



U.S. AUTO SALES OVERVIEW

August, 2016 (Month, CYTD, 12-Month Totals, MYTD)

Morgan & Company, Inc.

	Monthly Totals				Calendar Year-To-Date					12 Month Totals					
	August 2016	Share	August 2015	Share	Vol. % Change	Current Total	Share	Year Ago Total	Share	Vol. % Change	Current Total	Share	Year Ago Total	Share	Vol. % Change
GRAND TOTAL	1,507,305		1,562,788		-3.6%	11,645,104		11,575,985		0.6%	17,488,532		16,898,345		3.5%
SAAR-Annual Rate	16,928,922		17,615,036		-3.9%	17,268,382		17,178,598		0.5%	17,478,548		17,009,175		2.8%
TRADITIONAL DOMESTIC BRAND TOTALS															
GENERAL MOTORS	256,429	17.0%	270,480	17.3%	-5.2%	1,962,602	16.9%	2,048,537	17.7%	-4.2%	2,996,431	17.1%	2,999,094	17.7%	-0.1%
Car Total/Car Share	79,070	13.7%	74,765	11.2%	5.8%	587,339	12.5%	642,397	12.5%	-8.6%	875,734	12.4%	964,360	12.8%	-9.2%
Truck Total/Truck Share	177,359	19.1%	195,715	21.9%	-9.4%	1,375,263	19.8%	1,406,140	21.9%	-2.2%	2,120,697	20.3%	2,034,734	21.7%	4.2%
FORD MOTOR	213,411	14.2%	233,880	15.0%	-8.8%	1,773,849	15.2%	1,744,213	15.1%	1.7%	2,632,718	15.1%	2,517,331	14.9%	4.6%
Car Total/Car Share	52,148	9.0%	69,877	10.5%	-25.4%	503,275	10.7%	565,341	11.0%	-11.0%	735,751	10.4%	788,235	10.5%	-6.7%
Truck Total/Truck Share	161,263	17.4%	164,003	18.3%	-1.7%	1,270,574	18.3%	1,178,872	18.3%	7.8%	1,896,967	18.2%	1,729,096	18.4%	9.7%
FCA US	196,756	13.1%	190,887	12.2%	3.1%	1,529,742	13.1%	1,453,154	12.6%	5.3%	2,311,807	13.2%	2,157,624	12.8%	7.1%
Car Total/Car Share	29,086	5.0%	38,854	5.8%	-25.1%	257,771	5.5%	364,157	7.1%	-29.2%	411,295	5.8%	531,794	7.1%	-22.7%
Truck Total/Truck Share	167,670	18.1%	152,033	17.0%	10.3%	1,271,971	18.3%	1,088,997	16.9%	16.8%	1,900,512	18.2%	1,625,830	17.3%	16.9%
TOTAL 'DETROIT 3'	666,596	44.2%	695,247	44.5%	-4.1%	5,266,193	45.2%	5,245,904	45.3%	0.4%	7,940,956	45.4%	7,674,049	45.4%	3.5%
Car Total/Car Share	160,304	27.7%	183,496	27.5%	-12.6%	1,348,385	28.7%	1,571,895	30.6%	-14.2%	2,022,780	28.7%	2,284,389	30.4%	-11.5%
Truck Total/Truck Share	506,292	54.5%	511,751	57.2%	-1.1%	3,917,808	56.4%	3,674,009	57.1%	6.6%	5,918,176	56.7%	5,389,660	57.4%	9.8%
IMPORT BRAND TOTALS															
JAPANESE BRANDS	581,197	38.6%	604,147	38.7%	-3.8%	4,433,617	38.1%	4,385,948	37.9%	1.1%	6,615,652	37.8%	6,350,689	37.6%	4.2%
Car Total/Car Share	259,552	44.8%	306,034	45.8%	-15.2%	2,143,743	45.6%	2,230,571	43.4%	-3.9%	3,204,625	45.5%	3,238,481	43.1%	-1.0%
Truck Total/Truck Share	321,645	34.6%	298,113	33.3%	7.9%	2,289,874	33.0%	2,155,377	33.5%	6.2%	3,411,027	32.7%	3,112,208	33.1%	9.6%
EUROPEAN BRANDS	133,249	8.8%	132,485	8.5%	0.6%	981,672	8.4%	1,003,798	8.7%	-2.2%	1,521,109	8.7%	1,533,157	9.1%	-0.8%
Car Total/Car Share	76,938	13.3%	84,784	12.7%	-9.3%	566,000	12.0%	650,202	12.6%	-13.0%	881,810	12.5%	1,005,042	13.4%	-12.3%
Truck Total/Truck Share	56,311	6.1%	47,701	5.3%	18.0%	415,672	6.0%	353,596	5.5%	17.6%	639,299	6.1%	528,115	5.6%	21.1%
KOREAN BRANDS	126,263	8.4%	130,909	8.4%	-3.5%	963,622	8.3%	940,335	8.1%	2.5%	1,410,815	8.1%	1,340,450	7.9%	5.2%
Car Total/Car Share	82,911	14.3%	94,540	14.2%	-12.3%	649,669	13.8%	691,334	13.4%	-6.0%	957,395	13.6%	983,413	13.1%	-2.6%
Truck Total/Truck Share	43,352	4.7%	36,369	4.1%	19.2%	313,953	4.5%	249,001	3.9%	26.1%	453,420	4.3%	357,037	3.8%	27.0%
IMPORT TOTAL	840,709	55.8%	867,541	55.5%	-3.1%	6,378,911	54.8%	6,330,081	54.7%	0.8%	9,547,576	54.6%	9,224,296	54.6%	3.5%
Car Total/Car Share	419,401	72.5%	485,358	72.7%	-13.6%	3,359,412	71.5%	3,572,107	69.5%	-6.0%	5,043,830	71.5%	5,226,936	69.6%	-3.5%
Truck Total/Truck Share	421,308	45.4%	382,183	42.7%	10.2%	3,019,499	43.5%	2,757,974	42.9%	9.5%	4,503,746	43.1%	3,997,360	42.6%	12.7%
BY REGION OF MANUFACTURE															
N. AMERICAN SOURCE	1,166,938	77.4%	1,222,480	78.2%	-4.5%	9,121,120	78.3%	9,201,529	79.5%	-0.9%	13,713,561	78.4%	13,449,331	79.6%	2.0%
ASIAN SOURCE	244,483	16.2%	245,030	15.7%	-0.2%	1,787,283	15.3%	1,705,715	14.7%	4.8%	2,639,440	15.1%	2,440,326	14.4%	8.2%
EUROPEAN SOURCE	95,884	6.4%	95,278	6.1%	0.6%	736,701	6.3%	668,741	5.8%	10.2%	1,135,531	6.5%	1,008,688	6.0%	12.6%
GRAND TOTAL	1,507,305	100.0%	1,562,788	100.0%	-3.6%	11,645,104	100.0%	11,575,985	100.0%	0.6%	17,488,532	100.0%	16,898,345	100.0%	3.5%
CAR - TRUCK SPLIT															
TOTAL CAR	578,807	38.4%	667,793	42.7%	-13.3%	4,698,485	40.3%	5,141,667	44.4%	-8.6%	7,050,158	40.3%	7,508,990	44.4%	-6.1%
TOTAL LIGHT TRUCK	928,498	61.6%	894,995	57.3%	3.7%	6,946,619	59.7%	6,434,318	55.6%	8.0%	10,438,374	59.7%	9,389,355	55.6%	11.2%
GRAND TOTAL	1,507,305	100.0%	1,562,788	100.0%	-3.6%	11,645,104	100.0%	11,575,985	100.0%	0.6%	17,488,532	100.0%	16,898,345	100.0%	3.5%



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CARS BY SOURCE REGION

N. AMERICAN CAR	426,061	73.6%	493,753	73.9%	-13.7%	3,505,302	74.6%	3,820,731	74.3%	-8.3%	5,248,400	74.4%	5,550,556	73.9%	-5.4%
IMPORT CAR	152,746	26.4%	174,040	26.1%	-12.2%	1,193,183	25.4%	1,320,936	25.7%	-9.7%	1,801,758	25.6%	1,958,434	26.1%	-8.0%
TOTAL CAR	578,807	100.0%	667,793	100.0%	-13.3%	4,698,485	100.0%	5,141,667	100.0%	-8.6%	7,050,158	100.0%	7,508,990	100.0%	-6.1%

TRUCKS BY SOURCE REGION

NA LIGHT TRUCK	740,877	79.8%	728,727	81.4%	1.7%	5,615,818	80.8%	5,380,798	83.6%	4.4%	8,465,161	81.1%	7,898,775	84.1%	7.2%
IMPORT LIGHT TRUCK	187,621	20.2%	166,268	18.6%	12.8%	1,330,801	19.2%	1,053,520	16.4%	26.3%	1,973,213	18.9%	1,490,580	15.9%	32.4%
TOTAL LIGHT TRUCK	928,498	100.0%	894,995	100.0%	3.7%	6,946,619	100.0%	6,434,318	100.0%	8.0%	10,438,374	100.0%	9,389,355	100.0%	11.2%

CORPORATE TOTALS

BMW	25,531	1.7%	27,755	1.8%	-8.0%	204,744	1.8%	223,348	1.9%	-8.3%	327,419	1.9%	352,081	2.1%	-7.0%
MINI	4,969	0.3%	5,109	0.3%	-2.7%	34,887	0.3%	40,560	0.4%	-14.0%	52,841	0.3%	61,703	0.4%	-14.4%
BMW GROUP	30,500	2.0%	32,864	2.1%	-7.2%	239,631	2.1%	263,908	2.3%	-9.2%	380,260	2.2%	413,784	2.4%	-8.1%
CHRYSLER	18,753	1.2%	24,132	1.5%	-22.3%	175,220	1.5%	214,287	1.9%	-18.2%	278,516	1.6%	328,787	1.9%	-15.3%
DODGE / RAM	88,766	5.9%	85,904	5.5%	3.3%	697,067	6.0%	655,505	5.7%	6.3%	1,052,308	6.0%	1,000,212	5.9%	5.2%
ALFA / FIAT	2,769	0.2%	3,574	0.2%	-22.5%	23,610	0.2%	28,937	0.2%	-18.4%	37,819	0.2%	43,008	0.3%	-12.1%
JEEP	86,468	5.7%	77,277	4.9%	12.9%	633,845	5.4%	554,425	4.8%	7.2%	943,164	5.4%	785,617	4.6%	11.1%
FCA US	196,756	13.1%	190,887	12.2%	2.9%	1,529,742	13.1%	1,453,154	12.6%	4.6%	2,311,807	13.2%	2,157,624	12.8%	6.1%
FORD	204,168	13.5%	225,244	14.4%	-9.4%	1,702,211	14.6%	1,678,929	14.5%	1.4%	2,525,137	14.4%	2,418,104	14.3%	4.4%
LINCOLN	9,243	0.6%	8,636	0.6%	7.0%	71,638	0.6%	65,284	0.6%	9.7%	107,581	0.6%	99,227	0.6%	8.4%
MERCURY	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-
FORD MOTOR	213,411	14.2%	233,880	15.0%	-8.8%	1,773,849	15.2%	1,744,213	15.1%	1.7%	2,632,718	15.1%	2,517,331	14.9%	4.6%
BUICK	21,678	1.4%	22,281	1.4%	-2.7%	148,845	1.3%	149,386	1.3%	-0.4%	222,514	1.3%	225,051	1.3%	-1.1%
CADILLAC	16,346	1.1%	15,738	1.0%	3.9%	103,918	0.9%	110,791	1.0%	-6.2%	168,394	1.0%	167,533	1.0%	0.5%
CHEVROLET	175,965	11.7%	183,098	11.7%	-3.9%	1,361,675	11.7%	1,425,507	12.3%	-4.5%	2,061,515	11.8%	2,069,956	12.2%	-0.4%
OLDSMOBILE	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-
PONTIAC	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-
GMC	42,440	2.8%	49,363	3.2%	-14.0%	348,164	3.0%	362,853	3.1%	-4.0%	544,008	3.1%	536,554	3.2%	1.4%
HUMMER	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-
SATURN	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-
GENERAL MOTORS	256,429	17.0%	270,480	17.3%	-5.2%	1,962,602	16.9%	2,048,537	17.7%	-4.2%	2,996,431	17.1%	2,999,094	17.7%	-0.1%
ACURA	14,246	0.9%	15,313	1.0%	-7.0%	106,914	0.9%	117,315	1.0%	-8.9%	166,764	1.0%	179,240	1.1%	-7.0%
HONDA	135,325	9.0%	140,178	9.0%	-3.5%	987,811	8.5%	937,501	8.1%	5.4%	1,459,696	8.3%	1,374,066	8.1%	6.2%
HONDA MOTOR	149,571	9.9%	155,491	9.9%	-3.8%	1,094,725	9.4%	1,054,816	9.1%	3.8%	1,626,460	9.3%	1,553,306	9.2%	4.7%



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HYUNDAI	72,015	4.8%	72,012	4.6%	0.0%	521,078	4.5%	514,175	4.4%	1.3%	768,613	4.4%	738,445	4.4%	4.1%
ISUZU	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-
KIA	54,248	3.6%	58,897	3.8%	-7.9%	442,544	3.8%	426,160	3.7%	3.8%	642,202	3.7%	602,005	3.6%	6.7%
MAZDA	26,109	1.7%	29,938	1.9%	-12.8%	199,378	1.7%	216,091	1.9%	-7.7%	302,471	1.7%	304,919	1.8%	-0.8%
MERCEDES / MAYBACH	31,909	2.1%	31,250	2.0%	2.1%	245,329	2.1%	243,509	2.1%	0.7%	382,281	2.2%	381,293	2.3%	0.3%
MITSUBISHI	7,336	0.5%	8,289	0.5%	-11.5%	67,160	0.6%	65,701	0.6%	2.2%	96,801	0.6%	90,537	0.5%	6.9%
NISSAN	114,199	7.6%	122,716	7.9%	-6.9%	969,865	8.3%	915,358	7.9%	6.0%	1,405,927	8.0%	1,301,649	7.7%	8.0%
INFINITI	10,439	0.7%	10,635	0.7%	-1.8%	85,362	0.7%	85,348	0.7%	0.0%	133,512	0.8%	125,635	0.7%	6.3%
NISSAN MOTOR	124,638	8.3%	133,351	8.5%	-6.5%	1,055,227	9.1%	1,000,706	8.6%	5.4%	1,539,439	8.8%	1,427,284	8.4%	7.9%
PORSCHE	5,181	0.3%	5,008	0.3%	3.5%	35,767	0.3%	34,876	0.3%	2.6%	52,647	0.3%	50,124	0.3%	5.0%
SAAB / SPYKER	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-
SUBARU	60,418	4.0%	52,697	3.4%	14.7%	391,969	3.4%	375,632	3.2%	4.3%	599,012	3.4%	555,357	3.3%	7.9%
SUZUKI	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-
JAGUAR	3,298	0.2%	1,143	0.1%	188.5%	17,687	0.2%	10,221	0.1%	73.0%	21,932	0.1%	15,306	0.1%	43.3%
LAND ROVER	6,031	0.4%	5,225	0.3%	15.4%	48,754	0.4%	42,548	0.4%	14.6%	76,788	0.4%	58,695	0.3%	30.8%
TATA MOTORS LTD	9,329	0.6%	6,368	0.4%	46.5%	66,441	0.6%	52,769	0.5%	25.9%	98,720	0.6%	74,001	0.4%	33.4%
TOYOTA	176,560	11.7%	186,999	12.0%	-5.6%	1,364,996	11.7%	1,418,160	12.3%	-3.7%	2,045,381	11.7%	2,035,804	12.0%	0.5%
LEXUS	30,938	2.1%	33,487	2.1%	-7.6%	210,392	1.8%	222,151	1.9%	-5.3%	332,842	1.9%	334,731	2.0%	-0.6%
SCION	5,627	0.4%	3,895	0.2%	44.5%	49,770	0.4%	32,691	0.3%	52.2%	73,246	0.4%	48,751	0.3%	50.2%
TOYOTA MOTOR	213,125	14.1%	224,381	14.4%	-5.0%	1,625,158	14.0%	1,673,002	14.5%	-2.9%	2,451,469	14.0%	2,419,286	14.3%	1.3%
VOLKSWAGEN	29,384	1.9%	32,332	2.1%	-9.1%	207,156	1.8%	238,074	2.1%	-13.0%	318,522	1.8%	360,166	2.1%	-11.6%
AUDI	19,264	1.3%	18,794	1.2%	2.5%	134,562	1.2%	130,063	1.1%	3.5%	206,701	1.2%	196,008	1.2%	5.5%
VAG	48,648	3.2%	51,126	3.3%	-4.8%	341,718	2.9%	368,137	3.2%	-7.2%	525,223	3.0%	556,174	3.3%	-5.6%
VOLVO / GEELY	7,682	0.5%	5,869	0.4%	30.9%	52,786	0.5%	40,599	0.4%	30.0%	81,978	0.5%	57,781	0.3%	41.9%
GRAND TOTAL	1,507,305	100.0%	1,562,788	100.0%	-3.6%	11,645,104	100.0%	11,575,985	100.0%	0.6%	17,488,532	100.0%	16,898,345	100.0%	3.5%

Source: Morgan & Company, Inc. Ph: 616-842-0031 Email: augie@morgancom.com Web: www.morgancom.com

SAAR is Seasonally Adjusted Annual Rate.
 Model Year is October 1 through September 30.
 Table includes light vehicle sales as reported by the automakers, and may differ from information provided by other sources.

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