

# August 2008 Hybrid Market Dashboard

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

## Overview

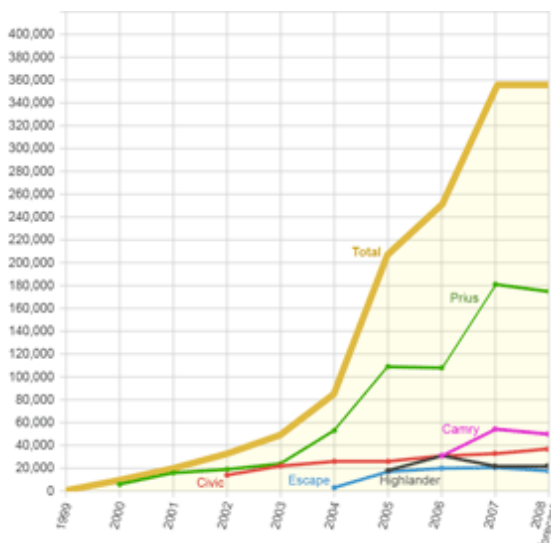
Last month, total sales of cars and trucks fell to 838,592 units, a 32 percent decline from October 2007. With sales hitting levels not seen since the early-1980s recession, the industry is in serious trouble.

All three domestic automakers now face potential cash crises in 2009, and even traditionally strong players like Toyota and BMW are reporting staggering drops in sales and profits. Despite the challenging sales environment, hybrid sales were up slightly from last month. In October, 21,978 hybrids were sold in the US—that's 2.6 percent of total vehicle sales. But hybrids are not immune from the industry downturn: sales have dropped 10 percent from last year, and many models—including the Honda Civic Hybrid and Toyota Camry Hybrid—have seen declines of more than 20 percent.

As the industry strains to cope with lower consumer demand, hybrids face two threats. The first is reduced consumer interest in the face of lower gasoline prices. In October, Edmunds.com, a leading automotive website, reported that hybrid interest had fallen 86 percent since the summer, driven largely by the fall in gasoline prices. By the end of October, the average gas price in the United States was \$2.72, nearly a dollar less per gallon than in September. Certainly there are more reasons to buy a hybrid than just the fuel savings, but mainstream consumers' interest in hybrid technology tends to rise and fall with gas prices. At the moment, interest is low, making it harder for automakers to justify increasing production volumes in the near-term.

The second threat hybrids face is reduced investment by automakers. Currently the Detroit Three are operating in survival mode. Not only are they distracted by their financial issues, they are also actively cutting investment in vehicle programs and R&D efforts. While they insist this cost-cutting will not impact high-profile products such as the Chevrolet Volt, we are already seeing hybrid casualties. Last month, Chrysler announced it would remove its large SUVs, the Chrysler Aspen and Dodge Durango, from its product lineup. Gone too are the hybrid versions, which just began production in August and have yet to reach dealers' lots. Surely Chrysler would have liked to have preserved its only hybrid offerings, if for no other reason than the positive PR value these vehicles bring. But auto companies are now forced into making hard choices that may include delaying or eliminating some advanced vehicles.

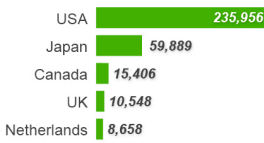
## U.S. Hybrid Market Sales (1999 - 2007 with 2008 forecast)



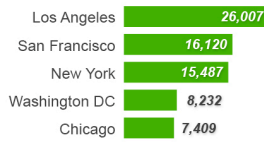
## 2008 global hybrid registrations



### Top 5 global hybrid markets



### Top 5 US hybrid markets



SOURCE: F. L. POLK & CO.  
 "Top 5 global hybrid markets" based on vehicle registrations CYTD August 2008.

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

## US Sales

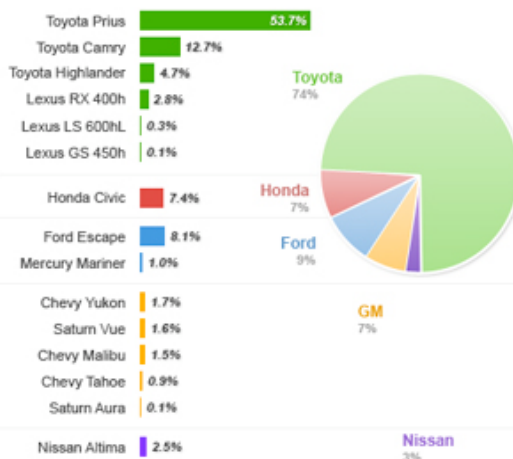
Our information is based on hybrid sales as reported by the manufacturers. For each model, this month's sales are shown compared to sales in the previous month and at the same time last year. We also examine hybrid market share by model and manufacturer. The historical sales graph for top-selling hybrid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

Hybrids sold in the U.S. (October 2008): **21,978**

## US Hybrid Sales for October 2008

Model	Units	vs. 9/08	vs. 10/07
Prius	11,804	8.6%	-10.3%
Camry	2,792	0.3%	-20.5%
Highlander	1,022	11.0%	71.5%
RX400h	612	-17.3%	-55.8%
LS600hL	55	17.0%	-68.6%
GS450h	22	-24.1%	-69.0%
Civic	1,621	-19.8%	-29.1%
Escape	1,782	100.4%	-1.9%
Mariner	215	112.9%	-19.5%
Yukon	193	-48.4%	n/a
Malibu	325	-14.9%	n/a
Vue	354	-20.1%	3,440.0%
Tahoe	372	-41.5%	n/a
Aura	22	-29.0%	-51.1%
Altima	554	17.9%	-40.2%
Escalade	230	152.7%	n/a
All hybrids	21,978	5.5%	-10.4%
All vehicles	838,592	-13.1%	-31.9%

## U.S. Hybrid Sales for October 2008 by Manufacturer and Model



## Regional Data

Curious where hybrid buyers live? We present the data in two ways. First, we list the 15 cities and states that boast the largest numbers of new hybrids on their roads within the past year. For example, residents in the New York City area put over 8,000 new hybrids on the road in 2007. 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	58,223
2	New York	13,052
3	Texas	12,332
4	Florida	12,291
5	Illinois	9,340

## Most Popular States for Hybrids

Rank	State	New Hybrids per 1000 residents*
1	California	1.611
2	Washington, DC	1.542
3	Oregon	1.288
4	Washington	1.241
5	Vermont	1.225
U.S. State Average		0.747

## Cities with the Most Hybrid Sales

Rank	Metropolitan Area	New Hybrids*
1	Los Angeles	26,007
2	San Francisco	16,120
3	New York	15,487
4	Washington DC	8,232
5	Chicago	7,409

## Most Popular Cities for Hybrid

Rank	Metropolitan Area	New Hybrids per 1000 residents*
1	Portland, OR	9.628
2	San Francisco	6.843
3	Santa Barbara	5.413
4	Monterrey, CA	5.402
5	San Diego	5.098
U.S. Metro Area Average		1.655

\*Registrations CYTD August 2008