

Snap Shots

Your Used Vehicle Market At a Glance *

NOV 2010
FL312U TAMPA

TOP SELLERS NOV 2010		
	UNITS	MKT SHR
** TOTAL MARKET **	5929	100 %
1 CARMAX - TAMPA	136	2.3%
2 BRANDON FORD	89	1.5%
3 KUHN HONDA	74	1.2%
4 BOND AUTO SALES INC	70	1.2%
5 TOYOTA OF TAMPA BAY	56	0.9%
6 COURTESY TOYOTA	50	0.8%
7 COURTESY NISSAN OF TAMPA	49	0.8%
8 BRANDON HONDA	48	0.8%
9 TAMPA MACHINERY AUCTION INC	43	0.7%
10 ABC AUTOS	39	0.7%

TOP SELLERS YTD 2010		
	UNITS	MKT SHR
** TOTAL MARKET **	82526	100 %
1 CARMAX - TAMPA	1822	2.2%
2 BRANDON FORD	979	1.2%
3 BOND AUTO SALES INC	877	1.1%
4 COURTESY TOYOTA	796	1.0%
5 KUHN HONDA	773	0.9%
6 BRANDON HONDA	693	0.8%
7 TOYOTA OF TAMPA BAY	668	0.8%
8 ABC AUTOS	588	0.7%
9 REEVES IMPORT MOTORCARS	575	0.7%
10 COURTESY NISSAN OF TAMPA	565	0.7%

TOP MODELS DEALERS NOV 2010		
	UNITS	MKT SHR
1 FORD F-SERIES	87	1.5%
2 TOYT CAMRY	83	1.4%
3 NISS ALTIMA	80	1.3%
4 HOND ACCORD	63	1.1%
5 BMW 3 SERIES	60	1.0%
5 HOND CIVIC	60	1.0%
7 CHEV C/K PICKUP	50	0.8%
7 DODG RAM PICKUP	50	0.8%
9 TOYT COROLLA	43	0.7%
10 CHEV IMPALA	38	0.6%

TOP MODELS PRIVATE PARTIES NOV 2010		
	UNITS	MKT SHR
1 FORD F-SERIES	109	1.8%
2 TOYT CAMRY	67	1.1%
3 HOND CIVIC	66	1.1%
4 HOND ACCORD	53	0.9%
5 FORD EXPLORER	52	0.9%
5 TOYT COROLLA	52	0.9%
7 NISS ALTIMA	50	0.8%
8 CHEV C/K PICKUP	48	0.8%
9 DODG CARAVAN	45	0.8%
10 FORD TAURUS	39	0.7%

TOP SEGMENTS NOV 2010		
	UNITS	MKT SHR
1 MID-SIZED CAR	965	16.3%
2 COMPACT CAR	861	14.5%
3 COMPACT SPORT UTILITY	801	13.5%
4 FULL-SIZED PICKUP	462	7.8%
5 NEAR LUXURY CAR	423	7.1%
6 SMALL SPORT UTILITY	337	5.7%
7 FULL-SIZED SPORT UTILITY	328	5.5%
8 LUXURY CAR	311	5.2%
9 MINIVAN	310	5.2%
10 LARGE CAR	255	4.3%

TOP ZIPS NOV 2010		
	UNITS	MKT SHR
1 33614 TAMPA	335	5.7%
2 33647 TAMPA	269	4.5%
3 33511 BRANDON	250	4.2%
4 33615 TAMPA	225	3.8%
5 33619 TAMPA	222	3.7%
6 33610 TAMPA	196	3.3%
7 33612 TAMPA	192	3.2%
8 33624 TAMPA	186	3.1%
9 33594 VALRICO	175	3.0%
10 33607 TAMPA	169	2.9%

TOP LENDERS - FRANCHISE NOV 2010		
	UNITS	MKT SHR
1 GROW FINANCIAL CU	113	1.9%
2 WELLS FARGO DEALER SERVICES	72	1.2%
3 SUNTRUST BANK	71	1.2%
4 ALLY FINANCIAL	55	0.9%
5 BANK OF AMERICA	52	0.9%

TOP LENDERS - INDEPENDENT NOV 2010		
	UNITS	MKT SHR
1 BOND AUTO SALES	66	1.1%
2 DRIVETIME ACCEPTANCE CO	59	1.0%
3 CARMAX AUTO FINANCE	54	0.9%
4 GROW FINANCIAL CU	40	0.7%
5 ABC AUTOS	38	0.6%

* 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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