May 2009 Sales Recap

NADA Industry Analysis

Industry

	May YTD '09	May YTD '08	Chg.	May '09	April '09	Chg.
Car	2,015,408	3,202,231	-37.1%	484,028	429,770	12.6%
Truck	1,922,288	2,996,516	-35.8%	439,318	387,517	13.4%
Total	**3,937,696**	**6,198,747**	**-36%**	**923,346**	**817,287**	**13.0%**

May SAAR: 9.9 M (April 9.5/March 9.8/Feb. 9.1M)

Share of Industry

	2009	2008	Chg.	May '09	April '09	Chg.
Detroit 3	45.3	48.9	-3.6	46.4	46.6	-0.2
Japanese	39.7	39.5	0.2	38.8	38.3	0.5
European	7.3	6.2	1.1	7.4	7.4	0
S. Korea	7.3	5.0	2.3	6.8	7.3	-0.5
Total	99.6	99.6		99.4	99.6	

Note: Tata Motors not included in total

Market Share By Group

	2009	2008	Chg.	May '09	April '09	Chg.
GM	19.6	21.4	-1.8	20.7	21.1	-0.4
Toyota	16.2	16.9	-0.7	16.5	15.5	1
Ford	15.5	15.5	0.0	17.2	16.2	1
Chrysler	10.2	12.1	-1.9	8.5	9.3	-0.8
Honda	10.9	10.6	0.3	10.7	12.4	-1.7
Nissan	7.4	7.2	0.2	7.3	5.8	1.5
Hyundai	7.3	5	2.3	6.8	7.3	-0.5
Total	**87**	**89**		**88**	**88**	

Market Share Big 6 Brands

	2009	2008	Chg.	May '09	April '09	Chg.
Toyota	14.4	15.0	-0.6	14.4	15.0	-0.6
Ford	13.1	13.1	0.0	14.6	14.0	0.6
Chevrolet	12.4	12.9	-0.5	13.8	14.1	-0.3
Honda	9.8	9.5	0.3	9.6	11.3	-1.7
Nissan	6.5	6.4	0.1	6.6	5.2	1.4
Dodge	5.6	6.3	-0.7	4.5	5.2	-0.7
Total	**61.8**	**63.2**		**63.5**	**64.8**	

Top 10 Most Sold YTD and Current Month

Cars	YTD '09	Chg.	May Sls.	Trucks	YTD '09	Chg.	May Sls.
Camry	123,848	-37.6	31,325	**F Series**	143,717	-37.5	31,358
Accord	107,088	-35.6	22,597	**Silverado**	125,183	-36.5	31,463
Corolla/Matrix	101,708	-33.3	23,576	**Ram**	80,038	-29.0	15,283
Civc	97,505	-41.0	20,723	**CR-V**	65,197	-26.8	14,550
Altima	80,078	-40.0	18,408	**Escape**	61,017	-20.7	16,391
Fusion	66,585	-9.0	19,786	**RAV4**	52,187	-15.8	12,730
Malibu	64,363	-14.1	14,098	**Tacoma**	44,126	-39.3	10,162
Impala	63,756	-47.9	18,709	**Wrangler**	44,080	10.8	9,294
Focus	56,781	-46.2	15,034	**Odyssey**	41,884	-30.2	12,127
Sonata	48,351	-1.5	11,059	**Sierra**	41,053	-42.0	10,272
Total	**810,063**		**195,315**		**698,482**		**163,630**
% of Industry	21%				17.7%		

Share by Segments % of Industry

	YTD '09	YTD '08	Chg.	May '09	April '09	Chg.
Small Car	19.0	19.0	0.0	19.5	19.4	0.1
Middle Car	21.1	21.5	-0.4	22.0	22.4	-0.4
Large Car	3.4	3.7	-0.3	3.5	3.3	0.2
Luxury Car	7.7	7.4	0.3	7.5	7.6	-0.1
CUV	21.4	18.3	3.1	21.5	20.5	1
SUV	7.6	9.0	-1.4	6.8	7.1	-0.3
Small Van	4.6	4.7	-0.1	4.1	4.4	-0.3
Large Van	1.7	1.8	-0.1	1.8	1.9	-0.1
Small P/U	2.8	3.2	-0.4	2.8	2.7	0.1
Large P/U	10.7	11.2	-0.5	10.5	10.7	-0.2
Total	100	100		100	100	

Hybrid Sales

Hybrid Car	78,644	129,572	-39%	21,124	18,057	17%
Hybrid Truck	21,631	31,266	-31%	4,569	3,678	24%
Total	**100,275**	**160,838**	**-38%**	**25,693**	**21,735**	**18%**

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