

Snap Shots

Your New Vehicle Market At a Glance *

NOVEMBER 2010
FL312 TAMPA

TOP SELLERS NOVEMBER 2010

	UNITS	MKT SHR
** TOTAL MARKET **	2404	100 %
1 REEVES IMPORT MOTORCARS	107	4.5%
2 STADIUM TOYOTA	104	4.3%
3 TOYOTA OF TAMPA BAY	86	3.6%
4 AUTOWAY NISSAN OF BRANDON	85	3.5%
5 COURTESY TOYOTA	76	3.2%
6 BRANDON FORD	74	3.1%
7 BRANDON HONDA	65	2.7%
8 TAMPA HONDALAND	61	2.5%
9 FERMAN CHEVROLET - BRANDON	60	2.5%
10 BILL CURRIE FORD	55	2.3%

TOP SELLERS YTD 2010

	UNITS	MKT SHR
** TOTAL MARKET **	31985	100 %
1 STADIUM TOYOTA	1399	4.4%
2 TOYOTA OF TAMPA BAY	1255	3.9%
3 COURTESY TOYOTA	1171	3.7%
4 BRANDON HONDA	1165	3.6%
5 REEVES IMPORT MOTORCARS	1075	3.4%
6 BRANDON FORD	999	3.1%
7 AUTOWAY NISSAN OF BRANDON	924	2.9%
8 TAMPA HONDALAND	897	2.8%
9 COURTESY NISSAN OF TAMPA	770	2.4%
10 FERMAN CHEVROLET - BRANDON	760	2.4%

TOP MAKES NOVEMBER 2010

	UNITS	MKT SHR
1 TOYOTA	342	14.2%
2 FORD	285	11.9%
3 HONDA	227	9.4%
4 NISSAN	203	8.4%
5 HYUNDAI	157	6.5%
6 CHEVROLET	156	6.5%
7 VOLKSWAGEN	103	4.3%
8 KIA	98	4.1%
9 BMW	92	3.8%
9 DODGE	92	3.8%

TOP MODELS NOVEMBER 2010

	UNITS	MKT SHR
1 FORD F-SERIES	104	4.3%
2 TOYT COROLLA	88	3.7%
3 HYUN SONATA	67	2.8%
4 TOYT CAMRY	61	2.5%
5 NISS ALTIMA	54	2.2%
5 VOLK JETTA	54	2.2%
7 HOND CR-V	53	2.2%
8 HOND ACCORD	50	2.1%
9 HOND CIVIC	49	2.0%
10 DODG RAM PICKUP	41	1.7%

TOP SEGMENTS NOVEMBER 2010

	UNITS	MKT SHR
1 COMPACT SPORT UTILITY	458	19.1%
2 MID-SIZED CAR	400	16.6%
3 COMPACT CAR	389	16.2%
4 FULL-SIZED PICKUP	216	9.0%
4 SMALL SPORT UTILITY	216	9.0%
6 NEAR LUXURY CAR	164	6.8%
7 LUXURY CAR	102	4.2%
8 FULL-SIZED SPORT UTILITY	94	3.9%
9 MINIVAN	86	3.6%
10 SUBCOMPACT CAR	71	3.0%

TOP ZIPS NOVEMBER 2010

	UNITS	MKT SHR
1 33647 TAMPA	177	7.4%
2 33626 TAMPA	105	4.4%
3 33511 BRANDON	91	3.8%
4 33556 ODESSA	86	3.6%
5 33624 TAMPA	84	3.5%
6 33569 RIVERVIEW	81	3.4%
7 33618 TAMPA	79	3.3%
8 33629 TAMPA	78	3.2%
9 33611 TAMPA	76	3.2%
10 33594 VALRICO	75	3.1%

TOP LIENHOLDERS NOVEMBER 2010

	UNITS	MKT SHR
1 ALLY FINANCIAL	200	8.3%
2 AMERICAN HONDA FINANCE CORP	160	6.7%
3 WORLD OMNI FINANCIAL CORP	151	6.3%
4 FORD MOTOR CREDIT CO	120	5.0%
5 NISSAN MOTORS ACCEPTANCE COR	103	4.3%

* This only includes sales in your market area. It includes all pump-ins but no pump-out sales.

SOURCE: Florida Department of Highway Safety and Motor Vehicles

Questions?

Call 1-800-369-5870

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