

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 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.

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

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

© 1994-2018 Morgan & Company, Inc. All Rights Reserved.

Morgan & Company, Inc.
9510 Whispering Sands Drive
West Olive, MI 49460
Phone: 616-842-0031
Fax: 616-844-1184
Email: Info@Morgancom.com
Web: www.morgancom.com
This Page: <http://www.morgancom.com/salesanalysis.htm>