

April 2008 Hybrid Market Dashboard

read more online at <http://www.hybridcars.com/market-dashboard.html>

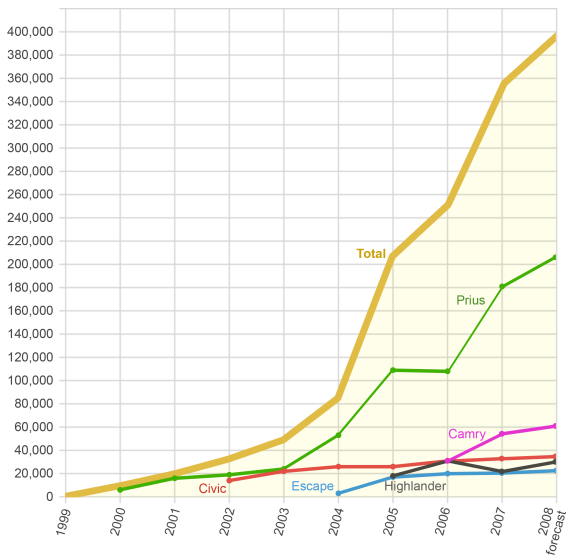
Overview

The overall vehicle market went from bad to worse in April. It marked the worst April for car sales since 1995. Yet, brisk hybrid sales showed once again that fuel-efficient gas-electric vehicles are recession-proof. Hybrid sales climbed above 3 percent of the total market for second time ever—the last time was May 2007, also a month when gas prices spiked.

When you connect the dots between the recession, the weak dollar, rising oil prices, and pain at the pumps, it adds up to an ever-increasing market share for hybrids. So far this year, hybrid sales have grown by 15 percent, while the overall market has declined by 8 percent.

Toyota continues to dominate the hybrid market. The Prius was the 11th bestselling vehicle in America—ranking in the number eight slot among passenger cars. The Prius and the Toyota Camry Hybrid are the only hybrids showing strong year-over-year growth. In April, the other hybrid producers were caught flat-footed again—with insufficient hybrid inventory and/or marketing. Despite having four hybrid models on the market, retail sales of General Motors hybrids tallied below 200 units.

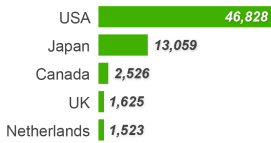
U.S. Hybrid Market Sales (1999 – 2007 with 2008 forecast)



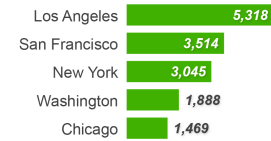
2008 global hybrid registrations



Top 5 global hybrid markets



Top 5 US hybrid markets



SOURCE: R. L. POLK & CO.

"Top 5 global hybrid markets" based on vehicle registrations CYTD February 2008.

and "Top 5 US hybrid markets" based on vehicle registrations CYTD February 2008.

US Sales

Our information is based on hybrid sales as reported by the manufacturers. For each model, this month's sales are shown compared to sales in the previous month and at the same time last year. We also examine hybrid market share by model and manufacturer. The historical sales graph for top-selling hybrid models shows final 2007 volumes with a 2008 forecast.

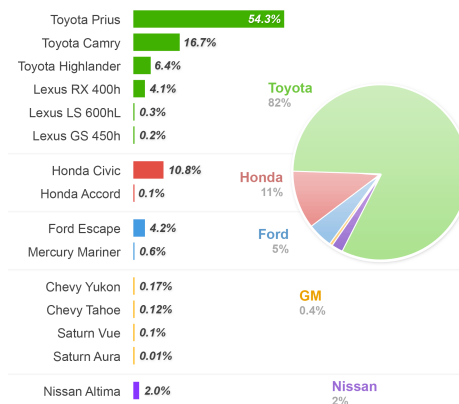
Hybrids sold in the U.S. (April 2008): **40,060**

US Hybrid Sales for April 2008

Model	Units	vs. 3/08	vs. 4/07
Altima	801	-3.7%	65.8%
Prius	21,757	5.4%	66.6%
Civic	4,324	14.7%	51.5%
Accord	25	-52.8%	-92.1%
Camry	6,678	-3.6%	51.4%
Highlander	2,578	15.1%	7.7%
RX400h	1,624	3.4%	17.3%
GS450h	82	26.2%	-52.9%
LS600hL	122	8.0%	n/a
Escape	1,682	-5.6%	-11.0%
Mariner	225	-0.4%	-41.6%
Vue	40*	-58.8%	-95.7%
Aura	4*	-80.0%	-90.5%
Tahoe	69*	-69.3%	n/a
Yukon	49*	-78.2%	n/a
All hybrids	40,060	3.3%	41.4%
All vehicles	1,248,549	-8.0%	-6.7%

* Retail sales only

U.S. Hybrid Sales for April 2008 by Manufacturer and Model



Regional Data

We present the data in two ways. First, we list the cities and states that boast the largest numbers of new hybrids on their roads within the past year. Second, we adjust for population and look at hybrids per person (in states) or per household (in metro areas). This lets us include cities like Portland, OR: a city that has fewer overall vehicles (and thus fewer hybrids) but has more hybrids per capita than anywhere else.

States with the Most Hybrid Sales

Rank	State	New Hybrids*
1	California	11,839
2	Florida	2,753
3	New York	2,589
4	Texas	2,508
5	Illinois	1,831

Most Popular States for Hybrids

Rank	State	New Hybrids per 1000 residents*
1	Washington DC	0.698
2	California	0.328
3	Arizona	0.271
4	Oregon	0.257
5	Nevada	0.235
U.S. State Average		0.149

Cities with the Most Hybrid Sales

Rank	Metropolitan Area	New Hybrids*
1	Los Angeles	5,318
2	San Francisco	3,514
3	New York	3,045
4	Washington DC	1,888
5	Chicago	1,469

Most Popular Cities for Hybrids

Rank	Metropolitan Area	New Hybrids per 1000 residents*
1	Portland, OR	1.870
2	San Francisco	1.492
3	Santa Barbara	1.159
4	Monterey, CA	1.036
5	San Diego	1.011
U.S. Metro Area Average		0.310

*Registrations CYTD February 2008