

BELAIR STATUS REPORT  
June, 1980

BELAIR Sales and Share Review

The following sales and share charts illustrate BELAIR's performance during the month of May and year-to-date.

<u>Sales (90t Units)</u>	<u>Total BELAIR (May)</u>	<u>Total BELAIR (Y-T-D)</u>
<u>Period Ending</u>		
5/31/80	632.0	2905.7
5/31/79	656.0	3163.4
% Change	(3.6%)	(8.1%)
1980 Budget	592.0	2851.0
% Budget Variance	+6.8%	+1.9%
<u>Share</u>		
<u>Period Ending</u>		
5/31/80	1.19	1.19
5/31/79	1.22	1.28
% Change	(2.5%)	(7.0%)
1980 Budget	1.17	1.17
% Budget Variance	+1.7%	+1.7%

1980 Vs. 1979 Comments

- BELAIR's sales and share performance in May vs. 1979 were the best in the company, although sales were down 3.6%.
- On a year-to-date basis, the brand's sales and share are down vs. 1979, however, the degree of decline has been steadily decreasing since the beginning of the year.

1980 Actual Vs. Budget Comments

- BELAIR is performing ahead of plan on volume and share for both May and year-to-date.
- Relative to budget, BELAIR's May and year-to-date performance is second only to RALEIGH within the company.
- It is anticipated that during June, BELAIR will continue to exceed plan for both sales and share.