Covering First Quarter 2010 **Volume 15, Number 2**

Chicago Auto Outlook™

Analysis brought to you by: Chicago Automobile Trade Association

FORECAST

Chicago Area Market Gets off to Promising Start

9.8% increase predicted for all of 2010

Following a disappointing 2009, the Chicago Area new retail light vehicle market got off to an encouraging start in the First Quarter of this year. New retail light vehicle registrations in the eight county Chicago Area increased 7.6% in the First Quarter of this year versus a year earlier.

The key question on dealers' minds is: Will this momentum continue for the remainder of the year? Or, is it a brief period of elevated sales that will be followed by another slump? Auto Outlook is confident that the First Quarter sales gains are indeed a sign of better times to come. Many key forecast determinants point to a sustained recovery in area new vehicle sales. Following are three main reasons why the market is likely to trend higher for the foreseeable future:

1. Pent up demand is at record high levels. Indicators of pent up demand (vehicle purchases that were postponed during the recession) have reached record-high levels. Low sales for the past two years are unsustainable. Replacement demand alone practically guarantees that the market will head higher.

2. The economy is improving. Just about all economists expect the economy to expand for at least the next 12 to 18 months. And some are predicting strong growth, with consequential improvements in the labor market (i.e, increasing payrolls and declining unemployment).

3. New vehicle affordability is strong. Low interest rates, aggressive incentives, and respectable household income levels have contributed to make a new vehicle purchase very affordable for many shoppers.

These primary indicators point squarely to improving sales. But given high unemployment rates, shaky consumer confidence, and still-high household debt levels, the sales recovery is likely to be gradual, with sales remaining below historically average levels for quite some time.

Market Trends

Area new retail registrations predicted to approach 243,000 units in '10

The total represents a 9.8% increase from 2009, but is nearly 110,000 units below the 2005 figure.

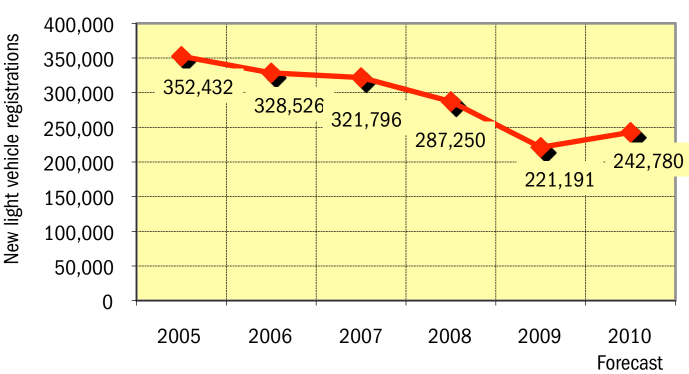
Kia, Buick, Ford, and GMC post consistent gains in area market

Each of the brands had big sales gains in the First Quarter of 2010 (see page 6).

Standard Mid Size Car segment gains market share

Market share for the segment increased 2.9 share points in the First Quarter of this year versus a year earlier.

Annual Trend in Area New Vehicle Market



The graph above shows annual new retail light vehicle registrations in the Chicago Area from 2005 thru 2009, and Auto Outlook's projection for 2010.

Data Source: AutoCount data from Experian Automotive.

Market Summary

	2009	Forecast 2010	% Chg. '09 to '10	Mkt. Share 2010
TOTAL	221,191	242,780	9.8%	0.0%
Car	120,705	138,142	14.4%	56.9%
Light Truck	100,486	104,638	4.1%	43.1%
Detroit Three	78,882	84,030	6.5%	34.6%
Japanese	103,590	114,359	10.4%	47.1%
European	22,972	25,867	12.6%	10.7%
Korean	15,747	18,524	17.6%	7.6%

Detroit Three consists of vehicles sold by GM, Ford and Chrysler, and excludes import nameplates.

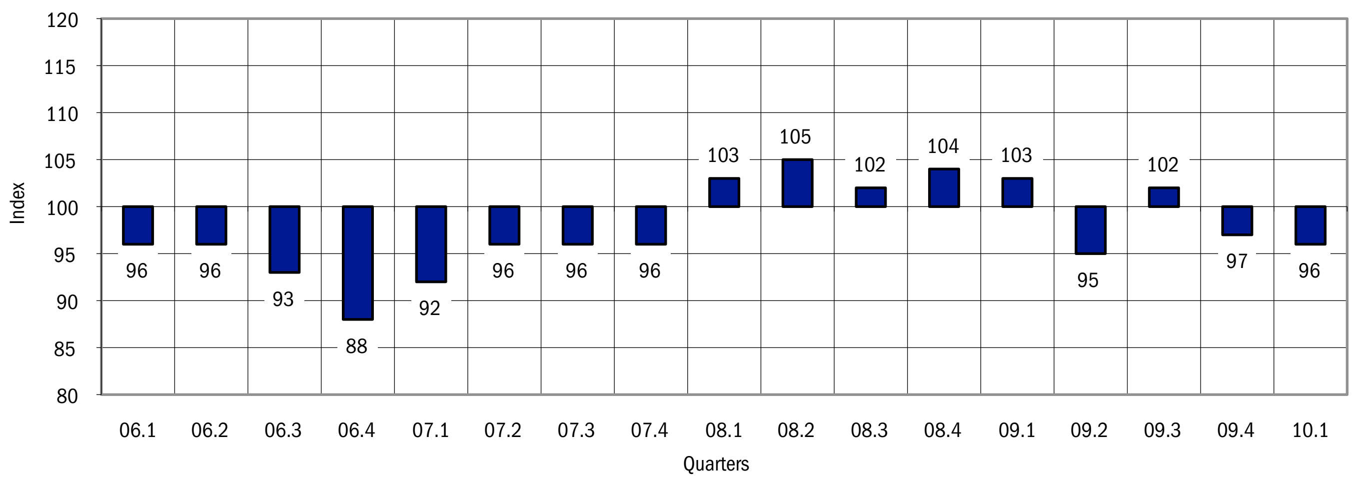
Historical data Source: AutoCount data from Experian Automotive.

QUARTERLY INDUSTRY RESULTS AND FORECASTS

Area Market Predicted to Improve 7.8% in Second Half of Year

Quarterly Market Performance Index stayed below 100 in First Quarter of 2010

Quarterly Market Performance Index



The graph above shows the Chicago Area Quarterly Market Performance Index. The Index tracks the performance of the area's new retail light vehicle market relative to the U.S. market. When the Index is above 100, the area market had a better quarter than the U.S. But when the Index is below 100, the Chicago Area market was weaker.

Summary Table	08.1	08.2	08.3	08.4	09.1	09.2	09.3	09.4	10.1	10.2	10.3	10.4
Actual registrations	72,823	81,976	78,378	54,073	44,882	51,586	70,712	54,011	48,280	60,000	75,500	59,000
% change from year earlier	3.2%	-4.1%	-12.9%	-28.7%	-38.4%	-37.1%	-9.8%	-0.1%	7.6%	16.3%	6.8%	9.2%

It would appear as though the area new retail light vehicle market turned the corner in the First Quarter of this year, with new retail light vehicle registrations increasing 7.6% versus a year earlier. The Quarterly Market Performance Index was just below the average rating of 100, indicating that the pace of the area market recovery was marginally slower than in the Nation.
Shaded areas in the table represent forecast projections.

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Unforeseen events may affect the forecast projections presented in Chicago Auto Outlook. Consequently, Auto Outlook, Inc. is not responsible for management decisions based on the content of Chicago Auto Outlook.

Experian Automotive is the data provider for Auto Outlook.

Explanation of Data

Data presented in Auto Outlook measures new vehicle registrations in the Chicago Area. Monthly recording of registrations occurs when the data is processed.

Chicago Area Retail Car and Light Truck Registrations - History and Forecast										
	Registrations					Market Share				
	Units			Percent Change		Share (%)			Change	
	2008	2009	Forecast 2010	'08 to '09	Forecast '09 to '10	2008	2009	Forecast 2010	'08 to '09	Forecast '09 to '10
TOTAL	287,250	221,191	242,780	-23.0%	9.8%					
Domestic Brands	108,159	78,882	84,030	-27.1%	6.5%	37.7	35.7	34.6	-2.0	-1.1
Japanese Brands	134,261	103,590	114,359	-22.8%	10.4%	46.7	46.8	47.1	0.1	0.3
European Brands	30,325	22,972	25,867	-24.2%	12.6%	10.6	10.4	10.7	-0.2	0.3
Korean Brands	14,505	15,747	18,524	8.6%	17.6%	5.0	7.1	7.6	2.1	0.5
Acura	6,362	5,133	4,692	-19.3%	-8.6%	2.2	2.3	1.9	0.1	-0.4
Audi	2,887	2,736	3,464	-5.2%	26.6%	1.0	1.2	1.4	0.2	0.2
BMW	7,067	4,888	5,280	-30.8%	8.0%	2.5	2.2	2.2	-0.3	0.0
Buick	3,982	2,771	4,003	-30.4%	44.5%	1.4	1.3	1.6	-0.1	0.3
Cadillac	4,979	2,924	3,211	-41.3%	9.8%	1.7	1.3	1.3	-0.4	0.0
Chevrolet	31,915	23,566	27,980	-26.2%	18.7%	11.1	10.7	11.5	-0.4	0.8
Chrysler	5,514	3,262	2,639	-40.8%	-19.1%	1.9	1.5	1.1	-0.4	-0.4
Dodge	9,257	6,686	5,390	-27.8%	-19.4%	3.2	3.0	2.2	-0.2	-0.8
Ford	24,792	21,591	28,175	-12.9%	30.5%	8.6	9.8	11.6	1.2	1.8
GMC	5,320	3,622	4,352	-31.9%	20.2%	1.9	1.6	1.8	-0.3	0.2
Honda	37,643	29,926	34,426	-20.5%	15.0%	13.1	13.5	14.2	0.4	0.7
Hummer	429	121	26	-71.8%	-78.5%	0.1	0.1	0.0	0.0	-0.1
Hyundai	11,375	12,033	13,901	5.8%	15.5%	4.0	5.4	5.7	1.4	0.3
Infiniti	3,044	1,997	2,269	-34.4%	13.6%	1.1	0.9	0.9	-0.2	0.0
Isuzu	70	23	8	-67.1%	-65.2%	0.0	0.0	0.0	0.0	0.0
Jaguar	539	299	319	-44.5%	6.7%	0.2	0.1	0.1	-0.1	0.0
Jeep	6,876	4,987	4,455	-27.5%	-10.7%	2.4	2.3	1.8	-0.1	-0.5
Kia	3,130	3,714	4,623	18.7%	24.5%	1.1	1.7	1.9	0.6	0.2
Land Rover	1,132	959	930	-15.3%	-3.0%	0.4	0.4	0.4	0.0	0.0
Lexus	8,493	6,480	6,955	-23.7%	7.3%	3.0	2.9	2.9	-0.1	0.0
Lincoln	1,939	1,419	1,566	-26.8%	10.4%	0.7	0.6	0.6	-0.1	0.0
Mazda	5,519	3,927	4,232	-28.8%	7.8%	1.9	1.8	1.7	-0.1	-0.1
Mercedes	5,363	3,771	4,446	-29.7%	17.9%	1.9	1.7	1.8	-0.2	0.1
Mercury	2,219	1,743	1,753	-21.5%	0.6%	0.8	0.8	0.7	0.0	-0.1
MINI	1,488	1,176	1,152	-21.0%	-2.0%	0.5	0.5	0.5	0.0	0.0
Mitsubishi	2,917	2,249	2,147	-22.9%	-4.5%	1.0	1.0	0.9	0.0	-0.1
Nissan	22,053	16,319	18,844	-26.0%	15.5%	7.7	7.4	7.8	-0.3	0.4
Pontiac	6,050	3,877	306	-35.9%	-92.1%	2.1	1.8	0.1	-0.3	-1.7
Porsche	627	479	579	-23.6%	20.9%	0.2	0.2	0.2	0.0	0.0
Saab	616	232	156	-62.3%	-32.8%	0.2	0.1	0.1	-0.1	0.0
Saturn	4,887	2,313	174	-52.7%	-92.5%	1.7	1.0	0.1	-0.7	-0.9
smart	414	299	106	-27.8%	-64.5%	0.1	0.1	0.0	0.0	-0.1
Subaru	3,168	3,914	4,950	23.5%	26.5%	1.1	1.8	2.0	0.7	0.2
Suzuki	1,402	802	513	-42.8%	-36.0%	0.5	0.4	0.2	-0.1	-0.2
Toyota/Scion	43,590	32,820	35,323	-24.7%	7.6%	15.2	14.8	14.5	-0.4	-0.3
Volkswagen	7,492	6,559	7,698	-12.5%	17.4%	2.6	3.0	3.2	0.4	0.2
Volvo	1,943	1,389	1,533	-28.5%	10.4%	0.7	0.6	0.6	-0.1	0.0
Others	757	185	204	-75.6%	10.3%	0.3	0.1	0.1	-0.2	0.0
Historical Data Source: AutoCount, an Experian Company										

The table above presents Auto Outlook's forecast for new retail light vehicle registrations in the Chicago Area. Projections are based on a detailed analysis of competitive dynamics in the new vehicle market, including consumer tastes, new vehicle product plans, and manufacturers' sales targets. As with any forecast, please keep in mind that the projections are subject to uncertainty.

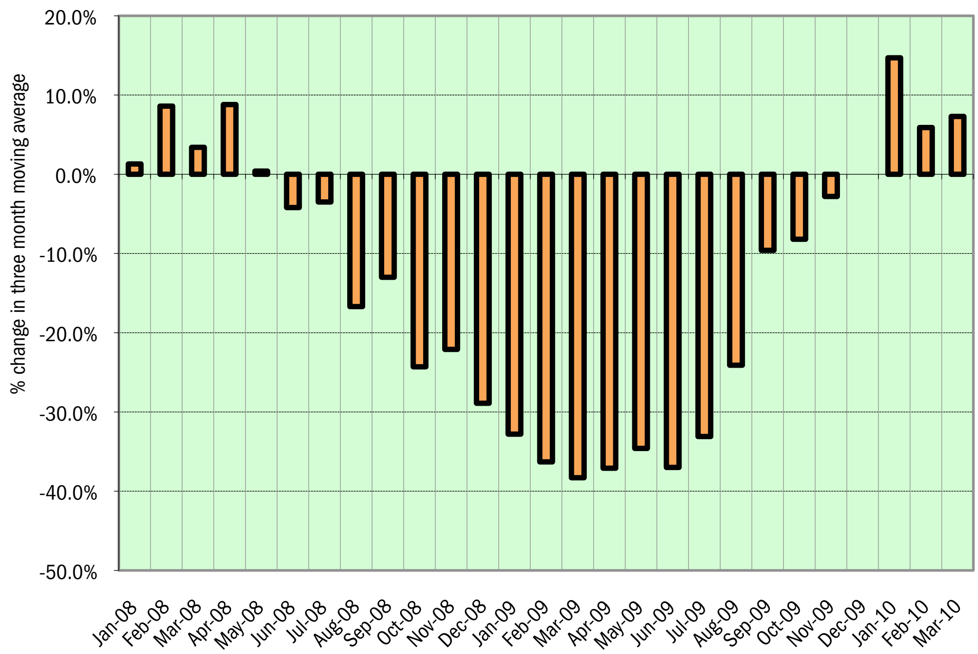
MARKET TRACKER

Market Sends Strong Signal that Recovery is Underway

Percent change in three month moving average of new vehicle registrations moves higher

The graph to the right provides a clear picture of the general trending direction of the area new retail light vehicle market. And as depicted on the graph, the trend is definitely up. The graph shows the year-over-year percent change in the three month moving average of new retail light vehicle registrations. The three month moving average provides a clearer picture of the trending direction than individual monthly registrations, which can fluctuate due to such factors as the timing of manufacturer incentive programs, weather, and vehicle title processing delays by governmental agencies. After declining by more than 20% from October of 2008 thru August of last year (and in some cases a lot more than 20%), the three month moving average increased in each of the past three months.

Percent Change in Area New Retail Light Vehicle Registrations Three Month Moving Average versus Year Earlier



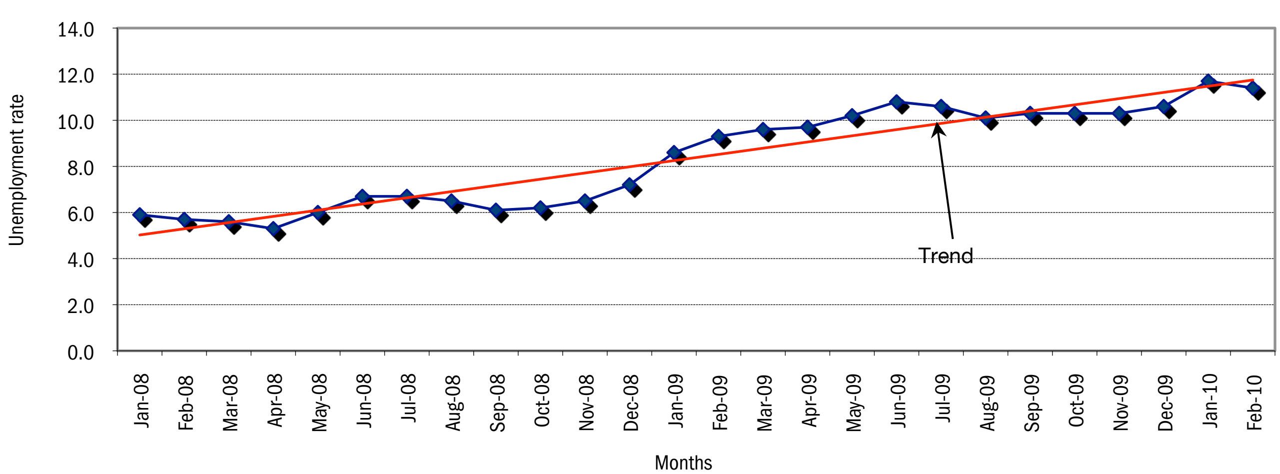
ECONOMIC UPDATE

Chicago Area Unemployment Rate Remains High

Rate was 11.4% in February

As shown on the graph below, the area labor market felt the negative impact from the severe economic recession that took hold in 2009. During a 26 month span, the area's unemployment rate increased from 5.9% in January of 2008, to 11.4% in February of this year. Look for the unemployment rate to slide lower for the remainder of this year. Source: Bureau of Labor Statistics.

Chicago Area Unemployment Rate - January 2008 thru February 2010



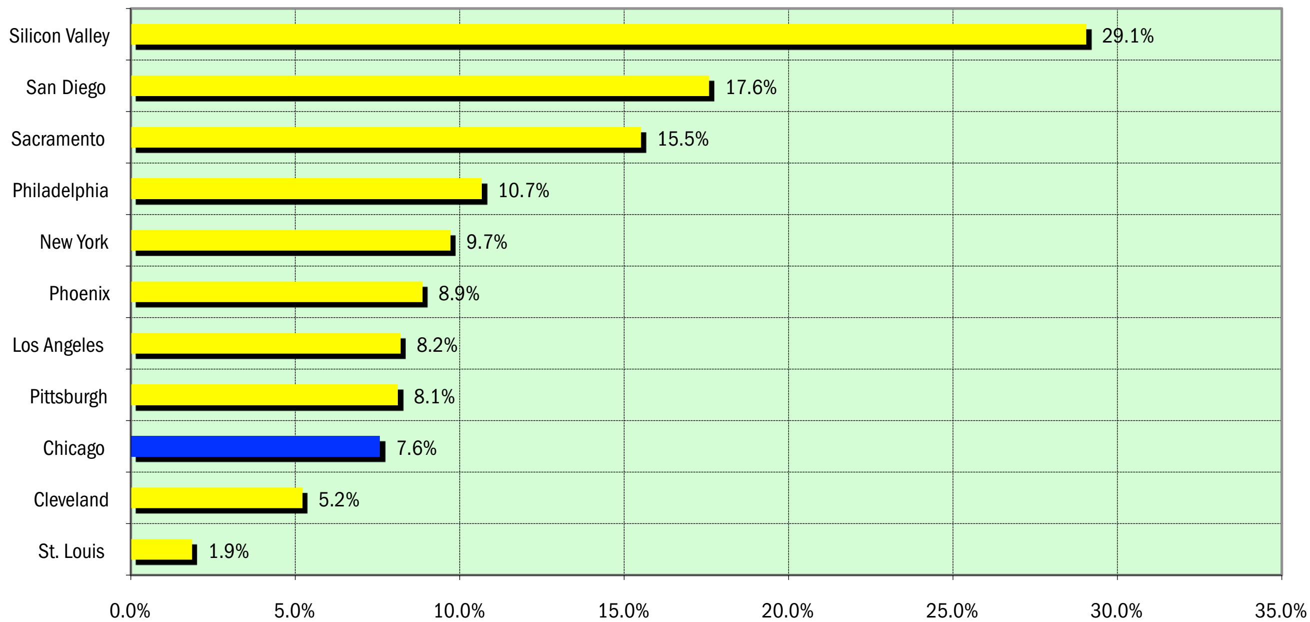
MARKET COMPARISON

Increase in Area Market in Line with Other Metro Areas

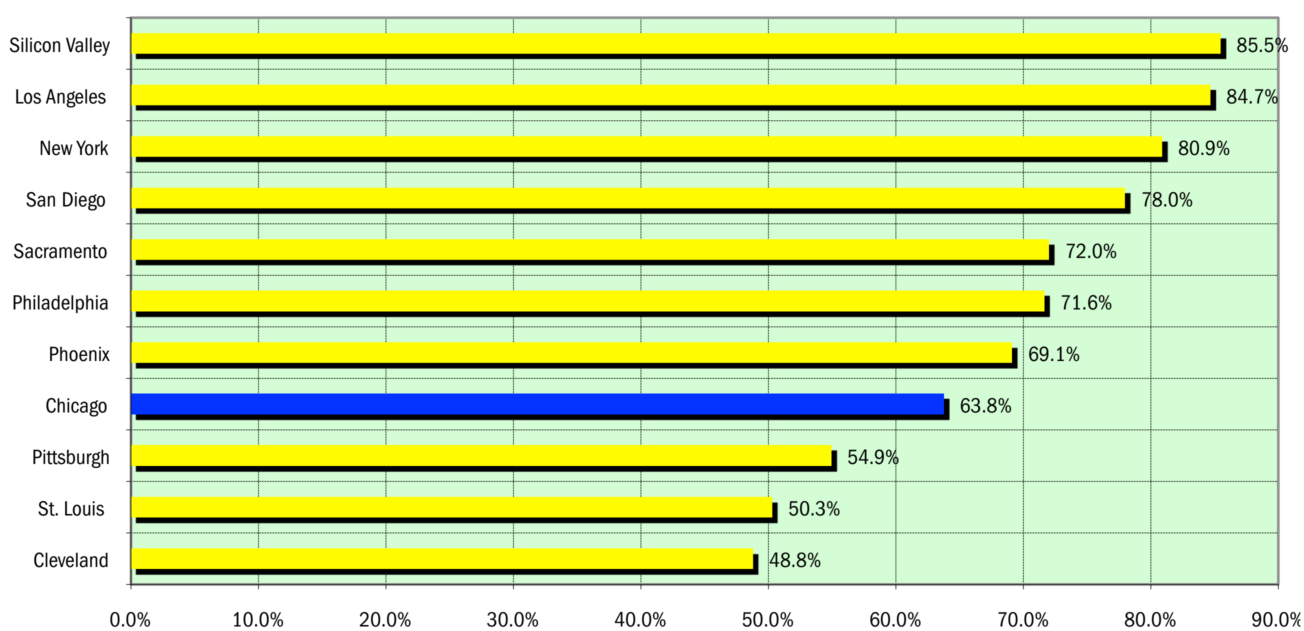
7.6% increase in First Quarter was ninth highest among 11 other selected markets, but higher than U.S.

The two graphs below provide a comparison of recent results in selected Metro Area new retail light vehicle markets. The first graph shows the percent change in new retail light vehicle registrations during the first three months of this year versus the same period a year earlier. The Chicago Area market was up 7.6%, ranked ninth out of 11. The second graph shows import brand market share during the First Quarter. Import brand share in the Chicago Area was 63.8%, eighth highest. (Note: markets shown are analyzed by Auto Outlook.)

Percent Change in New Retail Light Vehicle Registrations for Selected Metro Area Markets
YTD 2010 thru March vs. YTD 2009



Import Brand Market Share in Selected Metro Area Markets
YTD 2010 thru March



BRAND SCOREBOARD PART 1

Kia and Buick Post Consistent Gains in Area Market

Ford and GMC also rank high

The table below presents a well-rounded picture of brand sales performance. Two primary measures are displayed and rated. The first, entitled "Longer Term Results," represents the percent change in new retail light vehicle registrations during the past six months (October 2009 thru March of 2010) versus the same period a year earlier. Brands are then rated (from highest to lowest), using a 1 to 5 scale. Brands having the highest increases in registrations receive a 5 rating, and those with the largest declines get a rating of 1.

The second measure, "Shorter Term Results," represents the percent change in registrations from the Fourth Quarter of 2009 to the First Quarter of this year. Brands are also ranked on the same 1 to 5 scale.

The last column in the table is the sum of the ratings for Longer Term and Shorter Term sales growth. Brands at the top of the table had relatively large year-over-year sales gains (or smaller declines), and gained some momentum during the past two quarters.

Kia and Buick were the only two brands to receive the highest combined rating of 10.

Chicago Area New Retail Light Vehicle Registrations and Market Results

	Longer Term Results Oct '09 thru Mar '10 vs. Year Earlier				Shorter Term Results 4Q '09 vs. 1Q '10				Combined
Brand	10/08 to 3/09	10/09 to 3/10	% Change	Rating (5 is high)	4Q '09 regs.	1Q '10 regs.	% Change	Rating (5 is high)	Rating (10 is high)
Kia	1,312	1,854	41.3%	5	901	953	5.8%	5	10
Buick	1,419	1,707	20.3%	5	769	938	22.0%	5	10
Ford	8,789	10,690	21.6%	5	5,414	5,276	-2.5%	4	9
GMC	2,002	2,242	12.0%	4	1,023	1,219	19.2%	5	9
Hyundai	4,309	5,393	25.2%	5	2,750	2,643	-3.9%	3	8
Chevrolet	10,278	11,286	9.8%	4	5,725	5,561	-2.9%	4	8
Volvo	566	612	8.1%	4	308	304	-1.3%	4	8
Subaru	1,478	2,166	46.5%	5	1,135	1,031	-9.2%	2	7
Mercedes	1,862	2,217	19.1%	5	1,164	1,053	-9.5%	2	7
Lexus	3,027	3,502	15.7%	4	1,796	1,706	-5.0%	3	7
Audi	1,243	1,403	12.9%	4	721	682	-5.4%	3	7
BMW	2,504	2,522	0.7%	3	1,260	1,262	0.2%	4	7
Infiniti	1,213	1,073	-11.5%	2	480	593	23.5%	5	7
Honda	11,915	13,765	15.5%	4	7,340	6,425	-12.5%	2	6
Cadillac	1,754	1,694	-3.4%	3	871	823	-5.5%	3	6
Lincoln	774	727	-6.1%	2	369	358	-3.0%	4	6
Jeep	2,540	1,887	-25.7%	1	885	1,002	13.2%	5	6
Chrysler	1,758	938	-46.6%	1	454	484	6.6%	5	6
Nissan	6,772	7,310	7.9%	3	4,081	3,229	-20.9%	2	5
Land Rover	535	520	-2.8%	3	283	237	-16.3%	2	5
Mazda	1,851	1,783	-3.7%	2	921	862	-6.4%	3	5
Mercury	832	662	-20.4%	2	343	319	-7.0%	3	5
Dodge	3,416	2,123	-37.9%	1	1,078	1,045	-3.1%	4	5
Volkswagen	2,925	3,156	7.9%	3	1,765	1,391	-21.2%	1	4
Toyota/Scion	14,824	14,908	0.6%	3	8,510	6,398	-24.8%	1	4
Mitsubishi	1,118	880	-21.3%	2	481	399	-17.0%	2	4
Acura	2,830	2,598	-8.2%	2	1,554	1,044	-32.8%	1	3
MINI	542	422	-22.1%	1	255	167	-34.5%	1	2
Suzuki	534	352	-34.1%	1	227	125	-44.9%	1	2
Pontiac	1,728	703	-59.3%	1	440	263	-40.2%	1	2

BRAND SCOREBOARD PART 2

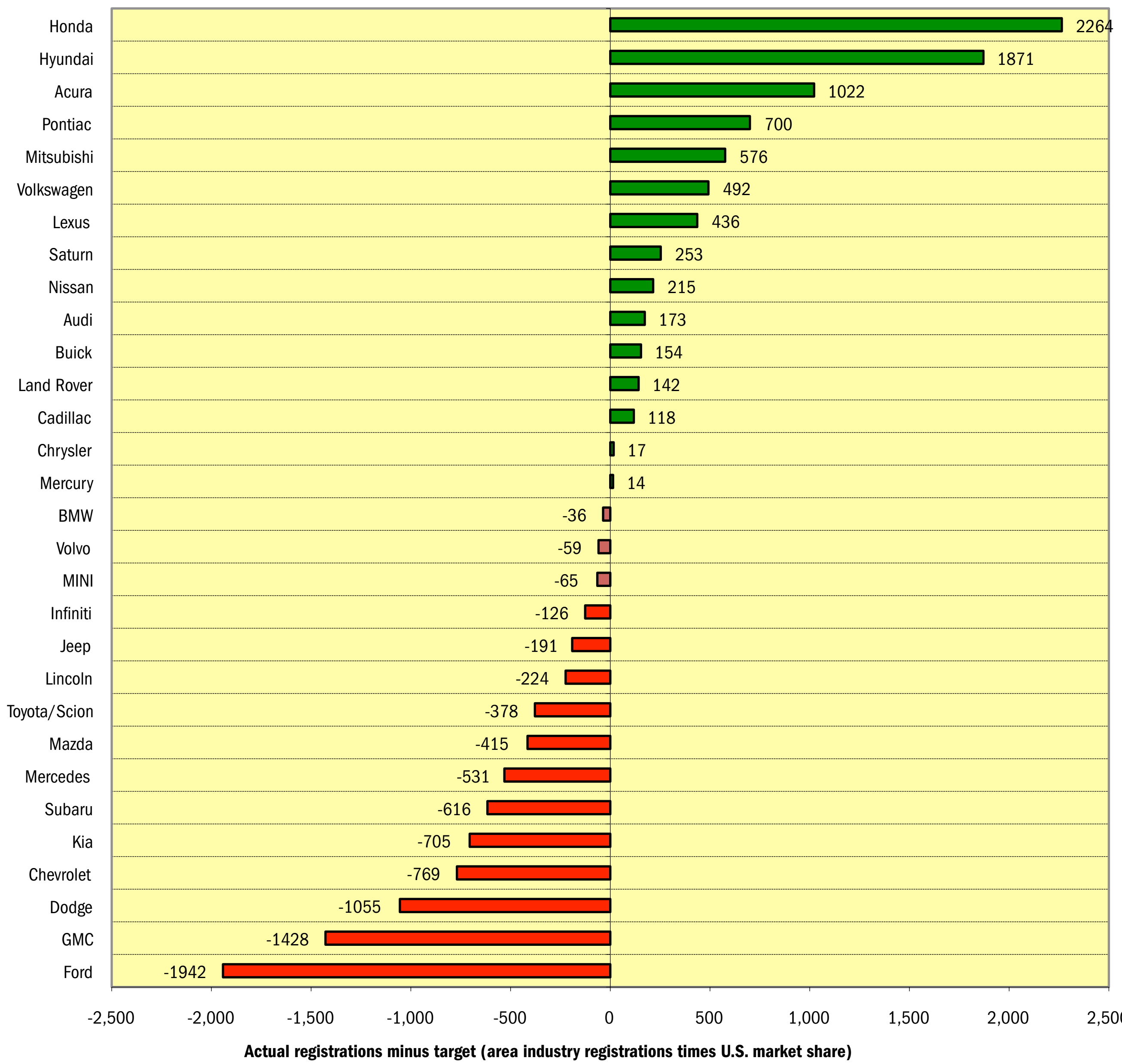
Honda, Hyundai, and Acura Are Strong Performers in Area

Ford and GMC market share well below National

The graph below provides an indicator of brands that are popular in the Chicago Area (relative to the National standard), and those that are not. Here's how it works: For the top 30 selling brands in the area, each brand's share of the U.S. market is multiplied by retail registrations in the area during the past six months (October 2009 thru March of this year). This yields a "target" for the area market. Target registrations are subtracted from actual registrations to derive the measurement of sales performance.

Brands at the top of the graph (i.e., Honda, Hyundai, and Acura) are relatively strong sellers in the area, with actual registrations exceeding the calculated target by a large margin. For instance, Honda registrations exceeded the calculated target by 2,264 units.

Chicago Area Retail Market Performance based on registrations for Oct 2009 thru March 2010
Actual registrations minus target (area industry registrations times U.S. market share)



BRAND SCOREBOARD PART 3

Toyota/Scion is Market Share Leader in Small Car Segment

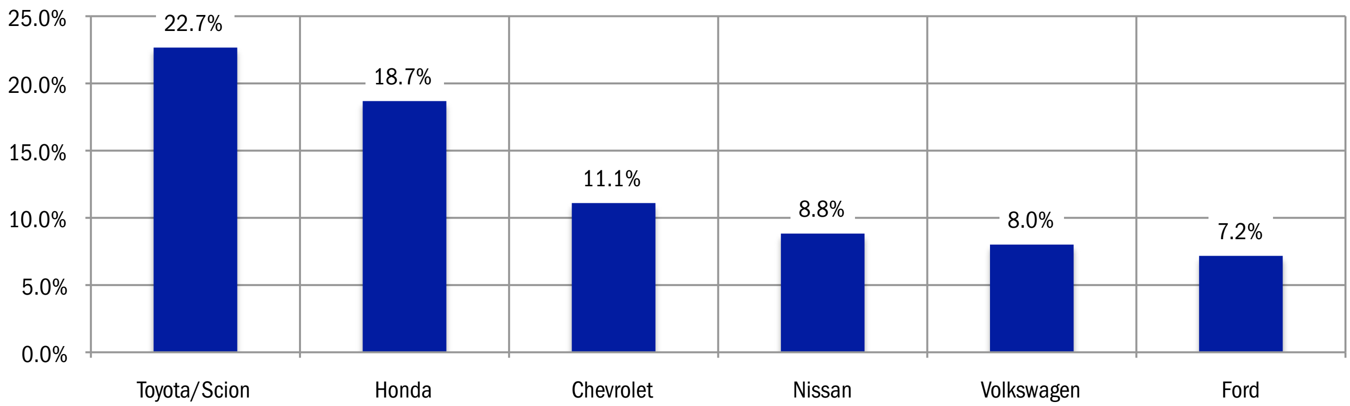
BMW is at the head of the Luxury and Sports Car Segment

The graphs below and on the following page show new retail light vehicle market share in the area for the top six selling brands in six primary market segments. A few notes: Market share figures are for the last three months (January thru March of this year.) Small Cars include Entry Car, Sub Compact, and Sport Compact.

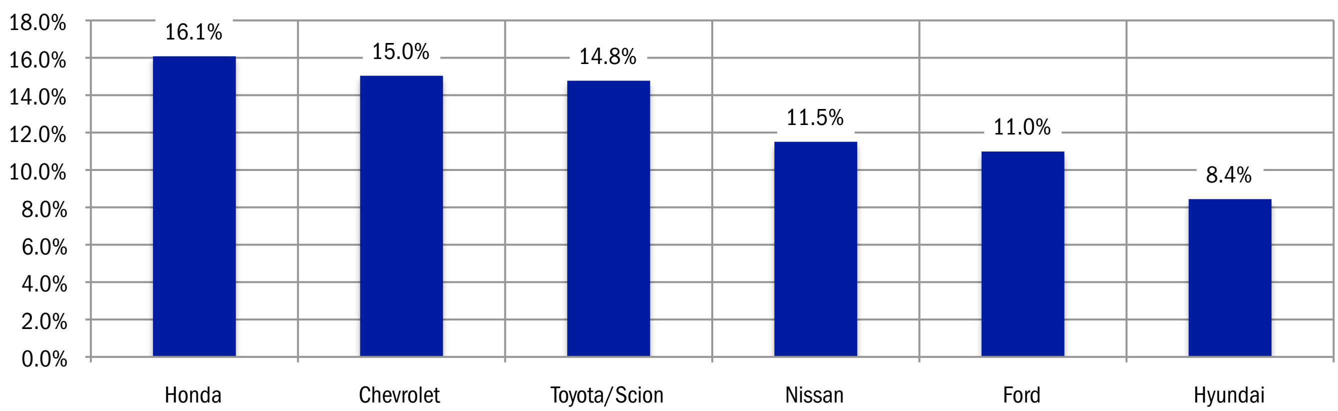
The graphs provide an informative view of brand competitiveness. Toyota/Scion is the best selling brand among Small Cars. Honda was the leader in the Mid and Full Size category followed by Chevrolet and Toyota. BMW was the leader in the Luxury and Sports Car segment, while Mercedes and Lexus were second and third, respectively.

continued on page 9

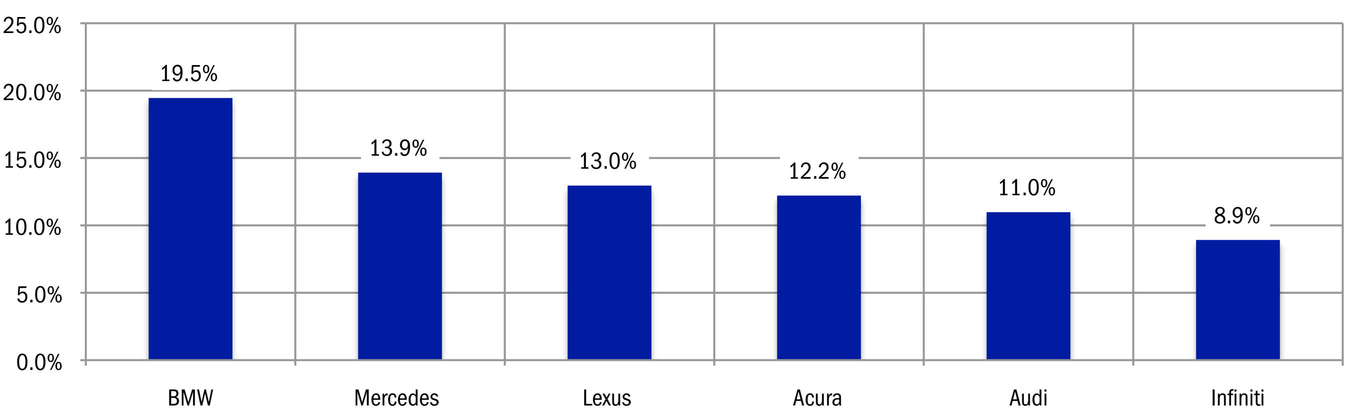
SMALL CAR MARKET SHARE (YTD '10 thru March)



MID AND FULL SIZE CAR MARKET SHARE (YTD '10 thru March)



LUXURY AND SPORTS CARS MARKET SHARE (YTD '10 thru March)



BRAND SCOREBOARD PART 3 (continued)

Ford is Market Share Leader in Pickup Segment

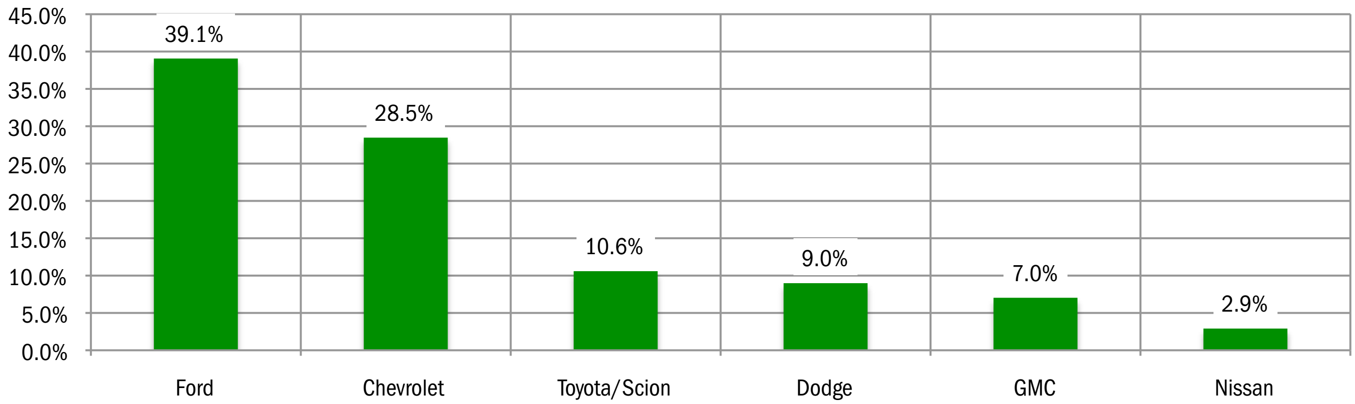
Honda holds 33.1% share of Van segment

continued from page 8

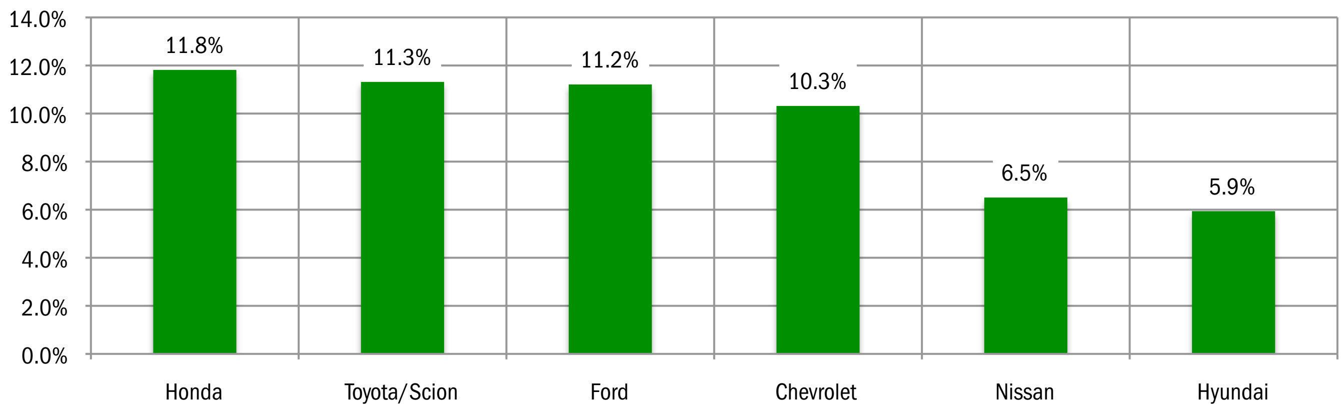
Ford was the best-selling brand among Pickups, followed by Chevrolet and Toyota. Honda was the market share leader in the competitive SUV segment, with a relatively low 11.8% market share. Toyota was second with an 11.3% share, followed by Ford, Chevrolet, Nissan, and Hyundai. Honda and Toyota were the two top selling brands in the Mini Van and Van segment.

Source: AutoCount data from Experian Automotive.

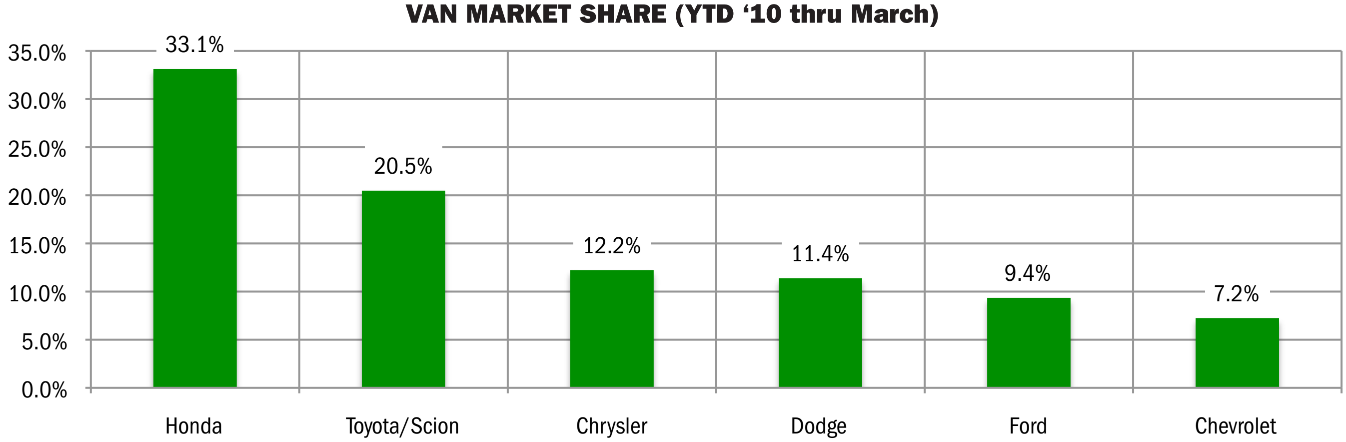
PICKUP MARKET SHARE (YTD '10 thru March)



SUV MARKET SHARE (YTD '10 thru March)



VAN MARKET SHARE (YTD '10 thru March)



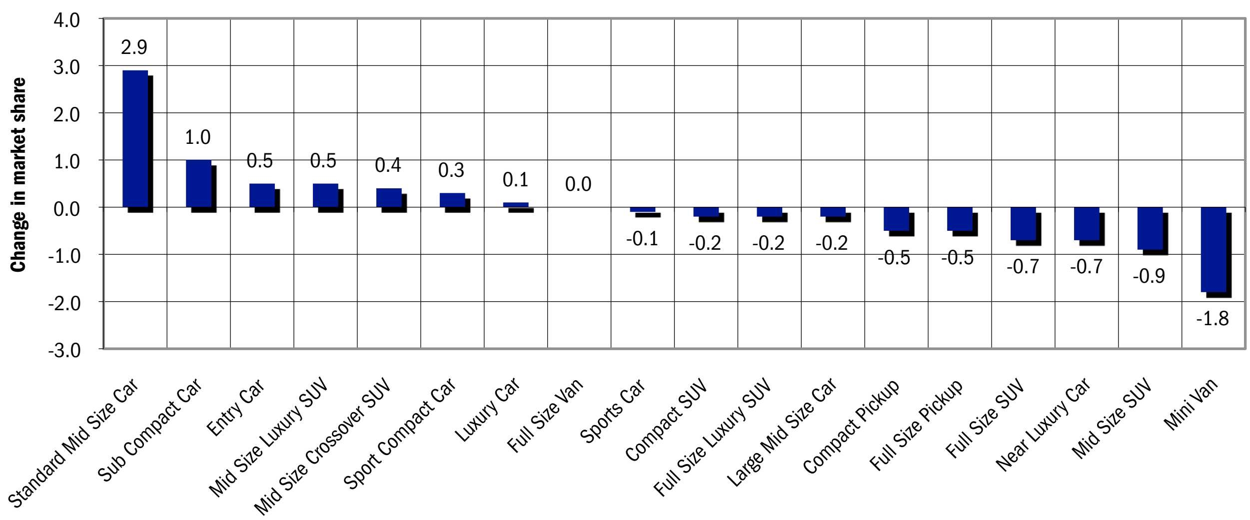
SEGMENT WATCH

Standard Mid Size Car Market Share Moves Higher

Sub Compact Car segment also had big increase

The graph below shows the change in market share for 18 primary segments during the first three months of this year versus the same period a year earlier. The segment gaining the most ground in the Chicago Area so far this year was Standard Mid Size Car, with market share increasing from 14.6% in the First Quarter of 2009 to 17.5% this year, an increase of 2.9 share points. Sub Compact Car share increased by one point, while the Mini Van segment lost 1.8 points.

Change in Chicago Area Segment Market Share - YTD 2010 thru March vs. YTD 2009



BEST SELLERS

Honda Accord Best Selling Car in Area Market in First Quarter

CRV best selling light truck

The table on the right shows the top 15 selling car and light trucks in the Chicago Area market during the First Quarter of this year. The best-selling car was Honda Accord, followed by Honda Civic, Toyota Camry, Toyota Corolla/Matrix, Chevrolet Malibu, and Nissan Altima.

Honda CRV was the best-selling light truck, followed by Ford Escape, Chevrolet Equinox, Ford F-Series, Honda Odyssey, and Toyota RAV4.

Top 15 Selling Car and Light Trucks in Chicago Area
YTD 2010 thru March

Cars			Light Trucks		
Rank	**Model**	**Registrations**	**Rank**	**Model**	**Registrations**
1	Honda Accord	1635	1	Honda CRV	1364
2	Honda Civic	1394	2	Ford Escape	1101
3	Toyota Camry	1391	3	Chevrolet Equinox	905
4	Toyota Corolla/Matrix	1227	4	Ford F-Series	832
5	Chevrolet Malibu	1122	5	Honda Odyssey	818
6	Nissan Altima	823	6	Toyota RAV4	816
7	Hyundai Sonata	810	7	Lexus RX	761
8	Ford Fusion	807	8	Hyundai Santa Fe	718
9	Ford Focus	590	9	Honda Pilot	689
10	Toyota Prius	548	10	Chevrolet Traverse	661
11	Subaru Legacy	532	11	Toyota Highlander	565
12	Hyundai Elantra	500	12	Nissan Rogue	518
13	Volkswagen Jetta	496	13	Chevrolet Silverado	509
14	Chevrolet Cobalt	485	14	Toyota Sienna	506
15	BMW 3-Series	464	15	Ford Edge	504

COUNTY SCOREBOARD

All Eight County Markets Improve in First Quarter of This Year

McHenry County had highest increase, up 14.5%

The tables on this page provide a thorough summary of each of the Chicago Area's eight county new retail light vehicle markets. The unique county-level information provides a valuable perspective on local market performance, and a barometer to evaluate the performance of your dealership. Part 1 below shows registration data and light truck market share during the first three months of 2009 and 2010. Part 2 presents data for Domestic brands, and the top 10 selling car and light truck brands in the Chicago Area. The top ranked county in each category is shaded.

Source: AutoCount data from Experian Automotive.

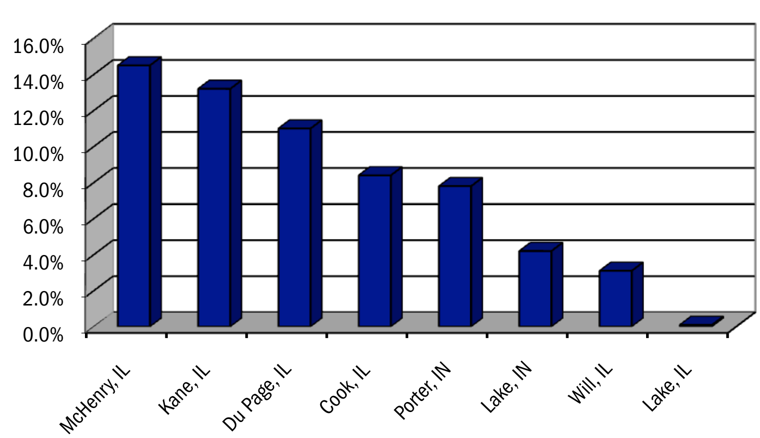
COUNTY BY COUNTY - PART 1

	Registrations (YTD thru March)		Percent Change	Unit Change	Light Truck Market Share (%)		
	YTD 2009	YTD 2010	YTD 2009 to YTD 2010	YTD 2009 to YTD 2010	YTD 2009	YTD 2010	Change '09 to '10
Cook, IL	20,774	22,525	8.4%	1,751	49.5	45.9	-3.6
Du Page, IL	6,827	7,578	11.0%	751	51.2	48.1	-3.1
Kane, IL	2,591	2,934	13.2%	343	55.7	52.4	-3.3
Lake, IL	5,510	5,516	0.1%	6	55.8	50.7	-5.1
McHenry, IL	1,721	1,971	14.5%	250	60.5	52.1	-8.4
Will, IL	4,277	4,408	3.1%	131	56.7	51.7	-5.0
Lake, IN	2,301	2,398	4.2%	97	53.6	50.7	-2.9
Porter, IN	881	950	7.8%	69	54.0	57.5	3.5

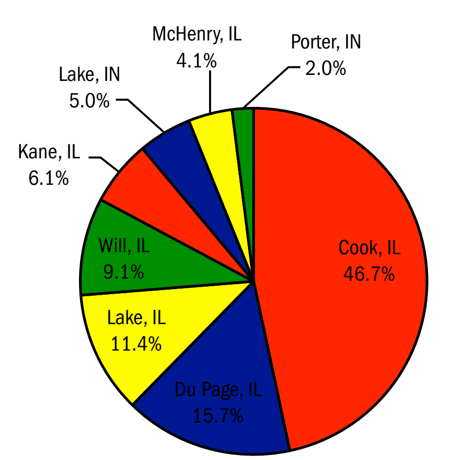
COUNTY BY COUNTY - PART 2

	Market Share Summary												
	Domestic Brands			Top Ten Selling Brands in Area-YTD thru March									
	YTD 2009	YTD 2010	Change '09 to '10	Honda	Toyota/ Scion	Chevrolet	Ford	Nissan	Hyundai	Lexus	Volkswagen	BMW	GMC
Cook, IL	33.7	32.5	-1.2	13.4	14.8	10.4	10.1	7.0	6.4	3.8	3.2	2.8	1.9
Du Page, IL	32.0	32.3	0.3	14.4	12.4	9.5	10.5	6.8	5.3	4.2	3.2	2.9	2.3
Kane, IL	40.1	35.8	-4.3	15.3	14.8	12.5	11.5	8.1	6.4	2.1	2.1	1.7	1.8
Lake, IL	32.7	31.4	-1.3	14.1	13.0	9.9	7.7	6.1	2.6	5.0	3.2	4.0	2.6
McHenry, IL	51.1	44.4	-6.7	15.9	5.6	15.1	13.3	7.1	6.0	1.4	2.0	1.5	2.2
Will, IL	49.2	48.0	-1.2	11.1	10.4	14.9	14.9	6.0	6.3	2.2	2.4	1.6	3.4
Lake, IN	63.5	56.6	-6.9	9.7	12.6	18.4	15.9	4.8	2.5	2.5	1.3	1.3	5.8
Porter, IN	64.2	61.7	-2.5	6.8	11.3	18.9	14.6	4.2	2.4	1.7	0.7	0.4	10.0

Percent Change in New Retail Light Vehicle Registrations YTD 2010 thru March vs. YTD 2009



Share of Area New Vehicle Market YTD 2010 thru March



CHICAGO AREA MARKET VERSUS U.S.

Area Market Up 7.6% in First Quarter; Higher than U.S.

Area car market slightly below U.S.

	Area Market		U.S. Market	
Change in registrations **% change in registrations** **YTD 2010 thru March vs. YTD 2009**	7.6%		5.9%	
Car Market Share **Car share of industry retail light vehicle registrations - YTD 2010**	51.6%		52.9%	
Domestic Brand Market Share **Domestic brand share of industry retail light vehicle registrations - YTD 2010**	36.2%		37.5%	
Top Selling Retail Brands **Top selling light vehicle brands and market share - 2YTD 2010**				
First	Honda	13.3%	Toyota	15.6%
Second	Toyota/Scion	13.3%	Ford	12.3%
Third	Chevrolet	11.5%	Chevrolet	11.6%
Fourth	Ford	10.9%	Honda	11.6%
Fifth	Nissan	6.7%	Nissan	7.9%
Sixth	Hyundai	5.5%	Hyundai	4.2%
Seventh	Lexus	3.5%	GMC	3.2%
Eighth	Volkswagen	2.9%	Kia	2.8%
Ninth	BMW	2.6%	Subaru	2.7%
Tenth	GMC	2.5%	Dodge	2.7%

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