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US NEW VEHICLE MARKET ON ROAD TO RECOVERY

- **USA new vehicle sales up 15.7%, to 2.5 million in Q1 2010**
- **Ford is leading brand, up 40.4% vs. Q1 2009**
- **Toyota Camry remains top car model; Ford F-Series top truck and overall best-seller**

The US new vehicle market looks to be on the long road to recovery, according to latest figures from the world's leading provider of automotive data and intelligence, JATO Dynamics.

New vehicle sales in the United States for the first quarter, 2010, were 15.7% higher than the same period, 2009 – although they remain some way distant of the pre-recession Q1 2008.

In total, 2,544,829 cars and trucks were bought in Q1 2010, compared to 2,199,933 in Q1 last year. Both figures are still well down on the 3,570,360 sold in Q1 2008.

Every single one of the top five brands in cars and trucks have all increased sales, vs. 2009, but despite these changes in sales volumes, the proportion of cars and trucks has stayed virtually unchanged, with each accounting for around half the market.

Commented David Mitchell, President Americas: "It would appear the US new vehicle market is mirroring the wider US economy, in heading towards a tentative recovery, in both car and truck sales. The encouraging element is perhaps the experience of domestic manufacturers, with Ford and Chevrolet as the top two brands, both recording healthy sales gains."

Brand Performance

As the leading brand in overall sales, Ford has posted a 40.4% increase in total sales and a 60.3% rise in its car sales, vs. Q1 2009. Overall, Ford gained 2.7% market share in the first three months of 2010, its best quarterly performance since 1977.

While Ford trucks outsell cars almost 2:1, recent introductions such as the Fusion hybrid have helped the brand react to customer demand for more economical vehicles and end the quarter with 381,868 total sales.

Chevrolet – second overall and with a 38.8% total sales increase – also outsold import brands in combined car and truck sales, on its way to 337,785 new customers. It is second placed for both car and truck sales.

Of the major Japanese brands – Toyota, Honda and Nissan – only Nissan increased overall market share. Toyota's total market share slipped back, from 13.9% last year, to 12.8% in Q1 2010, yet the brand retained its car sales crown, thanks to the enduring popularity of its Camry and Corolla/Matrix models.

Top 5 brands

Vehicle Type	Make/Model	Q1 2010	Q1 2009	Diff 2010 - 2009	% Change
Cars	TOYOTA	177,886	172,575	5,311	+3.1%
	CHEVROLET	172,542	101,283	71,259	+70.4%
	NISSAN	142,645	98,110	44,535	+45.4%
	HONDA	141,280	120,938	20,342	+16.8%
	FORD	136,698	85,266	51,432	+60.3%
Trucks	FORD	245,170	186,790	58,380	+31.3%
	CHEVROLET	165,243	142,162	23,081	+16.2%
	TOYOTA	148,704	132,742	15,962	+12.0%
	HONDA	87,339	85,527	1,812	+2.1%
	GMC	68,619	51,066	17,553	+34.4%

Model Performance

Japanese brands dominate car sales once again, with Toyota's Camry and Corolla in first and third places, separated by the Honda Accord. The biggest news is that gap between first and second place which has been slashed to just 3,016 sales in the quarter (2009: 11,920 sales).

The truck market continues to be a very different place, led by domestic products. Here, Ford's F-Series pick-up remains unchallenged as America's favourite 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. The F-Series and the Escape SUV are separated by the Chevrolet Silverado, in second.

Top 5 Models

Vehicle Type	Make/Model	2010	2009	Diff 2010 - 2009	% Change
Cars	TOYOTA CAMRY	68,595	67,199	1,396	+2.1%
	HONDA ACCORD	65,579	55,279	10,300	+18.6%
	TOYOTA COROLLA/MATRIX	63,740	59,598	4,142	+6.9%
	NISSAN ALTIMA	59,483	49,658	9,825	+19.8%
	HONDA CIVIC	53,627	50,530	3,097	+6.1%
Trucks	FORD F-SERIES	103,039	81,579	21,460	+26.3%
	CHEVROLET SILVERADO	72,480	67,283	5,197	+7.7%
	FORD ESCAPE	45,091	31,030	14,061	+45.3%
	TOYOTA RAV4	40,474	28,331	12,143	+42.9%
	RAM PICKUP	38,042	46,619	-8,577	-18.4%

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.

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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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