

## **U.S. Auto Sales Analysis by Morgan & Company**

Comprehensive automotive sales analysis widely utilized by the automakers, automotive suppliers, analysts and journalists.

Each monthly report contains unique, in-depth information that is e-mailed directly to you. Not only do you receive the most thorough reports available, you will have the complete analysis before even cursory information is published elsewhere. Reports are provided in Excel file format.

All reports include current versus year-ago totals for the month, calendar year-to-date, 12 month totals and model year-to-date.

[See the Price List / Order Form for further details.](#) Acrobat Reader Format

[View Demo Report Here.](#) Excel File Format

[View Demo Chart Selection Here.](#) Acrobat Reader Format

Contact: [Info@Morgancom.com](mailto:Info@Morgancom.com) with any Questions / Comments

## **U.S. Light Vehicle Sales Analysis Report**

### **Contents / Views / Worksheets:**

#### **One-Page 'Summary' Overview:**

- Manufacturer Totals

- Segment Totals for the Big Three, Asian and European Brands

- This page is often posted on our website - see past summary pages below...

#### **Overview:**

- Car – Truck Splits

- Car & Truck Sales by Source Region

- Brand & Corporate Totals

#### **Corporate – Brands:**

- Brand Totals Within Corporation

- Includes Car & Truck Sales / Market Share

#### **Brand Ranking:**

- Brand Ranking by Calendar Year-To-Date Percent Change

- Brand Ranking by Calendar Year-To-Date Total Sales

#### **Segment Overview:**

- Small Car (Lower / Upper / Specialty)

- Midsize Car (Lower, Upper, Specialty)

- Luxury Car (Lower, Middle, Upper, Sport, Specialty)

- SUV (Small, Mid-Low, Mid-Upper, Large/Luxury)

- Cross-Over SUV (Lower, Upper)

- Pickups (Small, Full-Size)

Vans (Minivan, Large)

**SAAR Overview:**

Sales - Seasonally Adjusted Annual Rates

Overall Rate

Rates by Brand, Corporation, Region and Market Segment

**Detailed Sales:**

Nameplate Analysis Within Brand and Group

Each Brand and Group Includes Subtotals For:

Domestic Car, Import Car, Subtotal Car

Domestic Truck, Import Truck, Subtotal Truck

Share of Market – Market Share Points Gained / Lost

**Detailed Segment Analysis:**

Nameplate Analysis Within Market Segments

Sorted by Volume and/or Brand

**Model Ranking:**

Car and Truck Nameplates Ranked by CYTD Sales

Cars Only – Ranked by CYTD Sales

Trucks Only – Ranked by CYTD Sales

Rankings also provided by Month, MYTD and 12-Month Sales

**Charts:**

Brand, Group, and Segment Charts are provided separately

A few are often posted on our website.

The full report and charts are delivered in Excel file format.

All monthly data is gathered directly from the automakers.

Each report is generally published and available on the 1st business day of the month, except when the first business day of the month follows a Sunday or Holiday.

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

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