

## NEW CAR & TRUCK LEADING TRENDS REPORT FOR JANUARY 2010 DISTRICT 1

### IDAHO STATE OF THE INDUSTRY 2009 vs. 2010

(2010 YTD 2009 same time last year)	2009	2010
Avg. Sales per Dealership (In Millions)	00.0	00.0
Total Sales of ALL dealerships in Idaho (In Billions)	00.0	00.0
Dealership sales as % of total retail sales in the state of Idaho	00.0%	00.0%

### DISTRICT TRENDS YTD 2009 vs. 2010

\*\*\*\*\* 2009      \_\_\_\_\_ 2010

UNITS SOLD

Jan. Feb. Mar. April May June July Aug. Sept. Oct. Nov. Dec.

#### Month – Year

#### LEADING DEALERS

	<u>MKT SHR%</u>	<u>UNITS</u>
1. Dealer Name	0%	0
2. Dealer Name	0%	0
3.		
4.		
5.		
6.		
7.		
8.		
9.		
10.		
*Total Market*	100%	000

#### YTD – Year

#### LEADING DEALERS

	<u>MKT SHR%</u>	<u>UNITS</u>
1. Dealer Name	0%	0
2. Dealer Name	0%	0
3.		
4.		
5.		
6.		
7.		
8.		
9.		
10.		
*Total Market*	100%	000

#### Month – Year

#### LEADING MAKES

	<u>MKT SHR%</u>	<u>UNITS</u>
1. Make Name	0%	0
2. Make Name	0%	0
3.		
4.		
5.		
6.		
7.		
8.		
9.		
10.		

#### Month – Year

#### LEADING MODELS

	<u>MKT SHR%</u>	<u>UNITS</u>
1. Model Name	0%	0
2. Model Name	0%	0
3.		
4.		
5.		
6.		
7.		
8.		
9.		
10.		

#### Month – Year

#### LEADING ZIP CODES

	<u>MKT SHR%</u>	<u>UNITS</u>
1. 00000	0%	0
2. 00000	0%	0
3.		
4.		
5.		
6.		
7.		
8.		
9.		
10.		

#### Month – Year

#### LEADING LEINHOLDERS

	<u>MKT SHR%</u>	<u>CONTRACTS</u>
1. Leinholder Name	0%	0
2. Leinholder Name	0%	0
3.		
4.		
5.		
6.		
7.		
8.		
9.		
10.		