



# NEWS RELEASE

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## SATURN CORPORATION

### FACT SHEET NEW YORK AUTO SHOW

#### SALES AND MARKETING INFORMATION

- o Since launch (Oct. 25, 1990), Saturn has sold more than 116,370 cars through March 31, 1992.
- o Sales for calendar year 1992 have been steadily increasing:
 

January	10,204
February	13,035
March	16,757
- o Saturn retail facilities continue to top sales per outlet for the industry. In February, Saturn retailers sold an average of 103 cars per facility.
- o According to a recent Automotive News study, Saturn averaged 776 deliveries per outlet in 1991, beating its nearest competitor by more than 100 units.
- o For the 1992 model year (through March), Saturn has achieved an approximate 1.7 percent share of the U.S. new car market.
- o For the month of March, Saturn captured a 2.3 percent share of the 1992 U.S. new car market.
- o Saturn has achieved more than 70 percent "plus" business to General Motors.
  - California nationally accounts for 12 percent of Saturn new car deliveries.
  - Florida accounts for 10 percent.
  - New York metro area accounts for 5 percent.
- o As of March 31, Saturn has 152 retail facilities in 39 states and 79 major cities, including 15 in the metro New York area. Three more facilities are expected to come on line in the metro New York area by the summer.

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- o Current retailers in the New York metro area include:

#### New York/Connecticut area:

- |                              |                    |
|------------------------------|--------------------|
| - Saturn of Bay Ridge        | Heinz Popp         |
| - Saturn of Staten Island    | Heinz Popp         |
| - Saturn of Danbury          | James Hetherington |
| - Saturn of Fairfield        | Geza Scap          |
| - Saturn of Hempstead        | John Burns         |
| - Saturn of Long Island City | Eli Bloom          |
|                              | Frank Prudente     |
| - Saturn of Massapequa       | Michael Lazarus    |
| - Saturn of Smithtown        | Bryan Lazurus      |
| - Saturn of Stamford         | Dan Perkins        |

#### Northern New Jersey area:

- |                         |                |
|-------------------------|----------------|
| - Saturn of Brunswick   | Shau-Wai Lam   |
| - Saturn of Eatontown   | Shau-Wai Lam   |
| - Saturn of Denville    | Stuart Lasser  |
| - Saturn of Jersey City | Jim Salerno    |
| - Saturn of Route 23    | Ray Maroon Jr. |
| - Saturn of Union       | Jim Tino Sr.   |

- o Saturn plans to have over 250 retail facilities operational by year-end.
- o Saturn launched the Canadian market in October 1991. We are enthusiastic about this market. The approximately 70 Saturn-Saab-Isuzu retailers have sold more than 4,700 cars since launch.
- o Saturn announced in February its plans to begin exporting SL1 and SL2 sedans and SC coupes to Taiwan later this year. GM of Taiwan will be the importer of the vehicles.

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