

U.S. car and light-truck sales by make – March 2009 (Ranked by total sales)

| Make | Car 2009 | Car 2008 | 2009 share | 2008 share | Percent change | Truck 2009 | Truck 2008 | 2009 share | 2008 share | Percent change | Total 2009 | Total 2008 | 2009 share | 2008 share | Percent change |
|---------------------------------|----------------|----------------|--------------|--------------|----------------|----------------|----------------|--------------|--------------|----------------|----------------|------------------|--------------|--------------|----------------|
| Toyota Division | 68,722 | 103,765 | 14.8 | 14.8 | -33.8 | 45,178 | 77,894 | 11.5 | 11.9 | -42.0 | 113,900 | 181,659 | 13.3 | 13.4 | -47.3 |
| Ford division | 35,991 | 58,765 | 7.8 | 8.4 | -38.8 | 73,136 | 128,368 | 18.6 | 19.6 | -43.0 | 109,127 | 187,133 | 12.7 | 13.8 | -41.7 |
| Chevrolet | 42,792 | 71,593 | 9.2 | 10.2 | -40.2 | 51,389 | 91,898 | 13.0 | 14.0 | -44.1 | 94,181 | 163,491 | 11.0 | 12.0 | -42.4 |
| Honda Division | 49,346 | 76,117 | 6.6 | 7.1 | -39.2 | 30,028 | 49,329 | 7.6 | 7.5 | -39.1 | 79,374 | 125,446 | 9.3 | 9.2 | -36.7 |
| Nissan Division | 38,394 | 56,453 | 8.3 | 8.0 | -32.0 | 20,998 | 36,647 | 5.3 | 5.6 | -42.7 | 59,392 | 93,100 | 6.9 | 6.9 | -36.2 |
| Dodge | 16,644 | 29,819 | 3.6 | 4.2 | -44.2 | 41,084 | 56,087 | 10.4 | 8.6 | -26.7 | 57,728 | 85,906 | 6.7 | 6.3 | -32.8 |
| Hyundai division | 31,649 | 30,500 | 6.8 | 4.3 | 3.8 | 9,072 | 12,296 | 2.3 | 1.9 | -26.2 | 40,721 | 42,796 | 4.7 | 3.2 | -4.8 |
| Kia | 11,880 | 14,113 | 2.6 | 2.0 | -15.8 | 12,844 | 10,758 | 3.3 | 1.6 | 19.4 | 24,724 | 24,871 | 2.9 | 1.8 | -0.6 |
| Jeep | 15,443 | 22,373 | 3.3 | 3.2 | -31.0 | 23,771 | 39,941 | 6.0 | 6.1 | -40.5 | 39,214 | 62,314 | 2.9 | 2.8 | -45.5 |
| Mazda | 9,657 | 23,667 | 2.1 | 3.4 | -59.2 | 6,531 | 10,556 | 1.7 | 1.6 | -41.6 | 16,187 | 34,223 | 2.6 | 2.4 | -33.3 |
| Chrysler Division | 9,657 | 23,667 | 2.1 | 3.4 | -59.2 | 9,845 | 16,872 | 2.5 | 2.6 | -40.5 | 19,502 | 40,539 | 2.3 | 3.0 | -51.9 |
| GMC | 16,450 | 23,616 | 3.5 | 3.4 | -30.3 | 18,563 | 37,476 | 4.7 | 5.7 | -50.5 | 34,913 | 61,092 | 2.2 | 2.8 | -50.5 |
| Pontiac | 14,767 | 19,231 | 3.2 | 2.7 | -23.2 | 1,133 | 1,801 | 0.3 | 0.3 | -37.1 | 17,583 | 25,417 | 2.0 | 1.9 | -30.8 |
| BMW division | 15,690 | 15,645 | 2.2 | 2.2 | 0.3 | 2,753 | 3,884 | 0.7 | 0.6 | -29.1 | 17,520 | 23,115 | 2.0 | 1.7 | -24.2 |
| Saturn | 13,220 | 18,791 | 2.8 | 2.7 | -29.6 | 6,559 | 10,441 | 1.1 | 1.1 | -38.1 | 19,779 | 29,232 | 1.9 | 1.7 | -16.6 |
| Volkswagen division | 9,819 | 14,777 | 2.1 | 2.1 | -33.6 | 5,790 | 6,044 | 1.5 | 0.9 | -4.2 | 15,609 | 20,821 | 1.8 | 1.5 | -25.0 |
| Mercedes-Benz | 7,212 | 14,881 | 1.6 | 2.1 | -51.5 | 7,027 | 10,058 | 1.8 | 1.5 | -30.1 | 14,239 | 24,939 | 1.7 | 1.8 | -42.9 |
| Lexus | 5,948 | 7,097 | 1.3 | 1.0 | -16.2 | 3,057 | 6,191 | 0.8 | 0.9 | -50.6 | 9,005 | 13,288 | 1.0 | 1.0 | -32.2 |
| Mercury | 8,895 | 9,106 | 1.3 | 1.3 | -35.3 | 2,412 | 5,227 | 0.6 | 0.8 | -53.9 | 8,307 | 14,333 | 1.0 | 1.1 | -42.0 |
| Cadillac | 5,728 | 11,030 | 1.2 | 1.6 | -48.1 | 2,481 | 6,423 | 0.6 | 1.0 | -61.4 | 8,209 | 17,453 | 1.0 | 1.3 | -53.0 |
| Suzuki | 5,841 | 5,044 | 1.3 | 0.7 | 15.8 | 2,140 | 5,466 | 0.5 | 0.8 | -60.8 | 7,981 | 10,510 | 0.9 | 0.8 | -24.1 |
| Buick | 4,172 | 7,779 | 0.9 | 1.1 | -46.4 | 3,197 | 4,538 | 0.8 | 0.7 | -29.6 | 7,369 | 12,317 | 0.9 | 0.9 | -40.2 |
| Saturn | 2,857 | 8,170 | 0.6 | 1.2 | -65.0 | 4,476 | 9,976 | 1.1 | 1.5 | -55.1 | 7,333 | 18,146 | 0.9 | 1.3 | -59.6 |
| Lincoln | 4,581 | 5,425 | 1.0 | 0.8 | -15.6 | 2,729 | 5,468 | 0.7 | 0.7 | -50.3 | 7,310 | 10,913 | 0.8 | 0.8 | -33.0 |
| Infiniti | 4,793 | 10,022 | 1.0 | 1.4 | -52.2 | 2,449 | 3,799 | 0.6 | 0.6 | -38.5 | 7,242 | 13,821 | 0.8 | 1.0 | -47.6 |
| Audi | 4,886 | 6,596 | 1.1 | 0.9 | -25.9 | 1,547 | 1,390 | 0.4 | 0.2 | 11.3 | 6,433 | 7,986 | 0.7 | 0.6 | -19.4 |
| Volvo | 4,869 | 6,881 | 1.0 | 1.0 | -29.2 | 1,489 | 2,382 | 0.4 | 0.4 | -37.5 | 6,358 | 9,263 | 0.7 | 0.7 | -31.4 |
| Scion | 4,663 | 11,131 | 1.0 | 1.6 | -58.1 | — | — | — | — | — | 4,663 | 11,131 | 0.5 | 0.8 | -58.1 |
| Mitsubishi | 3,170 | 7,919 | 0.7 | 1.1 | -60.0 | 1,450 | 2,831 | 0.4 | 0.4 | -48.8 | 4,620 | 10,750 | 0.5 | 0.8 | -57.0 |
| Mini | 3,605 | 4,289 | 0.8 | 0.6 | -15.9 | — | — | — | — | — | 3,605 | 4,289 | 0.6 | 0.5 | -9.9 |
| Land Rover† | — | — | — | — | — | 2,248 | 3,054 | 0.6 | 0.5 | -26.4 | 2,248 | 3,054 | 0.3 | 0.2 | -26.4 |
| Porsche | 825 | 1,298 | 0.2 | 0.2 | -36.4 | 924 | 1,169 | 0.2 | 0.2 | -21.0 | 1,749 | 2,467 | 0.2 | 0.2 | -29.1 |
| Smart | 1,746 | 1,734 | 0.4 | 0.2 | 0.7 | — | — | — | — | — | 1,746 | 1,734 | 0.2 | 0.1 | -0.7 |
| Saab | 852 | 2,449 | 0.2 | 0.3 | -65.2 | 413 | 513 | 0.1 | 0.1 | -19.5 | 1,265 | 2,962 | 0.1 | 0.2 | -57.3 |
| Jaguar‡ | 1,174 | 1,752 | 0.3 | 0.2 | -33.0 | — | — | — | — | — | 1,174 | 1,752 | 0.1 | 0.1 | -33.0 |
| Hummer | — | — | — | — | — | 831 | 3,451 | 0.2 | 0.5 | -75.9 | 831 | 3,451 | 0.1 | 0.3 | -9.9 |
| Bentley | 101 | 258 | 0.0 | 0.0 | -60.9 | — | — | — | — | — | 101 | 258 | 0.0 | 0.0 | -60.9 |
| Maserati | 92 | 250 | 0.0 | 0.0 | -63.2 | — | — | — | — | — | 92 | 250 | 0.0 | 0.0 | -63.2 |
| Rolls-Royce* | 36 | 37 | 0.0 | 0.0 | -2.7 | — | — | — | — | — | 36 | 37 | 0.0 | 0.0 | -2.7 |
| Maybach* | 8 | 10 | 0.0 | 0.0 | -20.0 | — | — | — | — | — | 8 | 10 | 0.0 | 0.0 | -20.0 |
| Isuzu | — | — | — | — | — | — | 583 | — | — | — | — | 583 | — | — | — |
| Other** | 420 | 579 | 0.1 | 0.1 | -27.5 | — | — | — | — | — | 420 | 579 | 0.0 | 0.0 | -27.5 |
| TOTAL | 463,938 | 702,962 | 100.0 | 100.0 | -34.0 | 394,044 | 654,227 | 100.0 | 100.0 | -39.8 | 857,982 | 1,357,189 | 100.0 | 100.0 | -36.8 |
| Made in North America*** | 297,568 | 465,606 | 64.1 | 66.2 | -36.1 | 191,434 | 547,124 | 81.1 | 83.6 | -41.6 | 617,002 | 1,012,730 | 71.9 | 74.6 | -39.1 |
| Made in Japan | 80,627 | 130,141 | 17.4 | 18.5 | -38.0 | 47,786 | 81,425 | 12.1 | 12.4 | -41.3 | 128,413 | 211,566 | 15.0 | 15.6 | -39.3 |
| Made in Europe | 48,209 | 67,600 | 10.4 | 9.6 | -28.7 | 10,774 | 10,596 | 2.7 | 1.6 | 1.7 | 58,983 | 78,196 | 6.9 | 5.8 | -24.6 |
| Made in Korea | 34,454 | 38,838 | 7.4 | 5.5 | -11.3 | 16,850 | 15,082 | 4.1 | 2.3 | 6.4 | 50,504 | 53,920 | 5.9 | 4.0 | -6.3 |
| Total Detroit‡ | 144,767 | 248,970 | 31.2 | 35.4 | -41.9 | 235,447 | 407,546 | 59.6 | 62.3 | -42.3 | 379,814 | 656,516 | 44.3 | 48.4 | -42.1 |
| Total Japan† | 219,222 | 330,447 | 47.3 | 47.0 | -33.7 | 119,417 | 204,395 | 30.3 | 31.2 | -41.6 | 338,639 | 534,842 | 38.9 | 39.7 | -42.1 |
| Total Europe‡ | 56,420 | 73,332 | 12.2 | 11.2 | -28.5 | 17,664 | 19,232 | 4.5 | 2.9 | -8.2 | 74,084 | 98,164 | 8.6 | 7.2 | -24.5 |
| Total Korea‡ | 43,529 | 44,613 | 9.4 | 6.3 | -2.4 | 21,916 | 23,054 | 5.6 | 3.5 | -4.9 | 65,445 | 67,667 | 7.6 | 5.0 | -3.3 |
| General Motors | 72,851 | 124,637 | 15.7 | 17.7 | -41.5 | 82,483 | 156,076 | 20.9 | 23.9 | -47.2 | 155,334 | 280,713 | 18.1 | 20.7 | -44.7 |
| Toyota Motor Sales U.S.A. | 80,597 | 129,777 | 17.4 | 18.5 | -37.9 | 52,205 | 87,952 | 13.2 | 13.4 | -40.6 | 132,802 | 217,729 | 15.5 | 16.0 | -39.0 |
| Ford Motor Co.† | 51,336 | 81,929 | 11.1 | 11.7 | -37.3 | 79,766 | 144,519 | 20.2 | 22.1 | -44.8 | 131,102 | 226,448 | 15.3 | 16.7 | -41.1 |
| Chrysler LLC | 28,301 | 53,486 | 6.7 | 7.6 | -50.8 | 74,700 | 112,900 | 19.0 | 17.3 | -33.8 | 103,001 | 166,386 | 11.8 | 12.3 | -39.3 |
| American Honda Motor Co. | 55,294 | 83,214 | 11.9 | 11.8 | -33.6 | 33,085 | 55,520 | 8.4 | 8.5 | -40.4 | 88,379 | 138,734 | 10.3 | 10.2 | -36.3 |
| Nissan North America | 43,187 | 66,475 | 9.3 | 9.5 | -35.0 | 23,947 | 40,446 | 6.0 | 6.2 | -42.0 | 67,134 | 106,921 | 7.8 | 7.9 | -37.7 |
| Hyundai-Kia Automotive | 43,529 | 44,613 | 9.4 | 6.3 | -2.4 | 21,816 | 23,054 | 5.6 | 3.5 | -4.9 | 65,445 | 67,667 | 7.6 | 5.0 | -3.3 |
| Volkswagen Group of America | 18,207 | 25,645 | 3.9 | 3.6 | -29.0 | 4,047 | 2,186 | 1.0 | 0.3 | -69.1 | 22,254 | 27,831 | 2.6 | 2.1 | -20.0 |
| BMW Group | 23,540 | 23,540 | 5.1 | 3.3 | -21.9 | 2,753 | 3,884 | 0.7 | 0.7 | -29.1 | 27,293 | 27,424 | 3.1 | 3.0 | -22.9 |
| Daimler AG | 11,573 | 16,521 | 2.5 | 2.4 | -29.9 | 5,790 | 6,044 | 1.5 | 0.9 | -4.2 | 17,363 | 22,565 | 2.0 | 1.7 | -23.1 |
| Jaguar Land Rover N.A.‡ | 1,174 | — | — | — | — | 2,248 | — | — | — | — | 3,422 | — | — | — | — |

U.S. car and light-truck sales by make – 3 months 2009 (Ranked by total sales)

| Make | Car 2009 | Car 2008 | 2009 share | 2008 share | Percent change | Truck 2009 | Truck 2008 | 2009 share | 2008 share | Percent change | Total 2009 | Total 2008 | 2009 share | 2008 share | Percent change |
|---------------------|----------|----------|------------|------------|----------------|------------|------------|------------|------------|----------------|------------|------------|------------|------------|----------------|
| Toyota Division | 179,979 | 260,142 | 15.7 | 14.5 | -30.8 | 125,338 | 217,204 | 11.8 | 12.2 | -42.3 | 305,317 | 477,346 | 13.8 | 13.3 | -36.0 |
| Ford division | 85,296 | 124,421 | 7.5 | 7.9 | -40.1 | 186,790 | 339,441 | 17.6 | 19.6 | -45.0 | 481,272 | 806,787 | 24.8 | 28.9 | -42.1 |
| Chevrolet | 101,283 | 204,053 | 8.9 | 11.4 | -50.4 | 144,567 | 273,408 | 13.6 | 15.3 | -47.1 | 245,850 | 477,461 | 11.2 | 13.3 | -48.5 |
| Honda Division | 120,938 | 181,769 | 10.6 | 10.1 | -33.5 | 85,527 | 133,333 | 8.1 | 7.5 | -35.9 | 206,465 | 315,102 | 9.4 | 8.8 | -34.5 |
| Nissan Division | 98,110 | 137,547 | 8.6 | 7.7 | -28.7 | 55,941 | 99,665 | 5.3 | 5.6 | -43.9 | 154,051 | 237,212 | 7.0 | 6.6 | -35.1 |
| Dodge | 42,851 | 89,221 | 3.7 | 5.0 | -52.2 | 96,295 | 142,710 | 9.1 | 8.0 | -32.5 | 139,046 | 231,931 | 6.3 | 6.5 | -40.1 |
| Hyundai division | 69,033 | 66,292 | 6.0 | 3.7 | 41.1 | 26,821 | 29,046 | 2.5 | 1.6 | -7.7 | 95,854 | 95,338 | 4.3 | 2.7 | 0.5 |
| Kia | 29,398 | 36,863 | 2.6 | 2.1 | -20.3 | 39,495 | 31,351 | 3.7 | 1.8 | 26.0 | 68,893 | 68,214 | 3.1 | 1.9 | 1.0 |
| Jeep | 165,443 | 223,667 | 14.7 | 14.5 | -30.8 | 62,546 | 105,320 | 5.9 | 5.9 | -40.6 | 127,989 | 229,017 | 10.8 | 10.4 | -30.8 |
| Mazda | 36,700 | 50,868 | 3.2 | 2.8 | -27.9 | 17,095 | 26,821 | 1.6 | 1.5 | -36.3 | 53,795 | 77,689 | 2.4 | 2.2 | -30.8 |
| GMC | 20,336 | 71,429 | 1.8 | 4.0 | -71.5 | 52,804 | 101,402 | 5.0 | 5.7 | -47.9 | 73,142 | 173,031 | 2.4 | 2.8 | -47.9 |
| Chrysler Division | 34,240 | 64,153 | 3.0 | 2.6 | -25.8 | 25,370 | 45,191 | 2.4 | 4.9 | -50.6 | 59,610 | 116,384 | 2.2 | 3.2 | -31.2 |
| BMW division | 36,001 | 48,444 | 3.1 | 2.7 | -25.7 | 8,491 | 12,212 | 0.8 | 0.7 | -30.5 | 44,512 | 60,656 | 1.9 | 1.6 | -26.8 |
| Volkswagen division | 36 | | | | | | | | | | | | | | |