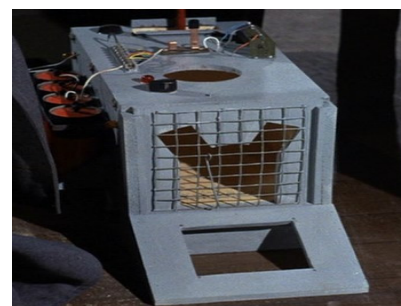


## The Car SAAR Gonculator

### The Demystification of Forecasting Auto Sales

- To enhance our ability to analyze the automotive sector, we have employed regression and other data analyses to project U.S. light vehicle car sales on a monthly and annual basis. The result of our analyses, the "Gonculator", is a hybrid multiple regression and weighted average forecast model that estimates U.S. Light Vehicle SAAR based on variables highly correlated with auto sales.
- We tested 17 independent variables in our analyses, each a measure of:
  - Employment (U6, U3, Initial Jobless Claims)
  - Income (Personal Income, Discretionary Income)
  - Buying Conditions/Consumer Confidence (Indices of consumer sentiment, expectations, and attitudes)
  - Wealth (S&P 500, Case-Shiller Index, FHFA House Price Index).
- Our analyses lead us to a regression model largely based on the state of unemployment, housing, and consumer confidence in the U.S., as measured by the U6 rate, the FHFA House Price Index, and the University of Michigan Consumer Attitude Index, respectively.
- We project a December 2010 U.S. light vehicle SAAR of 12.0mm units and FY11 U.S. light vehicle SAAR of 12.7mm units.
- Over the long term, we look to trend analysis, consumer and demographic trends as well as scrappage rates to arrive at an estimated normalized SAAR. Our analysis focuses on population and household data trends, the impact of vehicle age and quality on scrappage rates and sales, vehicle penetration rates, relative value between new and used vehicles and government intervention.
- Overlaying empirical demographic and scrappage data on statistical analysis, we conclude that replacement demand should support U.S. light vehicle sales in excess of 14mm by 2012.
- As always, we welcome any feedback on this report and we look forward to a productive 2011. Attached is the [link](#) to our 2011 outlook.



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See page 24 for analyst certification and important disclosures.

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**Tower International**

## Regression Analysis Process

We identified the primary economic indicators that have strong correlations with U.S. light vehicle SAAR. We then used these variables to estimate future auto sales by employing regression analysis. **Our model calls for a 12.0mm U.S. light vehicle December SAAR and 12.7mm U.S. light vehicle FY2011 SAAR.**

To begin the process, we drafted a list of potential variables and compiled historical data pertaining to each variable (1991-Nov 2010). Our list included multiple measures of employment (U6, U3, Initial Jobless Claims), income (Personal Income, Discretionary Income), buying conditions/consumer confidence (various consumer surveys measuring consumer sentiment, expectations, and attitudes), and wealth (S&P 500, Case-Shiller Index, FHFA House Price Index). A detailed list of first-round independent variables is summarized in Figure 1.

Figure 1: List of Economic Independent Variables

10-year Treasury Rate
1-Year Inflation Expectation
Advance Retail Sales (ex-Auto)
Avg Gas Price/ Gallon
Case-Shiller Index
Disposable Income
FHFA House Price Index
Initial Jobless Claims
Personal Income
Real GDP
S&P 500
U3 Unemployment Rate
U6 Unemployment Rate
University of Michigan Buying Conditions for Vehicles
University of Michigan Consumer Attitude Index
University of Michigan Consumer Expectations Index
University of Michigan Consumer Sentiment Index

Source: J.P. Morgan.

Using the CORREL function in excel (calculates the correlation coefficient<sup>1</sup> between any two sets of data) we calculated the correlation coefficient (the degree to which two variables move in tandem with one another) and R<sup>2</sup> (the square of the correlation coefficient) between each of the independent variables and SAAR. We measured the relationship with monthly SAAR to both values and year-over-year percentage changes in each of the independent variables. For example, in the case of U3 unemployment, we compared monthly SAAR to both the unemployment rate itself and the % year-over-year change in the unemployment rate. Results of this exercise are summarized in Figure 2.

<sup>1</sup> A *correlation coefficient* is a measure that determines the degree to which two variables' movements are associated. The correlation coefficient will vary from -1 to +1. A -1 indicates perfect negative correlation and +1 indicates perfect positive correlation.

Sources: Investopedia, investorglossary.com

Figure 2: Summary of R<sup>2</sup> Results

R Squared - Monthly SAAR (Comp Periods)		
	SAAR vs. Value	SAAR vs. % YoY Growth
10-year Treasury Rate	0.0%	3.4%
1-Year Inflation Expectation	0.6%	1.0%
Advance Retail Sales (ex-Auto)	0.3%	30.6%
Avg Gas Price/Gallon	1.4%	8.8%
Case-Shiller Index	3.9%	50.8%
UofMich Consumer Attitude Index	51.2%	0.0%
UofMich Consumer Expectations Index	33.5%	2.7%
UofMich Consumer Sentiment Index	43.1%	1.3%
Disposable Income	0.0%	24.3%
FHFA House Price Index	1.4%	65.6%
Initial Jobless Claims	44.0%	4.3%
Personal Income	0.0%	26.7%
Real GDP	0.0%	44.0%
S&P 500	25.3%	2.7%
U3 Unemployment	62.3%	25.8%
U6 Unemployment	66.1%	33.0%
UofMich Buying Conditions for Vehicles	25.6%	5.2%

Source: J.P. Morgan

We were encouraged by some of the results (e.g., a 66% R<sup>2</sup> for U6 unemployment and a 66% R<sup>2</sup> for the % y/y change in the FHFA House Price Index), yet no independent variable appeared overwhelmingly correlated with SAAR. We also regressed the two most highly correlated variables (the U6 unemployment and the FHFA House Price Index) against retail and fleet sales independently. **Interestingly, we found that the FHFA House Price Index was more highly correlated with fleet sales and the U6 was more highly correlated with retail sales.** Each, however, had similar correlations with total auto sales. See Figure 3 below.

Figure 3: R<sup>2</sup> Summaries; FHFA Index & U6 Unemployment vs. Retail and Fleet SAAR (1995-2009)

	FHFA Index	U6
Retail	38%	72%
Fleet	70%	45%
<b>Total</b>	<b>78%</b>	<b>75%</b>

Source: JPMorgan.

To further investigate the relationships, we lagged and led monthly SAAR values by 3 and 6 month periods to determine if variables were more highly correlated looking forward or backward. We found that certain R<sup>2</sup>'s increased considerably with the shift of the data (Figure 4, pp.5). For example, unemployment proved to be a lagging indicator as its R<sup>2</sup> increased as we lagged the data. Figure 7 shows how unemployment historically peaks before sales trough.

Once extracting the highest correlated periods (i.e. 6 or 3 month lag/lead) and measure (SAAR vs. the value of the data point or the % y/y change) for each variable, we narrowed our list to eliminate a) variables with low correlations to monthly SAAR and b) repeats in the measurement of certain factors (e.g. employment, income, wealth, buying conditions). Figure 5 summarizes the highest R<sup>2</sup> found for each independent variable, the relationship that produced it, and whether we chose to include the variable in our regression model.

Figure 4: R<sup>2</sup> Summaries: 3-Month and 6-Month Lagging and Leading

R Squared - Monthly SAAR 3M Lag			R Squared - Monthly SAAR 6M Lag			R Squared - Monthly SAAR 3M Lead			R Squared - Monthly SAAR 6M Lead		
	SAAR vs. Value	SAAR vs. % YoY Growth		SAAR vs. Value	SAAR vs. % YoY Growth		SAAR vs. Value	SAAR vs. % YoY Growth		SAAR vs. Value	SAAR vs. % YoY Growth
10-year Treasury	0.0%	2.4%	10-year Treasury	0.1%	2.6%	10-year Treasury	0.0%	2.4%	10-year Treasury	0.2%	0.7%
1-Year Inflation Expectation	2.3%	0.6%	1-Year Inflation Expectation	7.6%	0.2%	1-Year Inflation Expectation	0.6%	4.7%	1-Year Inflation Expectation	0.7%	2.0%
Advance Retail Sales	0.0%	28.4%	Advance Retail Sales	0.4%	32.2%	Advance Retail Sales	1.7%	17.0%	Advance Retail Sales	4.4%	8.8%
Avg Gas Price/ Gallon	4.3%	5.5%	Avg Gas Price/ Gallon	9.2%	3.3%	Avg Gas Price/ Gallon	0.2%	11.9%	Avg Gas Price/ Gallon	0.0%	9.7%
Case-Shiller	1.7%	60.0%	Case-Shiller	0.4%	68.9%	Case-Shiller	6.1%	41.6%	Case-Shiller	8.4%	32.0%
Consumer Attitude	55.3%	1.4%	Consumer Attitude	58.4%	6.5%	Consumer Attitude	40.3%	1.7%	Consumer Attitude	33.4%	6.3%
Consumer Expectations	38.0%	0.7%	Consumer Expectations	42.1%	0.1%	Consumer Expectations	26.2%	5.0%	Consumer Expectations	20.4%	7.8%
Consumer Sentiment	47.9%	0.0%	Consumer Sentiment	52.0%	0.6%	Consumer Sentiment	33.8%	4.0%	Consumer Sentiment	27.1%	8.3%
Disposable Income	0.5%	17.2%	Disposable Income	1.4%	12.3%	Disposable Income	0.1%	27.9%	Disposable Income	0.6%	23.9%
FHFA House Price Index	0.3%	71.8%	FHFA House Price Index	0.0%	77.0%	FHFA House Price Index	2.9%	54.9%	FHFA House Price Index	4.9%	42.5%
Initial Jobless Claims	41.6%	7.6%	Initial Jobless Claims	36.7%	11.8%	Initial Jobless Claims	40.2%	2.4%	Initial Jobless Claims	29.7%	0.0%
Personal Income	0.1%	21.2%	Personal Income	0.8%	17.8%	Personal Income	0.4%	25.7%	Personal Income	1.3%	20.9%
Real GDP	0.4%	44.6%	Real GDP	1.4%	39.5%	Real GDP	0.1%	38.3%	Real GDP	0.7%	27.2%
S&P 500	20.1%	4.6%	S&P 500	13.9%	7.2%	S&P 500	27.6%	0.7%	S&P 500	28.4%	0.0%
U3 Unemployment	55.1%	29.3%	U3 Unemployment	46.5%	29.9%	U3 Unemployment	66.8%	21.8%	U3 Unemployment	67.2%	14.0%
U6 Unemployment	58.6%	37.9%	U6 Unemployment	48.9%	38.5%	U6 Unemployment	69.6%	29.6%	U6 Unemployment	68.4%	20.1%
UofMich Buying Conditions	28.1%	3.1%	UofMich Buying Conditions	41.6%	0.7%	UofMich Buying Conditions	13.7%	12.0%	UofMich Buying Conditions	8.9%	15.9%

Source: J.P. Morgan.

Figure 5: Highest R<sup>2</sup> Scenario for each Independent Variable

Economic Variable	Highest R <sup>2</sup>	Relationship Test	Period Comparison	Type of Indicator	Used in Regression Analysis?	Rationale
FHFA House Price Index	77.0%	SAAR vs. %YoY Change in FHFA Index	SAAR 6-Month Lag	Leading	Yes	
U6 Unemployment	69.6%	SAAR vs. U6 Unemployment Rate	SAAR 3-Month Lead	Lagging	Yes	
Consumer Attitude	58.4%	SAAR vs. Consumer Index Value	SAAR 6-Month Lag	Leading	Yes	
Real GDP	44.6%	SAAR vs. %YoY Change in Real GDP	SAAR 3-Month Lag	Leading	Yes	
Initial Jobless Claims	44.0%	SAAR vs. Number of Claims	Comparable Period	Coincident	Yes	
UofMich Buying Conditions	41.6%	SAAR vs. Consumer Index Value	SAAR 6-Month Lag	Leading	Yes	
Advance Retail Sales	32.2%	SAAR vs. %YoY Change in Advance Retail Sales	SAAR 6-Month Lag	Leading	Yes	
S&P 500	28.4%	SAAR vs. Value of S&P 500	SAAR 6-Month Lead	Lagging	Yes	
Disposable Income	27.9%	SAAR vs. %YoY Change in Disposable Income	SAAR 3-Month Lead	Lagging	Yes	
Case-Shiller	68.9%	SAAR vs. %YoY Change in Case-Shiller Index	SAAR 6-Month Lag	Leading	No	FHFA House Price Index as proxy
U3 Unemployment	67.2%	SAAR vs. U3 Unemployment Rate	SAAR 6-Month Lead	Lagging	No	U6 used as proxy
Consumer Sentiment	52.0%	SAAR vs. Consumer Index Value	SAAR 6-Month Lag	Leading	No	Consumer Attitude used as proxy
Consumer Expectations	42.1%	SAAR vs. Consumer Index Value	SAAR 6-Month Lag	Leading	No	Consumer Attitude used as proxy
Personal Income	26.7%	SAAR vs. %YoY Change in Personal Income	Comparable Period	Coincident	No	Disposable Income used as proxy
Avg Gas Price/ Gallon	11.9%	SAAR vs. %YoY Change in Gas Price	SAAR 3-Month Lead	Lagging	No	R <sup>2</sup> not significant
1-Year Inflation Expectation	7.6%	SAAR vs. Expected Rate of Inflation	SAAR 6-Month Lag	Leading	No	R <sup>2</sup> not significant
10-year Treasury	3.4%	SAAR vs. %YoY Change Treasury Rate	Comparable Period	Coincident	No	R <sup>2</sup> not significant

Source: J.P. Morgan.

## Selection Criteria

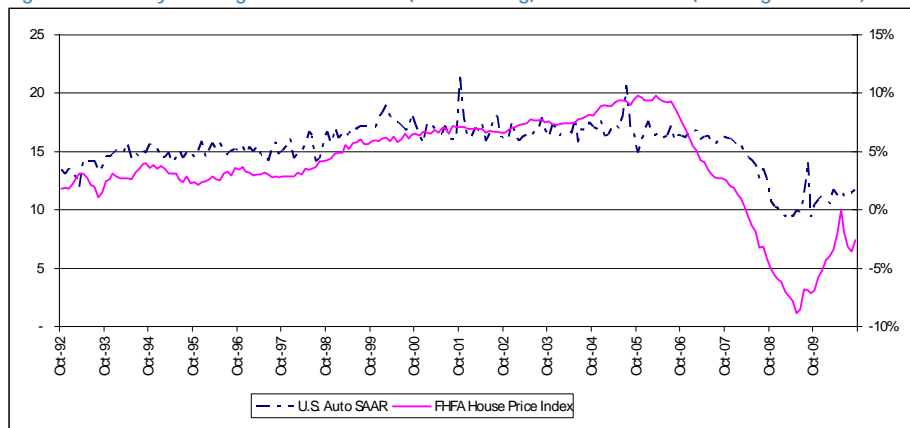
We use the FHFA House Price Index and U6 unemployment rate as measures of the housing and employment markets, respectively. These were chosen given their high correlations with monthly SAAR and our belief in their predictive capability given the nature of their calculations, how often each is tracked and the type of population each covers.

For example, we use the FHFA index vs. the Case-Shiller index as the FHFA is a monthly housing price index vs. Case Shiller's quarterly index. We felt that the FHFA monthly measure of house prices was most appropriate given:

- Our comparison to monthly auto sales
- The FHFA index is calculated based on data from all states, while the Case-Shiller index eliminates 13 states. We felt a national representation was most useful to our analysis.
- The Case-Shiller index value-weights home prices, while the FHFA index weights price trends equally. This difference in index calculations results in the Case-Shiller index placing heavier emphasis on expensive homes.

Interestingly, when we used the Case-Shiller index as an independent variable in our regression, we forecasted higher SAAR values than our current model. In relation to car sales, we have seen similar relative outperformance in the premium/luxury end of the market. Ultimately, we felt that the FHFA index provided us with a cleaner sample of the average American car buyer. Figure 6 graphs the historical relationship between monthly U.S. light vehicle SAAR and the FHFA House Price Index.

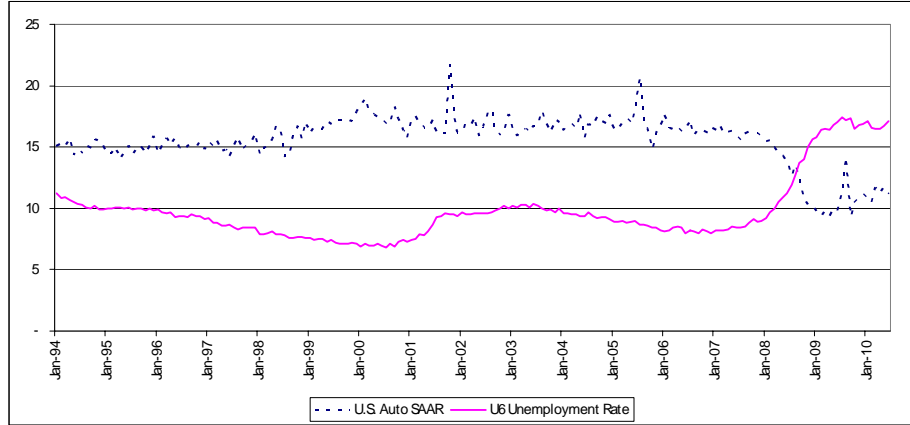
Figure 6: Monthly U.S. Light Vehicle SAAR (6-Month Lag) vs. FHFA Index (Leading Indicator)



Source: J.P. Morgan.

Regarding unemployment, we feel that the U6 rate provides a more robust picture of the labor market; capturing each discouraged workers (those who have stopped looking for work because they believe none is available to them) and part-time workers who would like to work full time. We felt that underemployment, vs. pure unemployment, would most accurately reflect the impact of income and wealth on the U.S. consumers' willingness to purchase a vehicle.

Figure 7: Monthly U.S. Light Vehicle SAAR (3 Month Lead) vs. U6 Unemployment Rate (Lagging Indicator)



Source: J.P. Morgan.

Using the chosen independent variables noted in Figure 5, we ran a multiple regression that produced the output seen in Figure 8. The regression analysis resulted in an 82.3% adjusted R<sup>2</sup>, indicating that a fairly high portion of monthly auto sales could be explained by the model. The output of the Original Regression Model is included in Figure 8.

Figure 8: Original Regression Model (Summary Output)

Regression Statistics										
Multiple R	91.1%									
R Square	83.0%									
Adjusted R Square	82.3%									
Standard Error	85.5%									
Observations	197									

	Coefficients	Standard Error	t Stat	P-value	Lower 95%	Upper 95%	Lower 95%	Upper 95%
Intercept	16.17	2.8	5.7	0.0	10.6	21.8	10.6	21.8
U6	(0.46)	0.1	-4.2	0.0	-0.7	-0.2	-0.7	-0.2
Consumer Attitude	(0.02)	0.0	-1.3	0.2	-0.1	0.0	-0.1	0.0
Initial Jobless Claims	0.00	0.0	1.8	0.1	0.0	0.0	0.0	0.0
UofMichigan	0.02	0.0	3.5	0.0	0.0	0.0	0.0	0.0
S&P500	0.00	0.0	0.8	0.4	0.0	0.0	0.0	0.0
FHFA Housing Index	23.05	3.0	7.6	0.0	17.1	29.0	17.1	29.0
Disposable Income	5.66	5.3	1.1	0.3	-4.8	16.1	-4.8	16.1
Advance Retail Sales	(0.44)	3.1	-0.1	0.9	-6.5	5.7	-6.5	5.7

Source: J.P. Morgan.

We back tested the regression equation over the past year to identify the potential variability of future results. Figure 9 summarizes the monthly results from November 2009-November 2010. Our regression equation forecasted SAAR on average within negative 0.6% of actual SAAR, yet had higher standard error than we anticipated. Model outputs fluctuated between negative 5.4% and 6.0% of actual SAAR, an 11.4% range.

Figure 9: Original Regression Model Inputs and Outputs - Back Tested

<u>Inputs</u>	<u>Nov-09</u>	<u>Dec-09</u>	<u>Jan-10</u>	<u>Feb-10</u>	<u>Mar-10</u>	<u>Apr-10</u>	<u>May-10</u>	<u>Jun-10</u>	<u>Jul-10</u>	<u>Aug-10</u>	<u>Sep-10</u>	<u>Oct-10</u>	<u>Nov-10</u>	<u>AVERAGE</u>	<u>Relationship</u>
U6 Unemployment	16.8	16.9	17.1	16.6	16.5	16.5	16.7	17.1	17.0	17.0	16.9	16.7	16.5		3-Month Lag
Consumer Attitude	67.7	73.2	70.5	66.6	73.4	73.7	68.8	78.0	81.1	81.8	82.4	81.0	81.0		6-Month Lead
Initial Jobless Claims	475	454	490	466	442	446	459	475	482	478	456	459	407		Coincident
UofMich Buying Conditions	139	131.0	139.0	126.0	124.0	126	127	126	126	131	142	139	139		6-Month Lead
S&P 500	1,090	1,090	1,100	1,100	1,140	1,160	1,180	1,200	1,180	1,150	1,230	1,240	1,250		6-Month Lag
FHFA House Price Index	-5.9%	-5.3%	-4.4%	-4.1%	-3.4%	-2.0%	0.1%	-1.9%	-3.2%	-3.7%	-2.7%	-1.3%	-1.3%		6-Month Lead
Disposable Income	3.2%	3.50%	2.90%	1.30%	2.40%	2.90%	3.20%	3.00%	2.00%	2.00%	1.50%	3.0%	5.0%		3-Month Lag
Advance Retail Sales	-10.2%	-9.1%	-8.7%	-5.9%	-6.7%	-2.0%	2.4%	5.5%	4.0%	4.7%	8.5%	8.7%	6.9%		6-Month Lead
<b>Regression Output</b>	<b>11.1</b>	<b>10.8</b>	<b>11.3</b>	<b>11.1</b>	<b>11.2</b>	<b>11.6</b>	<b>12.1</b>	<b>11.3</b>	<b>10.9</b>	<b>10.9</b>	<b>11.3</b>	<b>11.8</b>	<b>11.8</b>	<b>11.3</b>	
<b>Actual</b>	<b>10.9</b>	<b>11.1</b>	<b>10.8</b>	<b>10.5</b>	<b>11.7</b>	<b>11.3</b>	<b>11.7</b>	<b>11.2</b>	<b>11.6</b>	<b>11.5</b>	<b>11.7</b>	<b>12.3</b>	<b>12.3</b>	<b>11.4</b>	
<b>Variance</b>	2.2%	-2.7%	4.6%	6.0%	-4.8%	2.6%	3.9%	1.0%	-5.4%	-4.8%	-3.4%	-3.8%	-3.6%	-0.6%	
<b>Range = 6.0% - (-5.4%) = 11.4%</b>															

Source: J.P. Morgan.

## Modified Regression Model

We found relationships in our Original Regression Model that were counterintuitive. For example, when we decreased the consumer attitude index or increased the number of jobless claims, our SAAR forecast increased. Also, we found that the coefficients produced in the multiple regression for the S&P 500 and Advance Retail sales were nearly 0, resulting in nearly no change of the SAAR forecast for even large movements in the independent variable. We found that all of these issues (high standard error, unusual relationships and insignificant coefficients) were all symptoms of a regression problem known as multicollinearity.<sup>2</sup> After performing a tolerance test<sup>3</sup>, we found that three of our most highly correlated independent variables had extreme evidence of multicollinearity, and two other independent variables were close to demonstrating the trait. Consequently, we dropped independent variables until there was no demonstration of either multicollinearity or inexplicable relationships. The output of this modified regression and updated SAAR forecast are included in Figures 10 and 11. We note that the  $R^2$  of the resulting regression was nearly unchanged vs. the original model. **Our modified regression included two independent variables: the U6 unemployment rate and the FHFA House Price Index.** Versus the Original Regression Model, the Modified Regression Model produced results that had a lower average variance (+0.2% vs. negative 0.6%) and a narrower range of variance (9.6% vs. 11.4%).

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<sup>2</sup> *Multicollinearity* is a statistical phenomenon in which two or more predictor variables in a multiple regression model are highly correlated. In this situation the coefficient estimates may change erratically in response to small changes in the model or the data. Multicollinearity does not reduce the predictive power or reliability of the model as a whole; it only affects calculations regarding individual predictors. That is, a multiple regression model with correlated predictors can indicate how well the entire bundle of predictors predicts the outcome variable, but it may not give valid results about any individual predictor, or about which predictors are redundant with others. A principal issue of such data redundancy is that of overfitting in regression analysis models. The best regression models are those in which the predictor variables each correlate highly with the dependent (outcome) variable but correlate at most only minimally with each other. Such a model is often called "low noise" and will be statistically robust (that is, it will predict reliably across numerous samples of variable sets drawn from the same statistical population). Multicollinearity does not actually bias results; it just produces large standard errors in the related independent variables.

Sources: Wikipedia, Webster's Online Dictionary

<sup>3</sup> A *tolerance test* is one in which an independent variable is regressed against all other independent variables to determine the degree of correlation among independent variables. The *tolerance* is defined as  $1 - R^2$  of this regression. A tolerance of less than 10%-20% indicates the presence of multicollinearity in the original regression caused by the tested variable.

Sources: Wikipedia, Investopedia

Figure 10: Modified Regression Model (Summary Output)

<i>Regression Statistics</i>	
Multiple R	90.7%
R Square	82.3%
Adjusted R Square	82.2%
Standard Error	88.0%
Observations	200

	<i>Coefficients</i>	<i>Standard Error</i>	<i>t Stat</i>	<i>P-value</i>	<i>Lower 95%</i>	<i>Upper 95%</i>	<i>Lower 95%</i>	<i>Upper 95%</i>
Intercept	17.29	0.48	36.38	0.00	16.35	18.23	16.35	18.23
U6 Unemployment	-0.30	0.04	-7.48	0.00	-0.38	-0.22	-0.38	-0.22
FHFA Housing Index	28.73	2.41	11.91	0.00	23.97	33.49	23.97	33.49

Figure 11: Modified Regression Model Inputs and Outputs - Back Tested

	<u>Nov-09</u>	<u>Dec-09</u>	<u>Jan-10</u>	<u>Feb-10</u>	<u>Mar-10</u>	<u>Apr-10</u>	<u>May-10</u>	<u>Jun-10</u>	<u>Jul-10</u>	<u>Aug-10</u>	<u>Sep-10</u>	<u>Oct-10</u>	<u>Nov-10</u>	<u>AVERAGE</u>	<u>Dec-10</u>	<u>FY11</u>
U6 Unemployment	16.8	16.9	17.1	16.6	16.5	16.5	16.7	17.1	17.0	17.0	16.9	16.7	16.5		16.2	16.0
FHFA House Price Index	-5.9%	-5.3%	-4.4%	-4.1%	-3.4%	-2.0%	0.1%	-1.9%	-3.2%	-3.7%	-2.7%	-1.3%	-1.3%		-2.5%	0.5%
<b>Regression Output</b>	<b>10.6</b>	<b>10.7</b>	<b>10.9</b>	<b>11.2</b>	<b>11.4</b>	<b>11.8</b>	<b>12.3</b>	<b>11.6</b>	<b>11.3</b>	<b>11.2</b>	<b>11.5</b>	<b>11.9</b>	<b>12.0</b>	<b>11.4</b>	<b>11.8</b>	<b>12.7</b>
<b>Actual</b>	<b>10.9</b>	<b>11.1</b>	<b>10.8</b>	<b>10.5</b>	<b>11.7</b>	<b>11.3</b>	<b>11.7</b>	<b>11.2</b>	<b>11.6</b>	<b>11.5</b>	<b>11.7</b>	<b>12.3</b>	<b>12.3</b>	<b>11.4</b>	<b>TBD</b>	<b>TBD</b>
Variance	-2.4%	-3.4%	1.5%	6.2%	-2.7%	4.8%	5.8%	4.3%	-2.2%	-2.5%	-2.1%	-2.6%	-2.1%	<b>0.2%</b>		
<b>Range = 6.2% - (-3.4%) = 9.6%</b>																

Source: BLS, J.P. Morgan estimates.

## Weighted Average Model

Despite improved results, we were skeptical of a model dependent on only two inputs. We wanted to somehow incorporate the variables that we dropped from the original regression but knew had meaningful correlation with auto sales. To do this, we regressed SAAR against each variable separately (using the FORECAST function in excel) and applied a weight (albeit discretionary on our part) to each result. We thereby incorporated each data point while mitigating the “noise” of cross-currents among variables. We applied the heaviest weights to the FHFA House Price Index and the U6 unemployment rate given they have the highest correlations with auto sales. We chose to allocate 20% to the Consumer Attitude variable given the consistency of correlation metrics across sentiment indices we saw in the first round of testing. A 10% weight was allocated toward all of the remaining variables, as their small influence gave us confidence that we were capturing a full vs. isolated economic climate. Figure 12 summarizes the inputs and results of our weighted average model for FY11 and December 2010 SAAR.

Figure 12: Weighted Average Model

<b>FY11 SAAR Forecast</b>					
Economic Indicator	R <sup>2</sup>	Independent Variable Inputs	SAAR Forecast by Variable	Weight	Weighted Average
FHFA House Price Index	77.0%	0.5%	13.9	35.0%	4.9
U6 Unemployment	69.6%	16.0%	11.4	35.0%	4.0
Consumer Attitude	58.4%	82.1	12.9	20.0%	2.6
Real GDP	44.6%	3.1%	14.2	1.7%	0.2
Initial Jobless Claims	44.0%	380	14.9	1.7%	0.2
UofMich Buying Conditions	41.6%	142	15.7	1.7%	0.3
Advance Retail Sales	32.2%	5.0%	15.6	1.7%	0.3
S&P500	28.4%	1360	16.5	1.7%	0.3
Disposable Income	27.9%	3.0%	14.0	1.7%	0.2
<b>FY11 SAAR Forecast</b>				<b>100%</b>	<b>12.9</b>
<b>December-10</b>					
Economic Indicator	R <sup>2</sup>	Independent Variable Inputs	SAAR Forecast by Variable	Weight	Weighted Average
FHFA House Price Index	77.0%	-2.5%	12.6	35.0%	4.4
U6 Unemployment	69.6%	16.2%	11.2	35.0%	3.9
Consumer Attitude	58.4%	86.0	13.4	20.0%	2.7
Real GDP	44.6%	2.5%	13.8	1.7%	0.2
Initial Jobless Claims	44.0%	421	14.1	1.7%	0.2
UofMich Buying Conditions	41.6%	139	15.4	1.7%	0.3
Advance Retail Sales	32.2%	4.6%	15.5	1.7%	0.3
S&P500	28.4%	1310	16.3	1.7%	0.3
Disposable Income	27.9%	3.0%	14.0	1.7%	0.2
<b>December 2010 SAAR Forecast</b>				<b>100.0%</b>	<b>12.5</b>

Source: J.P. Morgan.

## The Gonculator (Hybrid of Modified Regression and Weighted Average Models)

Applying a 75% weight to the Modified Regression Model and a 25% weight to our Weighted Average Model, we arrived at SAAR estimates that varied by an average

of 1.6% from actual SAAR over the past year (see figure 14). We placed heavier emphasis on the regression model given our systematic approach in its development and its statistical support. Despite the higher average variance than our original model, we reduced the range of the variance to 8.8% from 11.4% and increased the number of instances of estimates within (+/-) 2% of actual SAAR to 7 out of 12 from 1 out of 12 (see Figures 14 and 15). Satisfied with the results of the model, we further tested it back to January 1991 to find that the average variance from actual results (ex-cash for clunkers in August 2009 and 9/11 aftermath in October 2001) was 0.2%. The percent of estimates within 5% of actual SAAR was 74% (or 145 out of 197 observations) and the percent of estimates within 10% of actual SAAR was 95% (or 187 out of 197 observations).

**Our model calls for a December 2010 SAAR of 12.0mm and a FY11 SAAR of 12.7mm.** We found that for every 1% increase in the U6 unemployment rate or FHFA House price index, our model would forecast a sales decrease of 284k units and an increase of 256k units, respectively (Figure 13 details the model sensitivity to these key variables).

Figure 13: Model Sensitivity to Key Inputs

	<b>U6 Rate</b>	<b>FHFA Index</b>
Modified Regression Model +/-1%	(-/+) 300k units	(+/-) 290k units
Total Variable Weighted Model +/- 1%	(-/+) 235k units	(+/-) 155k units
<b>Combined Model (75%/ 25%) +/- 1%</b>	<b>(-/+) 284k units</b>	<b>(+/-) 256k units</b>

Source: J.P. Morgan.

Figure 14: Summary of Model Outputs vs. Actual Results

	Max % Above Actual SAAR	Max % Below Actual SAAR	Range of % Variance	Average Variance	# of Observations	Instances of Variance Within +/- 2%
Original Regression Model	6.0%	-5.4%	11.4%	-0.6%	12	1
Modified Regression Model	6.2%	-3.4%	9.6%	0.2%	12	1
Weighted Average Model	9.3%	1.3%	8.0%	4.7%	12	2
<b>Hybrid Regression/ Weighted Model</b>	<b>7.0%</b>	<b>-1.8%</b>	<b>8.8%</b>	<b>1.6%</b>	<b>12</b>	<b>7</b>

Source: J.P. Morgan.

Figure 15: Hybrid Regression/Weighted Model – Back Tested

	Nov-09	Dec-09	Jan-10	Feb-10	Mar-10	Apr-10	May-10	Jun-10	Jul-10	Aug-10	Sep-10	Oct-10	Nov-10	Dec-10	FY11
Modified Regression Model	10.6	10.7	10.9	11.2	11.4	11.8	12.3	11.6	11.3	11.2	11.5	11.9	12.0	11.8	12.7
Weighted Average Model	11.3	11.5	11.5	11.5	11.9	12.1	12.3	12.2	12.0	12.0	12.2	12.4	12.5	12.5	12.9
<b>Hybrid Regression/ Weighted Model</b>	<b>10.8</b>	<b>10.9</b>	<b>11.1</b>	<b>11.3</b>	<b>11.5</b>	<b>11.9</b>	<b>12.3</b>	<b>11.8</b>	<b>11.5</b>	<b>11.4</b>	<b>11.7</b>	<b>12.1</b>	<b>12.1</b>	<b>12.0</b>	<b>12.7</b>
<b>Actual</b>	<b>10.9</b>	<b>11.1</b>	<b>10.8</b>	<b>10.5</b>	<b>11.7</b>	<b>11.3</b>	<b>11.7</b>	<b>11.2</b>	<b>11.6</b>	<b>11.5</b>	<b>11.7</b>	<b>12.3</b>	<b>12.3</b>		
JPM vs. Actual (Variance)		-1.8%	2.9%	7.0%	-1.6%	5.5%	5.8%	5.5%	-0.7%	-0.7%	-0.5%	-1.6%	-1.1%		
<b>Range = 7.0% - (-1.8%) = 8.8%</b>															
Consensus Estimate	11.1	10.9	10.4	12.1	11.4	11.4	11.4	11.6	11.6	11.5	11.9	12.1			
Consensus vs. Actual	-0.3%	0.8%	-1.0%	2.9%	1.5%	-2.4%	1.8%	0.4%	1.0%	-1.7%	-3.3%	-1.3%			

Source: J.P. Morgan.

## Scrappage Analysis

Over the long term, we look to consumer demographic trends and scrappage rates to support our attempt to estimate normalized SAAR. Our analysis focuses on the impact of vehicle age and quality on scrappage rates and sales, vehicle penetration rates, relative value between new and used vehicles and government intervention. Overlaying empirical demographic and scrappage data on statistical analysis, we conclude that replacement demand should support U.S. light vehicle sales in excess of 14mm by 2012.

Scrapped vehicles are those that were registered in the prior year and are now unregistered. Scrappage rates are most notably impacted by:

- Vehicle age and quality (measured by years on the road, miles driven, and product quality)
- Vehicle penetration (number of vehicles per household)
- Relative value between new and used vehicles
- Government Intervention

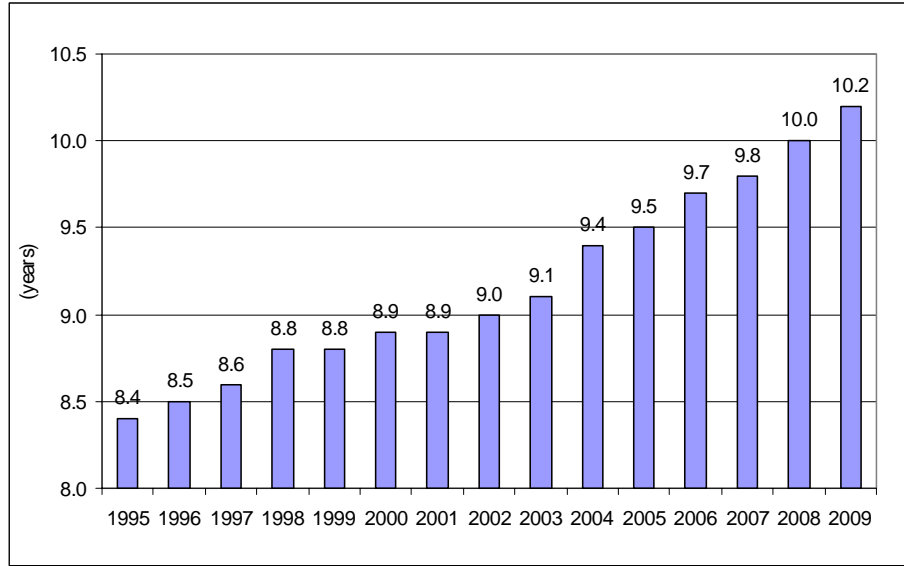
Generally, as the fleet of US light vehicles ages, the number of scrapped vehicles should increase over time. However, changes in vehicle penetration rates per household, miles driven per vehicle and improving vehicle quality can delay the rise in scrapped vehicles. Due to these factors and the used vehicle option, scrappage is a decent yet imperfect proxy for new vehicle demand.

### *Vehicle Age and Quality*

One of the most significant influences on vehicle scrappage rates is the age of the vehicle. According to R.L. Polk & Co., from 1995-2009, the average age of the U.S. light vehicle fleet has risen over 20% to 10.2 years (see Figure 16). R.L. Polk & Co. also found the average age has risen by over one year during 2003-2009.

As US light vehicle SAAR fell from its peak of 17.4mm in 1999 to a trough of 10.4mm in 2009, replacement volume declined and the average fleet's age rose. The average age doesn't tell the whole story as the distribution of mid aged vehicles should support scrappage driven new vehicle sales for the next several years. For example, the sales surge from 1999-2007 (155mm new vehicle sales) has resulted in a bulk of 3-11 year old vehicles. This "rat in the snake" should cause a treble effect of growth in replacement demand that began in 2009 and should continue through 2017.

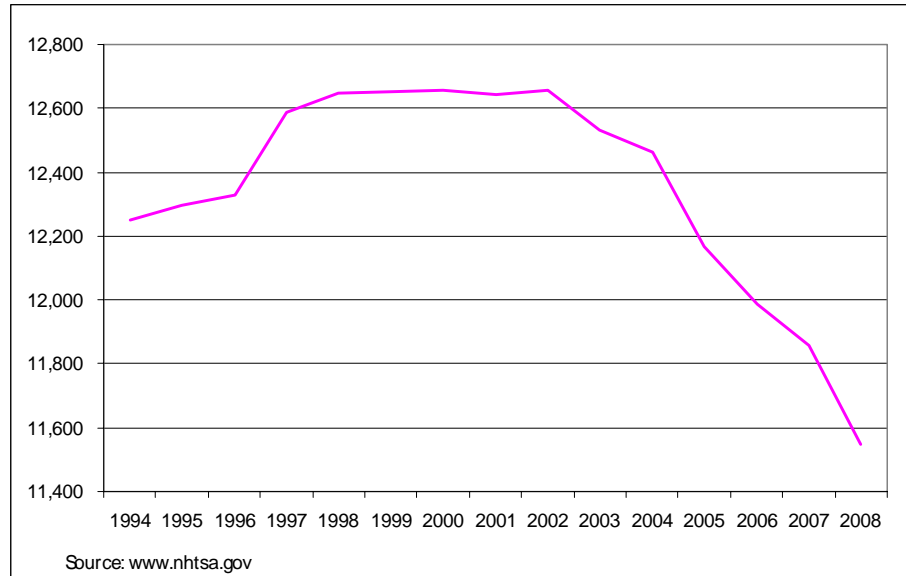
Figure 16: Average Age of U.S. Light Vehicle Fleet



Source: R.L. Polk & Co. and Ward's Automotive

However, we note that while the recent rise in the average age of the U.S. light vehicle has been partially due to a decline in sales in recent years (which would call for a near-term increase in replacement demand) we believe it has also been heavily influenced by both a) improved product quality and b) less wear and tear to the existing U.S. fleet. Despite population growth, total miles drove troughed in 2008 after the start of their steady decline in 2001 (see Figure 17). While partially attributable to the hike in gasoline prices during 2008, this phenomenon is also due to the juxtaposition of both a rising number of vehicles per household and a declining number people per household (thereby decreasing the mileage needs per vehicle). When cars are driven less, their useable life extends due to less wear and tear. We expect total miles driven per vehicle to continue to contract due to the continued “oversupply” of vehicles per household, consumer caution, and the shift toward 'greener' and more economical means of transportation. This trend could further extend the life of vehicles and delay the anticipated uptick in replacement demand.

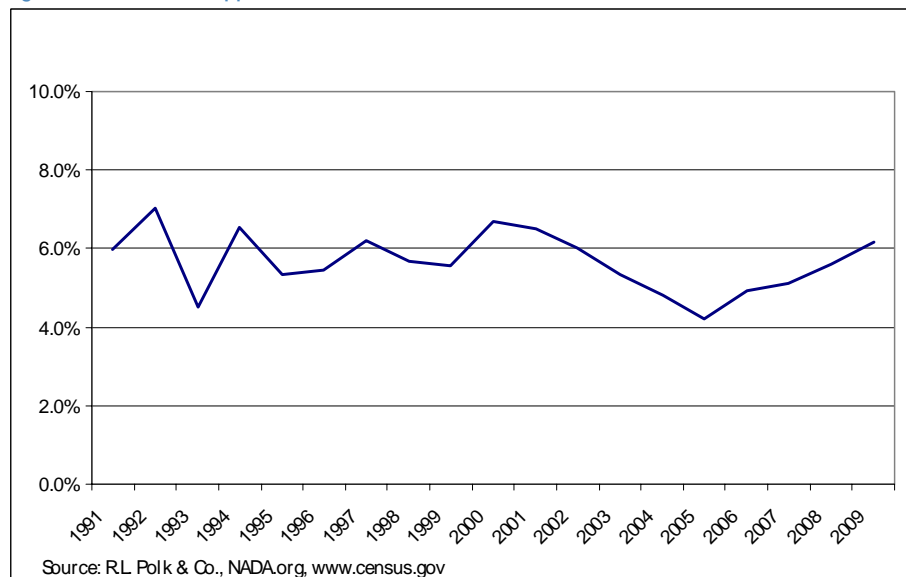
Figure 17: Miles Driven per Year per Registered Vehicle



Source: www.nhtsa.gov.

Further, the ratio of scrapped vehicles to the number of vehicles in use has remained within a fairly tight band over the past two decades. From 1991-2009, the ratio of scrapped vehicles to total vehicles in use has averaged 5.7% with a range of 4.2% to 7.0%. Over the past 30 years, the ratio has averaged 6.3%. Given that the current ratio stands at 6.2% (in-line with 30-year average and above the more recent average) it is arguable that the currently low sales environment could sustain itself longer than expected.

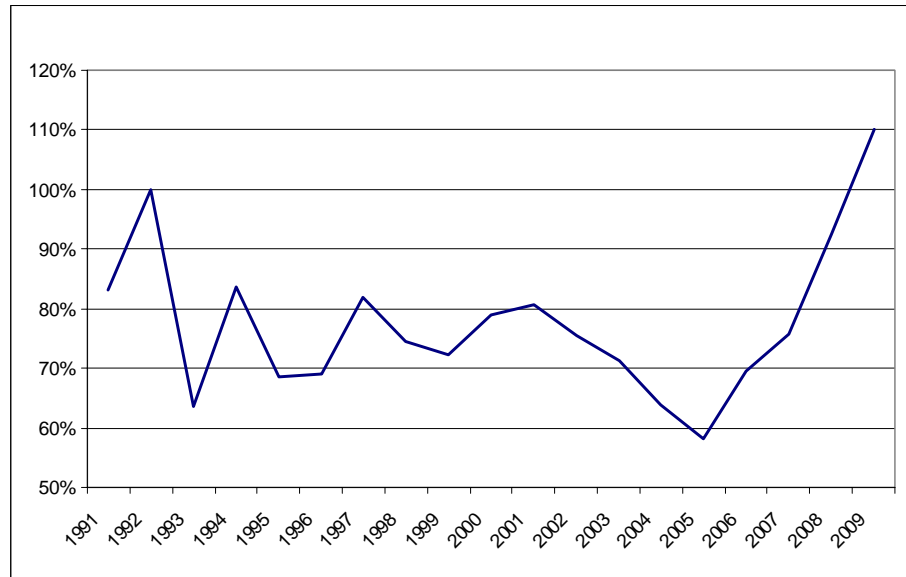
Figure 18: Ratio of Scrapped Vehicles to Total Vehicles in Use



Source: R.L. Polk & Co., NADA.org, www.census.gov

On a similar note, from 2001-2009, the number of scrapped vehicles to new vehicle registrations has averaged 78% with a range of 58% to 110% (Figure 19). The Cash for Clunkers program spawned a boost in scrappage rates in 2009. The pull forward of scrapped vehicles combined with and depressed new vehicle sales caused scrappage volumes to actually exceed new vehicle sales. As a result the total number of vehicles in use declined despite population growth.

Figure 19: Ratio of Scrapped Vehicles to New Vehicle Registrations

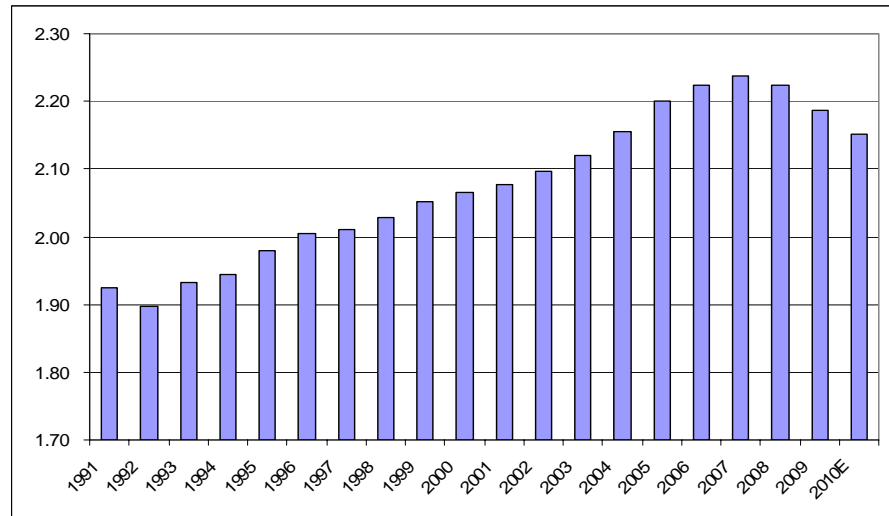


Source: R.L. Polk & Co., NADA.org, www.census.gov.

#### Vehicle Penetration

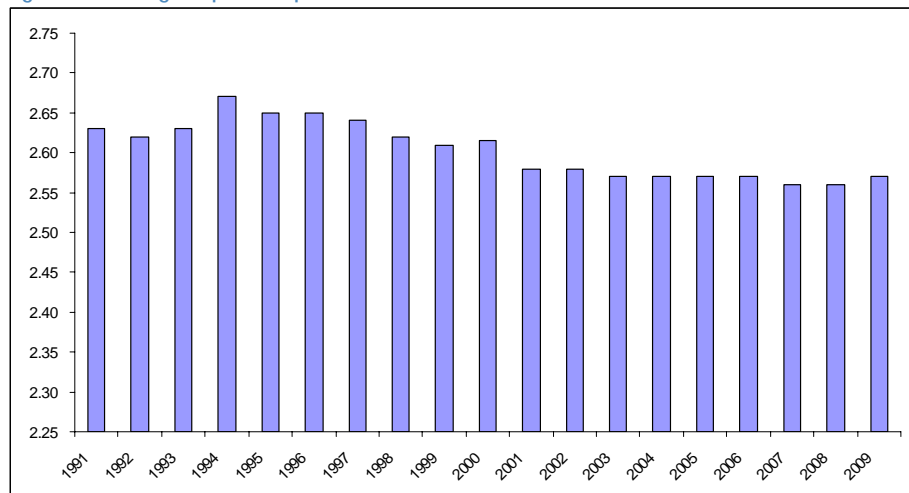
There are some factors that can delay the relationship between scrappage rates, vehicles in use and car sales. As briefly discussed above, any change in the penetration rate of vehicles per household can alter the relationship between scrappage rates and new car sales. From 1992 to 2007, the number of vehicles per household rose by 18% to average 2.24 vehicles per household while the average population per household declined. Figures 20 and 21 depict this phenomenon.

Figure 20: Average Number of Vehicles per Household



Source: R.L. Polk & Co., NADA.org, www.census.gov

Figure 21: Average Population per Household



Source: U.S. Census Bureau

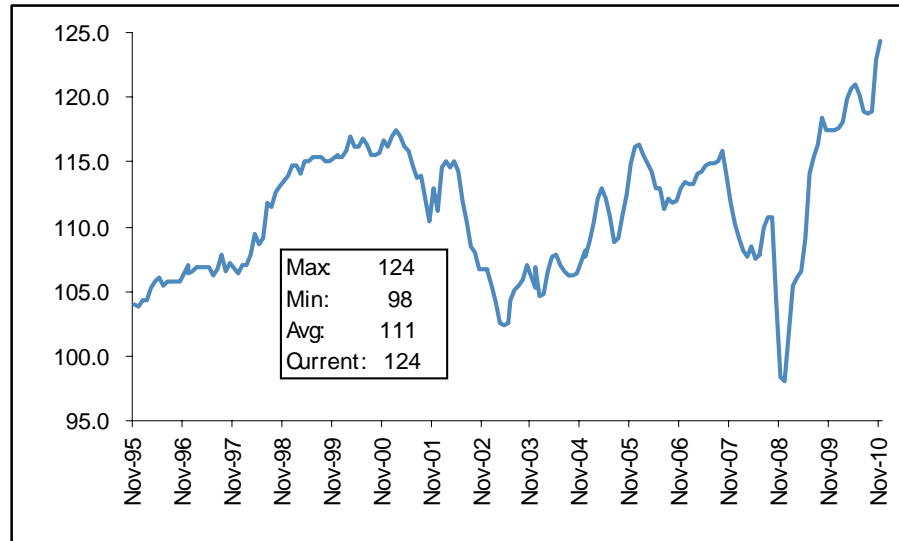
We expect the number of vehicles per household to continue to decline due to changes in household demographics. For example, the growth engine of new vehicle sales has transitioned from “Baby Boomers with Teenagers” to the “Generation Y”, a group that is currently experiencing unemployment rates around 30%. However, over the next 5 years, we expect this influence will neutralize as the Generation Y becomes reemployed, enters their family forming years, and secular trend of desire vs. necessity influencing purchase decisions reemerge as the economy improves.

*Relative Value between New and Used Vehicles*

The current relationship between new and used vehicle prices suggests that the consumer is soon to be faced with the question (or already has been): Is the used car worth it? We find that the data increasingly supports the rationale for purchasing a new car, as used car prices have reached their all-time peak in 2010. The Manheim Index, a measure of wholesale used vehicle prices, rose to an all-time high of 124 in

November 2010. Figure 22 graphs the Manheim Index over the past fifteen years and summarizes its highs and lows.

Figure 22: Manheim Used Vehicle Value Index



Source: Manheim Consulting.

The index stabilized, however, in 2Q10, indicating that the new to used vehicle value proposition is nearing a plateau and that consumers should be near ready to abandon old and migrate toward new vehicles (thereby sending used prices down and scrappage rates/and new vehicle replacement demand up).

#### *Government Intervention*

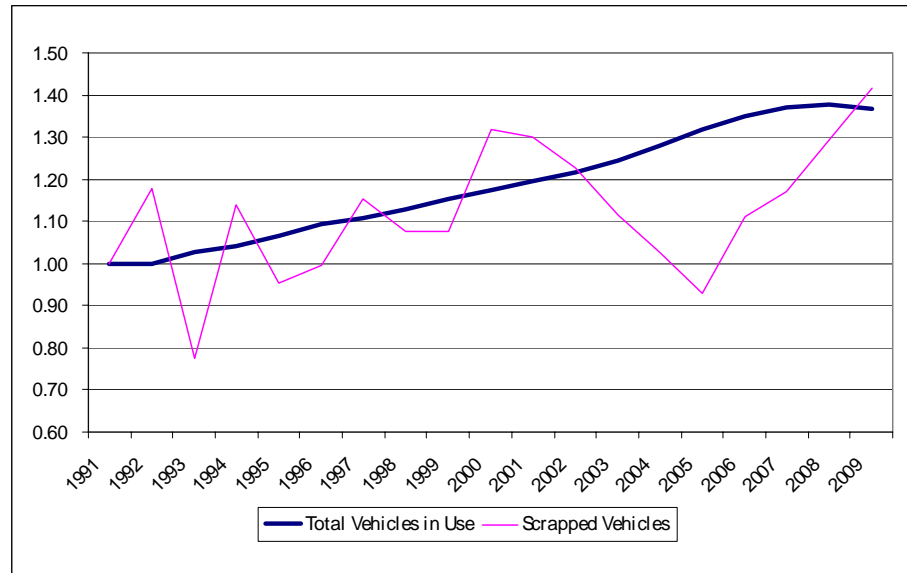
The final major impact on scrappage rates are artificial influences such as the US government's Car Allowance Rebate System (CARS), also known as the cash for clunker stimulus program. In mid 2009, the US government purchased used vehicles in exchange for up to \$4,500 in vouchers that could be applied to the purchase of a new vehicle. The purpose of CARS was to encourage the purchase of fuel efficient vehicles and to boost a weak economy. In total, the program spent \$2.9bn purchasing/ scrapping 677,842 vehicles. The program temporarily boosted new vehicle sales (August 2009 SAAR soared to 14.2mm, 48% above the 9.6mm average over the prior 6 months period), supported record high used vehicle values and pulled forward some scrappage activity. In our opinion, the CARS program may have reduced scrappage rates for the next 2 years. However, the 0.7mm vehicles scrapped under the CARS program shouldn't have long-term impact on the roughly 13-15mm vehicles scrapped annually.

#### *Outlook*

Over longer periods of time, the number of vehicles in use and the scrappage rate are correlated. The following chart shows that despite short term deviations, the long term relationship holds. From 1991-08, the number of vehicles in use grew by 37% and the number of scrapped vehicles grew by 42%. Over shorter periods of time, however, the relationship can deviate. For example, as sales surged from 1999-2007, scrappage rates lagged as the overall fleet age was refreshed. Now that the fleet has aged, scrappage rates have increased. For example, the 1991-2009 CAGR of the

number of scrapped vehicles was 2%. However, as scrappage rates have risen in response to an aged fleet and the CARS program, the 2005-2009 CAGR of the number of scrapped vehicles soared to 11% (see Figure 23).

Figure 23: Total Vehicles in Use vs. Scrapped Vehicles (1991=1.00)



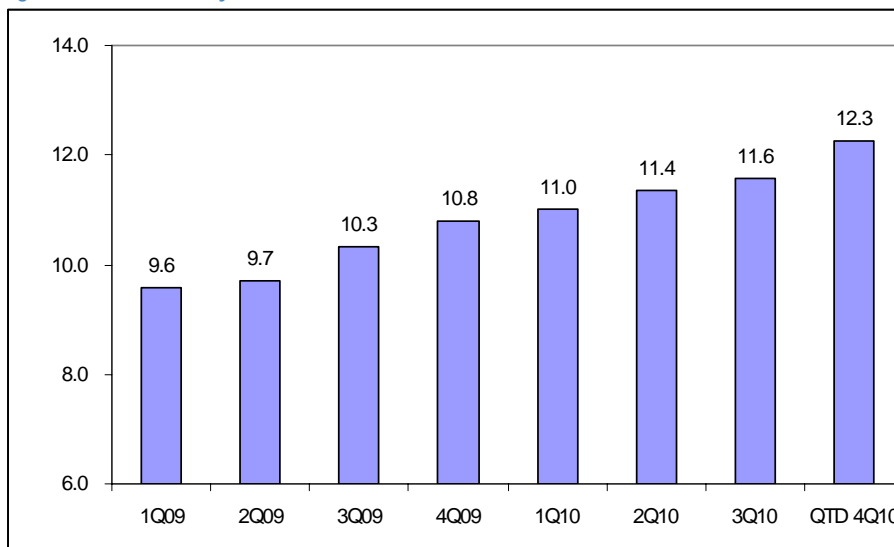
Source: L. Polk & Co., NADA.org, www.census.gov.

Therefore, over time, we expect the scrappage rate to catch up to the growth in the vehicle fleet. In conclusion, we believe the scrappage rate will grow due to replacement demand. The growing number of vehicles in their peak scrappage timeframe indicates that a catch up period is coming. Multiplying 40-year average of scrapped vehicles per total registered vehicles of 6.3% times the 248mm registered vehicles yields a 15.7mm scrappage run rate. All of the scrappage data leads us to believe that US light vehicle sales will have natural replacement support above the 14mm level by 2012.

## Other Forecasting Factors

Along with our hybrid model (The Gonculator), demographic trends and scrappage data, we supplement our view with factors such as the availability of consumer financing, weather patterns, bottoms up information received from dealers and trend analysis.

Figure 24: U.S. Quarterly SAAR; 1Q09 – QTD Nov. 2010

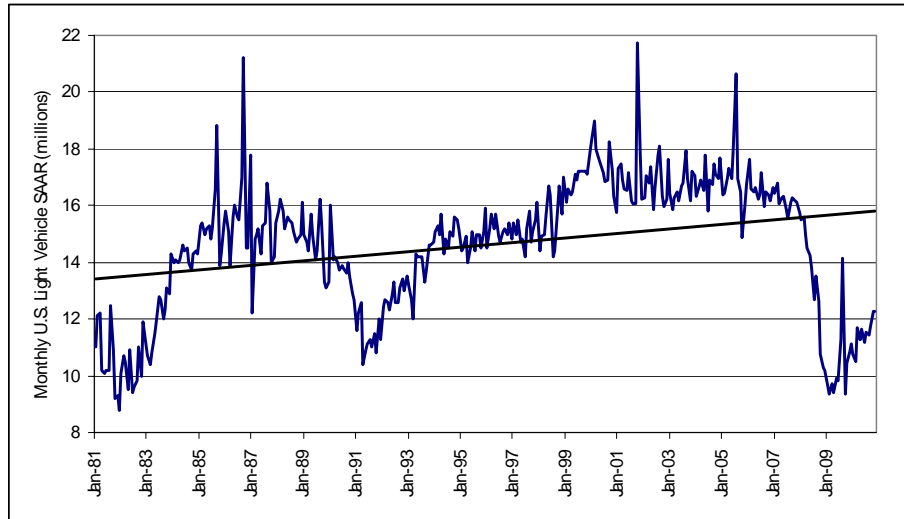


Source: JPMorgan, Bloomberg (Note: 3Q09 excludes the impact of Cash-for-Clunkers in August 2009)

U.S. quarterly SAAR has steadily increased since 1Q09 (excluding the impact of the cash for clunkers program in 3Q09). Over this time period, sales have increased by 333k units/quarter on average, or 3.2% sequentially over the last seven quarters (see Figure 24). Although this recent trend does not necessarily forecast future patterns, we believe it can be used as a tool to test the logic of the output of our regression model.

For example, we could experience a month where our inputs buck a recent trend; e.g. a spike in the U6 rate or a dip in the FHFA House Price Index. If this were to happen, it would lower our monthly SAAR estimate to a level uncharacteristic with the recent upward movement in sales. We recognize that this movement could either be a) indicative of another dip in the economy or b) a one-time event otherwise known as “economic noise.” In a case such as this, we may place heavier emphasis on our bottoms-up analysis and knowledge of recent trends when determining our final estimate. Conversely, if the recent trend was a downward decline, we would be skeptical of and further test any sudden upward jumps in our regression model. In turn, our December 2010 estimate is over 2% below consensus estimates due to expected softer fleet sales and the impact of late December snowstorms on dealer traffic.

Figure 25: 3-Monthly U.S. Light Vehicle SAAR and Trendline; 1981 -Nov 2010

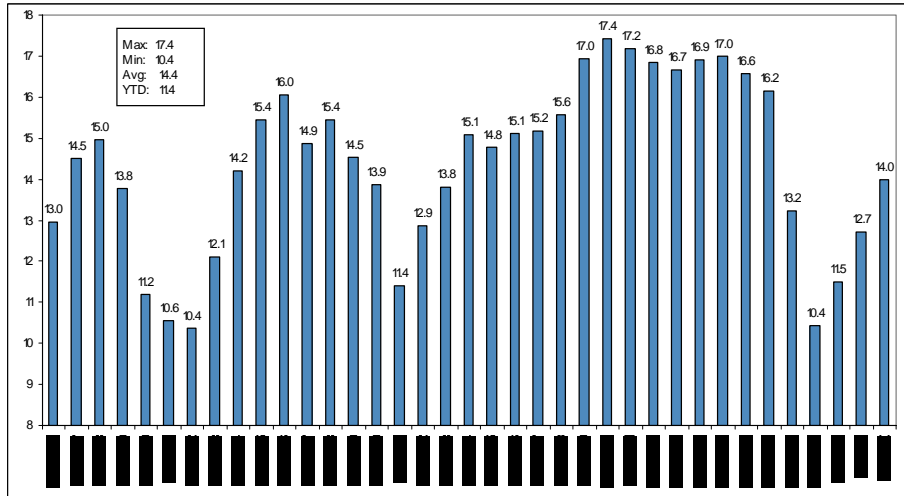


Source: Bloomberg.

Overall, our analyses have lead us to a regression model largely based on the state of unemployment, housing, and consumer confidence in the U.S., as measured by the U6 rate, the FHFA House Price Index, and the University of Michigan Consumer Attitude Index, respectively. We project a January 2011 U.S. light vehicle SAAR of 12.0mm units and a FY11 U.S. light vehicle SAAR of 12.7mm units.

Over the long term, we look to trend analysis, consumer demographic trends and scrappage rates to arrive at an estimated long-term normalized SAAR. Our analysis focuses on data trends, the impact of vehicle age and quality on scrappage rates and sales, vehicle penetration rates, relative value between new and used vehicles and government intervention. Overlaying empirical demographic and scrappage data on statistical analysis, we conclude that replacement demand should support U.S. light vehicle sales in excess of 14mm by 2012.

Figure 26: U.S. Light Vehicle SAAR History; 1976-FY12E



Source: Bloomberg, J.P. Morgan estimates

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