

REPORTING THRU: NOVEMBER 1991

FOR MODEL YEAR: 1991 MARKET: U

	DAYTONA				DAYTONA ES			DAYTONA TROC		
	AGVL24 W EDM	AGVL24 W EFA	AGVL24 W EFA	TOTAL AGVL24	AGVH24 W EDM	AGVH24 W EFA	AGVH24	AGVK24 W FDT	AGVK24 W FFA	TOTAL AGVK24
TOTAL SHIPMENTS:	6728	150	1905	8793	2494	5005	7499	987	744	1231
ENGINE SUMMARY										
EDM 2.5L T18 TBI	100.0			76.6	100.0		33.3			
EDT 2.5L E18 TURBO		100.0		1.7				100.0		80.2
EFA 3.0L E18 V-6			100.0	21.7		100.0	66.7		100.0	10.8
TRANSMISSION SUMMARY										
DDM A523 5SPD MAN	37.4			28.6	33.7		11.2			
DDM A543 5SPD MAN			23.8	5.2		27.8	18.6		55.3	11.0
DGC A613 3SPD AUTO	62.6	100.0		1.7	66.3		22.1	62.6		49.7
DGL A604 4SPD AUTO			76.2	18.8		72.0	46.2	58.0	44.7	30.5
ENCS-TRANS-EMISSIONS										
EDM 2.5L FED	96.2			73.7	98.4		32.7			
W/DDM 5SPD-MAN	35.4			27.1	32.8		18.9			
W/DGC 5SPD-AUTO	60.6			46.6	65.6		21.8			
EDM 2.5L CALIF	2.4			1.0	.6		.2			
W/DDM 5SPD-MAN	1.0			.8	.2		.1			
W/DGC 5SPD-AUTO	1.4			1.1	.3		.1			
EDM 2.5L HI-ALT	1.4			1.1	1.0		.5			
W/DDM 5-SPD-MAN	1.0			.8	.7		.2			
W/DGC 5SP-AUTO	.4			.5	.4		.1			
EDM 3.0L FED		88.7		1.5				93.2		74.7
W/DDM 5SPD-MAN		88.7		1.5				97.4		46.1
W/DGC 5SPD-AUTO								35.8		20.7
EDT 2.5L CALIF TURBO		2.7						4.8		3.6
W/DDV 5SPD-MAN		2.7						2.6		2.1
W/DGC 5SPD-AUTO								1.0		1.5
EDT 2.5 HI-ALT TURBO		8.7		.1				2.3		1.9
W/DDV 5-SPD-MAN		8.7		.1				1.9		1.5
W/DGC 5SP-AUTO								.4		.3
EFA 3.0L FED V-6			93.5	20.3		95.1	65.5		97.5	10.5
W/DDM 5SPD-MAN			22.8	4.9		25.5	17.7		54.5	18.8
W/DGL 4SPD-AUTO			70.7	15.3		69.6	45.8		43.0	8.5
EFA 3.0L CALIF V-6			4.0	1.1		3.8	2.8		1.6	.3
W/DDM 5SPD-MAN										
W/DGL 4SPD-AUTO			4.0	1.1		3.8	2.8		1.6	.3
EFA 3.0L HI-ALT V-6										
W/DDM 5-SPD-MAN			1.5	.5		1.4	1.3		1.6	.3
W/DDM 5-SPD-MAN			1.0	.2		1.3	.9		.8	.2
W/DGL 4SP-AUTO			.5	.1		.6	.4		.8	.2
SALES PACKAGES										

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	-----DAYTONA-----				-----DAYTONA ES-----			-----DAYTONA IROC-----		
	AGVL24 W EDM	AGVL24 W EDT	AGVL24 W FFA	TOTAL AGVL24	AGVH24 W FFM	AGVH24 W FFA	TOTAL AGVH24	AGVX24 W EDT	AGVX24 W EPA	TOTAL AGVX24
AAM MARKTING MERCHND PKG	26.9	36.3	32.7	97.9	34.8	42.4	32.3	99.5	97.5	99.1
AAN MARKETING MERCHND PK	7.1	15.3	2.2	6.2	5.5	2.8	3.2			
AAM VALUE PACKAGE	22.4	38.7	29.6	28.2	31.8	34.8	37.2	94.5	88.9	95.8
ADA LIGHT PACKAGE	89.9	98.8	98.6	91.9	98.3	99.5	99.1	99.5	97.5	99.1
ADK PREMIUM LIGHT PACKAGE	.5		.8	.4						
ADS SPORT SPECIAL PACKAGE	23.6		38.1	24.6	2.1	7.6	5.3	34.4	12.1	31.8
AGE C/S COMPETITION PKG		188.8		1.7						
AGX SHELBY PERFORMANCE PKG								18.8		8.8
AGY V-6 PERFORMANCE PKG										
APA MONSTONE PAINT PKG	188.8	188.8	188.8	188.8	188.8	188.8	188.8	188.8	188.8	188.8
AWA SPORT DISCOUNT PKG-A	55.8	47.3	65.8	57.8	58.8	57.1	57.6			
AV5 STEEL WHEEL PACKAGE	4.3		6.5	4.7						
AV6 ALUMINUM WHEEL PKG	2.8		7.7	3.8						
CPDS PACKAGES										
21A CPDS	3.1			2.3						
21B CPDS	1.6			1.3						
21C CPDS	3.2			2.4						
22A CPDS	2.1			1.6						
22B CPDS	3.1			2.4						
22C CPDS	6.8			5.2						
23B CPDS			1.3	.5						
25C CPDS			4.9	1.1						
25B CPDS			3.1	.7						
26C CPDS			12.8	2.8						
SALES OPTIONS										
BAE 20/30AMP ALTERNATOR	188.8	188.8	188.8	188.8	188.8	188.8	188.8	188.8	188.8	188.8
BCE 600 AMP BATTERY	74.8	97.3	73.9	74.9	63.8	83.3	63.2	66.7	188.8	188.8
BRA 14" BRAKES DISC/DRUM	25.2	2.7	28.1	25.1	17.8	16.7	16.8	19.3	188.8	35.3
BRE 15" BRAKES 4 W. DISC	188.8		188.8	98.3	188.8	63.5	75.6			
CAC BUCKET ST. LOW BACK		188.8		1.7		36.5	24.4			
CBE RECLINING TYPE SEATS	188.8	188.8	188.8	188.8	188.8	188.8	188.8	188.8	188.8	188.8
CDB MAX ST. ADJ. DRAY DRIVE	99.6	98.8	98.3	99.3	97.2	73.1	81.1	188.8	188.8	188.8
CET RESIST. SYS W/AIRBAG	188.8	188.8	188.8	188.8	188.8	188.8	188.8	188.8	188.8	188.8
CHE CARPETS CLASS II	188.8	188.8	188.8	188.8	188.8	188.8	188.8	188.8	188.8	188.8
CKN CARGO COMPARTMENT	188.8	188.8	188.8	188.8	188.8	188.8	188.8	188.8	188.8	188.8
CSC CONVENIENCE STRAPS	3.5		5.6	3.9	10.5	12.8	11.5	188.8	188.8	188.8
CEA ACCESSORY FOR BAY 78	89.9	98.8	98.6	91.9	98.3	99.5	99.1	22.8	24.6	27.9
CSC TIREHEAD COVER	10.3		15.8	11.3	188.8	188.8	188.8	99.5	97.5	99.1
CHF FUEL LENGTH CONSOLE	188.8	188.8	188.8	188.8	188.8	188.8	188.8	188.8	188.8	188.8
CHI OVERHEAD CONSOLE										
CHE TRIM PARTS FOR TURBO		188.8		1.7	2.8	6.2	4.6	21.8	5.3	17.9
DNA LOCK UP TORQUE CONVY	62.6		76.2	64.5	66.3	72.2	70.2	38.8	44.7	39.3

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	-----DAYTONA-----				-----DAYTONA FS-----			-----DAYTONA IROC-----		
	AGVL24 W EDM	AGVL24 W EDT	AGVL24 W EFA	TOTAL AGVL24	AGVH24 W EHM	AGVH24 W EFA	TOTAL AGVH24	AGVK24 W EDT	AGVK24 W EFA	TOTAL AGVK24
LBC CLOVE BOX LAMP	89.9	98.8	98.6	91.9	98.3	89.5	99.1	99.8	97.8	99.1
LBD ASH RECEIVER LAMP	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
LBK HALO IGN/TIME DLY LT	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
LBK ELEC 3 FNCT HSG CNTR					99.2	96.5	97.0	83.8	91.4	85.3
LBL ELEC 4 FNCT HSG CNTR					.8	3.5	2.6	16.2	8.4	14.7
LCA HEADER NTO READ LAMP	89.9	98.8	98.6	91.9	96.3	93.3	94.3	78.5	92.2	81.2
LDA UNDERHOOD COMPT LAMP	89.9	98.8	98.6	91.9	98.3	99.5	99.1	99.5	97.5	98.1
LDB CARGO COMPT LAMP	89.9	98.8	98.6	91.9	98.3	99.5	99.1	99.5	97.5	98.1
LHA HAZARDEN HEADLAMP	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
LHJ DUAL ROAD LAMP FOG					100.0	100.0	100.0	100.0	100.0	100.0
LKA SECURITY ALARM					.8	3.5	2.6	16.2	8.4	14.7
LKR BUFFER SYSTEM FRONT	62.6			48.8	66.3		22.1	36.8		38.5
LKR BUFFER SYSTEM REAR		100.0	100.0	52.0	53.7	100.0	77.9	62.8	100.0	69.5
LMA FRT LIC PLATE ATTACH	82.2	78.7	88.1	83.4	78.5	83.4	81.9	66.2	77.5	68.4
MHA WINDSHLD MOLDG BLACK	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
MHC DRQTR FRAMEHD BLK	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
MSE BACKLITE LOWER	1.8		2.2	1.8	4.9	5.8	5.5	10.8	17.2	18.5
MUB DRVR TRAINING DECAL								.1		.1
MRA FR SPOILER - AIR DAM	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
MRD REAR SPOILER - AERO	23.6	100.0	38.1	26.3	100.0	100.0	100.0	100.0	100.0	100.0
MNA FEDERAL EMISSION PKG	96.2	88.7	93.8	93.5	98.4	98.1	96.2	93.8	97.5	94.1
MAE CALIF EMISSION PKG	2.4	2.7	4.9	3.0	.6	3.8	2.2	4.5	1.6	3.9
MAF HI-ALI EMISS PKG	1.4	8.7	1.8	1.5	1.8	1.9	1.6	2.3	.8	2.8
MBC FEDERAL EMISSION VEH			1.1	.2		.9	.6			
MBK WITH EVAP CONTRL SYS	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
MCC ASPIRATOR	36.4			27.9	33.4		11.1			
MDA CATALYTIC CONVERTER	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
MHA AUTO SPEED CONTRL	78.2	86.8	95.3	82.1	98.6	98.9	94.8	96.5	88.9	95.8
MRA TOTAL RADIOS	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
RAL RADIO - AM/FM/HD/ETR	21.8	14.8	4.7	17.9	7.7	2.5	4.2	2.4	9.8	3.7
RAN RADIO AM/FM-PEP CASS					9.5	14.9	13.1	24.9	12.7	22.5
RAS RADIO AM/FM-STD CASS	78.2	86.8	95.3	82.1	81.8	78.4	79.6	39.1	68.4	44.9
RAY RADIO ULTIMATE SOUND					.9	4.2	3.1	33.8	9.8	28.8
RCD STEREO 4 SPEAKER SYS	100.0	100.0	100.0	100.0	89.9	88.9	83.8	88.5	77.5	88.7
RCE INFINITY SPEAKER SYS					18.4	19.1	18.2	88.5	22.5	51.3
RDP CNFCT AUDIO DSC PLYR					.6	2.8	2.8	19.8	7.8	16.8
SBB FIRM FEEL POWR STRNG	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SCH SPORT STEERING WHEEL	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SCJ LTHR SPORT STRNG WHL						63.5	75.6			
SDA NORMAL DUTY SUSPNSN	100.0		100.0	98.3	100.0	56.5	24.4	100.0	100.0	100.0
SDC FIRM FEEL SUSPNSN						63.5	75.6			
SDE SPECIAL SPORT SUSPNSN		100.0		1.7		56.5	24.4			
SHA SWAY BAR - FRONT	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SBC SWAY BAR - REAR	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SUA TILT STEERING COLUMN	89.9	98.8	98.6	91.9	98.3	99.5	99.1	99.5	97.5	98.1
SVA ANTYPREZ - 55 DEGREE	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SVC WARRANTY REGISTRATN						.1	.1	.7		.6

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	-----DAYTONA-----				-----DAYTONA ES-----			-----DAYTONA IRCC-----		
	AGVL24 W EDM	AGVL24 W EDT	AGVL24 W EFA	TOTAL AGVL24	AGVH24 W EDM	AGVH24 W EFA	TOTAL AGVH24	AGVK24 W EDT	AGVK24 W EFA	TOTAL AGVK24
TIRES										
TBC COMPACT SPARE TIRE	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
TJL P185/70 R14 BSW AST	69.4		55.7	65.2						
TLN P205/60 R14 EAGLE CA	7.1		14.2	8.5						
TPA P205/60 R15 (2A) A/S	25.6		30.1	24.6	100.0	100.0	100.0			
TVK P205/55 VR16 SBR LBL		100.0		1.7				100.0	100.0	100.0
WHEELS & WHEEL COVERS										
WB8 14X5.5 BLACK WHEEL	69.4		55.7	65.2						
WET 14X5.5 STYL9 STL WHL	23.6		31.1	24.6						
WHA 14X6.0 CAST ALUM WHL	4.3		7.5	4.7						
WHK 14X5.5 CAST ALUM WHL	2.8		7.7	3.6						
WJF 15X6.0 ALUM WHL CL 3					100.0	100.0	100.0			
WNA 16X6.0 CAST ALUM WHL		100.0		1.7				100.0	100.0	100.0
W43 WNTUR1 W/C CLS I 14"	69.4		55.7	65.2						
W5K WHL CVR CLASS 11 15"	14.8		19.5	15.6						
W5H WHL CVR CLASS 11L5"	6.8		18.3	8.9						
AXLE RATIOS										
D1B 2.5 OVERALL TOP GEAR			100.0	21.7		100.0	66.7		100.0	19.8
D1D 2.7 OVERALL TOP GEAR	57.4	100.0		50.3	33.7		11.2	62.8		40.7
D1E 3.0 OVERALL TOP GEAR	62.6			48.8	66.3		22.1	36.0		39.5
SEAT TRIMS										
*K7 CLOTH CON BACK BUCKY	100.0	100.0	100.0	100.0	100.0	78.1	85.4	21.8	56.6	28.7
MEDIUM/LIGHT QUARTZ	68.8	58.7	78.3	68.8	71.1	55.3	68.7	11.2	36.5	16.2
BORDEAUX	19.9	10.7	18.8	19.9	7.6	5.3	5.9	1.3	7.8	2.6
BLACK	11.6	30.7	12.9	12.2	21.9	17.3	18.8	9.3	12.3	9.9
*K1 FATHR ENTHUSYST BKT						2.8	1.9	29.9	19.7	20.1
MEDIUM/LIGHT QUARTZ						1.2	.6	18.4	7.6	9.1
BORDEAUX						.1	.1	2.1		1.7
RED/BLACK						.6	.4	4.8	1.2	5.6
BLACK						.9	.6	10.8	7.8	10.2
*K7 CLOTH ENTHUSYST BKT						19.1	12.7	40.3	32.0	45.2
MEDIUM/LIGHT QUARTZ						12.3	8.2	26.0	20.1	24.9
BORDEAUX						1.3	.9	3.9		2.4
BLACK						5.5	3.7	19.3	12.7	15.0
MONOTONE PAINTS										
PCS ELECTRIC BLUE MET CC	20.8	19.3	17.0	19.9	26.7	23.4	24.5	17.6	15.6	17.2
PM4 CLARET RED PEARL CT	.4		.2	.4						

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	DAYTONA				DAYTONA ES			DAYTONA XROC		
	AGVL24 W EDM	AGVL24 W EDT	AGVL24 W EFA	TOTAL AGVL24	AGVH24 W EDM	AGVH24 W EFA	AGVH24	ADVX24 W EDT	ADVX24 W EFA	TOTAL ADVX24
PMS BLACK CHERRY PRL CT	18.8		8.9	18.8						
PRB INDY RFD CC MET	33.8	38.8	34.7	34.1	36.4	36.8	36.7	35.2	47.5	37.6
PH7 BRIGHT WHITE CC	24.3	19.3	24.4	24.2	18.4	18.6	18.5	25.6	20.9	24.7
PK8 BLACK CC	18.2	23.3	14.8	11.4	18.4	21.2	28.3	21.6	16.8	28.5
P98 SPECIAL ORDER PAINT										
TWO TONE EFFECTS										
SSE ELEC BLUE/PLAT SILVR					15.7	13.1	14.0			
GHD BRT WHITE/RED QUARTZ					18.4	18.6	18.5			
6XD BLACK/RED QUARTZ					18.1	18.4	18.3	.1		.1
COMBINATIONS										
A/C & 5-SPD MAN TRANS	25.1	82.7	22.8	25.4	29.8	26.5	27.3	61.5	52.9	59.8
A/C & 3-SPD AUTO TRANS	57.6			46.2	65.8		21.2	38.8		38.5
A/C & 4-SPD AUTO TRANS			74.5	18.1		71.8	47.4		44.7	8.9
A/C & CALIF EMISSIONS	1.8	2.7	4.2	2.3	.5	3.8	2.2	4.5	1.6	3.9
A/C & HI-ALT EMISSIONS	1.8	8.7	1.5	1.3	.9	1.9	1.5	2.2	.8	1.9
SPRING GROUPS										
Z85 REAR SPRING GROUP V	99.8	188.8	97.6	99.8	85.8	43.3	48.8	188.8	188.8	188.8
Z87 REAR SPRING GROUP VII	.6		2.4	1.8	14.2	6.7	9.2			
Z55 LEFT FRT SPRING GROUP	2.8			1.6						
Z56 LEFT FRT SPRING GROUP	14.6		.1	11.2	5.2		1.7			
Z57 LEFT FRT SPRING GROUP	35.2	17.3	9.8	29.3	78.8	1.5	23.9			
Z58 LEFT FRT SPRING GROUP	47.5	82.7	37.9	46.8	19.8	21.8	28.6			
Z59 LEFT FRT SPRING GROUP	.6		43.8	9.8		88.3	48.3	20.8	32.8	22.5
Z61 LEFT FRT SPRING GROUP			9.9	12.1		17.2	11.5		2.5	.9
Z74 RIGHT FRT SPRING GRP	17.1		13.3	13.1				79.5	64.8	75.6
Z75 RIGHT FRT SPRING GRP	34.9		13.3	29.6	7.2		2.4			
Z76 RIGHT FRNT SPRING GRP	48.1	188.8	68.2	53.3	92.8	2.3	32.4			
Z77 RIGHT FRNT SPRING GRP			18.2	3.9		85.8	43.7			
Z78 RIGHT FRNT SPRING GRP						21.5	46.3	2.5		.4
Z79 RIGHT FRNT SPRING GRP							53.2	94.7	61.4	61.4
STATE EMISSIONS										
601 E/R - ALABAMA	.8		.8	.8	1.1	1.1	1.1	.5	1.6	.7
602 E/R - ALASKA	.2	.7	.2	.2	.2	.2	.2	.5	.4	.5
603 E/R - ARIZONA	.8	.7	1.5	1.8	1.1	.4	.3	.8		.6
604 E/R - ARKANSAS	1.1		.9	1.1	1.8	.6	.7		1.6	.4
605 E/R - CALIFORNIA	2.0	2.7	5.8	2.8	.3	3.5	2.8			2.9
606 E/R - COLORADO	.7	5.3	1.1	.9	.5	1.2	1.8	1.5	.8	1.2
607 E/R - CONNECTICUT	.8		1.3	.9	1.8	1.2	1.2	1.2	.8	1.1
608 E/R - DELAWARE	.6	1.3	.7	.6	.2	.6	.5	.6	.4	.6

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	<-----DAYTONA----->			<-----DAYTONA ES----->			DAYTONA	DAYTONA	<-----DAYTONA----->			GRAND TOTAL
	AGVL24 W EDM	AGVL24 W EFA	TOTAL	AGVH24 W EDM	AGVH24 W EFA	TOTAL	TRAC	TROC RT	AGVS24 W EDM	AGVS24 W EFS	AGVS24 W EFA	
639 - PENNSYLVANIA	356	159	515	61	214	275	91	13	417	13	466	894
640 - RHODE ISLAND	19	2	21	4	14	18			14		16	30
644 - TEXAS	174	48	222	28	64	94	27	5	202	5	141	348
646 - VERMONT	16		16	1	8	9	1		19		9	26
647 - VIRGINIA	71	26	97	9	51	60	25	1	86	1	102	183
648 - WASHINGTON STATE	21	13	34	4	15	19	4	2	25	2	32	59
650 - WISCONSIN	150	28	178	21	85	106	7	7	151	7	160	278