

A Look at the Automotive Industry

According to the SEMA 2006 Trends and Forecasts Quarterly Update - Q4, 16.5 million new vehicles were sold in 2006. Although this represents a 2.6 percent drop from 2005, some segments experienced significant growth in 2006.

Crossover Utility Vehicles (CUV)

Crossover utility vehicles have many of the same qualities as larger sport utility vehicles (SUV), but achieve better fuel economy and feature unibody construction that allows tighter and smoother handling. CUV sales increased 9.1 percent in 2006.

Top Selling Crossover Utility Vehicles

Make/Model	2006	2005	% Growth
Honda CRV	170,028	150,219	13.2%
Ford Escape	157,395	165,122	-4.7%
Honda Pilot	152,154	143,353	6.1%
Toyota RAV4	152,047	70,518	115.6%
Toyota Highlander	129,794	137,409	-5.5%
Chrysler PT Cruiser	126,148	115,888	8.9%
Chevrolet Equinox	113,888	130,542	-12.8%
Lexus RX	108,348	108,775	-0.4%
Chevrolet HHR	101,298	41,011	147.0%
Saturn Vue	88,581	91,972	-3.7%
Total Sales	2,410,084	2,208,196	9.1%

Source: WardsAuto.com/SEMA Calculations

Large Cars

Sales of large cars experienced modest growth overall in 2006, led by increased sales of Dodge Charger and Buick Lucerne models.

Top Selling Large Cars

Make/Model	2006	2005	% Growth
Chrysler 300 Series	143,647	144,048	-0.3%
Dodge Charger	114,201	44,804	154.9%
Buick Lucerne	96,515	8,821	994.2%
Toyota Avalon	88,938	95,318	-6.7%
Ford Five Hundred	84,218	107,932	-22.0%
Total Sales	750,344	736,732	1.8%

Source: WardsAuto.com/SEMA Calculations

Subcompact and Small Cars

Both the subcompact and small car segments experienced gains in 2006. Subcompact car sales wavered with the price of gasoline, with the top sales numbers achieved when the average gasoline price hovered around \$3 a gallon. The small car segment was boosted by the introduction of the new Dodge Caliber, while the Toyota Corolla and Honda Civic continued to dominate sales in this segment.

Top Selling Subcompact Cars

Make/Model	2006	2005	% Growth
Toyota Yaris	70,310	0	N/A
Chevrolet Aveo	58,244	68,085	-14.5%
Hyundai Accent	34,735	41,012	-15.3%
Scion xA	32,603	7,009	365.2%
Kia Rio	28,388	30,290	-6.3%
Total Sales	274,273	147,940	85.4%

Source: WardsAuto.com/SEMA Calculations

Top Selling Small Cars

Make/Model	2006	2005	% Growth
Toyota Corolla/Matrix	387,388	341,290	13.5%
Honda Civic	316,638	308,415	2.7%
Chevrolet Cobalt	211,449	212,667	-0.6%
Ford Focus	177,006	184,825	-4.2%
Nissan Sentra	117,922	119,489	-1.3%
Volkswagen Jetta	103,331	104,063	-0.7%
Saturn Ion	102,042	100,891	1.1%
Hyundai Elantra	98,853	116,336	-15.0%
Mazda3	94,437	97,388	-3.0%
Dodge Caliber	92,224	0	N/A
Total Sales	2,518,843	2,406,478	4.7%

Source: WardsAuto.com/SEMA Calculations

Mid-Size Cars

Although overall sales dropped slightly in the mid-size car segment, several popular models experienced growth in 2006.

Top Selling Mid-Size Cars

Make/Model	2006	2005	% Growth
Toyota Camry	448,445	431,703	3.9%
Honda Accord	354,441	369,293	-4.0%
Chevrolet Impala	289,868	246,481	17.6%
Nissan Altima	232,457	255,371	-9.0%
Ford Taurus	174,803	196,919	-11.2%
Ford Mustang	166,530	160,975	3.5%
Chevrolet Malibu	163,852	203,503	-19.5%
Pontiac G6	157,644	36,257	334.8%
Hyundai Sonata	149,513	130,365	14.7%
Ford Fusion	142,502	16,983	739.1%
Total Sales	3,236,965	3,243,215	-0.2%

Source: WardsAuto.com/SEMA Calculations

Luxury Cars

Although overall luxury car sales dropped slightly in 2006, several models experienced growth.

Top Selling Luxury Cars

Make/Model	2006	2005	% Growth
BMW 3-Series	120,180	106,950	12.4%
Lexus ES	75,987	67,577	12.4%
Acura TL	71,348	78,218	-8.8%
Infiniti G	60,745	68,728	-11.6%
Cadillac DTS	58,224	23,322	149.7%
BMW 5-Series	56,756	52,722	7.7%
Cadillac CTS	54,846	61,512	-10.8%
Lexus IS Series	54,267	15,789	243.7%
Mercedes E-Class	50,195	50,383	-0.4%
Mercedes C-Class	50,187	60,658	-17.3%
Total Sales	1,274,606	1,280,641	-0.5%

Source: WardsAuto.com/SEMA Calculations

Large and Luxury SUVs

Large and luxury SUV sales rebounded significantly toward the end of 2006, but not enough to surpass 2005 sales. The Chevrolet Tahoe and Cadillac Escalade experienced sales surges, mostly due to increases in vehicle size and year-end rebates.

Top Selling Large SUVs

Domestic Production Only

Make/Model	2006	2005	% Growth
Chevrolet Tahoe	161,491	152,305	6.0%
Ford Expedition	87,203	114,137	-23.6%
Chevrolet Suburban	77,211	87,011	-11.3%
GMC Yukon	71,476	73,458	-2.7%
Dodge Durango	70,606	115,439	-38.8%
Total Sales	467,987	542,350	-13.7%

Source: WardsAuto.com/SEMA Calculations



AMSOIL offers superior quality synthetic lubricants for vehicles of all kinds, effectively protecting vehicle investments, keeping them running in top condition and maximizing fuel efficiency.

Top Selling Large Luxury SUVs

Make/Model	2006	2005	% Growth
Cadillac Escalade	39,017	29,876	30.6%
Lincoln Navigator	23,947	25,844	-7.3%
Hummer H2	17,107	23,213	-26.3%
Cadillac Escalade ESV	16,170	13,502	19.8%
Land Rover Range Rover	12,044	13,430	-10.3%
Total Sales	129,317	134,375	-3.8%

Source: WardsAuto.com/SEMA Calculations

Small and Mid-Size SUVs

Small and mid-size SUV sales declined in 2006, but the Jeep Commander and Wrangler enjoyed increased sales numbers.

Top Selling Small and Mid-Size SUVs

Make/Model	2006	2005	% Growth
Ford Explorer	179,229	239,788	-25.3%
Chevrolet TrailBlazer	174,797	244,150	-28.4%
Jeep Grand Cherokee	139,148	213,584	-34.9%
Jeep Liberty	133,557	166,883	-20.0%
Toyota 4Runner	103,086	103,830	-0.7%
Jeep Commander	88,497	17,048	419.1%
Jeep Wrangler	80,271	79,017	1.6%
GMC Envoy	74,452	107,862	-31.0%
Nissan Pathfinder	73,124	76,156	-4.0%
Nissan Xterra	62,325	72,447	-14.0%
Total Sales	1,415,097	1,583,692	-10.6%

Source: WardsAuto.com/SEMA Calculations

Pickup Trucks

Despite an overall decline in pickup truck sales, several models maintained strong sales numbers. Full-size pickup trucks dominated the market, with the Big Three (Dodge Ram, Ford F-Series and Chevrolet Silverado) maintaining their dominance as the full-size trucks of choice. The last quarter of the year saw a resurgence in truck sales, due largely to generous rebate offers.

Top Selling Pickup Trucks

Domestic Production Only

Top Selling Small Pickup Trucks

Make/Model	2006	2005	% Growth
Toyota Tacoma	178,351	168,831	5.6%
Chevrolet Colorado	93,876	128,359	-26.9%
Ford Ranger	92,420	120,958	-23.6%
Nissan Frontier	77,510	72,838	6.4%
Dodge Dakota	76,098	104,051	-26.9%
Total Sales	616,653	694,942	-11.3%

Top Selling Large Pickup Trucks

Make/Model	2006	2005	% Growth
Ford F-Series	743,513	854,878	-13.0%
Chevrolet Silverado	636,069	705,980	-9.9%
Dodge Ram	364,177	400,543	-9.1%
GMC Sierra	210,736	229,488	-8.2%
Toyota Tundra	124,508	126,529	-1.6%
Total Sales	2,228,043	2,485,589	-10.4%
Total Pickup	2,844,696	3,180,531	-10.6%

Source: WardsAuto.com/SEMA Calculations