

19th July 2010

USA SALES RECOVERY CONTINUES WITH 17% INCREASE IN 2010

- **USA car & truck sales up by 17.0% in first half of 2010**
- **Toyota Camry is best-selling car; Ford F Series is best-selling truck**
- **Overall, Ford is the best-selling brand in the market**

Having suffered a significant decline in the automotive segment in 2009 which was near catastrophic for its domestic OEMs, the prospects for the North American car market are looking significantly healthier in the first half of 2010, according to the latest figures supplied by JATO Dynamics, the world's leading provider of automotive intelligence.

Despite continuingly difficult economic conditions, some consumer confidence appears to be returning to car buyers in the market. In the period from January to the end June 2010, the combined market for car and light trucks rose by 17.0% with a total of 5,614,280 units sold, compared to the same period last year. Only the Budget car segment, Sporty cars and Compact pick-ups, failed to post a sales improvement, while a notable strong improvement was posted by the Compact SUV segment, which was up 31.6%.

Brand Performance

In overall sales terms with cars and light trucks combined, Ford is once again the market's best-selling brand, with a strong recovery of 30.4% over the same period in 2009. Chevrolet too posted a significant increase of 32.8% to take second spot. Despite well publicised global recall issues, Toyota performed strongly in the market to retain its third spot, while Honda and Nissan round off the top five overall brands.

Brand Performance

Vehicle Type	Make/Model	H1 2010	H1 2009	Diff H1 2010-2009	% Change
Cars	TOYOTA	397,242	380,038	+17,204	+4.5%
	CHEVROLET	386,488	271,703	+114,785	+42.2%
	HONDA	328,220	287,325	+40,895	+14.2%
	FORD	296,827	223,852	+72,975	+32.6%
	NISSAN	265,771	198,839	+66,932	+33.7%
Trucks	FORD	561,627	434,240	+127,387	+29.3%
	CHEVROLET	394,518	316,265	+78,253	+24.7%
	TOYOTA	320,863	274,265	+46,598	+17.0%
	HONDA	204,572	192,371	+12,201	+6.3%
	GMC	150,834	110,733	+40,101	+36.2%

Model Performance

The Toyota Camry model remains the best-selling car with 154,239 units sold, representing a 2.7% improvement over the same period last year. Toyota also holds the spot for the market's third best-selling car, with the smaller Corolla/Matrix model having sold 140,501 units, a 15.5% increase over last year. The Honda Accord secured second place with sales of 147,669 units.

Unsurprisingly, the best-selling truck is once again Ford's F-Series truck, which sold a staggering 240,345 examples, 33.8% up on the same period last year.

David Mitchell, President Americas, said: "The recession hit the USA car market particularly hard in 2009, but the figures JATO is reporting for the first half of this year must be enormously encouraging to the industry bosses. Barring unforeseen disasters, this improvement should continue throughout the rest of the year."

Top 5 Models

Vehicle Type	Make/Model	H1 2010	H1 2009	Diff H1 2010 - 2009	% Change YtD
Cars	TOYOTA CAMRY	154,239	150,242	+3,997	+2.7
	HONDA ACCORD	147,669	131,043	+16,626	+12.7
	TOYOTA COROLLA/MATRIX	140,501	121,643	+18,858	+15.5
	HONDA CIVIC	133,601	118,459	+15,142	+12.8
	NISSAN ALTIMA	112,115	96,428	+15,687	+16.3
Trucks	FORD F-SERIES	240,345	179,632	+60,713	+33.8
	CHEVROLET SILVERADO	166,782	149,949	+16,833	+11.2
	FORD ESCAPE	98,980	76,402	+22,578	+29.6
	HONDA CR-V	86,870	78,917	+7,953	+10.1
	RAM PICKUP	84,869	94,516	-9,647	-10.2

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.

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