

October 24, 2007

NORTH AMERICAN CAR MARKETS POST SALES DROP IN SEPTEMBER

- North American light vehicle market down by 2.8% in September and 2.3% YtD
- US market down 2.9% in September and 2.8% YtD
- Canadian market down 2.3% in September and up 4.0% YtD
- Mexican sales down 2.4% in September and 3.4% YtD
- Chevrolet is once again the month's top-selling light vehicle brand
- Toyota is top-selling car brand

JATO Dynamics, the world's leading provider of automotive data and intelligence, has today released figures that show the North American light vehicle markets consisting of the USA, Canada and Mexico, have all suffered a drop in sales during September 2007. Canada is the only region to maintain a YtD market that is up on the same period last year.

The North American light vehicle market fell 2.83% (44,907 units) in September 2007 and 2.26% (332,368 units) YtD compared to the same period in 2006, giving monthly and YtD totals of 1,539,924 and 14,382,026 units respectively.

The **USA** market dominates the region, with light vehicle sales totalling 1,313,042 units (down 2.91%) in September and 12,326,508 units (down 2.80%). The much smaller **Canadian** market, which had been performing strongly earlier in the year, is now showing signs of a decline with September figures down 2.34% (132,586 units), although the YtD figures remain up by 3.96% (1,295,918 units). The market in **Mexico** is also suffering with September sales down 2.40% (94,296 units), and YtD sales down 3.35% (759,600 units).

"North America is still providing harsh operating conditions for the major manufacturers," says Nasir Shah, Global Business Development Director at JATO. "The performance has to be viewed against the backdrop of the economic climate in the region and motor manufacturers are feeling the same pressure experienced amongst a broad range of industries as the prevailing credit crunch continues to effect retail business."

Sector Performance

The light truck sector continues to play a pivotal role in the market. In September this sector fell by 1.66% compared to last year, with a total of 781,047 units sold. The segment was down 1.77% in the USA, 0.38% in Mexico and 1.67% in Mexico. YtD the picture for light trucks is more encouraging, with the regional total only 0.78% down on 2006 at 7,228,410 units. Specifically, the US and Mexican markets are down 1.59% and 1.23% respectively while Canada is up 8.68% YtD.

The passenger car market is down 4.01% in September to 758,877 units, compared to 2006, while YtD the segment is down 3.71% to 7,153,616 units. The US car market fell 4.11% in September (to 633,372 units) and 4.04% (6,023,133 units) YtD. The Canadian car market has started to slow, with 71,273 units sold last month (down 3.97%), but with 684,836 units sold YtD, so still marginally up on last year by 0.09%. The Mexican car market saw sales fall 2.94% (to 54,232 units) in September and 4.79% (to 445,647 units) YtD.

Country	Vehicle type	Sep_07	Sep_06	% Change Sep	Sep YtD_07	Sep YtD_06	% Change YtD
Canada	Cars	71,273	74,217	-4.0%	684,836	684,244	+0.1%
	Light Trucks	61,313	61,548	-0.4%	611,082	562,297	+8.7%
Canada Total		132,586	135,765	-2.3%	1,295,918	1,246,541	+4.0%
Mexico	Cars	54,232	55,873	-2.9%	445,647	468,065	-4.8%
	Light Trucks	40,064	40,745	-1.7%	313,953	317,878	-1.2%
Mexico Total		94,296	96,618	-2.4%	759,600	785,943	-3.4%
USA	Cars	633,372	660,527	-4.1%	6,023,133	6,276,808	-4.0%
	Light Trucks	679,670	691,921	-1.8%	6,303,375	6,405,102	-1.6%
USA Total		1,313,042	1,352,448	-2.9%	12,326,508	12,681,910	-2.8%
Grand Total		1,539,924	1,584,831	-2.8%	14,382,026	14,714,394	-2.3%

Brand Performance

Chevrolet was North America's top-selling light-vehicle brand in September (up 1.2%), ahead of Toyota, Ford, Honda (up 10.7%) and Nissan (up 6.0%). YtD, the top-selling brands were Chevrolet, Ford, Toyota (up 6.7%), Honda (up 5.0%) and Dodge.

Top Ten Brands

Make	Sep_07	Sep_06	% Change Sep	Sep YtD_07	Sep YtD_06	% Change YtD
CHEVROLET	225,948	223,188	+1.2%	1,999,991	2,150,396	-7.0%
FORD	178,637	233,281	-23.4%	1,878,907	2,197,764	-14.5%
TOYOTA	197,951	202,440	-2.2%	1,856,861	1,739,805	+6.7%
HONDA	128,914	116,472	+10.7%	1,206,709	1,149,054	+5.0%
DODGE	100,182	97,969	+2.3%	984,963	1,009,518	-2.4%
NISSAN	110,063	103,806	+6.0%	921,554	891,801	+3.3%
CHRYSLER	42,261	52,171	-19.0%	444,368	504,306	-11.9%
HYUNDAI	40,294	39,474	+2.1%	418,005	408,811	+2.2%
JEEP	44,987	46,872	-4.0%	416,552	371,680	+12.1%
GMC	48,447	42,449	+14.1%	410,282	379,847	+8.0%

Toyota was the top-selling car brand in September, ahead of Chevrolet, Honda, Nissan, and Ford. This order remains the same for the YtD sales chart.

Ford was the top-selling Light Truck brand in September, ahead of Chevrolet, Toyota, Dodge and Honda. Once again, the order is the same for the YtD.

In the **USA**, the top light-vehicle brands during September were Chevrolet, Toyota, Ford, Honda and Dodge, with the top car brands being Toyota, Chevrolet, Honda, Nissan and Ford. The top truck brands were Chevrolet, Ford, Toyota, Dodge and Honda.

In **Canada** the top light-vehicle brands during September were Toyota, Chevrolet, Ford, Honda and Dodge, while the top car brands were Toyota, Honda, Chevrolet, Pontiac and Mazda. The top truck brands were Ford, Dodge, Chevrolet, Toyota and GMC.

In **Mexico** the top light-vehicle brands during September were Nissan, Chevrolet, Ford, Volkswagen and Toyota, while the top car brands were Nissan, Chevrolet, Volkswagen, Toyota and Dodge. The top truck brands were Ford, Chevrolet, Nissan, Toyota and Dodge.

YtD, segment order is:

USA overall	-	Chevrolet, Toyota, Ford, Honda, Dodge
USA cars	-	Toyota, Chevrolet, Honda, Ford, Nissan
USA trucks	-	Ford, Chevrolet, Toyota, Dodge, Honda
Canada overall	-	Ford, Toyota, Chevrolet, Dodge, Honda
Canada cars	-	Toyota, Honda, Chevrolet, Pontiac, Mazda
Canada trucks	-	Ford, Dodge, Chevrolet, GMC, Toyota
Mexico overall	-	Nissan, Chevrolet, Ford, Volkswagen, Dodge
Mexico cars	-	Nissan, Volkswagen, Chevrolet, Ford, Dodge
Mexico trucks	-	Ford, Chevrolet, Nissan, Dodge, Toyota

Top Models

The Ford F-Series truck was the top selling light vehicle in North America in September, ahead of the Chevrolet Silverado, Toyota Camry, Honda Accord and Toyota Corolla/Matrix.

The top-selling cars were the Toyota Camry, Honda Accord, Toyota Corolla/Matrix, Honda Civic and Nissan Altima. The Ford F-Series also tops the light truck market followed by the Chevrolet Silverado, Dodge Ram, Honda CR-V and GMC Sierra.

In the **USA**, the top selling car during September was the Toyota Camry, followed by the Honda Accord, Toyota Corolla/Matrix, Nissan Altima and Honda Civic. The top-selling light truck was the Ford F-Series, with Chevrolet Silverado, Dodge Ram, Honda CR-V and Toyota Tundra finishing the top five.

In **Canada** the top-selling car during September was the Honda Civic, Toyota Corolla/Matrix, Mazda3, Honda Accord and Toyota Camry. The top-selling light truck was the Ford F-Series, followed by the Dodge Caravan/Grand Caravan, Chevrolet Silverado, GMC Sierra and Dodge Ram.

Mexico's top-selling car during September was the Chevrolet Chevy, with the Nissan Tsuru, Nissan Tiida, Volkswagen Jetta and Volkswagen Pointer finishing the top five. The top-selling light truck was the Nissan Pickup, followed by the Chevrolet Silverado, Ford F-Series, Ford Ranger and Dodge Ram.

YtD model order:

USA cars	-	Camry, Accord, Corolla/Matrix, Civic and Chevrolet Impala
USA trucks	-	F-Series, Silverado, Ram, CR-V, Sierra
Canada cars	-	Civic, Mazda3, Corolla, Toyota Yaris and Chevrolet Cobalt
Canada trucks	-	F-Series, Caravan/Grand Caravan, Ram, Sierra and Silverado
Mexico cars	-	Chevy, Tsuru, Jetta, Tiida and Volkswagen Bora
Mexico trucks	-	Nissan Pickup, F-Series, Silverado, Honda CR-V and Ranger

Segment Trends

The top segment is the Small car segment led in September by the Toyota Corolla/Matrix, Honda Civic, Chevrolet Cobalt, Mazda3 and Ford Focus. The second largest segment in September is the Mid-Size car segment, led by the Toyota Camry, Honda Accord, Nissan Altima, Chevrolet Impala and Ford Fusion.

The Compact SUV segment was the third largest for the Year-to-Date, led by the Chevrolet Trailblazer, Ford Edge, Jeep Grand Cherokee, Ford Explorer and Chevrolet Equinox.

"The North American light vehicle market has changed gradually but significantly in recent years," says Shah. "The success of crossover products is one example of an emerging niche segment that has begun to change the shape of the market."

The biggest-growing segments are Small SUVs (up 25.7% in September, up 24.3% YtD) and Budget cars (up 17.1% in September, up 19.4% YtD).

The segment which suffered the biggest decline in September was the Sporty car segment (down 22.7%), while the Minivan segment (down 18.7%) has declined the most so far, YtD.

JATO regional segment	Sep_07	Sep_06	% Change Sep	Sep YtD_07	Sep YtD_06	% Change YtD
NA Budget	61,773	52,756	+17.1%	544,113	455,866	+19.4%
NA Small	219,698	231,924	-5.3%	2,215,937	2,193,957	+1.0%
NA Lower Mid	56,365	65,702	-14.2%	498,197	727,535	-31.5%
NA Mid	213,525	209,505	+1.9%	1,926,066	1,918,208	+0.4%
NA Upper Mid	63,803	76,165	-16.2%	588,129	703,095	-16.4%
NA Near Luxury	59,380	61,866	-4.0%	572,357	565,806	+1.2%
NA Luxury	32,439	32,818	-1.2%	293,169	318,173	-7.9%
NA Sporty	19,420	25,138	-22.8%	195,541	204,746	-4.5%
NA Sports	26,772	33,294	-19.6%	273,259	330,920	-17.4%
NA Mini Van	83,044	106,180	-21.8%	833,580	1,025,348	-18.7%
NA Full Size Van	2,012	2,124	-5.3%	23,254	24,417	-4.8%
NA Small SUV	131,257	104,443	+25.7%	1,212,098	974,956	+24.4%
NA Compact SUV	201,427	198,752	+1.4%	1,843,377	1,806,223	+2.1%
NA Full Size SUV	75,321	73,449	+2.6%	637,585	632,767	+0.8%
NA Compact Pickup	53,598	64,815	-17.3%	528,308	593,235	-10.9%
NA Full Size Pickup	214,627	218,592	-1.8%	1,937,802	1,971,190	-1.7%
NA Small Commercial	23,431	26,738	-12.4%	242,444	261,584	-7.3%
NA Other Commercial	646	506	+27.7%	5,605	6,218	-9.9%
NA Other	1,386	64	+2065.6%	11,205	150	+7370.0%
Grand Total	1,539,924	1,584,831	-2.8%	14,382,026	14,714,394	-2.3%

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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 40 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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