



July 2010 Industry Sales Recap

NADA Industry Analysis - with data from WardsAuto.com

Industry

	July '10 YTD	July '09 YTD	Chg.	July '10	June '10	Chg.
Car	3,339,806	2,998,055	11.4%	514,943	493,473	4.4%
Truck	3,307,608	2,793,199	18.4%	531,614	487,705	9.0%
Total	6,647,414	5,791,254	14.8%	1,046,557	981,178	6.7%

SAAR: July 11.4M (June 11.1/May 11.8/ April 11.5/Mar. 11.7/Feb. 10.3/Jan. 10.5)

Share of Industry

	2010	2009	Chg.	July '10	June '10	Chg.
Detroit 3	45.6	45.1	0.5	43.9	47.0	-3.1
Japanese	38.7	39.7	-1.0	39.7	36.5	3.2
European	7.5	7.4	0.1	7.3	7.6	-0.3
S. Korea	7.8	7.4	0.4	8.6	8.5	0.1
Total	99.6	99.6		99.5	99.6	

Note: Tata Motors not included in total

Market Share By Group

	2010	2009	Chg.	July '10	June '10	Chg.
GM	19.2	19.5	-0.3	19.1	19.8	-0.7
Ford	17.1	16	1.1	16.0	17.7	-1.7
Toyota	15.3	16.3	-1.0	16.2	14.3	1.9
Honda	10.6	11.1	-0.5	10.7	10.9	-0.2
Chrysler	9.3	9.6	-0.3	8.8	9.4	-0.6
Nissan	7.9	7.2	0.7	7.9	6.6	1.3
Hyundai	7.8	7.4	0.4	8.6	8.5	0.1
Total	87.2	87.1		87.3	87.2	

Market Share Big 6 Brands

	2010	2009	Chg.	July '10	June '10	Chg.
Ford	15.0	13.6	1.4	14.4	15.6	-1.2
Chevrolet	13.9	12.4	1.5	13.4	14.4	-1.0
Toyota	13.4	14.4	-1.0	14.4	12.6	1.8
Honda	9.5	10.1	-0.6	9.5	9.8	-0.3
Nissan	7.0	6.5	0.5	6.9	5.7	1.2
Dodge	5.1	5.3	-0.2	4.9	5.5	-0.6
Total	63.9	62.3		63.5	63.6	

Top 10 Most Sold - YTD

	Cars	July '10	July '09	Chg.	Trucks	July '10	July '09	Chg.
Camry		187,682	177,439	5.8%	F-Series	290,794	215,959	34.7%
Accord		170,551	149,017	14.5%	Silverado	201,446	177,566	13.4%
Corolla/Maratrix		157,213	123,686	27.1%	Escape	113,669	96,643	17.6%
Civic		153,104	134,867	13.5%	CRV	106,928	98,068	9.0%
Altima		130,390	115,680	12.7%	Ram	105,007	112,239	-6.4%
Malibu		128,775	91,168	41.3%	Equinox	76,859	35,985	113.6%
Fusion		128,581	102,756	25.1%	T&C	69,020	50,574	36.5%
Sonata		107,085	73,862	45.0%	Sierra	67,518	60,532	11.5%
Focus		105,200	91,184	15.4%	Edge	65,369	49,117	33.1%
Impala		104,056	93,336	11.5%	Odyessy	62,278	63,339	-1.7%
Total		1,372,637	1,152,995	19.0%	Total	1,158,888	960,022	20.7%
% of Industry		20.6%	19.9%			17.4%	16.6%	

Share by Segments % of Industry

	YTD '10	YTD '09	Vol. Chg.	July '09	June '09	Chg.
Small Car	18.4	19.7	7.3%	18.6	18.2	0.4
Middle Car	21.3	21.4	14.0%	20.7	21.2	-0.5
Large Car	3.4	3.1	25.3%	2.9	3.5	-0.6
Luxury Car	7.0	7.4	8.9%	7.2	7.6	-0.4
CUV	24.2	22.0	26.1%	24.6	23.0	1.6
SUV	6.4	6.8	8.7%	6.0	6.5	-0.5
Small Van	4.2	4.3	11.0%	4.1	4.4	-0.3
Large Van	1.7	1.7	13.3%	1.6	1.9	-0.3
Small P/U	2.3	2.8	11.7%	2.3	2.2	0.1
Large P/U	11.0	10.6	18.5%	12.2	11.6	0.6
Total	100	100		100	100.1	

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

Hybrid Sales

Hybrid Car	128,854	130,269	-1.1%	20,120	17,433	15.4%
Hybrid Truck	23,970	31,640	-24.2%	3,548	3,777	-6.1%
Total	152,824	161,909	-5.6%	23,668	21,210	11.6%

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

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