DOMESTIC RETAIL SALES

IN MÉXICO:

PERSPECTIVES

AUGUST, 2010.

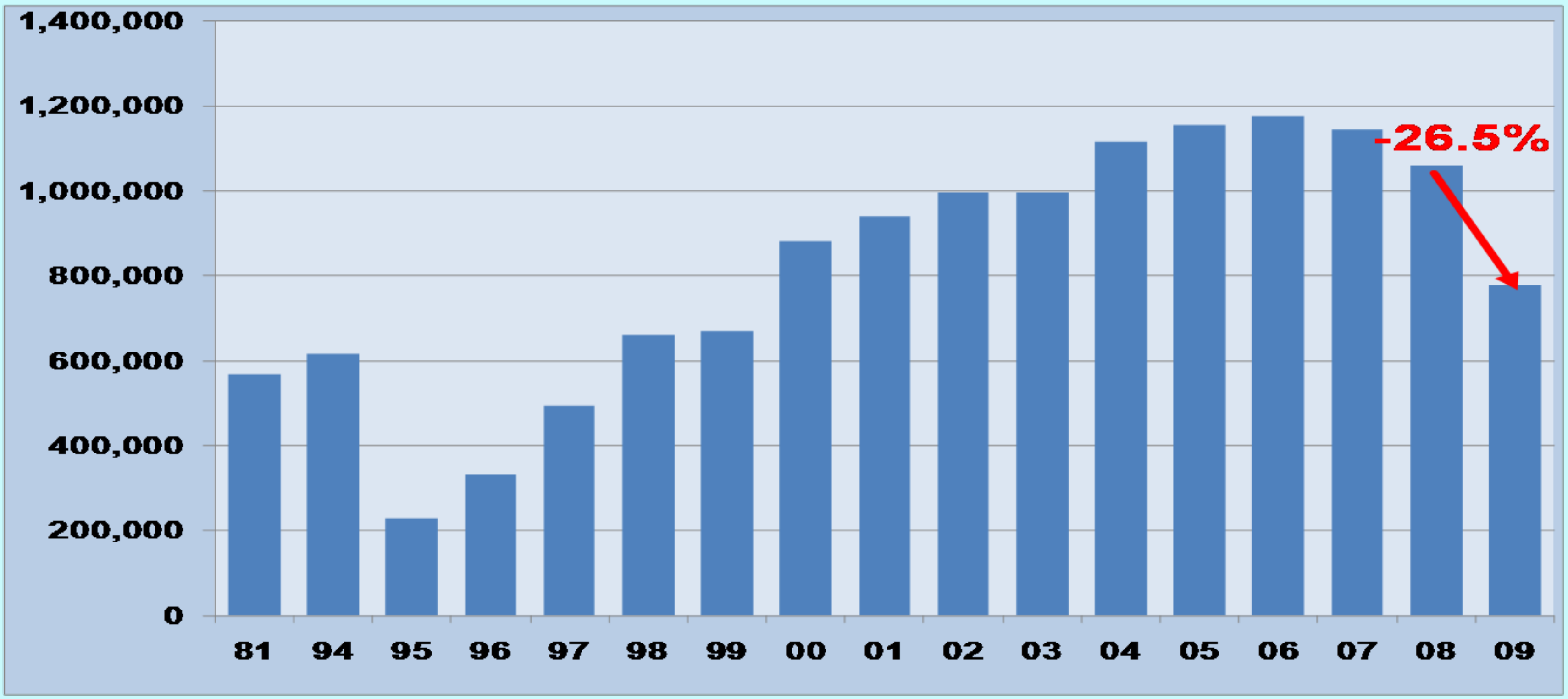
Domestic market 1981 to 2009

Units

81	94	95	96	97	98	99	00	01	02	03	04	05	06	07	08	09
569,299	616,581	230,081	331,406	494,329	662,015	670,116	880,774	941,351	996,405	996,237	1,116,111	1,153,916	1,177,264	1,145,166	1,058,251	777,810

Source: Created by AMDA. Includes light vehicles and heavy trucks.

Units



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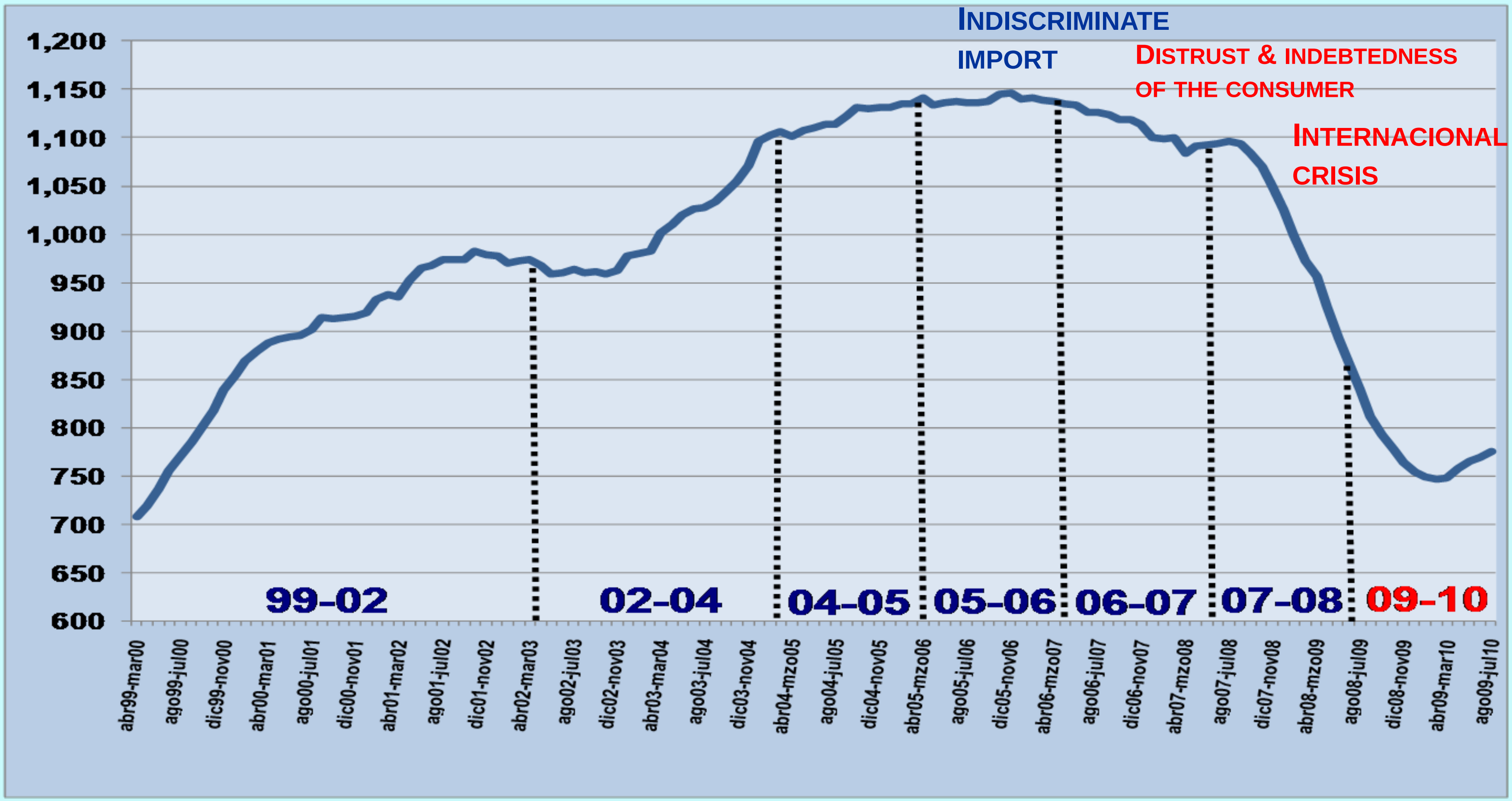
Factors of negative impact in the consumer

Serie anualizada from 2005 to 2010

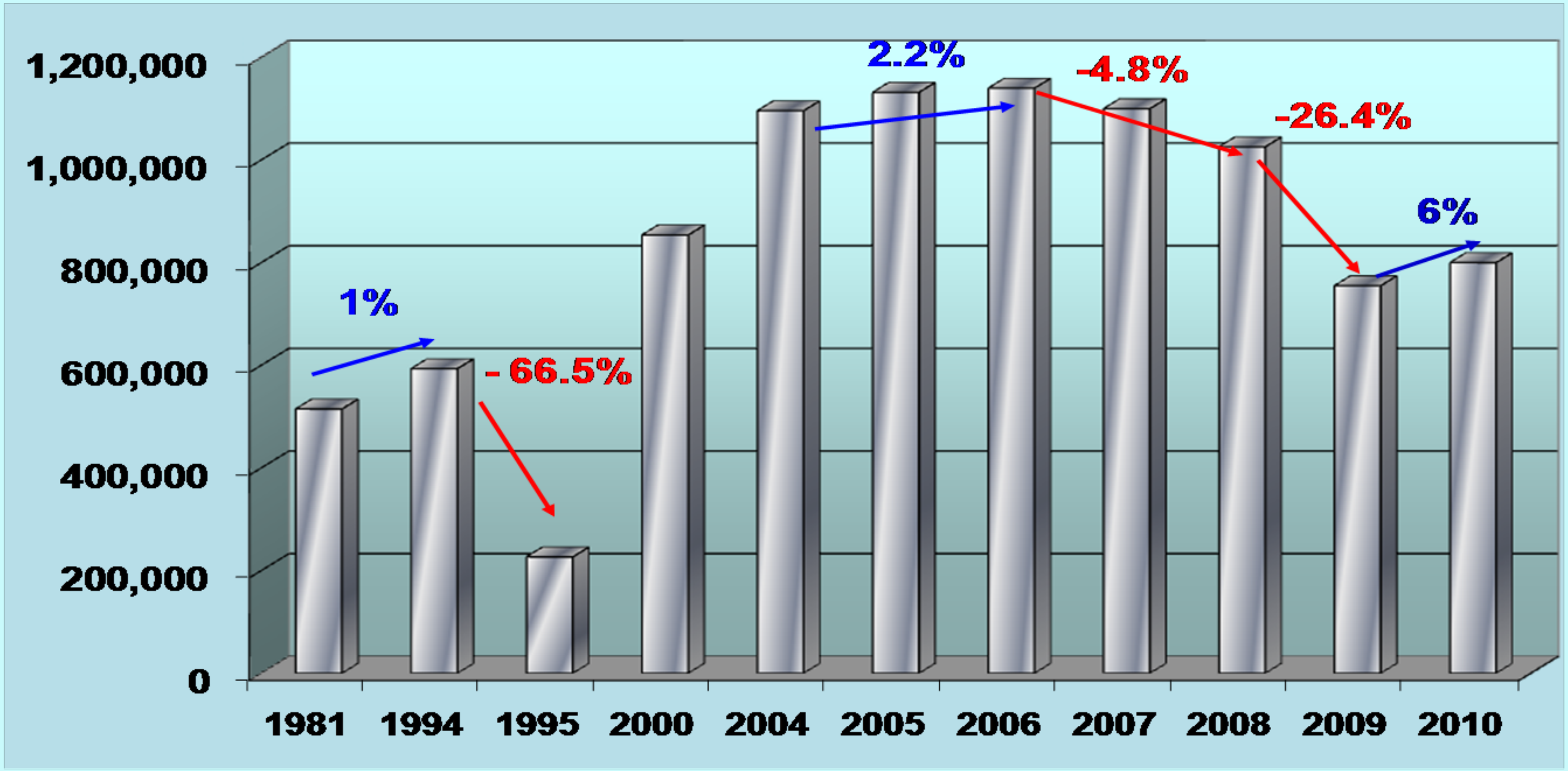
Thousand of units



Source: AMDA.

Forecast of closing sales 2010

Units

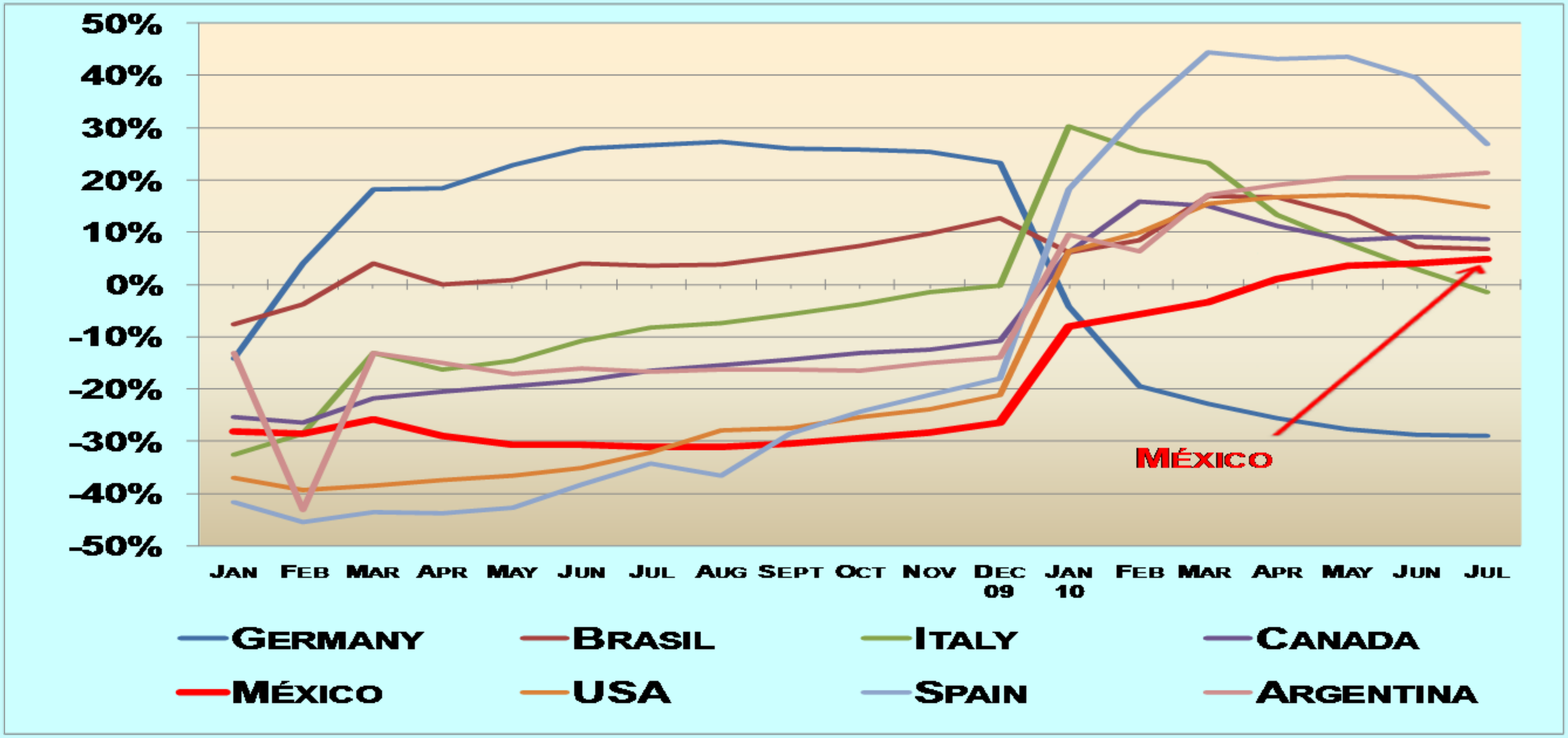


Source: AMDA.

2009 SALES OF 754 THOUSAND UNITS WITH A FALL OF -26.4 %.
2010 ESTIMATE SALES OF 799 THOUSAND UNITS WITH A GROWTH OF 6%.

Internacional context

Trend of the rates of growth



Source: Created by AMDA with information of AUTOMOTIVE NEWS, VDIK, FENABRAVE, FEDERAICPA, DESROSIERS, ANFAC, AMDA and ACARA. Spain only type includes tourism.

- ✓ GERMANY AND ITALY HAVE NEGATIVE RATES.
- ✓ MÉXICO REGISTERS GROWTH FROM APRIL OF THIS YEAR.
- ✓ OTHER COUNTRIES IT HAS A POSITIVE GROWTH.

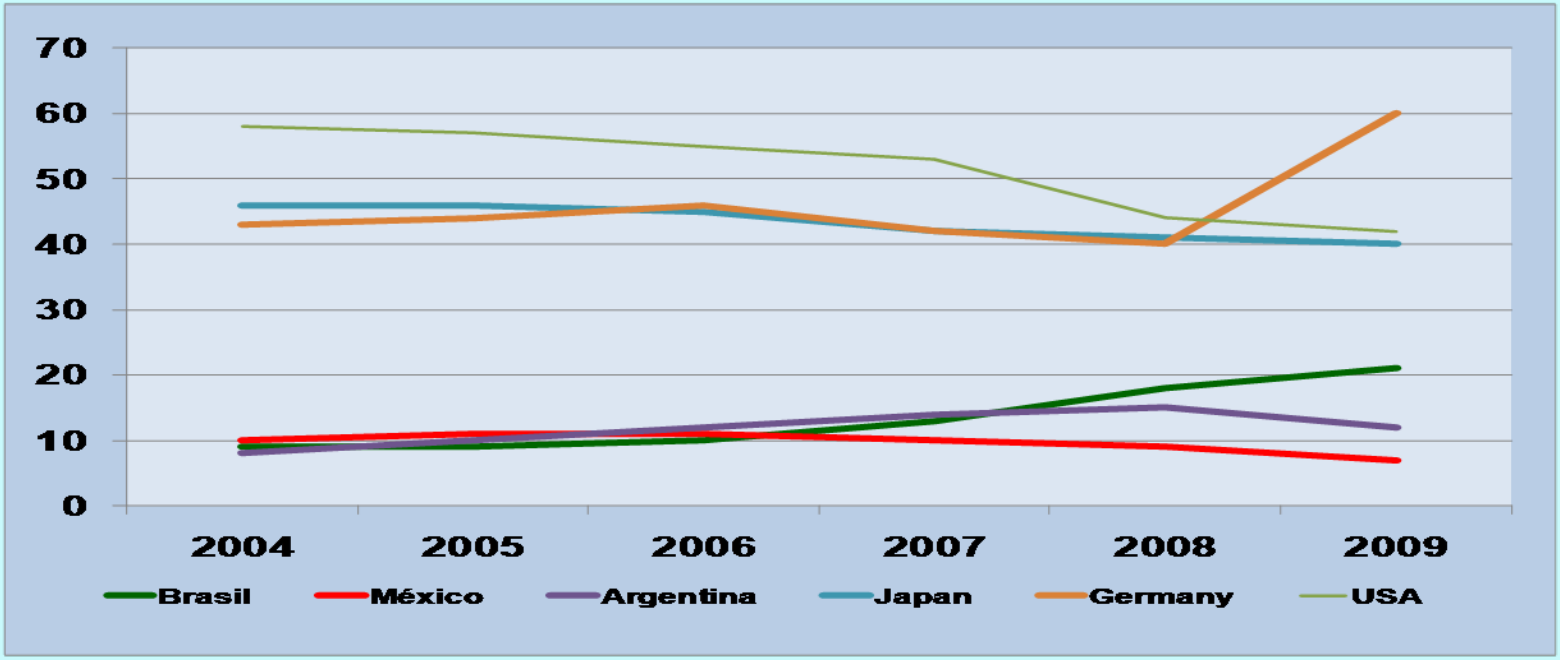
Vehicle new sold by every thousand inhabitants

Units

	2004	2005	2006	2007	2008	2009
Brasil	9	9	10	13	18	21
México	10	11	11	10	9	7
Argentina	8	10	12	14	15	12
Japan	46	46	45	42	41	40
Germany	43	44	46	42	40	60
USA	58	57	55	53	44	42

Source: AMIA y AMDA.

Units



TRENDS OF THE AUTOMOBILE SECTOR

THE BUSINESS OF THE DISTRIBUTION OF AUTOMOBILE IN MÉXICO:

- MORE THAN 40 BRANDS FIGHTING FOR A CLIENTELE EVERY TIME MINOR.
- INCREASE IN THE COSTS OF PRODUCTION OF THE VEHICLES HAS NOT REPERCUSSIONS IN THE PRICES TO THE CONSUMER.
- THIS HAS AFFECTED IN A DECREASE OF THE MARGIN OF UTILITY OF THE DEALERS.
- THE HARD COMPETITION ALSO IS PRESENT IN THE PARALLEL BUSINESS STRIKING TO THE FALL THE MARGINS: ASSURANCES, CREDIT, AFTER-SALES.
- NECESSARY TO ADAPT THE MODEL OF BUSINESS OF THE DISTRIBUTION: INVESTMENTS SUSTAINED IN

CHALLENGES OF COMPETITIVENESS

- **Increase of the productivity**

	USA	MÉXICO
TECHNICIAN HOURS: 8 HOURS.	**100 & 120% productive.**	**115 & 120% productive.**
SERVICE ADVISOR PRODUCTIVITY: ORDER PER DAY.	**17-20 customer orders.**	**8-10 customer orders.**
SALES CONSULTANT VOLUME: AVERAGE SALES CONSULTANT PER MONTH.	**8-10 units (Honda, Toyota &Ford). Luxury franchises 6-8 units.**	**4-5 units (Honda, Toyota &Ford). Luxury franchises 2-3 units.**
INTERNET:	**Ford & Toyota 30-35%, Honda 35-40%, luxury 20-25%.**	**There are no reliable records.**
INTERNET MARKETING:	**Agresive internet marketing is done bye manufacturers and dealers.**	**Low use internet marketing is done by manufacturers and dealers.**

TRENDS OF THE AUTOMOBILE SECTOR

THE AUTOMOTIVE MARKET IN THE WORLD:

- INCREASED COST OF RAW MATERIALS.
- EXCESS CAPACITY INSTALLED IN THE LA INDUSTRY .
- ENVIRONMENTAL AND SAFETY REGULATORY RESTRICTIONS.
- HARD COMPETITION.
- FEELING THE IMPACT OF THE ECONOMIC CRISIS (CREDIT RESTRICTIONS, LACK OF LIQUIDITY, DEMAND CONTRACTION).

THE MEXICAN MARKET:

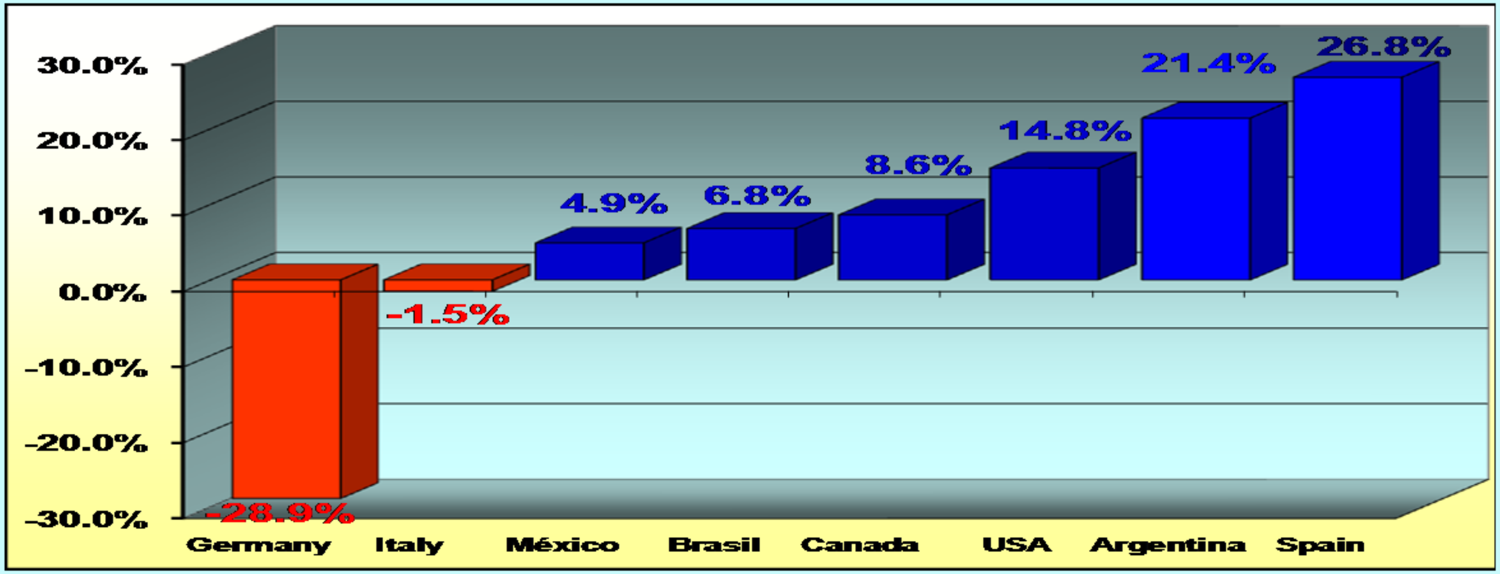
- THE INDISCRIMINATE IMPORT OF SECONDHAND VEHICLES OF THE USA HAD HIGH IMPACT IN ORDER THAT THE MARKET OF LIGHT VEHICLE WAS FALLING 4.8% BETWEEN 2006 AND 2008.
- THE INTERNATIONAL CRISIS HAS CAUSED IN 2009 A FETBACK OF 30.5% IN LIGHT VEHICLE AND 57.6% IN HEAVY TRUCKS.
- SOCIOECONOMIC CONDITIONS SIMILAR TO MARKERS EXHIBITING GROWTH.
- ABSENCE OF PUBLIC POLICY TO STRENGTHEN THE DOMESTIC MARKET.

International comparison in domestic markets of light vehicles

Units

Country	July			Accumulate		
	2010	2009	% Regarding 08	2010	2009	% Regarding 08
USA	1,050,180	997,982	5.2%	6,665,180	5,807,858	14.8%
Brasil	285,299	273,614	4.3%	1,780,983	1,667,275	6.8%
Germany	237,428	339,976	-30.2%	1,706,219	2,399,381	-28.9%
Italy	152,752	206,334	-26.0%	1,317,260	1,337,069	-1.5%
Canada	148,756	139,901	6.3%	935,158	860,919	8.6%
Spain	82,167	108,221	-24.1%	686,328	541,294	26.8%
México	61,959	56,443	9.8%	432,926	412,732	4.9%
Argentina	55,164	44,839	23.0%	379,302	312,407	21.4%

Source: Created by AMDA with information of AUTOMOTIVE NEWS, VDIK, FENABRAVE, FEDERAICPA, DESROSIERS, ANFAC, AMDA and ACARA. Spain only type includes tourism.

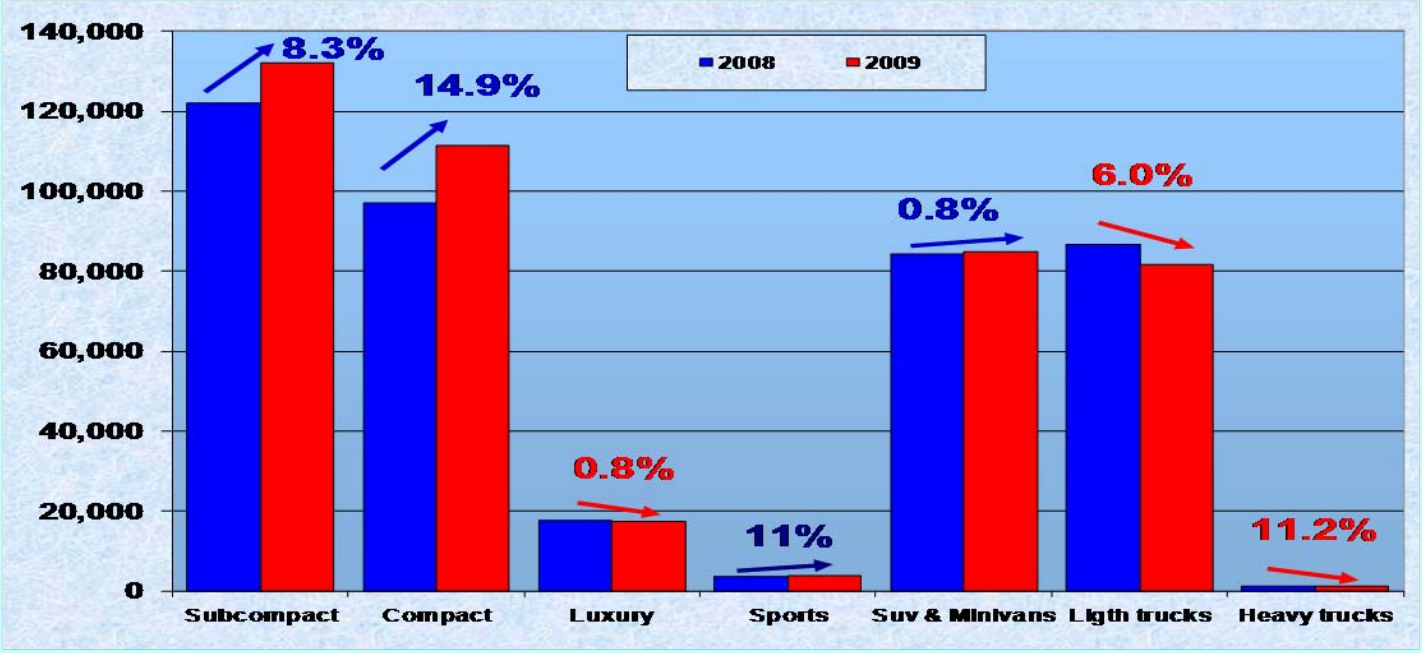


Light vehicle domestic sales jan – jul 2009 & 2010

Units

Classification	2009	Market share %	2010	Market share %	% Regarding Absolute	% Regarding Relative
Subcompact	122,126	30	132,222	31	10,096	8.3%
Compact	96,998	24	111,490	26	14,492	14.9%
Luxury	17,581	4	17,445	4	-136	-0.8%
Sports	3,550	1	3,940	1	390	11.0%
Suv & Minivans	84,316	20	84,989	20	673	0.8%
Ligth trucks	86,791	21	81,623	19	-5,168	-6.0%
Heavy trucks	1,370	0	1,217	0	-153	-11.2%
Total	412,732	100	432,926	100	20,194	4.9%

Source: AMDA. Includes only heavy trucks: F450, F550, Silverado HD and Kodiak.



Light vehicle sales by brand jan – jul 2009 and 2010

Units

Brand	JAN-JUL 2009 [1]	Market share %	JAN-JUL 2010 [1]	Market share %	% Regarding	
					Absolute	Relative
NISSAN	81,314	19.7%	101,856	23.5%	20,542	25.3%
GENERAL MOTORS	74,465	18.0%	84,373	19.5%	9,908	13.3%
VOLKSWAGEN	59,254	14.4%	56,486	13.0%	-2,768	-4.7%
FORD	49,314	11.9%	43,229	10.0%	-6,085	-12.3%
CHRYSLER	43,381	10.5%	41,837	9.7%	-1,544	-3.6%
TOYOTA	28,561	6.9%	24,269	5.6%	-4,292	-15.0%
HONDA	18,978	4.6%	18,794	4.3%	-184	-1.0%
MAZDA	10,107	2.4%	13,237	3.1%	3,130	31.0%
RENAULT	6,668	1.6%	8,846	2.0%	2,178	32.7%
SEAT	8,328	2.0%	7,386	1.7%	-942	-11.3%
MITSUBISHI	7,638	1.9%	7,166	1.7%	-472	-6.2%
SUZUKI	3,450	0.8%	4,438	1.0%	988	28.6%
PEUGEOT	4,943	1.2%	3,518	0.8%	-1,425	-28.8%
MERCEDES BENZ	2,900	0.7%	3,322	0.8%	422	14.6%
BMW	2,989	0.7%	3,138	0.7%	149	5.0%
AUDI	3,089	0.7%	2,826	0.7%	-263	-8.5%
FIAT	1,648	0.4%	1,789	0.4%	141	8.6%
LINCOLN	1,127	0.3%	1,431	0.3%	304	27.0%
MINI	896	0.2%	1,240	0.3%	344	38.4%
ACURA	1,156	0.3%	975	0.2%	-181	-15.7%
VOLVO	578	0.1%	779	0.2%	201	34.8%
ISUZU	435	0.1%	721	0.2%	286	65.7%
SMART	419	0.1%	440	0.1%	21	5.0%
SUBARU	442	0.1%	317	0.1%	-125	-28.3%
LAND ROVER	248	0.1%	277	0.1%	29	11.7%
PORSCHE	312	0.1%	181	0.0%	-131	-42.0%
JAGUAR	85	0.0%	52	0.0%	-33	-38.8%
BENTLEY	7	0.0%	3	0.0%	-4	-57.1%
TOTAL	412,732	100.0%	432,926	100.0%	20,194	4.9%

Source: AMDA. Includes only heavy trucks: F450, F550, Silverado HD and Kodiak.

Domestic sales of heavy trucks broken by class

January to july 2009 and 2010

Units

Classification	2009	MARKET SHARE %	2010	MARKET SHARE %	% REGARDING	
					ABSOLUTE	RELATIVE
CARGA	7,305	57.4%	8,797	64.3%	1,492	20.4%
TRACTOCAMIONES	2,284	17.9%	2,877	21.0%	593	26.0%
CONSTRUCCIÓN	112	0.9%	113	0.8%	1	0.9%
PASAJE	3,025	23.8%	1,896	13.9%	-1,129	-37.3%
TOTAL	12,726	100.0%	13,683	100.0%	957	7.5%

Source: Created by AMDA with information of ANPACT. Not include integral buses. Include Class 4, 5 by Ford (F450 & F550) and Class 4, 6, 7 y 8 by GM (Silverado 3500Hd & Kodiak).

Domestic sales of heavy trucks by brand

January to july 2009 and 2010

Units

BRAND	2009	MARKET SHARE %	2010	MARKET SHARE %	% REGARDING	
					ABSOLUTE	RELATIVE
DAIMLER VEHÍCULOS COMERCIALES	4,039	31.7%	3,467	25.3%	-572	-14.2%
INTERNATIONAL	2,594	20.4%	2,935	21.4%	341	13.1%
KENWORTH	2,148	16.9%	2,963	21.7%	815	37.9%
FORD	1,335	10.5%	1,217	8.9%	-118	-8.8%
ISUZU	1,097	8.6%	1,577	11.5%	480	43.8%
VOLKSWAGEN	574	4.5%	438	3.2%	-136	-23.7%
HINO	359	2.8%	545	4.0%	186	51.8%
VOLVO BUSES	322	2.5%	238	1.7%	-84	-26.1%
VOLVO TRUCKS	146	1.1%	259	1.9%	113	77.4%
DINA	65	0.5%	38	0.3%	-27	-41.5%
GENERAL MOTORS	35	0.3%	0	0.0%	-35	-100.0%
SCANIA	3	0.0%	0	0.0%	-3	-100.0%
MAN	9	0.1%	6	0.0%	-3	-33.3%
TOTAL	12,726	100.0%	13,683	100.0%	957	7.5%

Source: Created by AMDA with information of ANPACT. Not include integral buses. Include Class 4, 5 by Ford (F450 & F550) and Class 4, 6, 7 and 8 by GM (Silverado 3500Hd & Kodiak).

DOMESTIC MARKET

- THE FINANCIAL INTERNATIONAL CRISIS CAME IN THE WORST MOMENT;

- AN INTERNAL STRONG MARKET, IN GROWTH, REPRESENTS AN IMPORTANT MOTIVE OF ATTRACTION OF INVESTMENTS.

- **Intense promotion of the Consejo Mexicano Automotor;**

- **To perfect the Programa Piloto de Renovación Vehicular PRODIAT.**

- **Redefinition of the Registro Público Vehicular.**

- **Review and adjustment of the fiscal component in the sale of new vehicle and in traffic, trying not to affect the total collection.**

- **Update of the normative frame for the traffic of automobiles in the whole country, with a view to the establishment and the operation of the Sistema Nacional de Inspección Vehicular.**