



# U.S. Light Vehicle Retail Sales - December 2010

## Final Results

# U.S. Market Sales

	Dec 2010	Dec 2009	%Chng.	2010 CYTD	2009 CYTD	%Chng.
<b>General Motors Corp.</b>	<b>224,147</b>	<b>206,670</b>	<b>8.5%</b>	<b>2,211,091</b>	<b>2,063,069</b>	<b>7.2%</b>
Total Cars	63,042	78,631	-19.8%	806,473	867,808	-7.1%
Total Light Trucks	161,105	128,039	25.8%	1,404,618	1,195,261	17.5%
<b>Ford Motor Company</b>	<b>190,191</b>	<b>178,063</b>	<b>6.8%</b>	<b>1,931,534</b>	<b>1,615,799</b>	<b>19.5%</b>
Total Cars	64,858	61,195	6.0%	696,918	595,671	17.0%
Total Light Trucks	125,333	116,868	7.2%	1,234,616	1,020,128	21.0%
<b>Chrysler LLC</b>	<b>100,702</b>	<b>86,523</b>	<b>16.4%</b>	<b>1,085,211</b>	<b>931,402</b>	<b>16.5%</b>
Total Cars	14,343	26,830	-46.5%	284,286	228,570	24.4%
Total Light Trucks	86,359	59,693	44.7%	800,925	702,832	14.0%
<b>Toyota Motor Sales U.S.A. Inc.</b>	<b>177,488</b>	<b>187,860</b>	<b>-5.5%</b>	<b>1,763,595</b>	<b>1,770,149</b>	<b>-0.4%</b>
Total Cars	95,663	113,984	-16.1%	1,009,385	1,109,176	-9.0%
Total Light Trucks	81,825	73,876	10.8%	754,210	660,973	14.1%
<b>American Honda Motor Co. Inc.</b>	<b>129,616</b>	<b>107,143</b>	<b>21.0%</b>	<b>1,230,480</b>	<b>1,150,784</b>	<b>6.9%</b>
Total Cars	72,905	61,020	19.5%	691,577	700,214	-1.2%
Total Light Trucks	56,711	46,123	23.0%	538,903	450,570	19.6%
<b>Nissan North America Inc.</b>	<b>93,730</b>	<b>73,404</b>	<b>27.7%</b>	<b>908,570</b>	<b>770,103</b>	<b>18.0%</b>
Total Cars	59,141	47,139	25.5%	590,442	514,328	14.8%
Total Light Trucks	34,589	26,265	31.7%	318,128	255,775	24.4%
<b>Volkswagen Group of America Inc.</b>	<b>34,636</b>	<b>29,597</b>	<b>17.0%</b>	<b>360,179</b>	<b>297,882</b>	<b>20.9%</b>
Audi	10,546	9,030	16.8%	101,629	82,716	22.9%
Volkswagen	23,867	20,387	17.1%	256,830	213,454	20.3%
Bentley	197	165	19.4%	1,430	1,367	4.6%
Lamborghini	26	15	73.3%	290	345	-15.9%
<b>Mitsubishi Motors N. A., Inc.</b>	<b>4,874</b>	<b>4,355</b>	<b>11.9%</b>	<b>55,683</b>	<b>53,986</b>	<b>3.1%</b>
Total Cars	2,573	3,183	-19.2%	37,190	38,529	-3.5%
Total Light Trucks	2,301	1,172	96.3%	18,493	15,457	19.6%
<b>Mazda Motor of America Inc.</b>	<b>21,479</b>	<b>18,255</b>	<b>17.7%</b>	<b>229,566</b>	<b>207,767</b>	<b>10.5%</b>
Total Cars	13,719	11,169	22.8%	152,540	141,466	7.8%
Total Light Trucks	7,760	7,086	9.5%	77,026	66,301	16.2%
<b>Hyundai Motor America</b>	<b>44,802</b>	<b>33,797</b>	<b>32.6%</b>	<b>538,228</b>	<b>435,064</b>	<b>23.7%</b>
Total Cars	34,625	23,088	50.0%	413,213	325,667	26.9%
Total Light Trucks	10,177	10,709	-5.0%	125,015	109,397	14.3%
<b>BMW of North America Inc.</b>	<b>27,639</b>	<b>23,634</b>	<b>16.9%</b>	<b>266,269</b>	<b>242,053</b>	<b>10.0%</b>
BMW	23,280	20,128	15.7%	220,113	196,502	12.0%
Mini	4,320	3,489	23.8%	45,644	45,225	0.9%
Rolls Royce	39	17	129.4%	512	326	57.1%
<b>Daimler AG</b>	<b>22,047</b>	<b>21,113</b>	<b>4.4%</b>	<b>230,934</b>	<b>206,398</b>	<b>11.9%</b>
Mercedes-Benz	21,469	20,240	6.1%	224,944	191,737	17.3%
Maybach	8	9	-11.1%	63	66	-4.5%
Smart	570	864	-34.0%	5,927	14,595	-59.4%
<b>Volvo Cars North America LLC</b>	<b>4,756</b>	<b>5,638</b>	<b>-15.6%</b>	<b>53,948</b>	<b>61,435</b>	<b>-12.2%</b>
Total Cars	1,554	2,137	-27.3%	25,174	35,591	-29.3%
Total Light Trucks	3,202	3,501	-8.5%	28,774	25,844	11.3%
<b>Saab Cars North America, Inc.</b>	<b>1,074</b>	<b>868</b>	<b>23.7%</b>	<b>5,445</b>	<b>8,680</b>	<b>-37.3%</b>
Total Cars	1,074	786	36.6%	5,343	6,462	-17.3%
Total Light Trucks	0	82	-100.0%	102	2,218	-95.4%
<b>Subaru of America Inc.</b>	<b>26,694</b>	<b>23,074</b>	<b>15.7%</b>	<b>263,820</b>	<b>216,652</b>	<b>21.8%</b>
Total Cars	18,399	15,643	17.6%	176,268	132,941	32.6%
Total Light Trucks	8,295	7,431	11.6%	87,552	83,711	4.6%
<b>Kia Motors America Inc.</b>	<b>30,444</b>	<b>21,048</b>	<b>44.6%</b>	<b>356,268</b>	<b>300,063</b>	<b>18.7%</b>
Total Cars	16,113	13,756	17.1%	188,164	180,960	4.0%
Total Light Trucks	14,331	7,292	96.5%	168,104	119,103	41.1%
<b>Isuzu Motors America Inc.</b>	<b>0</b>	<b>0</b>	<b>NA</b>	<b>0</b>	<b>165</b>	<b>-100.0%</b>
<b>American Suzuki Motor Corp.</b>	<b>2,647</b>	<b>1,885</b>	<b>40.4%</b>	<b>23,994</b>	<b>38,695</b>	<b>-38.0%</b>
Total Cars	869	73	999.9%	6,150	3,850	59.7%
Total Light Trucks	1,778	1,812	-1.9%	17,844	34,845	-48.8%
<b>Jaguar Land Rover N.A. LLC</b>	<b>4,875</b>	<b>4,841</b>	<b>0.7%</b>	<b>45,204</b>	<b>38,261</b>	<b>18.1%</b>
Jaguar	1,180	1,246	-5.3%	13,340	11,955	11.6%
Land Rover	3,695	3,595	2.8%	31,864	26,306	21.1%
<b>Porsche Cars N.A. Inc.</b>	<b>2,567</b>	<b>2,118</b>	<b>21.2%</b>	<b>25,320</b>	<b>19,696</b>	<b>28.6%</b>
Total Cars	1,458	1,411	3.3%	16,977	11,961	41.9%
Total Light Trucks	1,109	707	56.9%	8,343	7,735	7.9%
<b>Ferrari of N.A. Inc. (estimated)</b>	<b>151</b>	<b>125</b>	<b>20.8%</b>	<b>1,547</b>	<b>1,374</b>	<b>12.6%</b>
<b>Maserati of N.A. Inc.</b>	<b>180</b>	<b>115</b>	<b>56.5%</b>	<b>1,897</b>	<b>1,275</b>	<b>48.8%</b>
<b>PASSENGER CARS</b>	<b>523,217</b>	<b>517,740</b>	<b>1.1%</b>	<b>5,770,041</b>	<b>5,494,700</b>	<b>5.0%</b>
<b>LIGHT TRUCKS</b>	<b>621,522</b>	<b>512,386</b>	<b>21.3%</b>	<b>5,818,742</b>	<b>4,936,052</b>	<b>17.9%</b>
<b>TOTAL LIGHT VEHICLE SALES</b>	<b>1,144,739</b>	<b>1,030,126</b>	<b>11.1%</b>	<b>11,588,783</b>	<b>10,430,752</b>	<b>11.1%</b>
memo: Imp. Brand Car Total	380,974	351,084	8.5%	3,982,364	3,802,651	4.7%
memo: Imp. Brand Light Trucks	248,725	207,786	19.7%	2,378,583	2,017,831	17.9%
<b>memo: Imp. Brand Light Veh.</b>	<b>629,699</b>	<b>558,870</b>	<b>12.7%</b>	<b>6,360,947</b>	<b>5,820,482</b>	<b>9.3%</b>
memo: Imp. Sourced Car Total	176,069	161,883	8.8%	2,010,551	1,908,254	5.4%
memo: Imp. Sourced Truck Total	98,072	90,078	8.9%	951,894	969,111	-1.8%
memo: Transplant Vehicles	349,794	310,268	12.7%	3,338,923	2,982,132	12.0%
GM & Ford Heavy Truck Total	823	1,927	-57.3%	7,456	17,832	-58.2%

Percent change calculation based on numeric comparison, not adjusted for selling days in period.  
Revised: January 4, 2011