



# September 2010 Industry Sales Recap

**NADA Industry Analysis - with data from WardsAuto.com**

## Industry

	Sept. '10 YTD	Sept. '09 YTD	Chg.	Sept. '10	Aug. '10	Chg.
Car	4,293,798	4,107,648	4.5%	463,202	490,791	-5.6%
Truck	4,304,702	3,687,767	16.7%	493,046	503,794	-2.1%
<b>Total</b>	<b>8,598,500</b>	<b>7,795,415</b>	<b>10.3%</b>	<b>956,248</b>	<b>994,585</b>	<b>-3.9%</b>

SAAR: Sept. 12.2 M (Aug. 11.5/July 11.5/June 11.1/May 11.8/ April 11.5/Mar. 11.7)

## Share of Industry

	2010	2009	Chg.	Sept. '10	Aug. '10	Chg.
Detroit 3	45	43.8	1.2	45.1	44.2	0.9
Japanese	38.6	40.5	-1.9	38.2	38.0	0.2
European	7.6	7.3	0.3	7.9	7.9	0.0
S. Korea	7.9	7.5	0.4	8.0	8.7	-0.7
<b>Total</b>	<b>99.1</b>	<b>99.1</b>		<b>99.2</b>	<b>98.8</b>	

Note: Geely/Tata Motors not included in total

## Market Share By Group

	2010	2009	Chg.	Sept. '10	Aug. '10	Chg.
GM	19.0	19.6	-0.6	18.1	18.6	-0.5
Ford	16.5	15	1.5	16.5	15.6	0.9
Toyota	15.3	16.6	-1.3	15.4	14.9	0.5
Honda	10.6	11.3	-0.7	10.2	10.9	-0.7
Chrysler	9.5	9.1	0.4	10.4	10.0	0.4
Nissan	7.8	7.4	0.4	7.8	7.7	0.1
Hyundai	7.9	7.5	0.4	8	8.7	-0.7
<b>Total</b>	<b>86.6</b>	<b>86.5</b>		<b>86.4</b>	<b>86.4</b>	

## Market Share Big 6 Brands

	2010	2009	Chg.	Sept. '10	Aug. '10	Chg.
Ford	14.9	13.4	1.5	15.1	14.2	0.9
Chevrolet	13.7	12.7	1.0	12.7	13.3	-0.6
Toyota	13.4	14.7	-1.3	13.6	13.0	0.6
Honda	9.5	10.4	-0.9	9.1	9.8	-0.7
Nissan	7.0	6.7	0.3	6.9	6.8	0.1
Dodge	5.2	5.1	0.1	5.6	5.6	0.0
<b>Total</b>	<b>63.7</b>	<b>63.0</b>		<b>63.0</b>	<b>62.7</b>	

## Top 10 Most Sold - YTD

	Sept. '10	Sept. '09	Chg.	Trucks	Sept. '10	Sept. '09	Chg.
<b>Cars</b>				<b>F-Series</b>	385,879	295,426	30.6%
Camry	250,830	264,357	-5.1%	Silverado	267,715	229,388	16.7%
Accord	267,715	221,369	20.9%	CR-V	144,286	142,906	1.0%
Corolla/Martrix	209,186	215,038	-2.7%	Escape	142,820	126,268	13.1%
Civic	198,272	207,883	-4.6%	Ram	140,889	143,205	-1.6%
Altima	168,897	154,662	9.2%	RAV4	126,391	108,863	16.1%
Malibu	163,246	91,168	79.1%	Equinox	99,055	55,982	76.9%
Fusion	161,581	134,600	20.0%	Sierra	90,235	79,433	13.6%
Sonata	149,123	93,575	59.4%	T&C	87,493	61,715	41.8%
Focus	134,253	125,913	6.6%	Edge	87,135	64,439	35.2%
Impala	133,585	126,856	5.3%	<b>Total</b>	<b>1,571,898</b>	<b>1,307,625</b>	<b>20.2%</b>
<b>Total</b>	<b>1,836,688</b>	<b>1,635,421</b>	<b>12.3%</b>		18.3%	16.8%	
% of Industry	21.4%	21.0%					

## Share by Segments % of Industry

	YTD '10	YTD '09	Vol. Chg.	Sept. '10	Aug. '10	Chg.
Small Car	18.2	20.6	-2.5%	16.9	17.8	-0.9
Middle Car	21.2	21.7	7.5%	20.8	21.0	-0.2
Large Car	3.3	3.0	21.2%	3.3	3.0	0.3
Luxury Car	7.2	7.4	8.4%	7.4	7.5	-0.1
CUV	24.4	22.0	22.3%	25.5	24.8	0.7
SUV	6.2	6.5	5.9%	5.7	5.5	0.2
Small Van	4.2	4.1	14.3%	4.3	4.3	0.0
Large Van	1.7	1.6	15.9%	1.6	1.7	-0.1
Small P/U	2.3	2.7	-6.3%	2.4	2.2	0.2
Large P/U	11.2	10.4	18.8%	12.1	12.2	-0.1
<b>Total</b>	<b>100</b>	<b>100</b>		<b>100</b>	<b>100</b>	

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

## Hybrid Sales

	Sept. '10	Sept. '09	Chg.	Sept. '10	Sept. '09	Chg.
Hybrid Car	166,498	179,913	-7.5%	17,862	19,782	-9.7%
Hybrid Truck	30,173	40,674	-25.8%	2,924	3,279	-10.8%
<b>Total</b>	<b>196,671</b>	<b>220,587</b>	<b>-10.8%</b>	<b>20,786</b>	<b>23,061</b>	<b>-9.9%</b>

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