

TOP SELLERS JUNE 2010

	UNITS	MKT SHR
** TOTAL MARKET **	3189	100 %
1 TOYOTA OF TAMPA BAY	147	4.6%
2 BRANDON HONDA	143	4.5%
3 STADIUM TOYOTA	125	3.9%
4 COURTESY TOYOTA	111	3.5%
5 AUTOWAY NISSAN OF BRANDON	98	3.1%
6 TAMPA HONDALAND	94	2.9%
7 BRANDON FORD	91	2.9%
8 COURTESY NISSAN OF TAMPA	85	2.7%
9 REEVES IMPORT MOTORCARS	80	2.5%
10 KUHN HONDA	77	2.4%

TOP SELLERS YTD 2010

	UNITS	MKT SHR
** TOTAL MARKET **	16676	100 %
1 STADIUM TOYOTA	753	4.5%
2 TOYOTA OF TAMPA BAY	706	4.2%
3 BRANDON HONDA	668	4.0%
4 COURTESY TOYOTA	629	3.8%
5 REEVES IMPORT MOTORCARS	541	3.2%
6 BRANDON FORD	520	3.1%
7 TAMPA HONDALAND	503	3.0%
8 AUTOWAY NISSAN OF BRANDON	471	2.8%
9 KUHN HONDA	429	2.6%
10 COURTESY NISSAN OF TAMPA	414	2.5%

TOP MAKES JUNE 2010

	UNITS	MKT SHR
1 TOYOTA	526	16.5%
2 HONDA	417	13.1%
3 FORD	328	10.3%
4 NISSAN	260	8.2%
5 CHEVROLET	235	7.4%
5 HYUNDAI	235	7.4%
7 KIA	122	3.8%
8 VOLKSWAGEN	107	3.4%
9 DODGE	91	2.9%
10 MAZDA	90	2.8%

TOP MODELS JUNE 2010

	UNITS	MKT SHR
1 HOND ACCORD	122	3.8%
1 TOYT COROLLA	122	3.8%
3 HOND CIVIC	120	3.8%
4 FORD F-SERIES	108	3.4%
5 TOYT CAMRY	106	3.3%
6 NISS ALTIMA	72	2.3%
7 HYUN SONATA	64	2.0%
8 TOYT TUNDRA	60	1.9%
9 HYUN SONATA GLS	59	1.9%
10 HOND CR-V	58	1.8%

TOP SEGMENTS JUNE 2010

	UNITS	MKT SHR
1 MID-SIZED CAR	587	18.4%
2 COMPACT CAR	553	17.3%
3 COMPACT SPORT UTILITY	524	16.4%
4 FULL-SIZED PICKUP	288	9.0%
5 SMALL SPORT UTILITY	270	8.5%
6 NEAR LUXURY CAR	205	6.4%
7 MINIVAN	127	4.0%
8 SUBCOMPACT CAR	116	3.6%
9 FULL-SIZED SPORT UTILITY	110	3.4%
10 LUXURY CAR	106	3.3%

TOP ZIPS JUNE 2010

	UNITS	MKT SHR
1 33647 TAMPA	250	7.8%
2 33511 BRANDON	147	4.6%
3 33594 VALRICO	118	3.7%
4 33556 ODESSA	113	3.5%
5 33569 RIVERVIEW	112	3.5%
6 33626 TAMPA	108	3.4%
7 33624 TAMPA	105	3.3%
8 33573 SUN CITY CTR	101	3.2%
9 33629 TAMPA	100	3.1%
10 33558 LUTZ	96	3.0%

TOP LIENHOLDERS JUNE 2010

	UNITS	MKT SHR
1 AMERICAN HONDA FINANCE CORP	306	9.6%
2 GENERAL MOTORS ACCEPTANCE C	270	8.5%
3 WORLD OMNI FINANCIAL CORP	253	7.9%
4 HYUNDAI MOTOR FINANCE CO	170	5.3%
5 NISSAN MOTORS ACCEPTANCE COR	141	4.4%

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