

21 October 2010

U.S. NEW CAR CUSTOMERS RETURN TO SHOWROOMS IN 2010

- **USA new vehicle sales up 10.5% to Q3 2010, to 8.6 million**
- **Sales in Q3 up 0.1% vs. 2009 – with no CARS scheme in effect**
- **Ford is leading brand, up 23.0% YtD**
- **Toyota Camry remains top car model; Ford F-Series top truck and overall best-seller**

New car customers are returning to US showrooms, with a strong year-to-date growth, to Q3 2010, in the latest market analysis from the world's leading provider of automotive data and intelligence, JATO Dynamics.

New vehicle sales in the United States for the third quarter were 0.1% higher than the same period, 2009 and up 10.5% YtD – even though the Federal Government's CARS ("cash for clunkers") scheme supported 2009 sales.

In total, 8,620,921 cars and trucks have been bought in the period to Q3 2010, compared to 7,804,761 last year. This is despite a 10% drop in car sales in Q3 2010 (1,531,705 vs. 1,705,159 in 2009), which compares to the short period in 2009 when car sales were boosted by government incentives. The relative strength of the market through the remainder of this year has seen 2010 YtD car sales rise 5.6%, vs. 2009.

The top ten brands overall have increased sales by an average of 16.3%, YtD 2010. The list is headed by Ford, which also boasts the best-selling vehicle, in the F-Series truck, followed by Toyota and Chevrolet. Those brands more reliant on car sales for their market position (eg: Toyota, Honda) have suffered relatively more in isolated Q3 sales, because of the temporary effect of the Q3 2009 CARS scheme.

Commented David Mitchell, Regional General Manager, Americas: "The US new vehicle market is much stronger than 12 months ago. The top three brands have all registered over one million sales and have seen a healthy growth, particularly in truck sales. The one casualty of this trend may well be downsizing, with US customers returning to SUVs, rather than more efficient, smaller cars."

Brand Performance

As the leading brand in overall sales, Ford has posted a 23% increase in total sales, YtD 2010. It has managed to post a rise in both car (+4.7%) and truck (+14.0%) sales, for the Q3 period, with the new Ford Fiesta (Q3 2010 sales: 9,714) making a considerable contribution to the figures.

Toyota is in second place in Q3, but suffered a relative drop in overall Q3 sales (-10.8%), because of its drop in car sales for the quarter (-20.2% vs. Q3 2009). Its sales remain virtually flat YtD (+1.4%). Chevrolet has claimed third position with flat sales in Q3 and a 19.7% YtD sales increase.

Top 10 Brands

	Sum of Q3_10	Sum of Q3_09	% Change Q3	Sep YtD_10	Sep YtD_09	% Change YtD
FORD	443,818	400,799	+10.7%	1,302,272	1,058,891	+23.0%
TOYOTA	397,539	445,463	-10.8%	1,115,644	1,099,766	+1.4%
CHEVROLET	393,173	393,025	+0.0%	1,174,179	980,993	+19.7%
HONDA	283,256	327,812	-13.6%	815,862	807,508	+1.0%
NISSAN	205,872	211,114	-2.5%	598,904	520,410	+15.1%
HYUNDAI	154,265	137,531	+12.2%	410,047	342,217	+19.8%
DODGE	102,572	87,661	+17.0%	303,246	247,831	+22.4%
KIA	97,955	91,166	+7.4%	268,025	238,570	+12.3%
JEEP	80,775	61,604	+31.1%	207,546	182,052	+14.0%
GMC	79,668	61,267	+30.0%	230,502	172,000	+34.0%

Model Performance

The effect of the 2009 CARS ("cash for clunkers") scheme is evident, in the lower sales in budget and small car segments. The most popular cars in these segments all recorded relative sales losses in Q3, compared to the larger-vehicle segments, which were less affected by the scheme.

The only exception to this rule was the Hyundai Sonata, which was up 80.9% in Q3 which is benefiting from a very successful launch of a redesigned model which has been well received by the press and public alike.

Japanese brands still dominate car sales, with Toyota's Camry and Corolla in the top two places, followed by the Honda Accord and Civic – although between them these models registered an average 23.8% drop in Q3 sales.

The truck market is, by contrast, led by domestic products. Here, Ford's F-Series pick-up remains unchallenged as America's favorite truck, a position it has held for 33 years. It also continues as America's best-selling vehicle overall, for 28 years in a row. Its undiminished popularity has led to a YtD sales rise of 30.6%, putting it 118,164 ahead of its closest competitor - the Chevrolet Silverado – by the end of Q3 2010.

Top 5 Models

Vehicle Type	Make/Model	Sum of Q3_10	Sum of Q3_09	Diff 2010 - 2009	% Change
Cars	TOYOTA CAMRY	96,591	114,115	-17,524	-15.4%
	TOYOTA COROLLA/MATRIX	68,685	93,395	-24,710	-26.5%
	HONDA ACCORD	67,158	90,326	-23,168	-25.6%
	HONDA CIVIC	64,671	89,424	-24,753	-27.7%
	HYUNDAI SONATA	59,874	33,094	+26,780	+80.9%
Trucks	FORD F-SERIES	145,534	115,794	+29,740	+25.7%
	CHEVROLET SILVERADO	100,933	79,439	+21,494	+27.1%
	HONDA CR-V	57,416	63,989	-6,573	-10.3%
	RAM PICKUP	56,020	48,689	+7,331	+15.1%
	TOYOTA RAV4	45,391	44,622	+769	+1.7%

The above data is provided by JATO Consult, the company's bespoke consulting service which offers customers access to its unique data 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.

-Ends-

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.

For further information, please contact:

Peter Haynes or Phil Hale, Torque PR

Tel: +44 (0) 1306 871338

Email: peter@torquepr.co.uk/ phil@torquepr.co.uk