



Actual Market Share in Units

	Low	High	Total
Industry Unit Sales	9'822	7'740	17'561
% of Market	55.9%	44.1%	100.0%
Able	13.8%	4.1%	9.5%
Aloft	0.9%	9.8%	4.8%
Averag	10.0%	0.0%	5.6%
Advanc	6.5%	7.1%	6.8%
Anew	1.1%	5.1%	2.8%
Total	32.2%	26.0%	29.5%
Baker	0.6%	5.1%	2.6%
Boomer	0.0%	5.2%	2.3%
Total	0.6%	10.3%	4.9%
Cake	20.1%	0.0%	11.2%
Candy	18.1%	3.3%	11.6%
Cover	4.4%	5.4%	4.8%
Cocky	0.0%	9.6%	4.2%
Crazy	0.0%	8.7%	3.8%
Total	42.5%	27.0%	35.7%
Daze	7.3%	0.0%	4.1%
Dazea	7.4%	3.2%	5.6%
Total	14.8%	3.2%	9.7%
Eat	8.3%	0.0%	4.7%
Highea	1.7%	6.0%	3.6%
Total	10.0%	6.0%	8.2%
Fast	0.0%	14.2%	6.3%
Feast	0.0%	13.3%	5.9%
Total	0.0%	27.5%	12.1%

Potential Market Share in Units

	Low	High	Total
Units Demanded	9'822	7'740	17'561
% of Market	55.9%	44.1%	100.0%
Able	13.2%	3.7%	9.0%
Aloft	0.9%	8.9%	4.5%
Averag	9.5%	0.0%	5.3%
Advanc	6.2%	6.5%	6.3%
Anew	1.1%	5.2%	2.9%
Total	30.9%	24.4%	28.0%
Baker	0.5%	4.7%	2.4%
Boomer	0.0%	4.8%	2.1%
Total	0.5%	9.5%	4.5%
Cake	20.7%	0.0%	11.6%
Candy	18.1%	3.1%	11.5%
Cover	6.0%	7.0%	6.4%
Cocky	0.0%	11.8%	5.2%
Crazy	0.0%	10.6%	4.7%
Total	44.8%	32.5%	39.4%
Daze	7.0%	0.0%	3.9%
Dazea	7.1%	2.9%	5.3%
Total	14.1%	2.9%	9.2%
Eat	8.0%	0.0%	4.5%
Highea	1.6%	5.5%	3.3%
Total	9.6%	5.5%	7.8%
Fast	0.0%	13.0%	5.7%
Feast	0.0%	12.2%	5.4%
Total	0.0%	25.3%	11.1%