



Snap-Shots

Your New Vehicle Market At a Glance *

FEBRUARY 2010
AR1999 ENTIRE STATE

TOP SELLERS FEBRUARY 2010

	UNITS	MKT SHR
** TOTAL MARKET **	3764	100 %
1 LANDERS TOYOTA SCION	103	2.7%
2 EVERETT BUICK PONTIAC GMC	80	2.1%
3 NORTH POINT FORD LINCOLN MERC	68	1.8%
4 BALE CHEVROLET	59	1.6%
4 TOYOTA OF NORTH WEST ARKANS	59	1.6%
6 RUSSELL CHEVROLET COMPANY	58	1.5%
7 NORTH POINT TOYOTA SCION	52	1.4%
8 HAROLD GWATNEY CHEVROLET	44	1.2%
9 TOYOTA OF FAYETTEVILLE	43	1.1%
10 BALE HONDA	40	1.1%

TOP SELLERS YTD 2010

	UNITS	MKT SHR
** TOTAL MARKET **	9582	100 %
1 LANDERS TOYOTA SCION	253	2.6%
2 RUSSELL CHEVROLET COMPANY	201	2.1%
3 EVERETT BUICK PONTIAC GMC	189	2.0%
4 BALE CHEVROLET	179	1.9%
5 NORTH POINT FORD LINCOLN MERC	151	1.6%
6 NORTH POINT TOYOTA SCION	136	1.4%
7 TOYOTA OF NORTH WEST ARKANS	135	1.4%
8 BALE HONDA	132	1.4%
9 LANDERS CHRYSLER DODGE JEEP	122	1.3%
10 HAROLD GWATNEY CHEVROLET	115	1.2%

TOP MAKES FEBRUARY 2010

	UNITS	MKT SHR
1 CHEVROLET	804	21.4%
2 FORD	587	15.6%
3 TOYOTA	545	14.5%
4 GMC	342	9.1%
5 DODGE	269	7.1%
6 NISSAN	261	6.9%
7 HONDA	204	5.4%
8 HYUNDAI	129	3.4%
9 JEEP	71	1.9%
10 BUICK	67	1.8%

TOP MODELS FEBRUARY 2010

	UNITS	MKT SHR
1 CHEV C/K PICKUP	298	7.9%
2 FORD F-SERIES	254	6.7%
3 GMC C/K PICKUP	193	5.1%
4 TOYT COROLLA	116	3.1%
5 TOYT CAMRY	97	2.6%
6 DODG RAM PICKUP	84	2.2%
6 NISS ALTIMA	84	2.2%
8 FORD FOCUS	81	2.2%
9 DODG CHARGER	79	2.1%
10 HOND ACCORD	78	2.1%

TOP SEGMENTS FEBRUARY 2010

	UNITS	MKT SHR
1 FULL-SIZED PICKUP	917	24.4%
2 MID-SIZED CAR	610	16.2%
3 COMPACT SPORT UTILITY	446	11.8%
4 COMPACT CAR	418	11.1%
5 FULL-SIZED SPORT UTILITY	303	8.0%
6 SMALL SPORT UTILITY	256	6.8%
7 LARGE CAR	165	4.4%
8 SUBCOMPACT CAR	134	3.6%
9 COMPACT PICKUP	118	3.1%
10 SPORTY CAR	102	2.7%

TOP ZIPS FEBRUARY 2010

	UNITS	MKT SHR
1 72116 N LITTLE ROCK	303	8.0%
2 72206 LITTLE ROCK	88	2.3%
3 72712 BENTONVILLE	74	2.0%
4 72758 ROGERS	58	1.5%
5 72904 FORT SMITH	57	1.5%
6 72076 JACKSONVILLE	52	1.4%
7 72023 CABOT	51	1.4%
8 72762 SPRINGDALE	47	1.2%
9 72034 CONWAY	46	1.2%
10 72701 FAYETTEVILLE	45	1.2%

TOP LIENHOLDERS FEBRUARY 2010

	UNITS	MKT SHR
1 GENERAL MOTORS ACCEPTANCE C	476	12.6%
2 TOYOTA MOTOR CREDIT CO	315	8.4%
3 CHASE MANHATTAN BANK	245	6.5%
4 FORD MOTOR CREDIT CO	208	5.5%
5 AMERICAN HONDA FINANCE CORP	135	3.6%

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

SOURCE: Arkansas Motor Vehicle Commission

Questions?

Call 1-800-369-5870

www.cross-sell.com



Snap-Shots

Your Used Vehicle Market At a Glance *

FEBRUARY 2010

AR1999U ENTIRE STATE

TOP SELLERS FEB 2010

	UNITS	MKT SHR
** TOTAL MARKET **	27556	100 %
1 LANDERS TOYOTA SCION	136	0.5%
2 JOHN GIBSON AUTO SALES INC	95	0.3%
3 LLOYDS USED CARSN	75	0.3%
4 LANDERS CHRYSLER DODGE JEEP	64	0.2%
5 CAR TODAY	62	0.2%
6 CAR CORNER	51	0.2%
7 HAROLD GWATNEY CHEVROLET	50	0.2%
7 NORTH POINT TOYOTA SCION	50	0.2%
7 PEARCY AUTO SALES INC	50	0.2%
10 AUTOMATIC AUTO FINANCE	48	0.2%

TOP SELLERS YTD 2010

	UNITS	MKT SHR
** TOTAL MARKET **	54388	100 %
1 LANDERS TOYOTA SCION	250	0.5%
2 JOHN GIBSON AUTO SALES INC	146	0.3%
3 LANDERS CHRYSLER DODGE JEEP	136	0.3%
4 HAROLD GWATNEY CHEVROLET	124	0.2%
5 LLOYDS USED CARSN	114	0.2%
6 NORTH POINT TOYOTA SCION	101	0.2%
7 TOYOTA OF NORTH WEST ARKANSA	100	0.2%
8 TEETER CHEVROLET	98	0.2%
8 CAR TODAY	98	0.2%
10 ORR CADILLAC TOYOTA	91	0.2%

TOP MODELS DEALERS FEB 2010

	UNITS	MKT SHR
1 CHEV C/K PICKUP	612	2.2%
2 FORD F-SERIES	545	2.0%
3 DODG RAM PICKUP	331	1.2%
4 FORD EXPLORER	261	0.9%
5 CHEV IMPALA	234	0.8%
6 CHEV TAHOE	213	0.8%
7 FORD TAURUS	202	0.7%
8 GMC C/K PICKUP	194	0.7%
9 HOND ACCORD	171	0.6%
10 CHEV MALIBU	160	0.6%

TOP MODELS PRIVATE PARTIES FEB 2010

	UNITS	MKT SHR
1 CHEV C/K PICKUP	1344	4.9%
2 FORD F-SERIES	1119	4.1%
3 DODG RAM PICKUP	545	2.0%
4 GMC C/K PICKUP	470	1.7%
5 HOND ACCORD	448	1.6%
6 FORD EXPLORER	353	1.3%
7 FORD RANGER	333	1.2%
8 CHEV S10 PICKUP	323	1.2%
9 FORD TAURUS	316	1.1%
10 TOYT CAMRY	303	1.1%

TOP SEGMENTS FEB 2010

	UNITS	MKT SHR
1 FULL-SIZED PICKUP	5321	19.3%
2 MID-SIZED CAR	4552	16.5%
3 COMPACT SPORT UTILITY	3011	10.9%
4 COMPACT CAR	2780	10.1%
5 COMPACT PICKUP	1968	7.1%
6 LARGE CAR	1780	6.5%
7 FULL-SIZED SPORT UTILITY	1699	6.2%
8 MINIVAN	1312	4.8%
9 LUXURY CAR	999	3.6%
10 SMALL SPORT UTILITY	980	3.6%

TOP ZIPS FEB 2010

	UNITS	MKT SHR
1 72764 SPRINGDALE	601	2.2%
2 72401 JONESBORO	548	2.0%
3 72756 ROGERS	421	1.5%
4 72450 PARAGOULD	409	1.5%
5 71913 HOT SPRINGS	385	1.4%
6 72209 LITTLE ROCK	377	1.4%
7 71854 TEXARKANA	372	1.4%
8 72076 JACKSONVILLE	342	1.2%
9 71603 PINE BLUFF	322	1.2%
9 72956 VAN BUREN	322	1.2%

TOP LENDERS - FRANCHISE FEB 2010

	UNITS	MKT SHR
1 GENERAL MOTORS ACCEPTANCE CO	212	0.8%
2 CHASE MANHATTAN BANK	199	0.7%
3 US BANK	193	0.7%
4 TOYOTA MOTOR CREDIT CO	191	0.7%
5 ARKANSAS CU	123	0.4%

TOP LENDERS - INDEPENDENT FEB 2010

	UNITS	MKT SHR
1 JOHN GIBSON AUTO SALES	110	0.4%
2 ARVEST BANK	109	0.4%
2 UNIVERSAL ACCEPTANCE CO	109	0.4%
4 AUTOMATIC AUTO FINANCE	104	0.4%
5 AUTO CREDIT CO	65	0.2%

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



Cross-Sell
 Better Data • Better Decisions • Better Results
Snap-Shots
 Your New Vehicle Market At a Glance *

FEBRUARY 2009
 ar1999 ENTIRE STATE

TOP SELLERS FEBRUARY 2009		
	UNITS	MKT SHR
** TOTAL MARKET **	3666	100 %
1 LANDERS TOYOTA SCION	109	3.0%
2 RUSSELL CHEVROLET COMPANY	86	2.3%
3 EVERETT BUICK PONTIAC GMC	74	2.0%
4 NORTH POINT TOYOTA SCION	73	2.0%
5 BALE CHEVROLET	71	1.9%
6 LANDERS CHRYSLER DODGE JEEP	62	1.7%
7 NORTH POINT FORD LINCOLN MERCI	55	1.5%
7 TOYOTA OF NORTH WEST ARKANSA	55	1.5%
9 BALE HONDA	54	1.5%
10 COGSWELL MOTORS	50	1.4%

TOP SELLERS YTD 2009		
	UNITS	MKT SHR
** TOTAL MARKET **	10308	100 %
1 LANDERS TOYOTA SCION	296	2.9%
2 RUSSELL CHEVROLET COMPANY	238	2.3%
3 NORTH POINT TOYOTA SCION	200	1.9%
4 EVERETT BUICK PONTIAC GMC	193	1.9%
5 LANDERS CHRYSLER DODGE JEEP	168	1.6%
6 BALE CHEVROLET	163	1.6%
7 NORTH POINT FORD LINCOLN MERCI	154	1.5%
8 BALE HONDA	147	1.4%
9 HAROLD GWATNEY CHEVROLET	125	1.2%
10 TOYOTA OF NORTH WEST ARKANSA	119	1.2%

TOP MAKES FEBRUARY 2009		
	UNITS	MKT SHR
1 CHEVROLET	725	19.8%
2 TOYOTA	530	14.5%
3 FORD	507	13.8%
4 DODGE	277	7.6%
5 GMC	270	7.4%
6 HONDA	264	7.2%
7 NISSAN	194	5.3%
8 HYUNDAI	131	3.6%
9 JEEP	95	2.6%
10 PONTIAC	72	2.0%

TOP MODELS FEBRUARY 2009		
	UNITS	MKT SHR
1 CHEV C/K PICKUP	366	10.0%
2 FORD F-SERIES	232	6.3%
3 GMC C/K PICKUP	160	4.4%
4 TOYT CAMRY	132	3.6%
5 DODG RAM PICKUP	131	3.6%
6 HOND ACCORD	81	2.2%
7 TOYT COROLLA	67	1.8%
8 HOND CIVIC	63	1.7%
9 TOYT TACOMA	55	1.5%
10 TOYT TUNDRA	54	1.5%

TOP SEGMENTS FEBRUARY 2009		
	UNITS	MKT SHR
1 FULL-SIZED PICKUP	996	27.2%
2 MID-SIZED CAR	529	14.4%
3 COMPACT SPORT UTILITY	437	11.9%
4 COMPACT CAR	337	9.2%
5 FULL-SIZED SPORT UTILITY	324	8.8%
6 SMALL SPORT UTILITY	263	7.2%
7 LARGE CAR	138	3.8%
8 MINIVAN	112	3.1%
9 COMPACT PICKUP	110	3.0%
10 NEAR LUXURY CAR	95	2.6%

TOP ZIPS FEBRUARY 2009		
	UNITS	MKT SHR
1 72206 LITTLE ROCK	88	2.4%
2 72116 N LITTLE ROCK	73	2.0%
3 72023 CABOT	71	1.9%
3 72712 BENTONVILLE	71	1.9%
5 72120 SHERWOOD	66	1.8%
5 72223 LITTLE ROCK	66	1.8%
7 71913 HOT SPRINGS	55	1.5%
8 71730 EL DORADO	51	1.4%
9 72015 BENTON	49	1.3%
10 72143 SEARCY	48	1.3%

TOP LIENHOLDERS FEBRUARY 2009		
	UNITS	MKT SHR
1 TOYOTA MOTOR CREDIT CO	329	9.0%
2 ARKANSAS CU	264	7.2%
3 CHASE MANHATTAN BANK	210	5.7%
4 FORD MOTOR CREDIT CO	169	4.6%
5 COMPASS BANK	156	4.3%

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

Questions?

Call 1-800-369-5870

www.cross-sell.com



Cross-Sell
Better Data • Better Decisions • Better Results
Snap-Shots
Your Used Vehicle Market At A Glance *

FEBRUARY 2009
ar1999U ENTIRE STATE

TOP SELLERS FEB 2009

	UNITS	MKT SHR
** TOTAL MARKET **	27440	100 %
1 LANDERS TOYOTA SCION	96	0.3%
2 JOHN GIBSON AUTO SALES INC	79	0.3%
3 BALE CHEVROLET	72	0.3%
4 LANDERS CHRYSLER DODGE JEEP	66	0.2%
5 NORTH POINT TOYOTA SCION	64	0.2%
6 LLOYDS USED CARSN	57	0.2%
7 PEARCY AUTO SALES INC	51	0.2%
8 TROTTER FORD LINCOLN MERCURY	45	0.2%
9 LINN'S AUTO INC	44	0.2%
10 BILL FITTS AUTO SALES	42	0.2%

TOP SELLERS YTD 2009

	UNITS	MKT SHR
** TOTAL MARKET **	58115	100 %
1 LANDERS TOYOTA SCION	207	0.4%
2 LANDERS CHRYSLER DODGE JEEP	164	0.3%
3 BALE CHEVROLET	164	0.3%
4 NORTH POINT TOYOTA SCION	119	0.2%
5 TEETER CHEVROLET	111	0.2%
5 JOHN GIBSON AUTO SALES INC	111	0.2%
7 EVERETT BUICK PONTIAC GMC	108	0.2%
8 HAROLD GWATNEY CHEVROLET	102	0.2%
9 RUSSELL CHEVROLET COMPANY	100	0.2%
10 LLOYDS USED CARSN	94	0.2%

TOP MODELS DEALERS FEB 2009

	UNITS	MKT SHR
1 CHEV C/K PICKUP	536	2.0%
2 FORD F-SERIES	517	1.9%
3 DODG RAM PICKUP	338	1.2%
4 FORD EXPLORER	280	1.0%
5 CHEV IMPALA	231	0.8%
6 FORD TAURUS	223	0.8%
7 GMC C/K PICKUP	199	0.7%
8 JEP GR CHEROKEE	175	0.6%
9 HOND ACCORD	169	0.6%
10 CHEV TAHOE	166	0.6%

TOP MODELS PRIVATE PARTIES FEB 2009

	UNITS	MKT SHR
1 CHEV C/K PICKUP	1272	4.6%
2 FORD F-SERIES	1160	4.2%
3 DODG RAM PICKUP	511	1.9%
4 GMC C/K PICKUP	446	1.6%
5 HOND ACCORD	406	1.5%
6 FORD RANGER	374	1.4%
7 CHEV S10 PICKUP	340	1.2%
8 FORD TAURUS	320	1.2%
9 FORD EXPLORER	268	1.0%
10 TOYT CAMRY	265	1.0%

TOP SEGMENTS FEB 2009

	UNITS	MKT SHR
1 FULL-SIZED PICKUP	5113	18.6%
2 MID-SIZED CAR	4636	16.9%
3 COMPACT SPORT UTILITY	2915	10.6%
4 COMPACT CAR	2778	10.1%
5 COMPACT PICKUP	1954	7.1%
6 LARGE CAR	1840	6.7%
7 FULL-SIZED SPORT UTILITY	1533	5.6%
8 MINIVAN	1374	5.0%
9 LUXURY CAR	1165	4.2%
10 SPORTY CAR	947	3.5%

TOP ZIPS FEB 2009

	UNITS	MKT SHR
1 72401 JONESBORO	443	1.6%
2 71854 TEXARKANA	435	1.6%
3 72450 PARAGOULD	420	1.5%
4 72209 LITTLE ROCK	378	1.4%
5 72764 SPRINGDALE	374	1.4%
6 72076 JACKSONVILLE	368	1.3%
7 71913 HOT SPRINGS	355	1.3%
8 72204 LITTLE ROCK	331	1.2%
9 71730 EL DORADO	316	1.2%
10 72143 SEARCY	311	1.1%

TOP LENDERS - FRANCHISE FEB 2009

	UNITS	MKT SHR
1 TOYOTA MOTOR CREDIT CO	213	0.8%

TOP LENDERS - INDEPENDENT FEB 2009

	UNITS	MKT SHR
1 SHAC	102	0.4%

2	US BANK	162	0.6%
3	ARKANSAS CU	152	0.6%
4	COMPASS BANK	150	0.5%
5	CHASE MANHATTAN BANK	107	0.4%

2	ARVEST BANK	87	0.3%
3	JOHN GIBSON AUTO SALES	79	0.3%
4	AUTOMATIC AUTO FINANCE	62	0.2%
5	PEARCY AUTO SALES	49	0.2%

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

Questions?

Call 1-800-369-5870

www.cross-sell.com