



August 2010 Industry Sales Recap

NADA Industry Analysis - with data from WardsAuto.com

Industry

	Aug '10 YTD	Aug '09 YTD	Chg.	Aug '10	July '10	Chg.
Car	3,830,597	3,713,681	3.1%	490,791	514,943	-4.7%
Truck	3,811,943	3,337,569	14.2%	503,794	532,037	-5.3%
Total	7,642,540	7,051,250	8.4%	994,585	1,046,980	-5.0%

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

Share of Industry

	2010	2009	Chg.	Aug '10	July '10	Chg.
Detroit 3	45	43.8	1.2	44.2	43.6	0.6
Japanese	38.7	40.6	-1.9	38.4	39.6	-1.2
European	7.5	7.1	0.4	7.9	7.3	0.6
S. Korea	7.9	7.5	0.4	8.7	8.6	0.1
Total	99.1	99.0		99.2	99.1	

Note: Geely/Tata Motors not included in total

Market Share By Group

	2010	2009	Chg.	Aug '10	July '10	Chg.
GM	19.1	19.5	-0.4	18.6	19.1	-0.5
Ford	16.5	15.1	1.4	15.6	15.6	0.0
Toyota	15.2	16.6	-1.4	14.9	16.2	-1.3
Honda	10.7	11.4	-0.7	10.9	10.7	0.2
Chrysler	9.4	9.2	0.2	10	8.8	1.2
Nissan	7.8	7.4	0.4	7.7	7.9	-0.2
Hyundai	7.9	7.5	0.4	8.7	8.6	0.1
Total	86.6	86.7		86.9	86.9	

Market Share Big 6 Brands

	2010	2009	Chg.	Aug '10	July '10	Chg.
Ford	14.9	13.4	1.5	14.2	14.4	-0.2
Chevrolet	13.8	12.6	1.2	13.3	13.4	-0.1
Toyota	13.3	14.7	-1.4	13	14.4	-1.4
Honda	9.5	10.5	-1.0	9.8	9.5	0.3
Nissan	7.0	6.7	0.3	6.8	6.9	-0.1
Dodge	5.2	5.1	0.1	5.6	4.9	0.7
Total	63.7	63.0		63.5	63.5	

Top 10 Most Sold - YTD

Cars	Aug. '10	Aug. '09	Chg.	Trucks	Aug. '10	Aug. '09	Chg.
Camry	220,061	177,439	24.0%	F-Series	338,446	261,549	29.4%
Accord	193,207	149,017	29.7%	Silverado	235,530	209,987	12.2%
Corolla/Maratrix	188,126	123,686	52.1%	Escape	128,507	117,576	9.3%
Civic	179,635	134,867	33.2%	CRV	126,379	128,352	-1.5%
Altima	148,881	115,680	28.7%	Ram	124,002	129,753	-4.4%
Malibu	146,957	91,168	61.2%	RAV4	111,706	96,465	15.8%
Fusion	145,663	102,756	41.8%	Equinox	87,397	49,142	77.8%
Sonata	128,484	73,862	74.0%	Sierra	79,158	72,189	9.7%
Impala	121,399	91,184	33.1%	T&C	78,492	58,104	35.1%
Focus	120,666	93,336	29.3%	Econoline	74,608	44,646	67.1%
Total	1,593,079	1,152,995	38.2%	Total	1,384,225	1,167,763	18.5%
% of Industry	20.8%	16.4%			18.1%	16.6%	

Share by Segments % of Industry

	YTD '10	YTD '09	Vol. Chg.	Aug. '10	July '09	Chg.
Small Car	18.3	20.9	-4.9%	17.8	18.6	-0.8
Middle Car	21.2	21.6	6.4%	21.0	20.7	0.3
Large Car	3.3	2.9	24.6%	3.0	2.9	0.1
Luxury Car	7.2	7.2	8.2%	7.5	7.0	0.5
CUV	24.2	22.1	19.0%	24.8	24.6	0.2
SUV	6.3	6.3	7.4%	5.5	6.0	-0.5
Small Van	4.2	4.2	9.7%	4.3	4.1	0.2
Large Van	1.7	1.6	15.3%	1.7	1.6	0.1
Small P/U	2.3	2.8	-10.0%	2.2	2.3	-0.1
Large P/U	11.1	10.4	16.2%	12.1	12.2	-0.1
Total	100	100		100	100	

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

Hybrid Sales

	Aug. '10	July '10	Chg.	Aug. '09	July '09	Chg.
Hybrid Car	148,636	163,076	-8.9%	19,782	20,120	-1.7%
Hybrid Truck	27,249	37,534	-27.4%	3,279	3,548	-7.6%
Total	175,885	200,610	-12.3%	23,061	23,668	-2.6%

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