

# Forecast future sales by brand in local markets


**Cincinnati, OH DMA**

Domestic/Foreign Sales Projections By Brand									
Automotive Brand	12 Month Sales Estimate	Average Monthly Sales	Cincinnati Market Share	U.S.A. Market Share	Automotive Brand	12 Month Sales Estimate	Average Monthly Sales	Cincinnati Market Share	U.S.A. Market Share
Buick	7,843	654	4.3%	2.7%	BMW	2,073	173	1.1%	0.8%
Cadillac	1,854	154	1.0%	1.3%	Honda	18,820	1,568	10.3%	9.2%
Chevrolet/Geo	25,184	2,099	13.8%	15.4%	Hyundai	10,326	861	5.7%	3.5%
Chrysler	4,728	394	2.6%	2.6%	Infiniti	583	49	0.3%	0.3%
Dodge	10,157	846	5.6%	6.6%	Kia	2,621	218	1.4%	1.5%
Ford	23,022	1,918	12.6%	14.7%	Lexus	2,170	181	1.2%	1.1%
GMC	6,035	503	3.3%	3.2%	Mazda	2,945	245	1.6%	1.7%
Jeep-Eagle	8,101	675	4.4%	2.7%	Mercedes Benz	1,207	101	0.7%	0.8%
Lincoln	1,152	96	0.6%	0.7%	Mini	381	32	0.2%	0.5%
Mercury	2,944	245	1.6%	2.1%	Mitsubishi	1,560	130	0.9%	0.7%
Oldsmobile	2,220	185	1.2%	1.1%	Nissan	10,668	889	5.9%	5.4%
Pontiac	4,476	373	2.5%	2.8%	Toyota	19,841	1,653	10.9%	13.4%
Saturn	3,867	322	2.1%	1.6%	Volkswagen	3,877	323	2.1%	1.5%
Acura	1,314	109	0.7%	0.9%	Volvo	1,858	155	1.0%	0.9%
Audi	398	33	0.2%	0.3%	<b>Total</b>	<b>182,224</b>	<b>15,185</b>	<b>56.7%</b>	<b>100.0%</b>

Sources: Experian, SIMMONS, MMG3, CentraForce, Demonstration Product to Toyota Motor Sales