

Automotive Sales & Production Forecasts

Morgan & Company provides realistic forecasts and the intelligence to assess the implications that affect your organization's sales and market share. The forecasts provide a seven-year outlook by manufacturer, platform, segment and assembly plant location.

The forecast is provided as follows:

- Single Issue - \$700
- Annual Subscription - Quarterly Updates - \$2,400
- Annual Subscription - Monthly Updates - \$3,600

Reports are distributed in Excel (xls) and Adobe (pdf) format.
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North American Vehicle Forecast / Global Outlook Table of Contents:

Executive Overview

- Global - Notes / Commentary
- Global - Production Overview & Outlook
- Volume by Manufacturer - North America
- Volume by Market Segment - North America
- Volume by Assembly Location - North America

Sales & Production Charts

Sales & Production Charts for each industry segment and every nameplate are provided in a separate file & book.

Business Cycle & Economic Indicators

Vehicles by Manufacturer & Group

Vehicles by Platform Within Manufacturer

Vehicles by Market Segment

All Vehicles by Production/Assembly Plants

- Nameplate Production
- Straight-Time Capacity
- Capacity Utilization Rates

All Vehicles - Production by Month Within Years

Chart Book

Sales & Production (19+ years) for each group and nameplate manufactured in North America

January 30, 2012 - Morgan & Company, Inc

Our original forecast for 2011 US Auto Sales (January, 2011) was 12.475 million. 2011 ended up at 12.771 million, a variance of only 2.37%.

Our original forecast for 2011 NA Light Vehicle Production (January, 2011) was 12.7 million. 2011 ended up at 13.1 million, a variance of 3.1%.
Light Vehicle Production excludes Heavy & Medium Commercial Trucks.

September, 2012

North American Light Vehicle Production Forecast for 2012:

As of September - our outlook for 2012 NA vehicle production is 15,131,322, up 15.36% from year-ago.
Car Production = 6,794,339; up 21.41% from 2011.
Light Truck Production = 8,336,983; up 10.87% from 2011

January, 2013

2012 North American vehicle production totaled 15.435 million, up 17.7% from 13.116 million in 2011. The variance from forecast stated above was 2.0%.
Our forecast for North American vehicle production in 2013 is 15.925 million.

2013 US auto sales forecast is 15.327 million, up 5.9% from the 14.475 million in 2012.

January, 2014

Our original forecast for 2013 NA Light Vehicle Production (January, 2013) was 15.925 million. 2013 ended up at 16.138 million, a variance of just 1.3%.

Our original forecast for 2013 US Auto Sales was 15.327 million.
The year-end total was 15.569 million, a variance of only 1.6%.

January 31, 2014

2014 Vehicle Production Forecast = 16.60 million, up 2.9% from 2013.

2014 US Auto Sales Forecast = 16.25 million, up 4.4% from 2013.

Both figures exclude Medium & Heavy Commercial Trucks.

January, 2015

Our original forecast for 2014 NA Light Vehicle Production (January, 2014) was 16.60 million. 2014 ended up at 17.00 million, a variance of only 2.4%.

Our original forecast for 2014 US Auto Sales was 16.25 million.
The year-end total was 16.47 million, a variance of just 1.4%.

North American Light Vehicle Forecast for 2015 = 17.599 million.

US Auto Sales Forecast for 2015 = 17.005 million.

Both figures exclude Medium & Heavy Commercial Trucks.

January, 2016

Our original forecast for 2015 NA Light Vehicle Production (January, 2015) was 17.599 million. 2015 ended up at 17.490 million, a variance of only 0.62%.

Our original forecast for 2015 US Auto Sales was 17.005 million.
The year-end total was 17.428 million, a variance of 2.49%.

North American Light Vehicle Forecast for 2016 = 17,773,750

US Auto Sales Forecast for 2016 = 17,690,000

Both figures exclude Medium & Heavy Commercial Trucks.

January 7, 2017 - US Auto Sales & North American Vehicle Production

Our original forecast for 2016 Auto Sales (January, 2016) was 17,690,000.

The year-end total was 17,482,455, **a variance of only 1.17%**.

January 31, 2017

Our original forecast for 2016 Light Vehicle Production (January, 2016) was 17,773,750.

The year-end total was 17,781,121 - **a variance of only 0.004%**.

Near Term Forecast for the 2017 Calendar Year:

US Auto Sales Forecast for 2017 = 16,608,000

a decrease of 5.0% from the 2016 total.

North American Vehicle Production Forecast for 2017 = 17,318,000

a decrease of 2.6% from the 2016 total.

January 31, 2018 - US Auto Sales & North American Vehicle Production

Our original forecast for 2017 Light Vehicle Production (January, 2017) was 17,318,000.

The year-end total was 17,046,448 - **a variance of only 1.56%**.

Our original forecast for 2017 US Auto Sales (January, 2017) was 16,608,000.

The year-end total was 17,168,319 - **a variance of only 3.37%**.

Near Term Forecast for the 2018 Calendar Year:

US Auto Sales Forecast for 2018 = 16,739,000

a decrease of 2.5% from the 2017 total.

North American Vehicle Production Forecast for 2018 = 16,831,750

a decrease of 1.26% from the 2017 total.

For information, including samples, contact us directly or by e-mail. [Contact Information](#)

Morgan & Company, Inc.
Automotive Research, Analysis & Forecast Services

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