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AMERICAN VEHICLE SALES RECOVER IN 2010 WITH 11.2% GROWTH

- **Overall American sales of cars and trucks increased by 1.17 million units**
- **Domestic brands experienced solid growth despite stronghold of imported brands in 2009**
- **Bigger may still be better as SUVs, pick-up trucks and mini-vans all experience sales increases**

The new car market in the US experienced a gradual recovery in 2010 according to the latest figures supplied by the world's leading provider of automotive intelligence, JATO Dynamics.

Overall, 1.17 million more new cars and trucks were bought in the US in 2010, than in 2009, with 11.6 million in total sales. This 11.2% growth was helped by a significant improvement in domestic brands with Ford, Chevrolet, Dodge, GMC and Chrysler experiencing increases, 21.6%, 17.4%, 14.7%, 34%, 11.5%, respectively.

Toyota appears to have halted the dramatic decline it experienced in 2009 when sales fell by 18.2%. While total sales were down by 0.5% it managed to retain the number one spot for cars sold in 2010.

Dave Mitchell, Head of Business Intelligence, JATO Dynamics, said: "The gradual economic recovery is good news for the US car industry and although imported brands still dominate as vehicles of choice for small and mid-range cars, domestic brands have seen an increase in sales for both cars and trucks towards the end of 2010."

The top five models for 2010 were imported brands from Toyota, Honda and Nissan, and the year's best selling car was the Toyota Camry, even though its sales fell by 8.1% vs. 2009. The sales of the second best selling car, the Honda Accord, increased by 7.4% and ended 2010 with 311,381 units sold. Models from domestic

brands such as Ford and Chevrolet have also experienced growth bringing them closer to the top five models, placing the Ford Fusion and Chevrolet Malibu at sixth and seventh position.

Domestic brands still dominate critical SUV and truck sales with brands such as Ford, Chevrolet, and Ram all experiencing an increase in sales (for example the Ram Pickup increased 13.4%, Chevrolet Equinox was up 74.1%, and the Ford Edge up 34%). It wasn't only domestic manufacturers who had a positive year, with Kia's Sorento experiencing an impressive increase in sales from 24,460 to 108,985.

While small and mid-range cars are still top sellers, there is a growing appetite for larger vehicles such as SUV's, trucks and mini-vans – for example the number one full size pickup truck is the Ford F-Series and its sales have increased by 27.7%, from 413,625 in 2009 to 528,349 in 2010.

Top 5 Models

Vehicle Type	Make/Model	FY2010	FY2009	% Change	Diff 2010 vs. 2009
Cars	TOYOTA CAMRY	327,804	356,824	-8.1%	-29,020
	HONDA ACCORD	311,381	290,056	+7.4%	+21,325
	TOYOTA COROLLA	266,082	296,874	-10.4%	-30,792
	HONDA CIVIC	259,937	259,766	+0.1%	+171
	NISSAN ALTIMA	229,263	203,568	+12.6%	+25,695
Trucks	FORD F-SERIES	528,349	413,625	+27.7%	+114,724
	CHEVROLET SILVERADO	370,135	316,544	+16.9%	+53,591
	HONDA CR-V	203,714	191,214	+6.5%	+12,500
	RAM PICKUP	199,652	176,007	+13.4%	+23,645
	FORD ESCAPE	191,026	173,044	+10.4%	+17,982

This data and analysis is provided by JATO Consult, the company's bespoke consulting service which offers customers access to its unique research and provides solutions and advice to meet a wide range of automotive business challenges. For more information visit www.jato.com, or email consult@jato.com.

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Editorial note: JATO Dynamics background

JATO was founded in 1984 and provides the world's most timely, accurate and up-to-date information on vehicle specifications and pricing, sales and registrations, news and incentives. The company has representation in over 43 countries, providing unique local market expertise. The JATO client base includes all of the world's volume vehicle manufacturers, giving them the ability to react to short-term market movements, plan for long-term developments and ultimately to meet consumers' needs. JATO's data has also been adapted for consumer use in motoring web portals where customers can see the advantages and disadvantages of a specified model against any other while major leasing companies use JATO data to drive the vehicle quotation process. Visit JATO at www.jato.com.

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