

Retail vs. fleet sales

Estimated retail and fleet volume for Oct. 2011 vs. Oct. 2010

| | Oct. 2011 | Oct. 2011 % retail | Oct. 2010 | Oct. 2010 % retail | Oct. % change | 10 mos. 2011 | 10 mos. 2011 % retail | 10 mos. 2010 | 10 mos. 2010 % retail | 10 mos. % change |
|-----------------|----------------|--------------------------|----------------|--------------------------|------------------|------------------|-----------------------------|------------------|-----------------------------|---------------------|
| Retail: | retail sales | share | retail sales | share | | retail sales | share | retail sales | share | |
| General Motors | 143,300 | 77% | 139,700 | 76% | 3% | 1,534,900 | 73% | 1,290,003 | 71% | 19% |
| Toyota Motor | 124,900 | 93% | 134,300 | 92% | -7% | 1,220,600 | 92% | 1,326,990 | 91% | -8% |
| Ford Motor | 122,200 | 73% | 112,700 | 71% | 8% | 1,193,900 | 67% | 1,079,748 | 68% | 11% |
| American Honda* | 96,400 | 98% | 96,800 | 98% | -1% | 938,900 | 98% | 990,747 | 98% | -5% |
| Hyundai-Kia | 82,700 | 92% | 63,200 | 86% | 31% | 853,800 | 90% | 618,926 | 82% | 38% |
| Chrysler Group | 85,000 | 74% | 60,700 | 67% | 40% | 798,400 | 71% | 562,357 | 62% | 42% |
| Nissan N.A. | 69,100 | 84% | 61,900 | 89% | 12% | 734,500 | 86% | 648,674 | 87% | 13% |
| Top 7 | 723,500 | 83% | 669,300 | 82% | 8% | 7,275,000 | 80% | 6,517,445 | 79% | 12% |

| | Oct. 2011 | Oct. 2011 % fleet | Oct. 2010 | Oct. 2010 % fleet | Oct. % change | 10 mos. 2011 | 10 mos. 2011 % fleet | 10 mos. 2010 | 10 mos. 2010 % fleet | 10 mos. % change |
|-----------------|----------------|-------------------------|----------------|-------------------------|------------------|------------------|----------------------------|------------------|----------------------------|---------------------|
| Fleet: | fleet sales | share | fleet sales | share | | fleet sales | share | fleet sales | share | |
| Ford Motor | 45,600 | 27% | 45,200 | 29% | 1% | 577,900 | 33% | 517,400 | 32% | 12% |
| General Motors | 43,600 | 23% | 44,100 | 24% | -1% | 554,200 | 27% | 532,300 | 29% | 4% |
| Chrysler Group | 29,500 | 26% | 29,400 | 33% | 0% | 325,500 | 29% | 348,000 | 38% | -7% |
| Nissan N.A. | 13,200 | 16% | 7,900 | 11% | 69% | 121,900 | 14% | 94,800 | 13% | 29% |
| Toyota Motor | 9,100 | 7% | 11,200 | 8% | -19% | 108,000 | 8% | 129,800 | 9% | -17% |
| Hyundai-Kia | 7,400 | 8% | 10,700 | 14% | -31% | 96,600 | 10% | 133,000 | 18% | -27% |
| American Honda* | 2,000 | 2% | 2,000 | 2% | 0% | 19,200 | 2% | 20,500 | 2% | -6% |
| Top 7 | 150,500 | 17% | 150,400 | 18% | 0% | 1,803,300 | 20% | 1,775,800 | 21% | 2% |

*Automotive News estimate

Sources: Manufacturers, industry sources