

# New and Used Vehicle Market Update

September 2008



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## Two New Values Added to NADA Used Car Guide Products

- **Rough Trade-In** and **Average Trade-In** values have been added to all electronic products in the September Edition and will be included in the October edition of the printed guidebook.
- These new value categories reflect a broader spectrum of vehicle conditions in the wholesale market, as well as provide an enhanced tool for businesses to better define used vehicle values.
- The addition of Rough Trade-In and Average Trade-In provide an expanded view of the market, to assist dealers, lenders, insurance and remarketing professionals in assessing value based on condition.

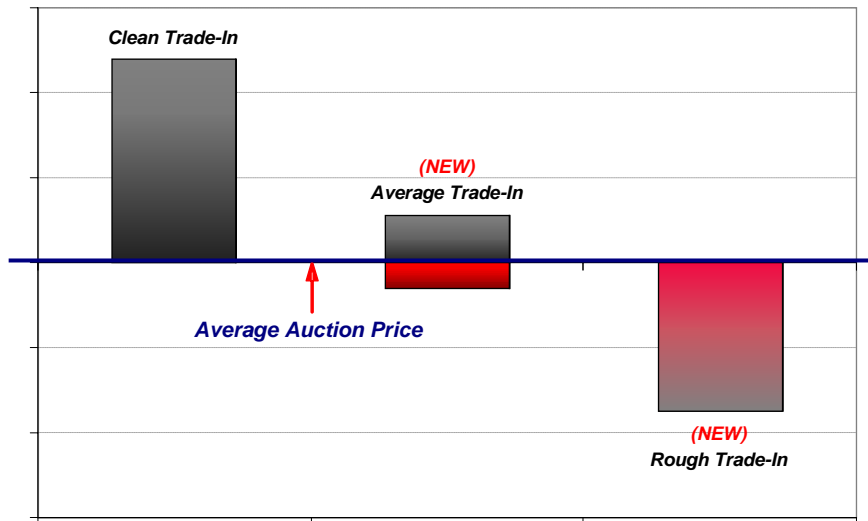


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# Two New Values Added to NADA Used Car Guide Products

- NADA's Clean Trade-In values, which you are used to seeing, often carry a premium over the AuctionNet<sup>®</sup> average price, which is actual auction sales data. The all-new Average Trade-In value will be closer to the AuctionNet average price, while Rough Trade-In will often be lower than the AuctionNet average price.



NADA Trade-In Values vs. Average Auction Price



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# Definitions of NADA's Three Trade-In Values

## NADA Used Car Guide Condition Categories

There are a number of cosmetic, mechanical and maintenance factors that go into determining the condition of a used vehicle. These are the major factors NADA's Editors believe distinguish a vehicle's condition in these categories:

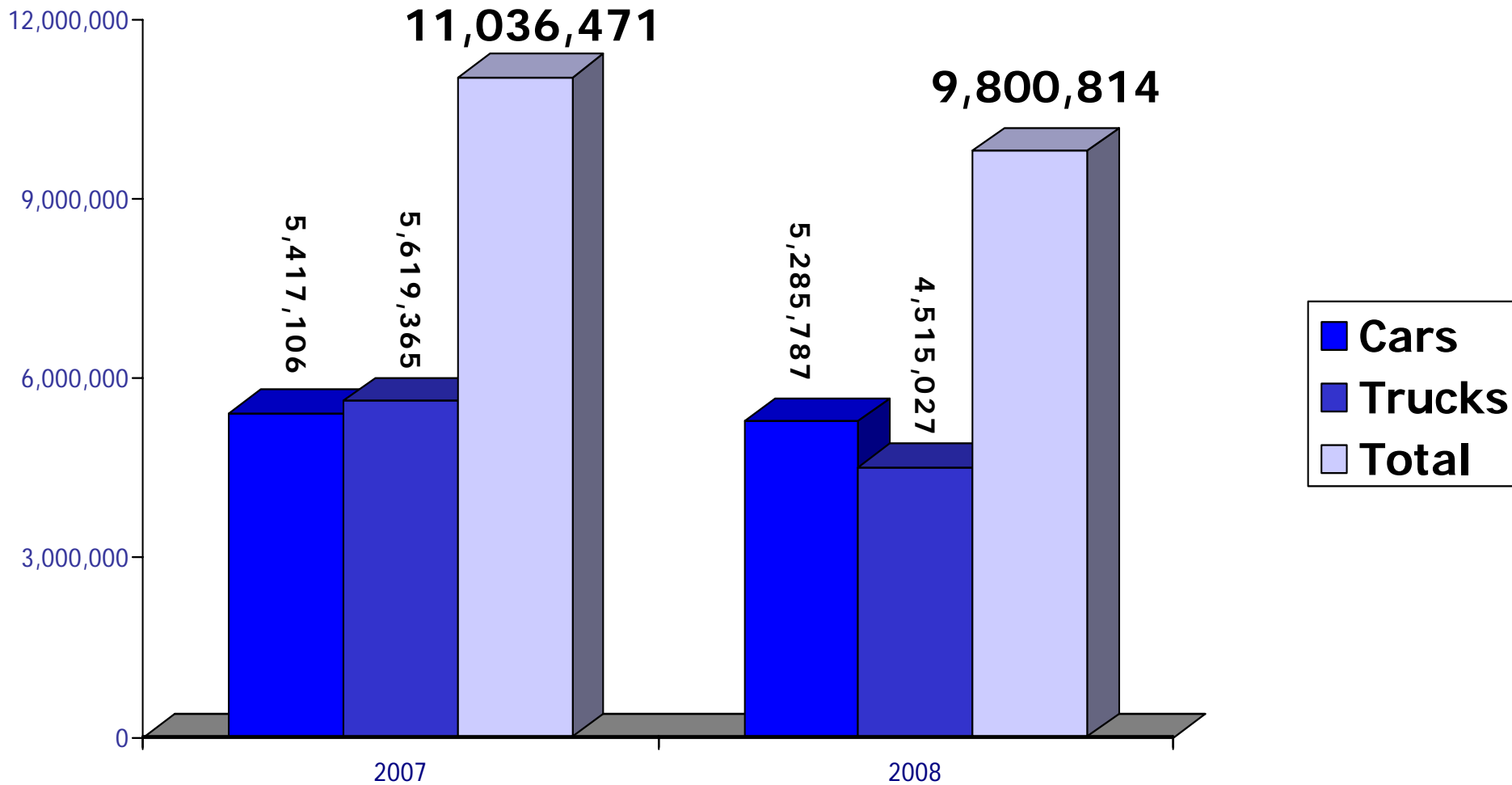
- **Clean** - No mechanical defects and passes all necessary inspections with ease; paint, body and wheels may have minor surface scratching with a high gloss finish; interior reflects minimal soiling and wear, with all equipment in complete working order; vehicle has a clean title history; vehicle will need minimal reconditioning to be made ready for resale.
- **Average** - Mechanically sound but may require some repairs/servicing to pass all necessary inspections; paint, body and wheel surfaces have moderate imperfections and an average finish which can be improved with restorative repair; interior reflects some soiling and wear in relation to vehicle age, with all equipment operable or requiring minimal effort to make operable; clean title history; vehicle will need a fair degree of reconditioning to be made ready for resale.
- **Rough** - Significant mechanical defects requiring repairs in order to restore reasonable running condition; paint, body and wheel surfaces have considerable damage to their finish, which may include dull, faded or oxidized paint, small to medium size dents, frame damage, rust, or obvious signs of previous repairs; interior reflects above average wear, with inoperable equipment, damaged or missing trim, and heavily soiled /permanent imperfections on the headliner, carpet, and upholstery; may have a branded title; vehicle will need substantial reconditioning and repair to be made ready for resale; some existing damage may be difficult to restore.



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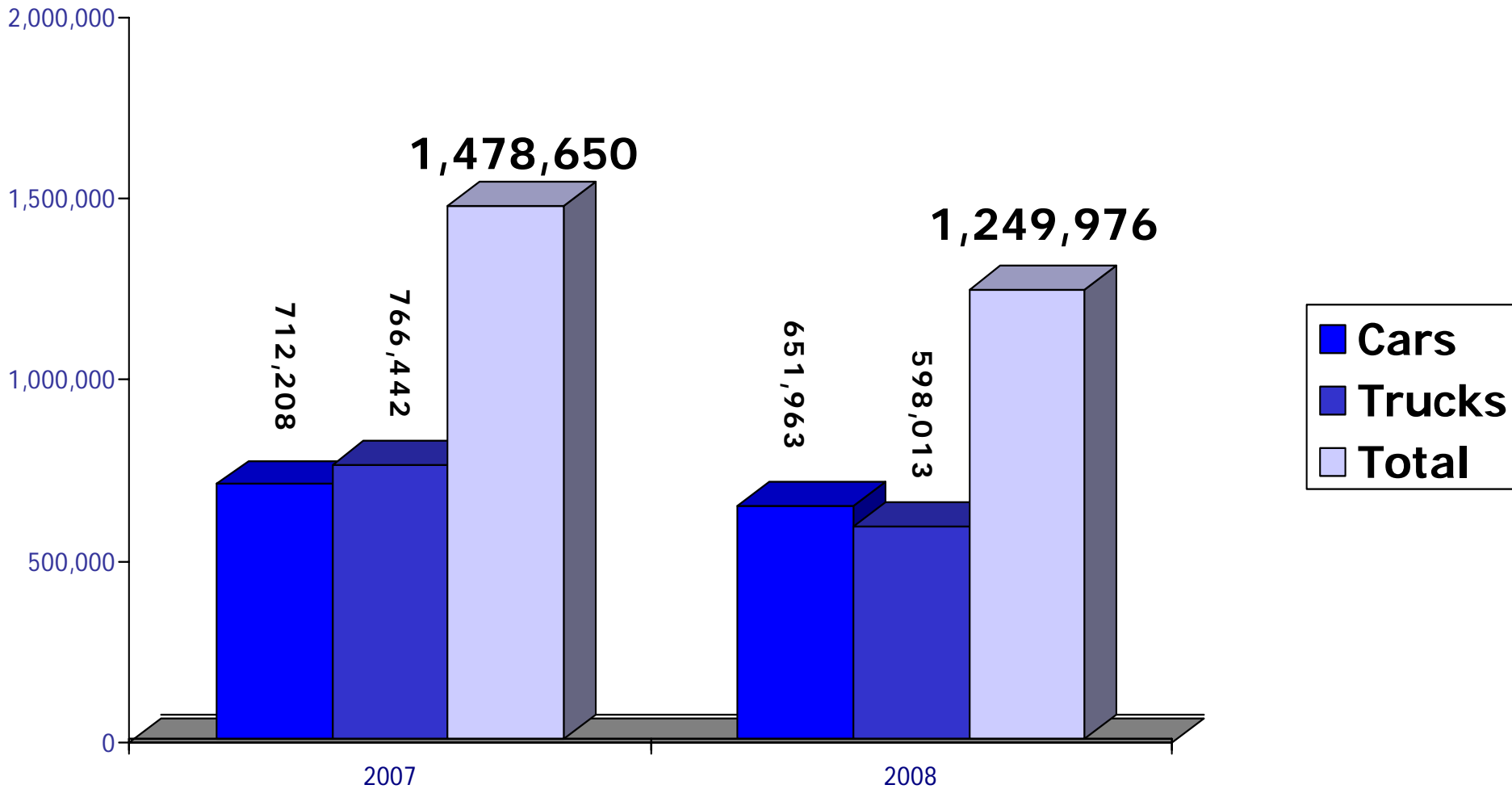
# Total New Light Vehicle Sales By Type: Calendar Year Through August



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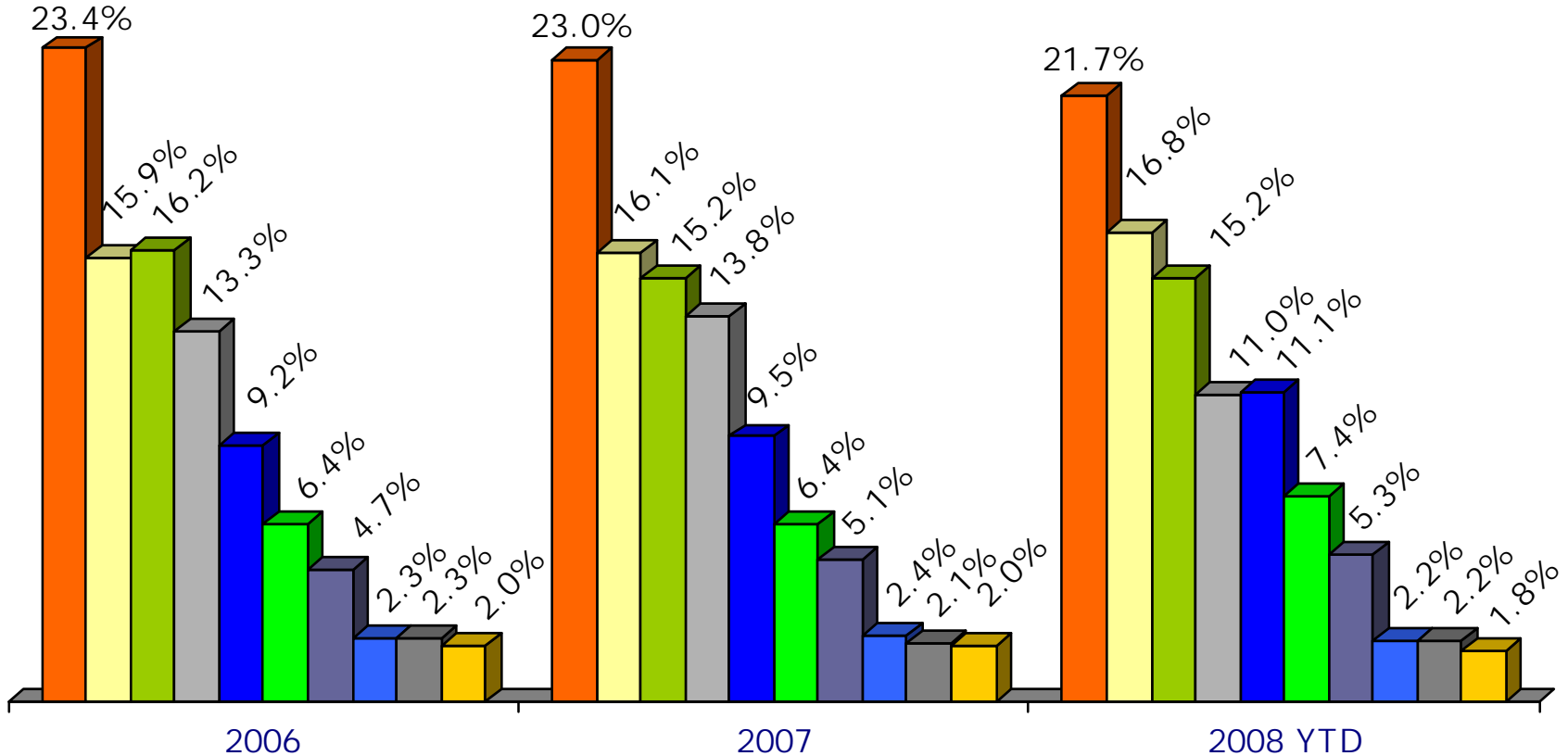
# Total New Light Vehicle Sales By Type: Month of August



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# New Vehicle Market Share By Company



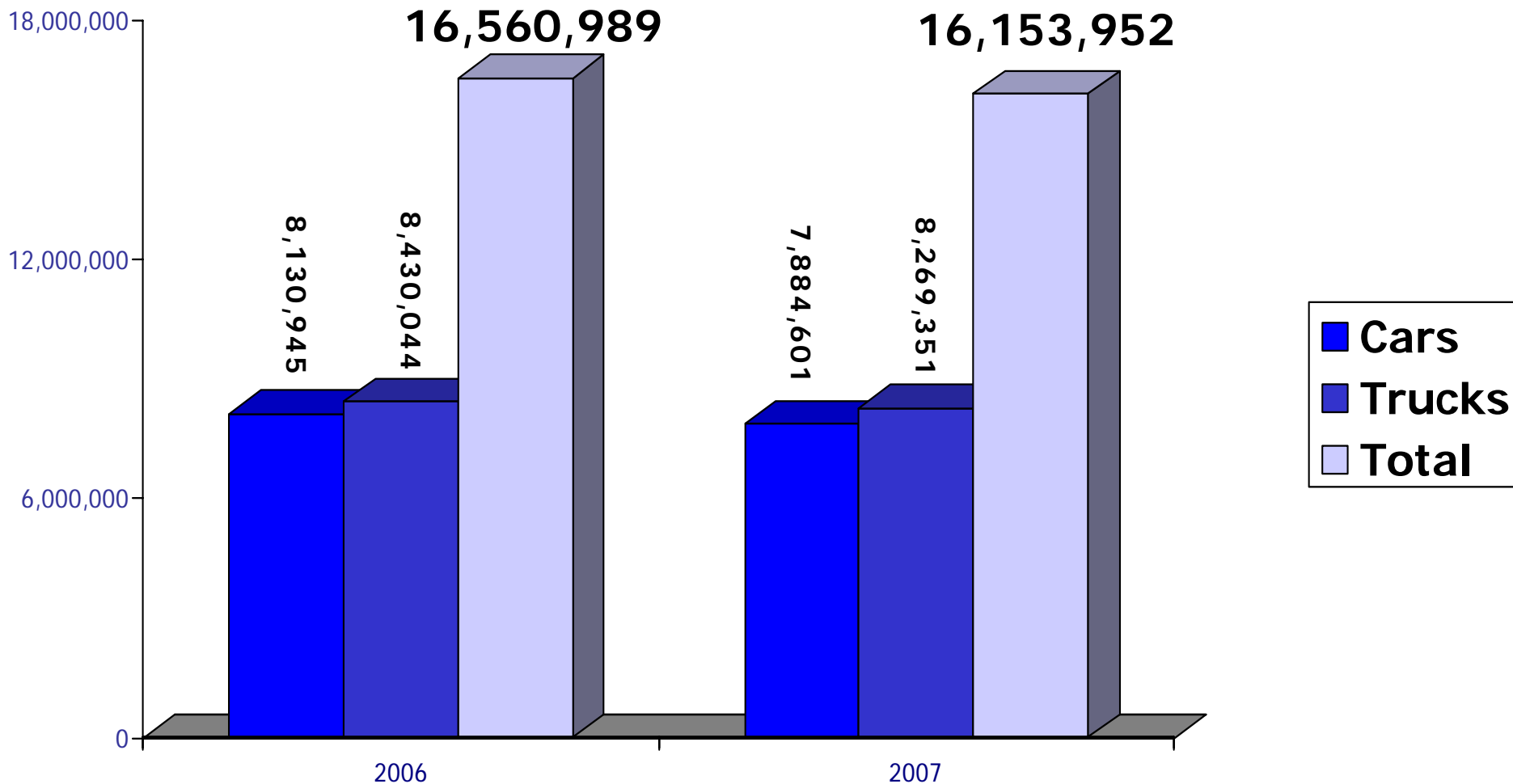
- General Motors
- Toyota Motor Sales U.S.A.
- Ford Motor Co.
- Chrysler LLC
- America Honda Motor Co.
- Nissan North America
- Hyundai-Kia Automotive
- BMW Group
- Volkswagen of America
- Mercedes-Benz USA / Daimler AG



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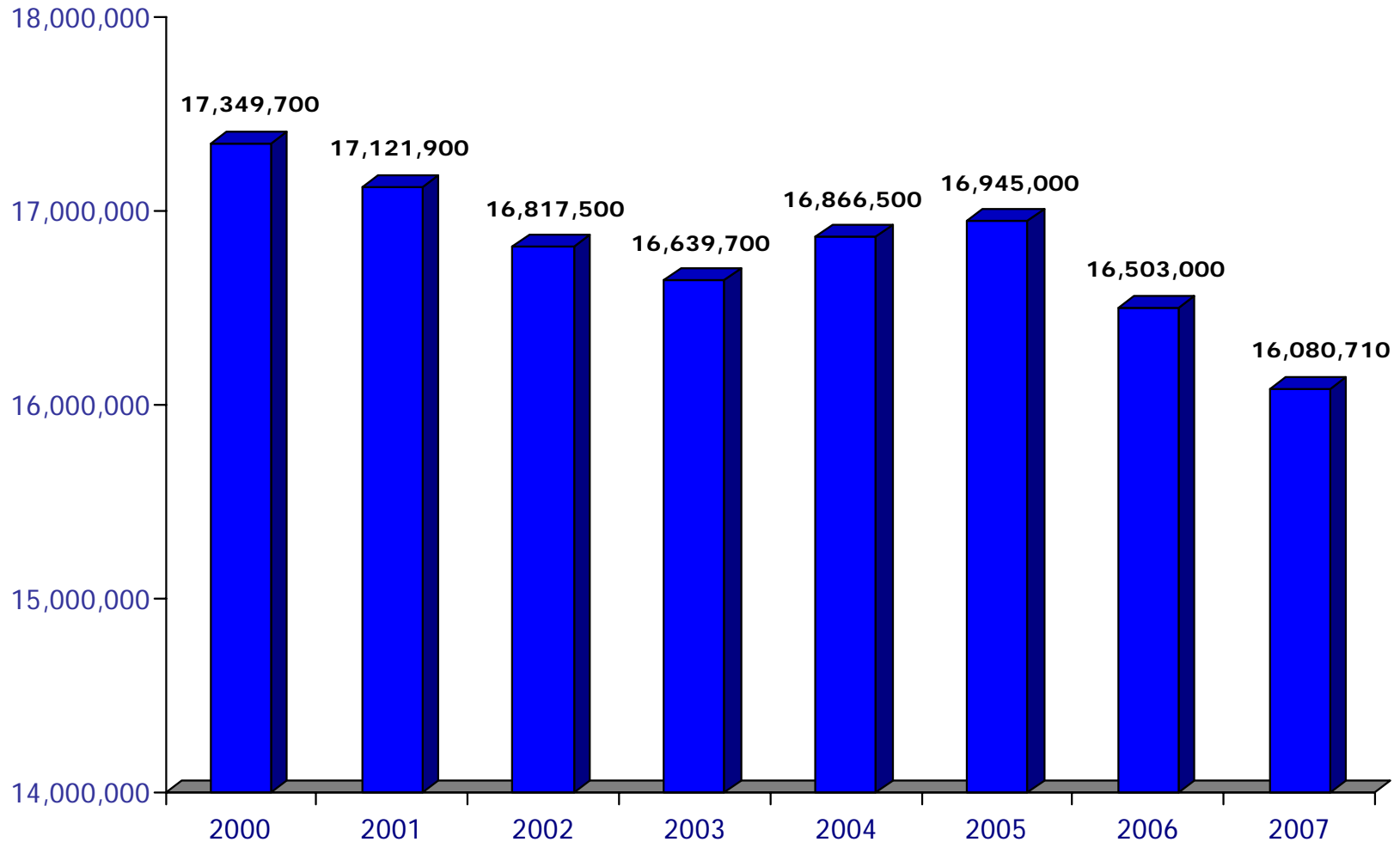
# Total New Light Vehicle Sales By Type: Total Calendar Year



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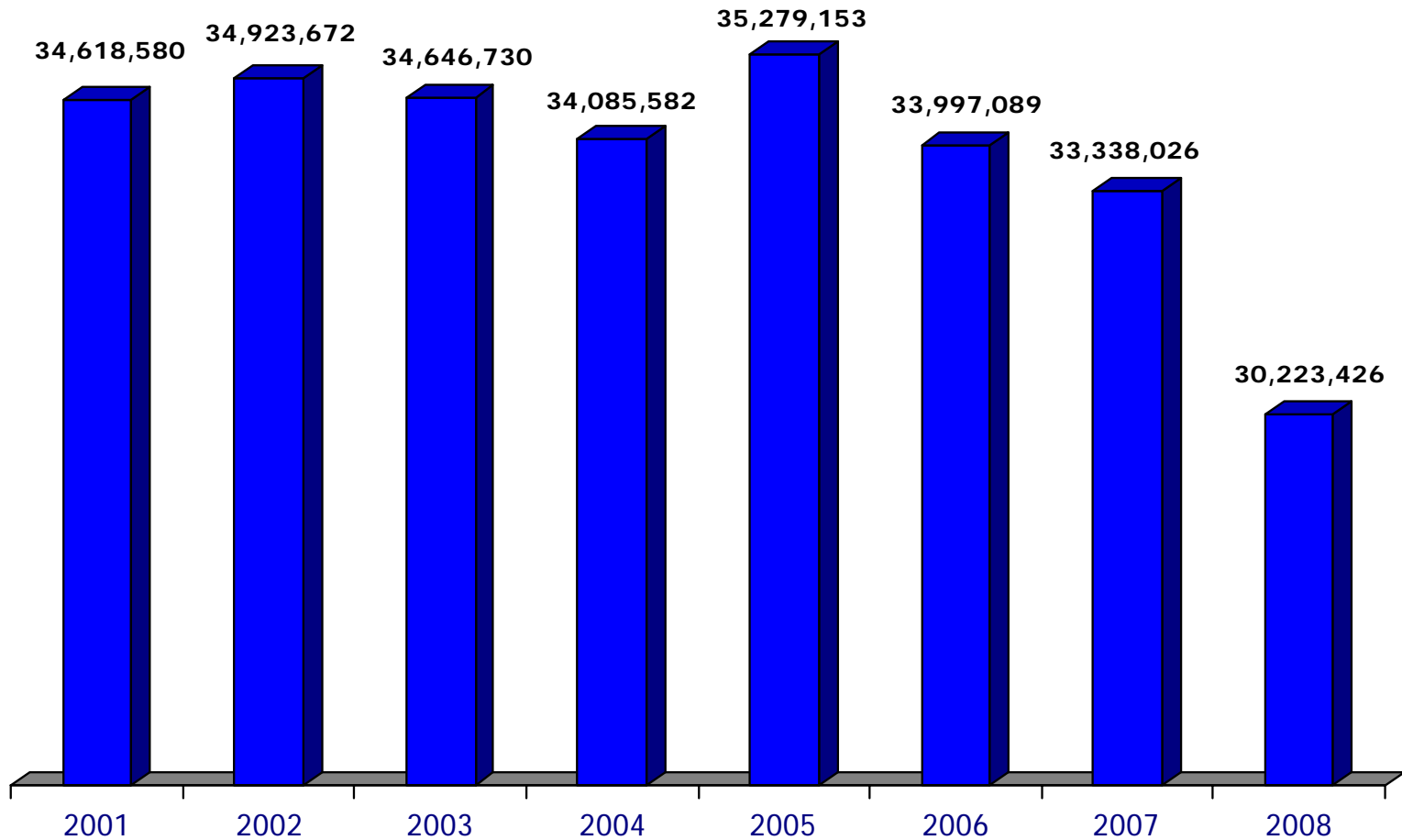
# Total New Light Vehicle Sales: Total Calendar Year



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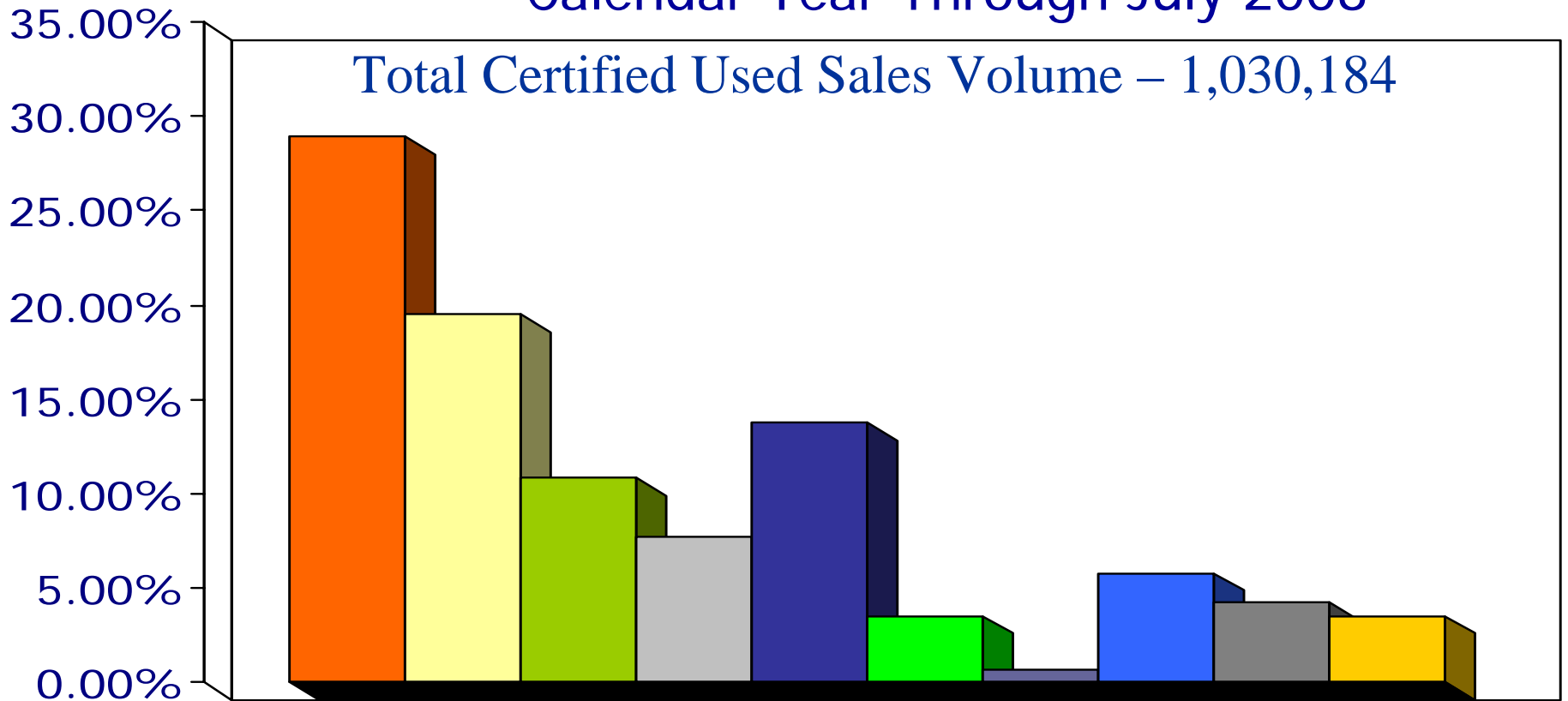
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# Total New and Used Light Vehicle Sales: Through July



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# Certified Used Vehicle Market Share By Company: Calendar Year Through July 2008



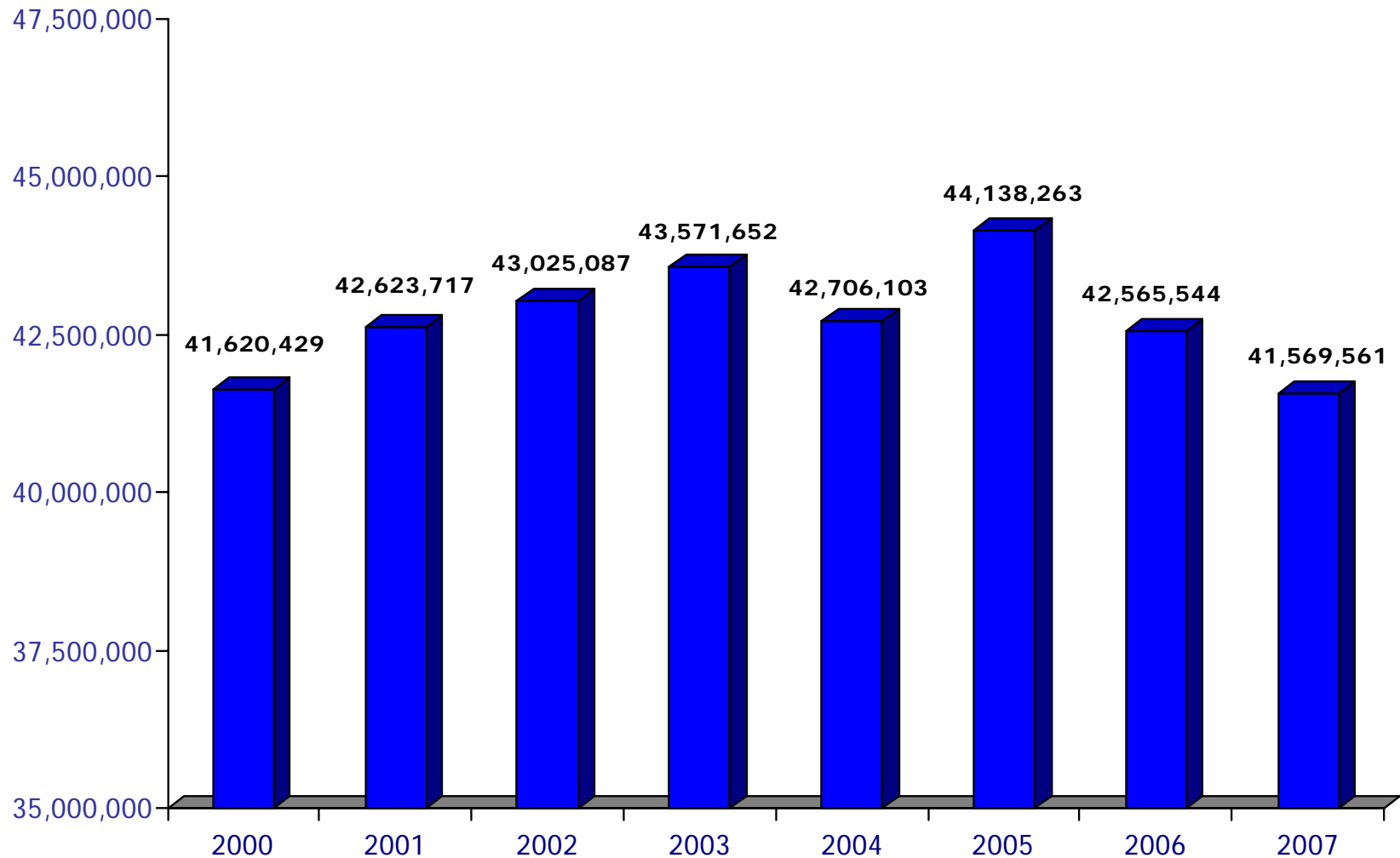
- General Motors
- Ford Motor Co.
- American Honda Motor Co.
- Hyundai-Kia Automotive
- Volkswagen of America
- Toyota Motor Sales U.S.A.
- Chrysler LLC
- Nissan North America
- BMW
- Mercedes-Benz USA



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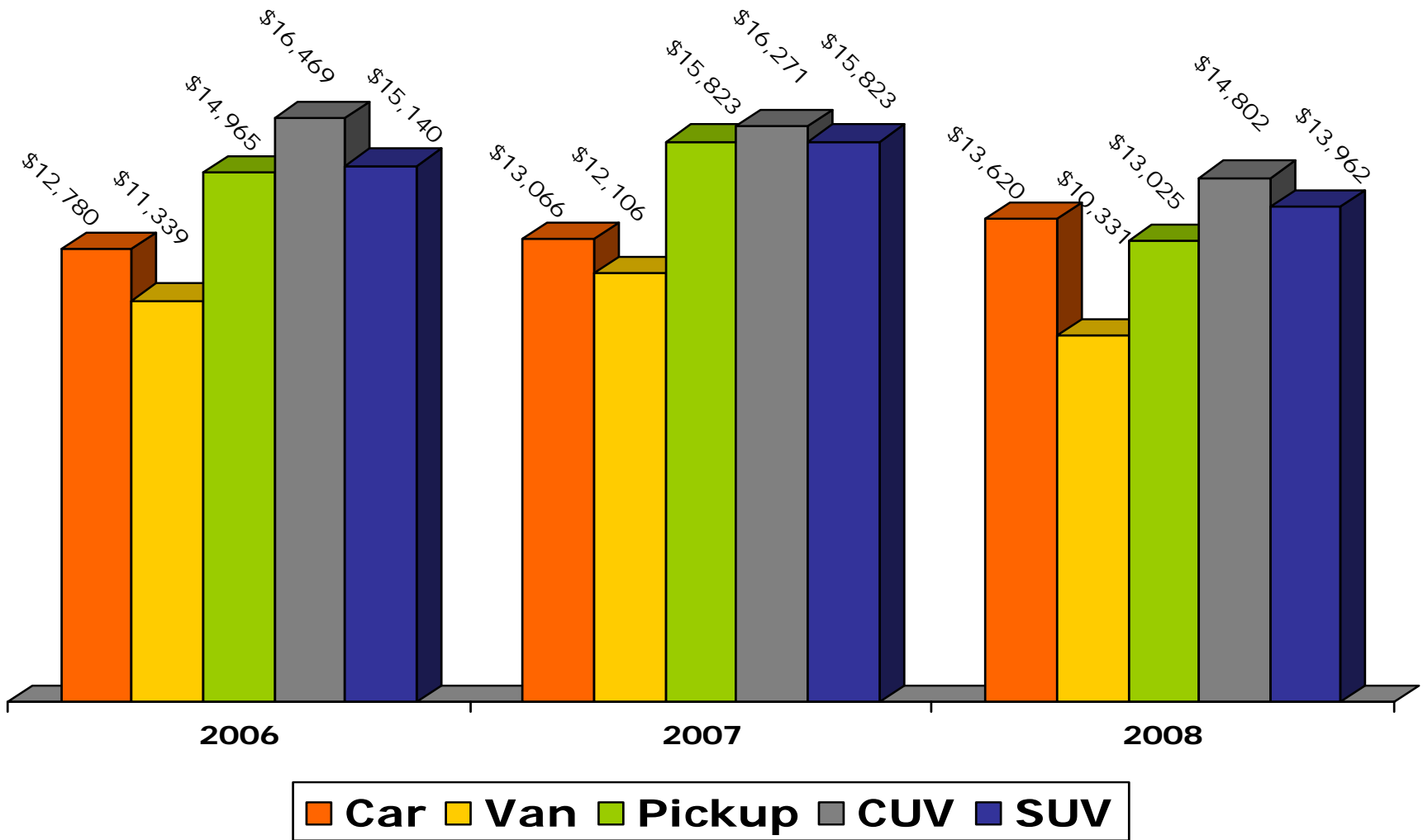
# Total Used Light Vehicle Sales: Total Calendar Year



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# Average August AuctionNet® Price for 1-3 Year Old Vehicles



Calendar Year 2008: Model Years 2007-2005

Calendar Year 2007: Model Years 2006-2004

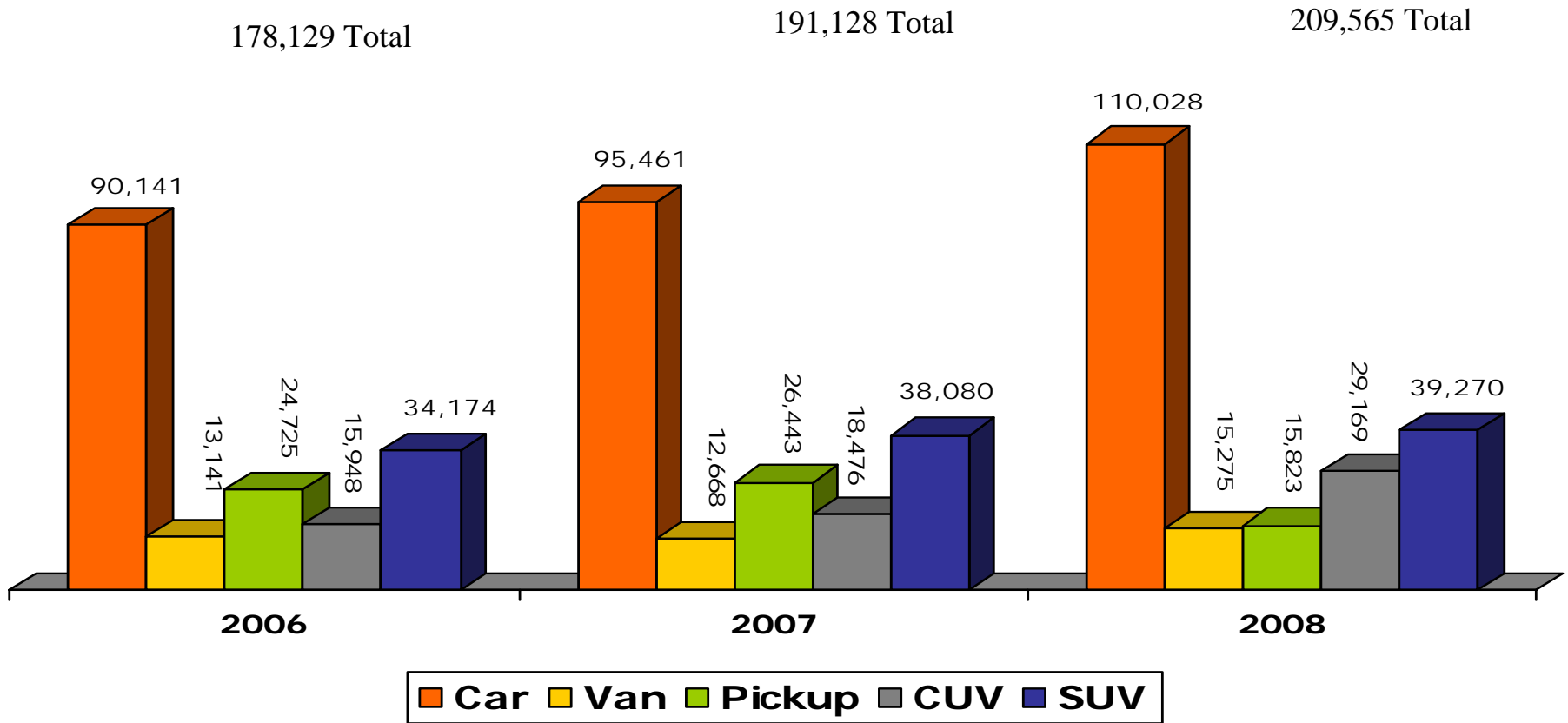
Calendar Year 2006: Model Years 2005-2003



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# August AuctionNet® Volume for 1-3 Year Old Vehicles



Calendar Year 2008: Model Years 2007-2005

Calendar Year 2007: Model Years 2006-2004

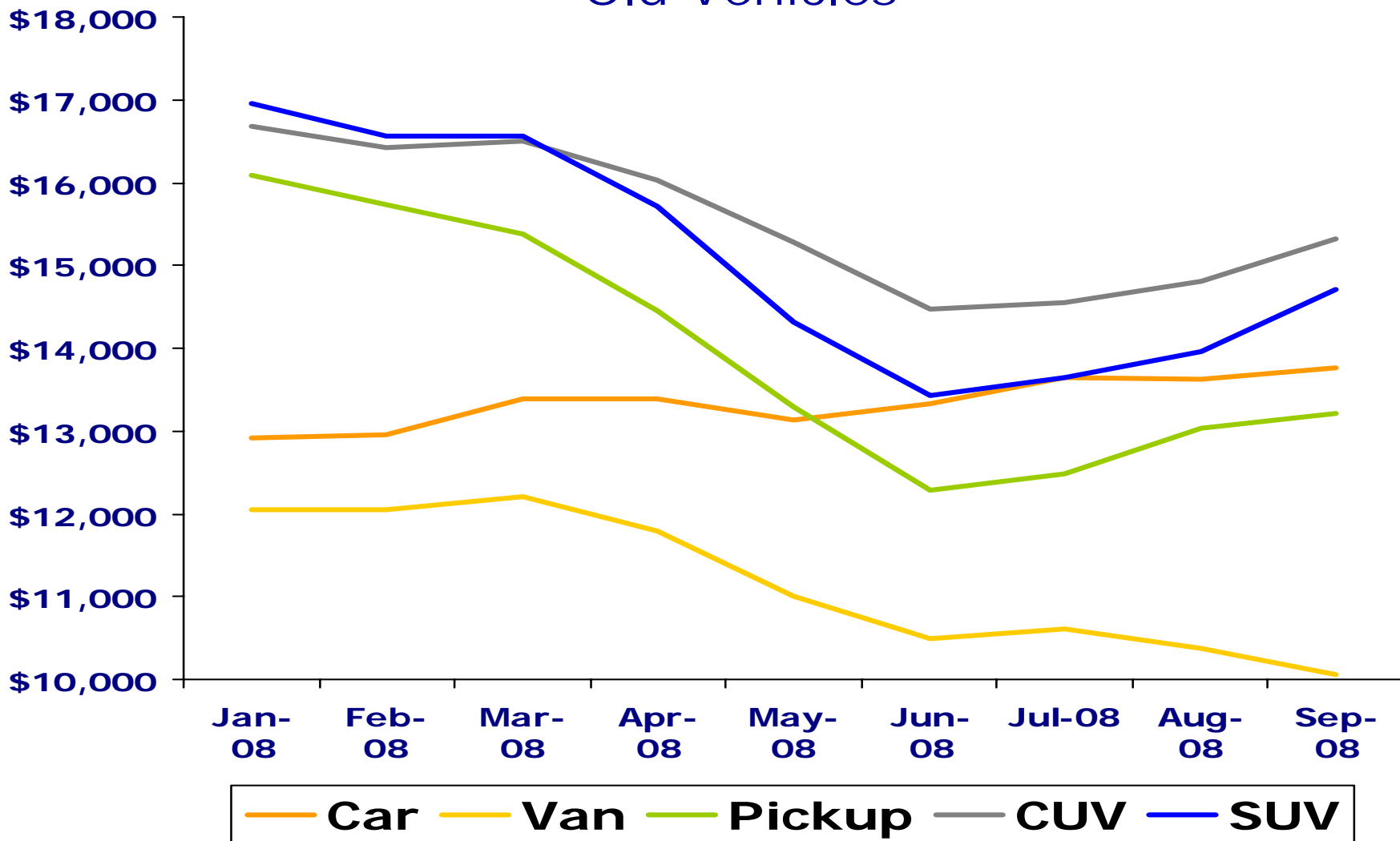
Calendar Year 2006: Model Years 2005-2003



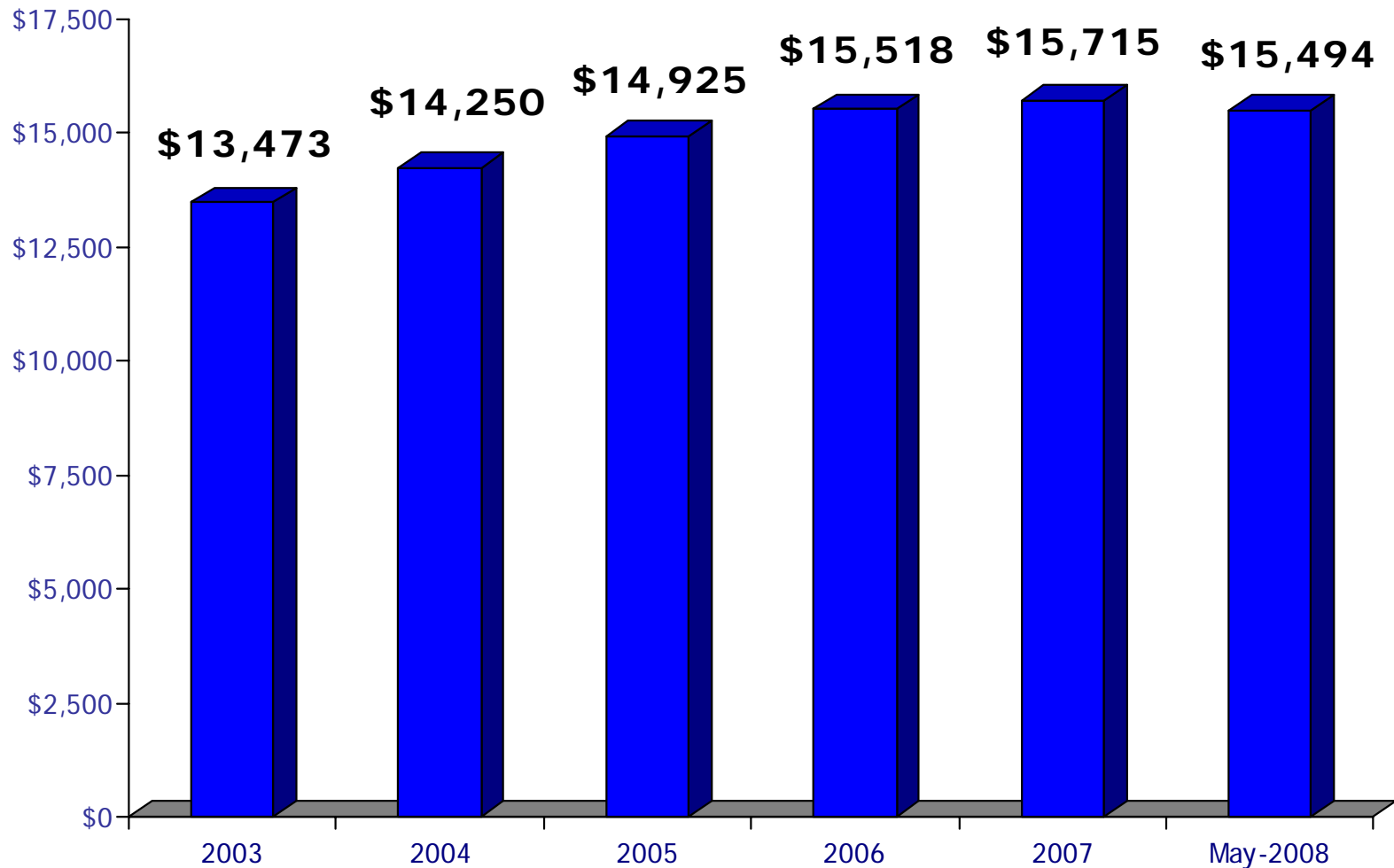
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# Average AuctionNet® Price Trend for 1-3 Year Old Vehicles



# Franchised Dealer Light Vehicle Average Selling Price (Used)



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# Most Searched Vehicles Used/New by Consumers for September

## Top 10 Searched Used

1. 04 Infiniti G35 Coupe
2. 06 Ford Mustang
3. 05 Acura TL
4. 05 Infiniti G35 Coupe
5. 06 Hummer H3
6. 04 Acura TL
7. 06 Mercedes-Benz CLS
8. 07 Ford Mustang
9. 07 Cadillac Escalade
10. 06 Infiniti G35 Coupe

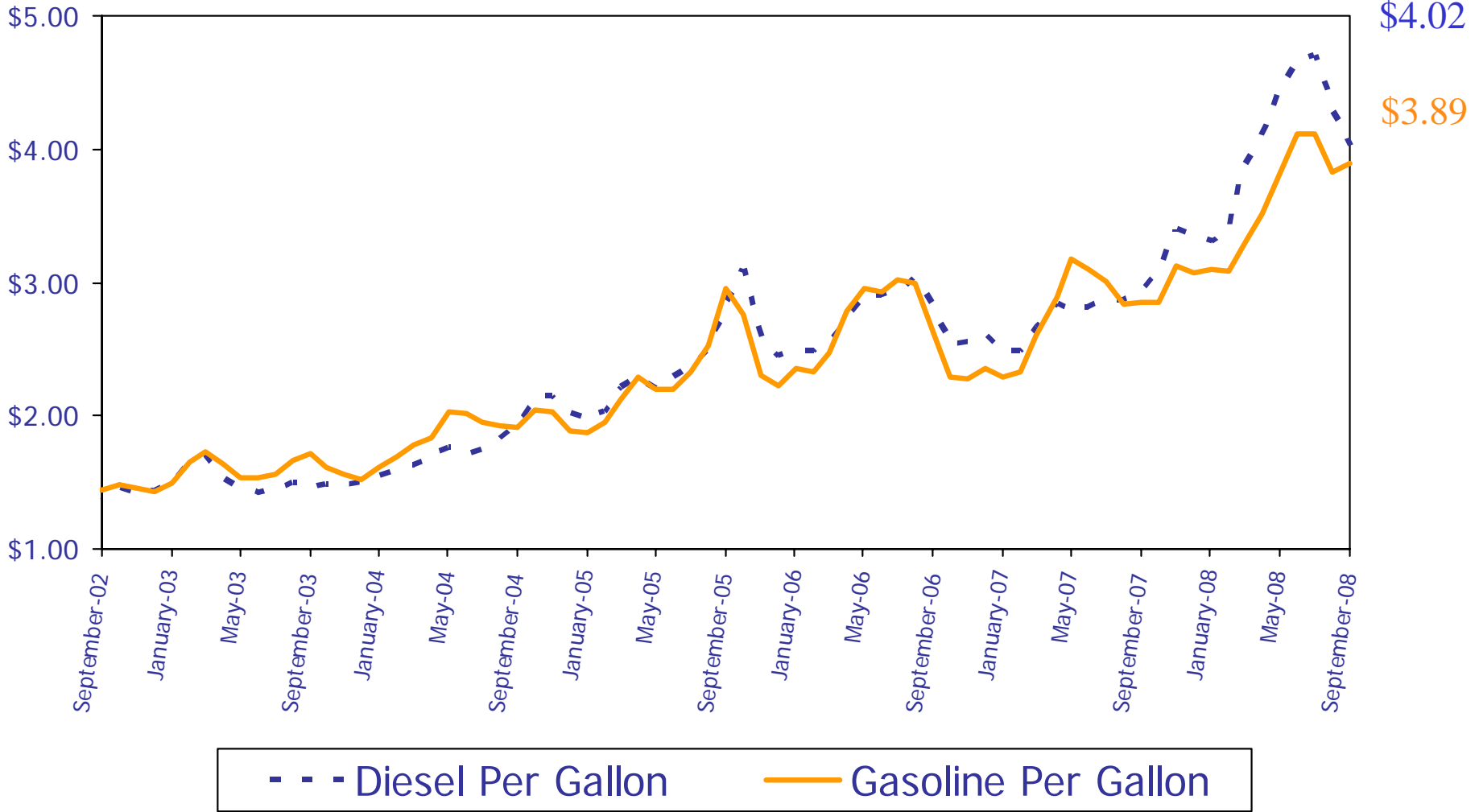
## Top 10 Searched New

1. 09 Dodge Challenger
2. 08 Dodge Challenger
3. 09 Nissan Maxima
4. 09 Jeep Patriot
5. 09 Chevy Silverado
6. 09 Ford Focus
7. 08 Ford Mustang
8. 07 Chevy Corvette
9. 09 Hyundai Sonata
10. 08 Honda Civic

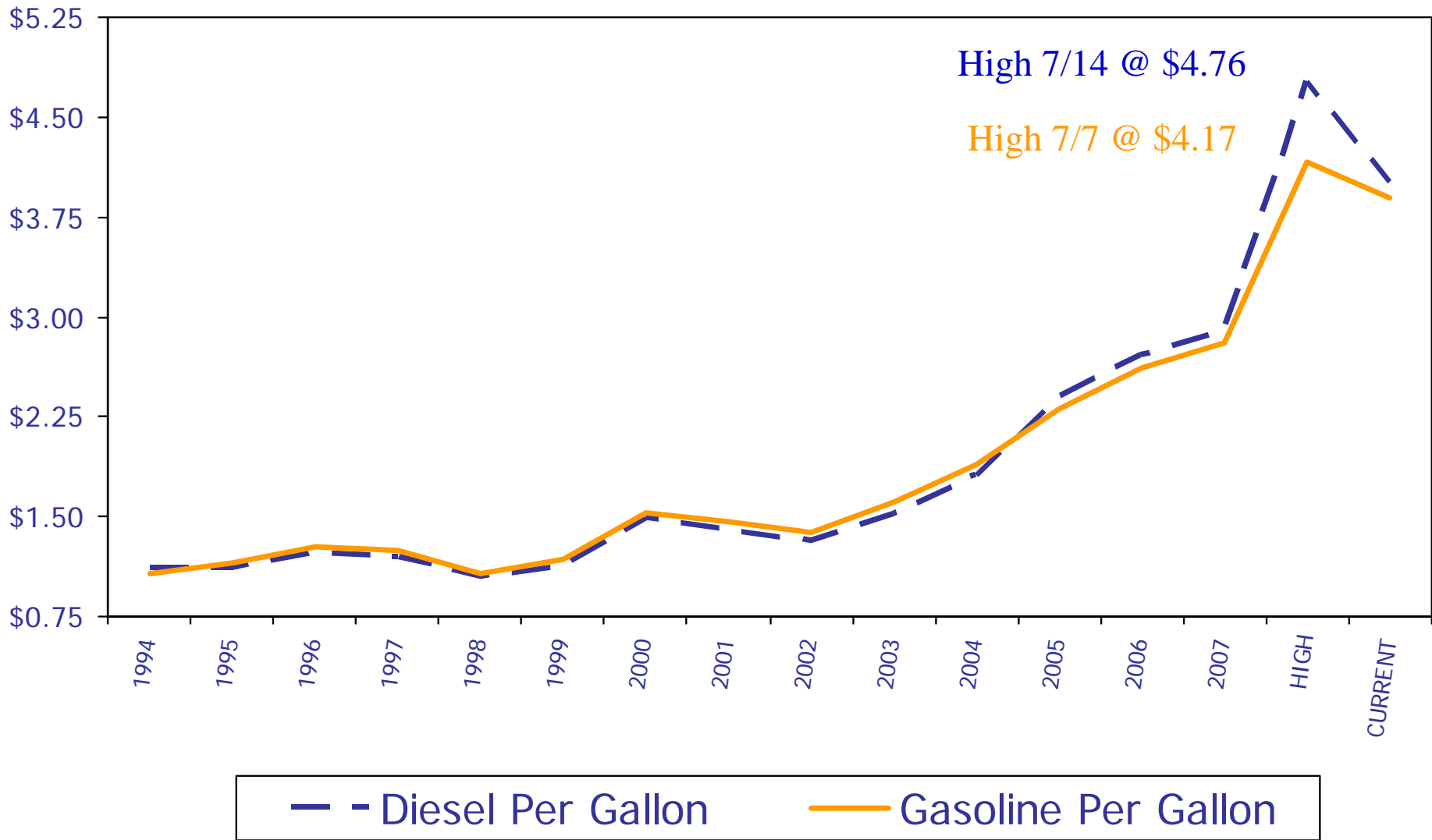


# Monthly Average Diesel (All Types) and Gasoline (All Grades, All Formulations) Prices: Per Gallon

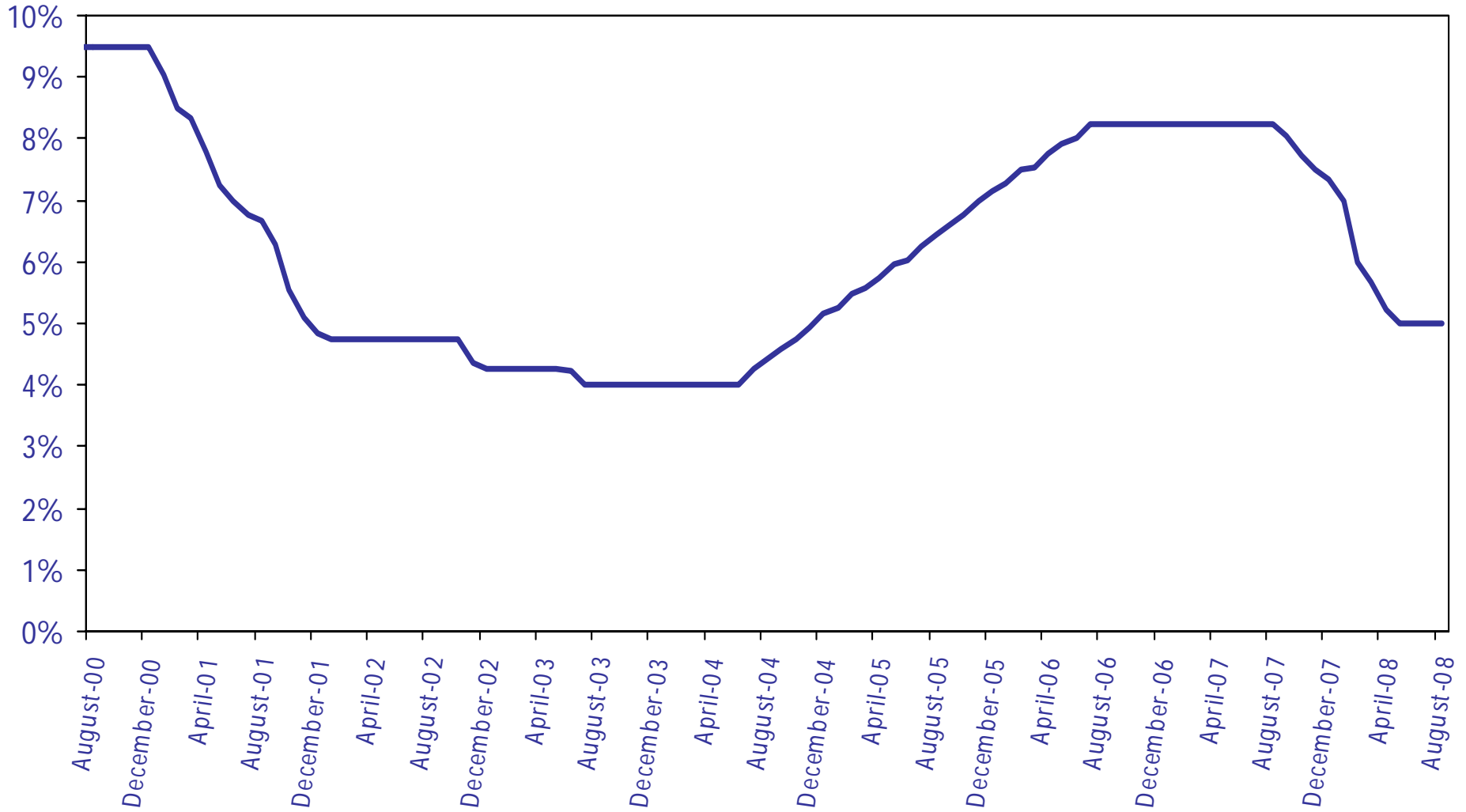
9/15/2008



# Yearly Average Diesel and Gasoline Prices: Per Gallon



# Prime Rate

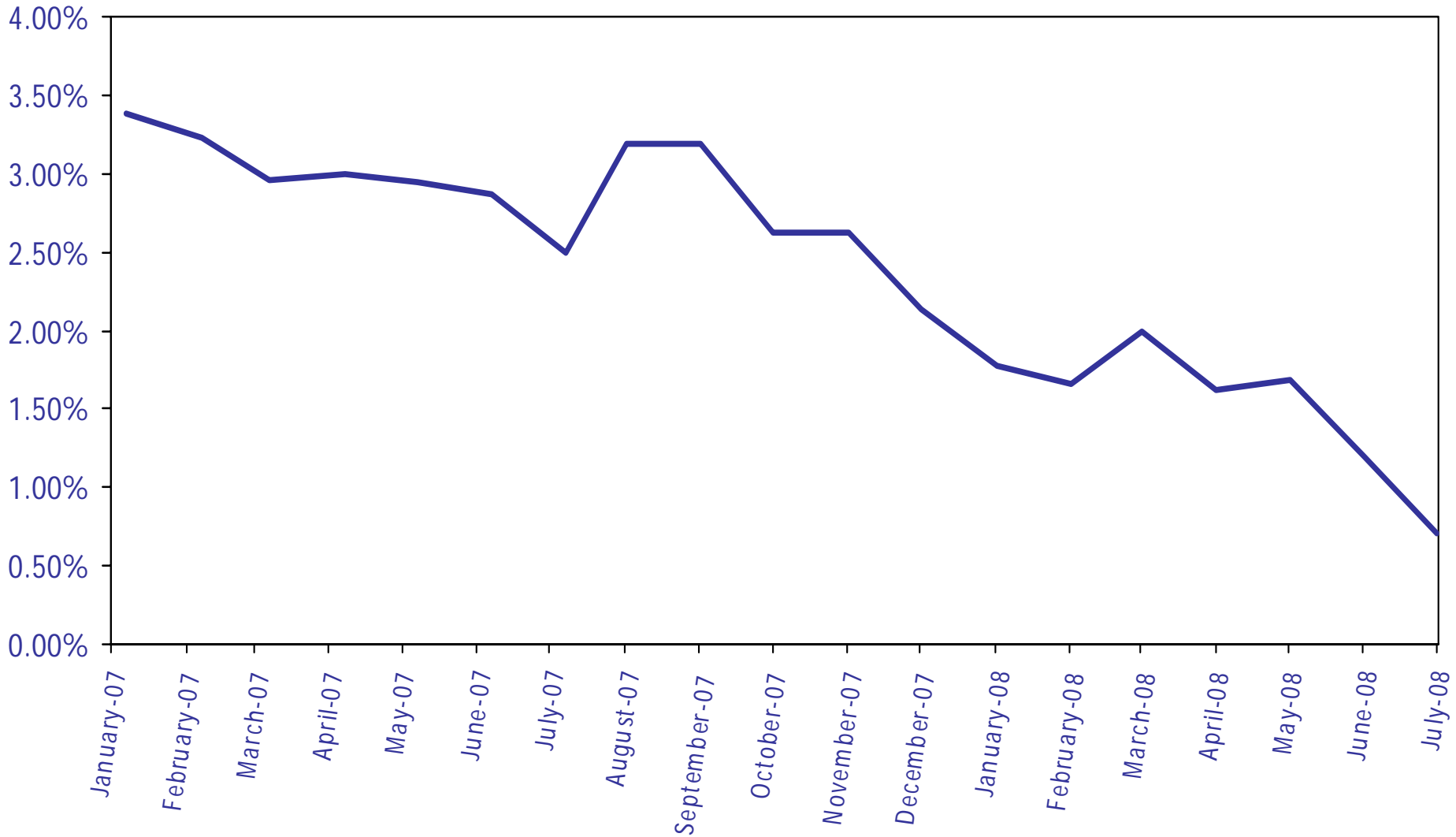


Source: Federal Reserve Board



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# Change In Consumer Spending vs. Previous Year



Source: US Department of Commerce, Bureau of Economic Analysis

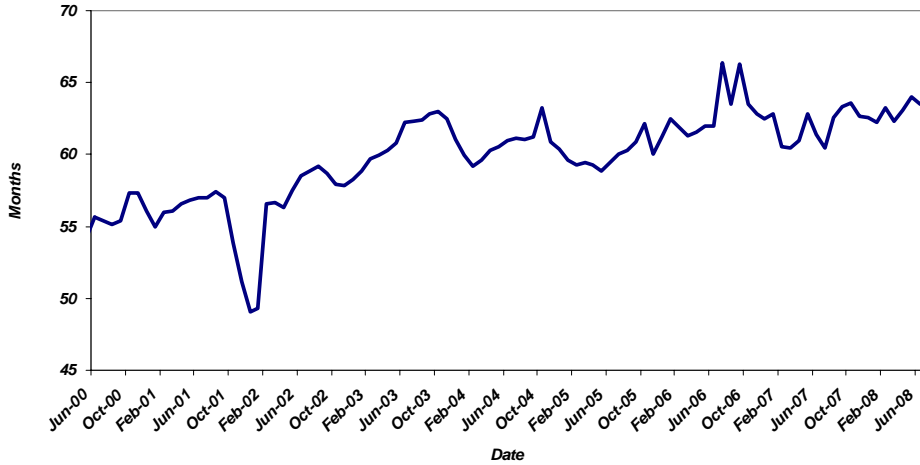


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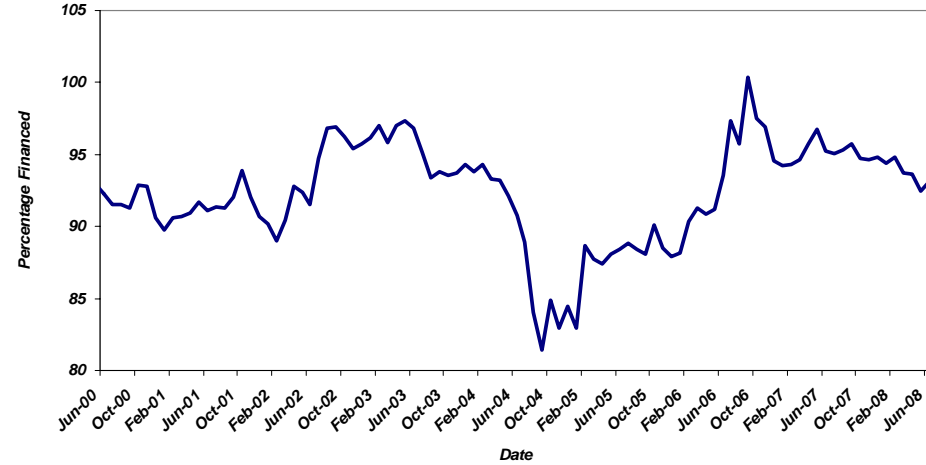
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# Average New Vehicle Loan Terms at Big 3 Auto Finance Companies

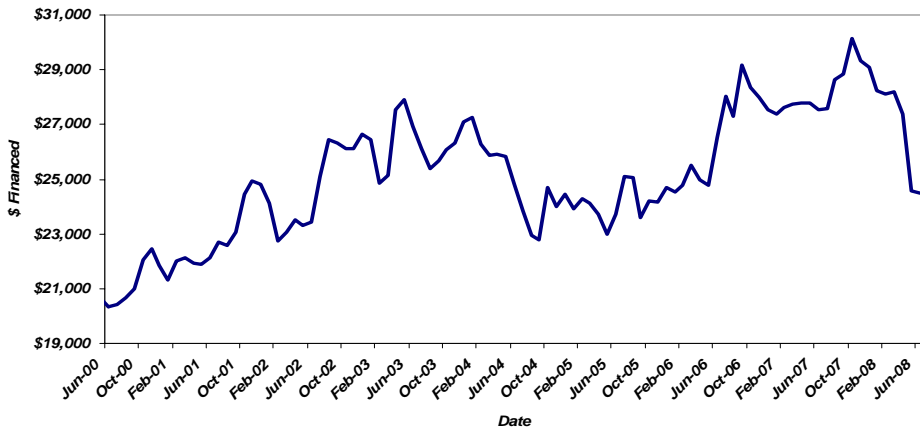
Loan Length



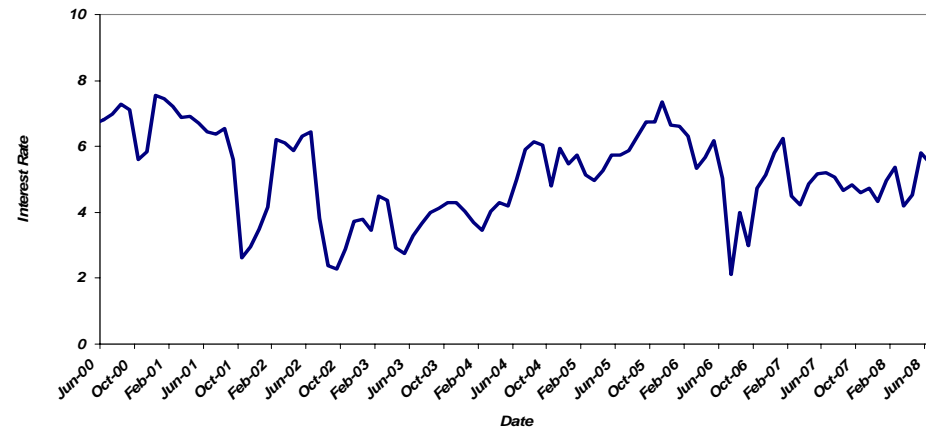
Loan to Value



\$ Amount Financed



Interest Rate

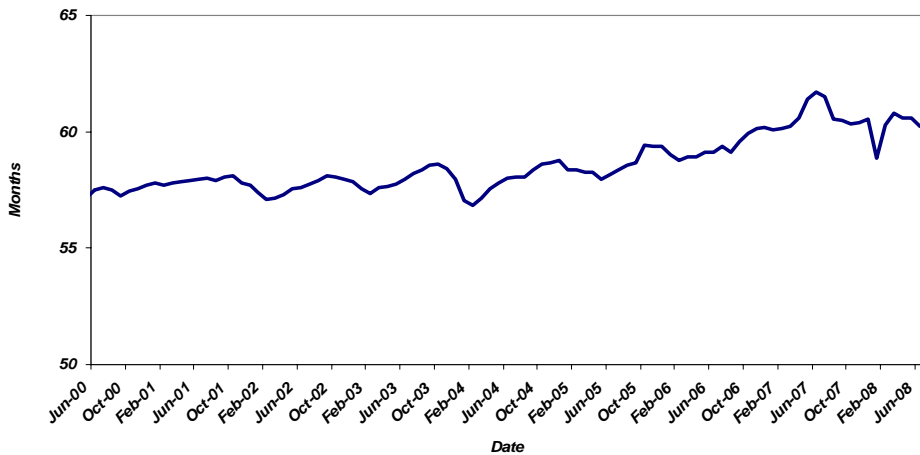


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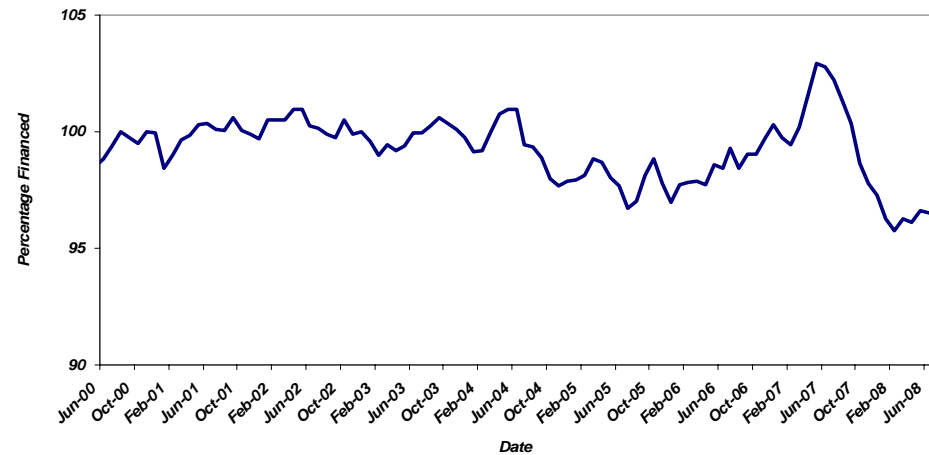
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# Average Used Vehicle Loan Terms

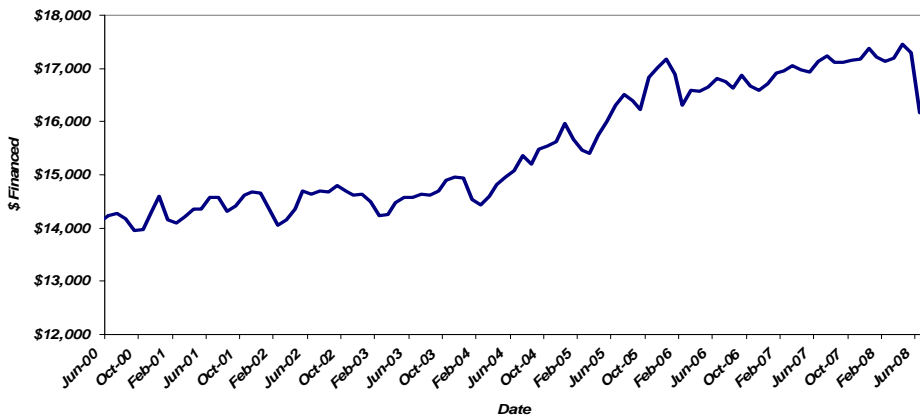
Loan Length



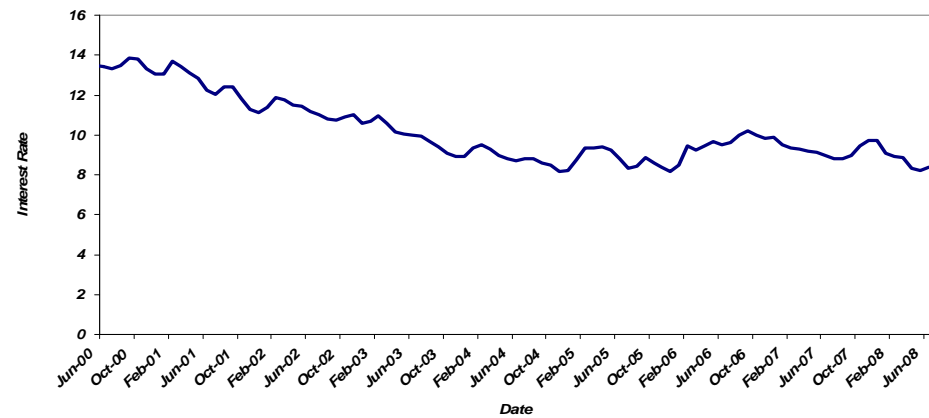
Loan to Value



\$ Amount Financed



Interest Rate



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# NADA Used Car Guide: Used Vehicle Value Depreciation



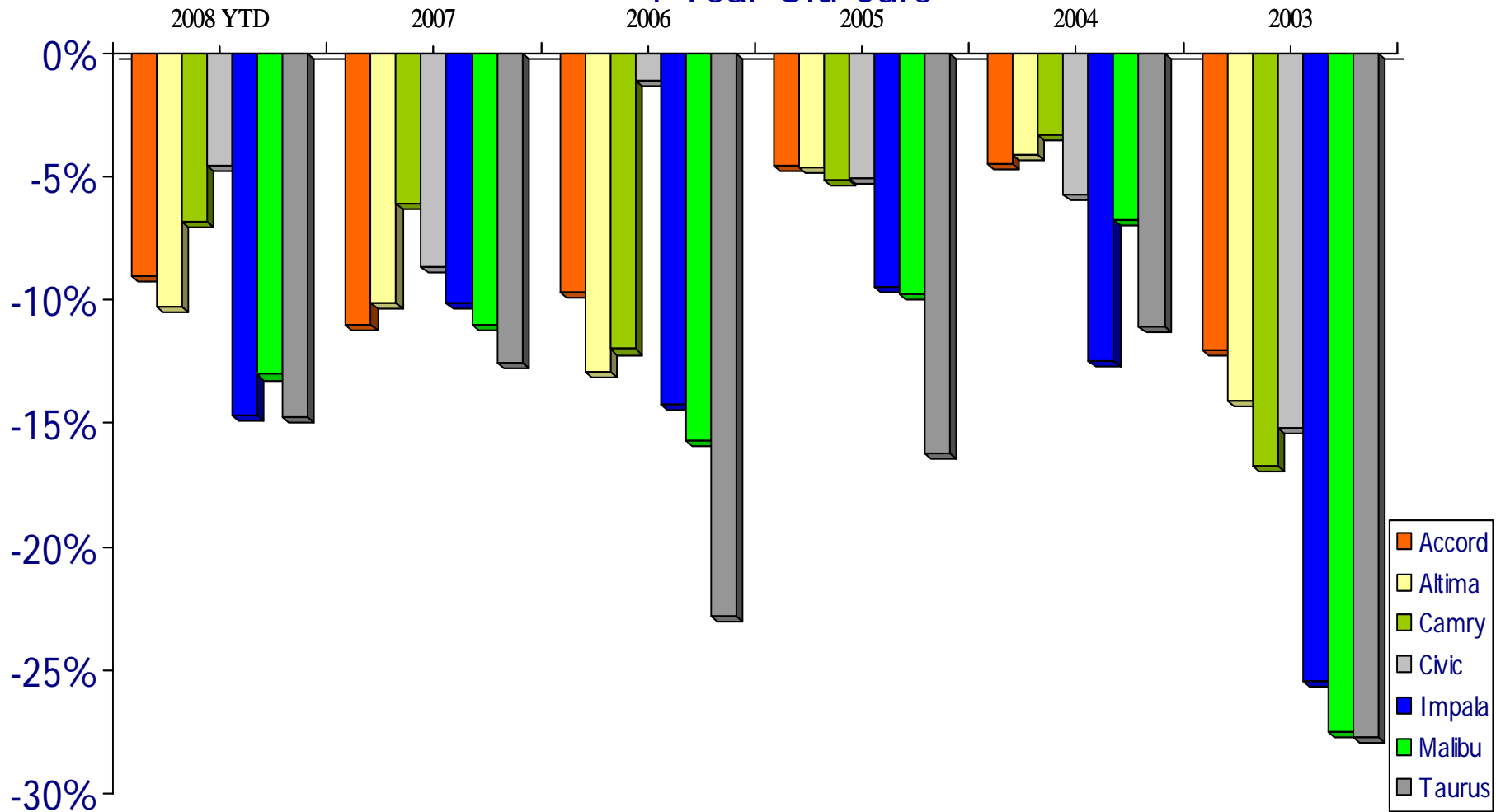
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## Clean Trade-In Value % Decline

### 1 Year Old Cars



Eastern Edition: Example: 2007 represents 2006 model year vehicles and their percentage value loss from January 01, 2007 to December 31, 2007. 2008 YTD represents 2007 model year vehicles through September 30, 2008.

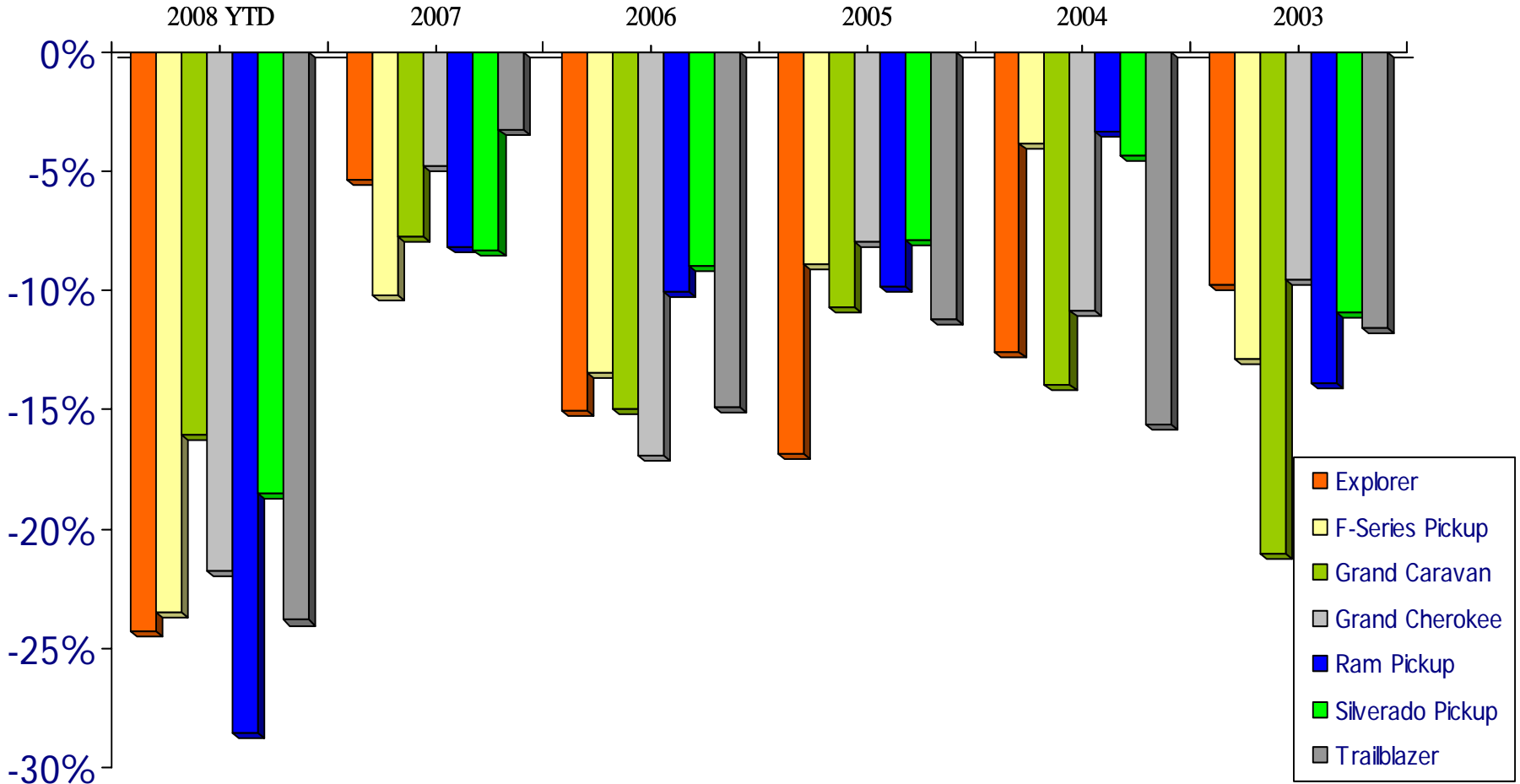


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## Clean Trade-In Value % Decline

### 1 Year Old Trucks



Eastern Edition: Example: 2007 represents 2006 model year vehicles and their percentage value loss from January 01, 2007 to December 31, 2007. 2008 YTD represents 2007 model year vehicles through September 31, 2008.



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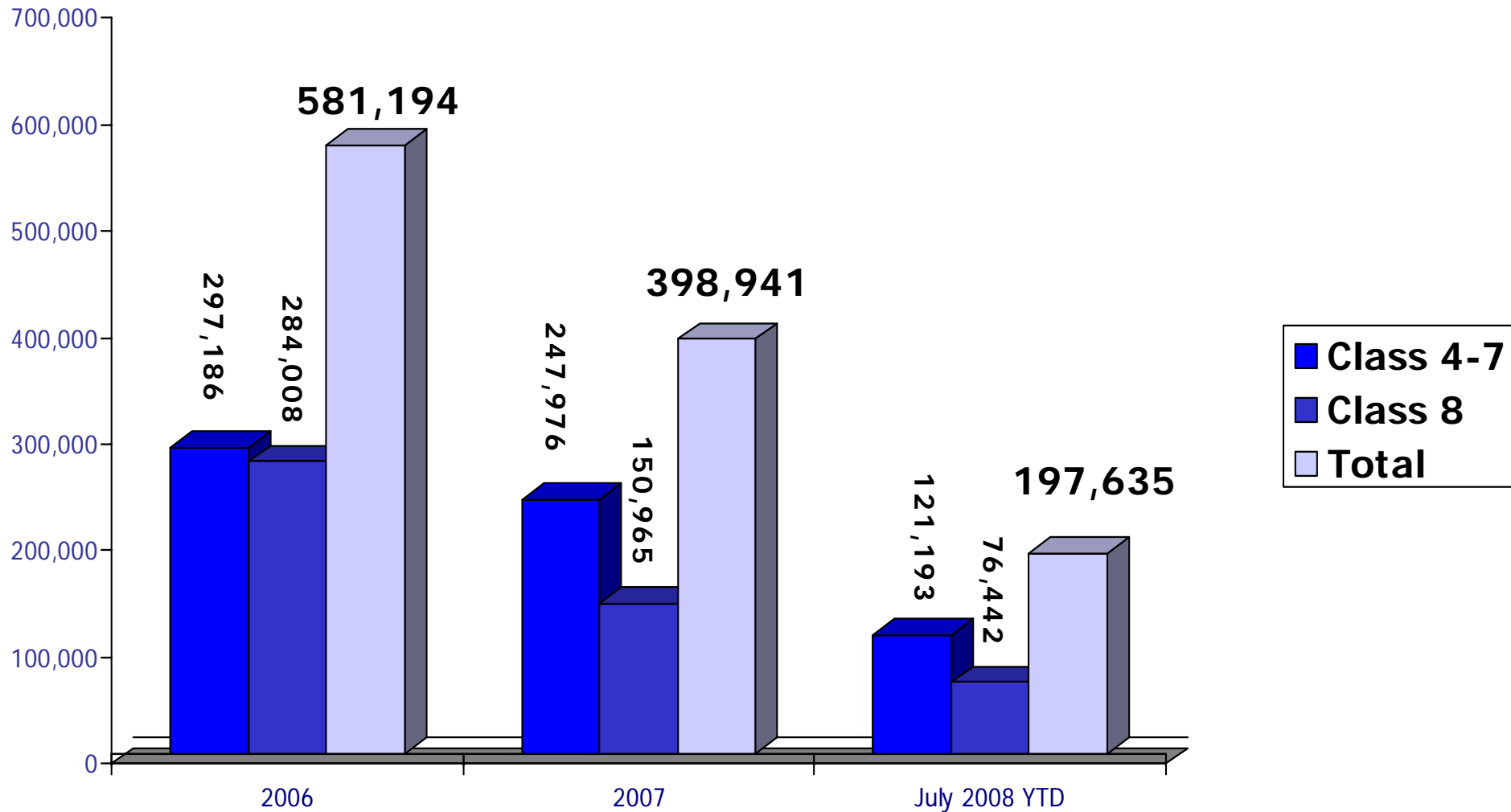
# ATD/NADA Official Commercial Truck Guide<sup>®</sup>: New Truck Sales and Value Retention



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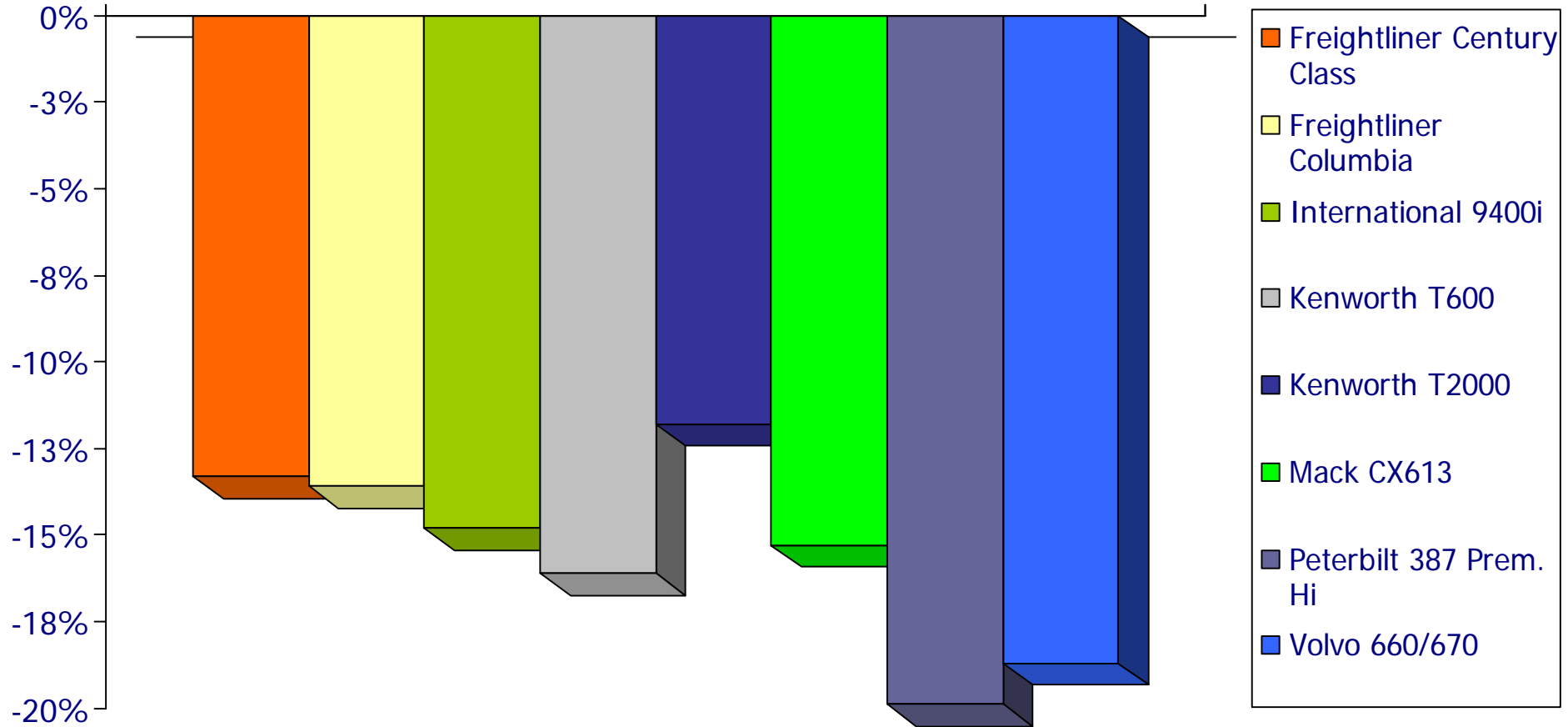
# Total New Medium and Heavy Truck Sales Total Calendar Year



# ATD/NADA Official Commercial Truck Guide<sup>®</sup>

## Retail Value % Decline

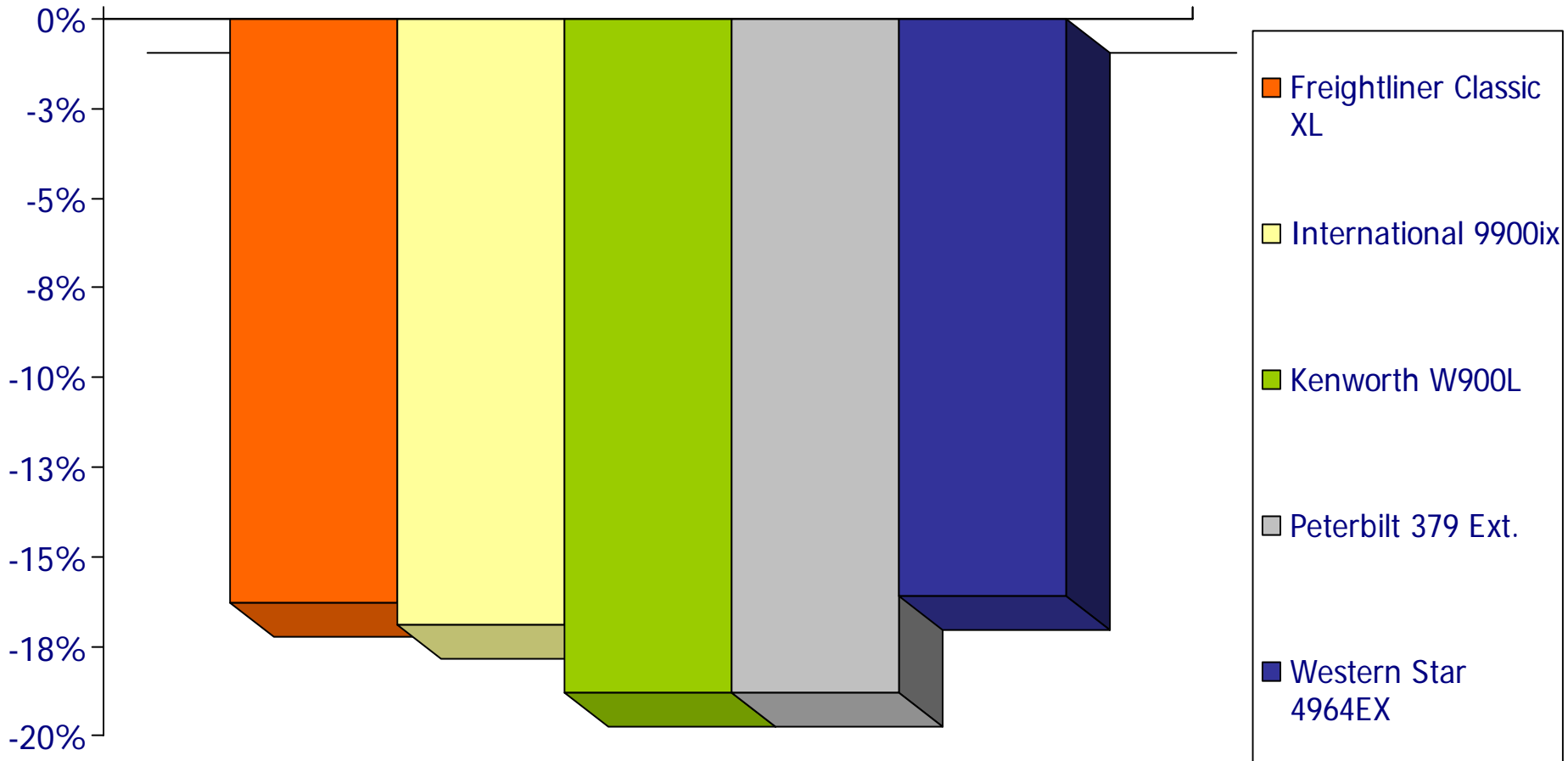
### January-September 2008 - 3 Year Old Highway Aerodynamic Sleepers



# ATD/NADA Official Commercial Truck Guide<sup>®</sup>

## Retail Value % Decline

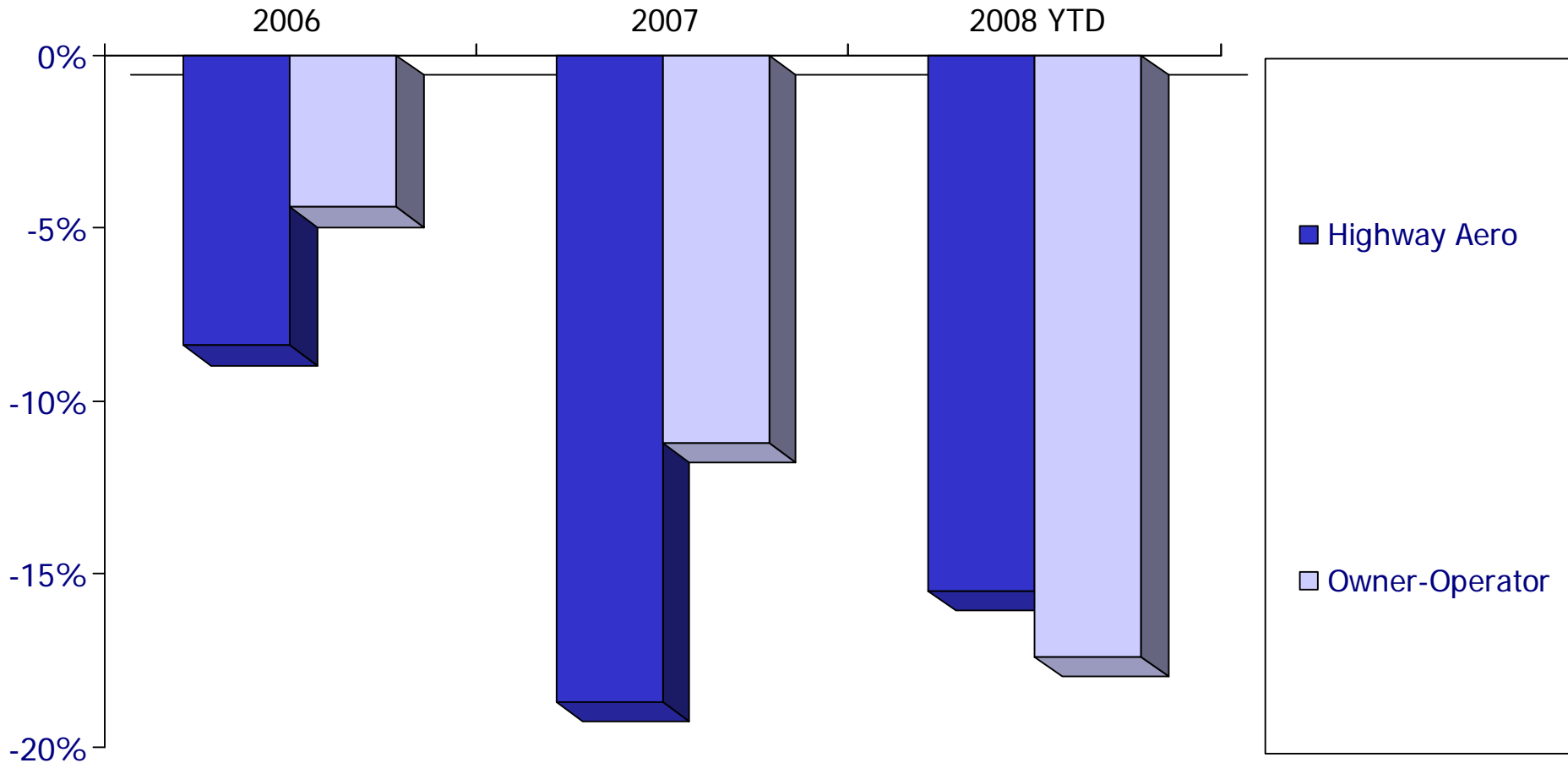
**January-September 2008** - 3 Year Old Highway Owner-Operator Sleepers



# ATD/NADA Official Commercial Truck Guide<sup>®</sup>

## Historical Value % Decline

### 3 Year Old Trucks



# Thank You!

## Comments and Questions

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