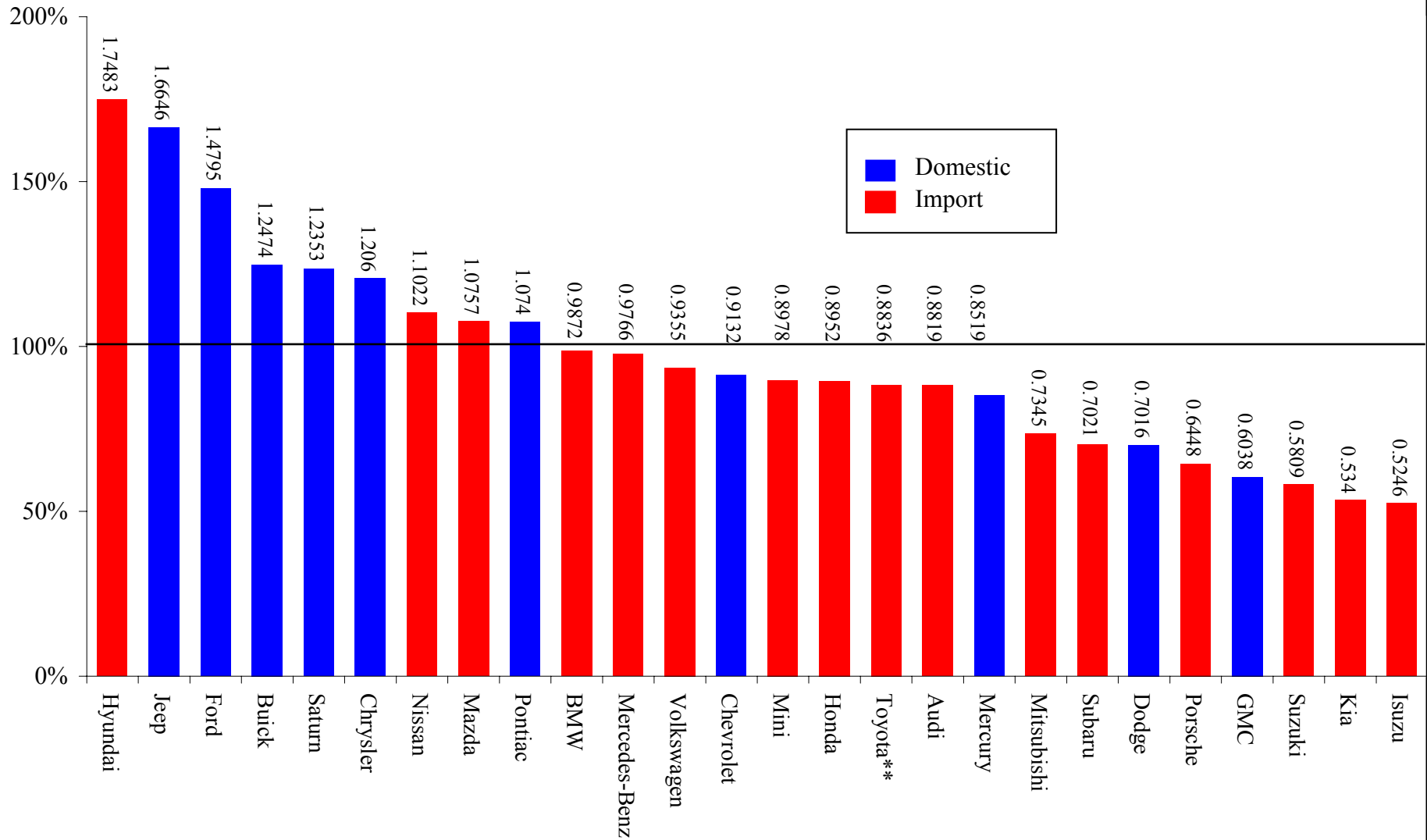


**New Line Make\* Actual as a Percent of Expected Retail Car + Light Truck Registrations  
Based on Line Make\* as a Percent of Industry by Polk Segment in Zone  
10-Mile RMA by ZIP Code  
2004**



SOURCE: The Fontana Group, Inc.  
DATA: R. L. Polk & Co., 2004.

\* Line Makes shown are those which Honda competes against in Honda defined segments.  
\*\* Toyota includes Scion.

FALEMO:BMREGS.XLS:CACT:26:TENTTM