hybrid Car	68,748	48,228	42.5%	4.6%	31,003	19,464	59.3%
Hybrid Truck	9,765	9,019	8.3%	0.6%	3,997	3,755	6.4%
Total	78,513	57,247	37.1%	2.6%	35,000	23,219	50.7%

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