



U.S. AUTO SALES OVERVIEW

December, 2007 (Month, CYTD, MYTD, 12-Month Totals)

Morgan & Company, Inc.

	Monthly Totals				Calendar Year Totals					12 Month Totals					
	December 2007	Share	December 2006	Share	Vol. % Change	Current Total	Share	Year Ago Total	Share	Vol. % Change	Current Total	Share	Year Ago Total	Share	Vol. % Change
GRAND TOTAL	1,388,845		1,430,352		-2.9%	16,140,068		16,548,259		-2.5%	16,140,068		16,548,259		-2.5%
SAAR-Annual Rate	16,273,715		16,609,799		-2.0%	16,167,901		16,548,571		-2.3%	16,167,901		16,548,571		-2.3%
TRADITIONAL DOMESTIC BRAND TOTALS (Excludes Foreign Subsidiaries)*															
GENERAL MOTORS	317,089	22.8%	330,966	23.1%	-4.2%	3,789,901	23.5%	4,028,992	24.3%	-5.9%	3,789,901	23.5%	4,028,992	24.3%	-5.9%
Car Total and Car Share	114,424	18.1%	126,581	19.6%	-9.6%	1,461,716	19.3%	1,591,013	20.5%	-8.1%	1,461,716	19.3%	1,591,013	20.5%	-8.1%
Truck Total and Truck Share	202,665	26.8%	204,385	26.1%	-0.8%	2,328,185	27.2%	2,437,979	27.8%	-4.5%	2,328,185	27.2%	2,437,979	27.8%	-4.5%
FORD MOTOR	195,105	14.0%	215,490	15.1%	-9.5%	2,386,957	14.8%	2,716,383	16.4%	-12.1%	2,386,957	14.8%	2,716,383	16.4%	-12.1%
Car Total and Car Share	58,580	9.3%	64,804	10.0%	-9.6%	756,832	10.0%	1,004,502	12.9%	-24.7%	756,832	10.0%	1,004,502	12.9%	-24.7%
Truck Total and Truck Share	136,525	18.0%	150,686	19.2%	-9.4%	1,630,125	19.0%	1,711,881	19.5%	-4.8%	1,630,125	19.0%	1,711,881	19.5%	-4.8%
CHRYSLER LLC	191,423	13.8%	190,415	13.3%	0.5%	2,076,650	12.9%	2,142,505	12.9%	-3.1%	2,076,650	12.9%	2,142,505	12.9%	-3.1%
Car Total and Car Share	47,562	7.5%	48,936	7.6%	-2.8%	528,625	7.0%	497,732	6.4%	6.2%	528,625	7.0%	497,732	6.4%	6.2%
Truck Total and Truck Share	143,861	19.0%	141,479	18.1%	1.7%	1,548,025	18.1%	1,644,773	18.7%	-5.9%	1,548,025	18.1%	1,644,773	18.7%	-5.9%
TOTAL 'BIG 3'	703,617	50.7%	736,871	51.5%	-4.5%	8,253,508	51.1%	8,887,880	53.7%	-7.1%	8,253,508	51.1%	8,887,880	53.7%	-7.1%
Car Total and Car Share	220,566	34.9%	240,321	37.1%	-8.2%	2,747,173	36.3%	3,093,247	39.8%	-11.2%	2,747,173	36.3%	3,093,247	39.8%	-11.2%
Truck Total and Truck Share	483,051	63.8%	496,550	63.4%	-2.7%	5,506,335	64.3%	5,794,633	66.0%	-5.0%	5,506,335	64.3%	5,794,633	66.0%	-5.0%
IMPORT BRAND TOTALS															
JAPANESE BRANDS	503,175	36.2%	510,264	35.7%	-1.4%	5,961,895	36.9%	5,768,779	34.9%	3.3%	5,961,895	36.9%	5,768,779	34.9%	3.3%
Car Total and Car Share	284,084	45.0%	281,068	43.4%	1.1%	3,499,969	46.2%	3,315,140	42.7%	5.6%	3,499,969	46.2%	3,315,140	42.7%	5.6%
Truck Total and Truck Share	219,091	28.9%	229,196	29.3%	-4.4%	2,461,926	28.8%	2,453,639	27.9%	0.3%	2,461,926	28.8%	2,453,639	27.9%	0.3%
EUROPEAN BRANDS	111,498	8.0%	115,848	8.1%	-3.8%	1,152,183	7.1%	1,141,779	6.9%	0.9%	1,152,183	7.1%	1,141,779	6.9%	0.9%
Car Total and Car Share	81,575	12.9%	85,617	13.2%	-4.7%	878,898	11.6%	889,683	11.5%	-1.2%	878,898	11.6%	889,683	11.5%	-1.2%
Truck Total and Truck Share	29,923	4.0%	30,231	3.9%	-1.0%	273,285	3.2%	252,096	2.9%	8.4%	273,285	3.2%	252,096	2.9%	8.4%
KOREAN BRANDS	70,555	5.1%	67,369	4.7%	4.7%	772,482	4.8%	749,821	4.5%	3.0%	772,482	4.8%	749,821	4.5%	3.0%
Car Total and Car Share	45,730	7.2%	40,151	6.2%	13.9%	456,635	6.0%	476,262	6.1%	-4.1%	456,635	6.0%	476,262	6.1%	-4.1%
Truck Total and Truck Share	24,825	3.3%	27,218	3.5%	-8.8%	315,847	3.7%	273,559	3.1%	15.5%	315,847	3.7%	273,559	3.1%	15.5%
IMPORT TOTAL	685,228	49.3%	693,481	48.5%	-1.2%	7,886,560	48.9%	7,660,379	46.3%	3.0%	7,886,560	48.9%	7,660,379	46.3%	3.0%
Car Total and Car Share	411,389	65.1%	406,836	62.9%	1.1%	4,835,502	63.8%	4,681,085	60.3%	3.3%	4,835,502	63.8%	4,681,085	60.3%	3.3%
Truck Total and Truck Share	273,839	36.2%	286,645	36.6%	-4.5%	3,051,058	35.6%	2,979,294	33.9%	2.4%	3,051,058	35.6%	2,979,294	33.9%	2.4%
BY REGION OF MANUFACTURE															
N. AMERICAN SOURCE	1,068,673	76.9%	1,088,080	76.1%	-1.8%	12,389,175	76.8%	12,854,735	77.7%	-3.6%	12,389,175	76.8%	12,854,735	77.7%	-3.6%
ASIAN SOURCE	233,348	16.8%	250,848	17.5%	-7.0%	2,827,301	17.5%	2,774,891	16.8%	1.9%	2,827,301	17.5%	2,774,891	16.8%	1.9%
EUROPEAN SOURCE	86,824	6.3%	91,424	6.4%	-5.0%	923,592	5.7%	918,633	5.6%	0.5%	923,592	5.7%	918,633	5.6%	0.5%
GRAND TOTAL	1,388,845	100.0%	1,430,352	100.0%	-2.9%	16,140,068	100.0%	16,548,259	100.0%	-2.5%	16,140,068	100.0%	16,548,259	100.0%	-2.5%
CAR - TRUCK SPLIT															
TOTAL CAR	631,955	45.5%	647,157	45.2%	-2.3%	7,577,418	46.9%	7,768,543	46.9%	-2.5%	7,577,418	46.9%	7,768,543	46.9%	-2.5%
TOTAL LIGHT TRUCK	756,890	54.5%	783,195	54.8%	-3.4%	8,562,650	53.1%	8,779,716	53.1%	-2.5%	8,562,650	53.1%	8,779,716	53.1%	-2.5%
GRAND TOTAL	1,388,845	100.0%	1,430,352	100.0%	-2.9%	16,140,068	100.0%	16,548,259	100.0%	-2.5%	16,140,068	100.0%	16,548,259	100.0%	-2.5%



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CARS BY SOURCE REGION

N. AMERICAN CAR	434,921	68.8%	433,327	67.0%	0.4%	5,209,847	68.8%	5,423,542	69.8%	-3.9%	5,209,847	68.8%	5,423,542	69.8%	-3.9%
IMPORT CAR	197,034	31.2%	213,830	33.0%	-7.9%	2,367,571	31.2%	2,345,001	30.2%	1.0%	2,367,571	31.2%	2,345,001	30.2%	1.0%
TOTAL CAR	631,955	100.0%	647,157	100.0%	-2.3%	7,577,418	100.0%	7,768,543	100.0%	-2.5%	7,577,418	100.0%	7,768,543	100.0%	-2.5%

TRUCKS BY SOURCE REGION

N. AMERICAN LT. TRUCK	633,752	83.7%	654,753	83.6%	-3.2%	7,179,328	83.8%	7,431,193	84.6%	-3.4%	7,179,328	83.8%	7,431,193	84.6%	-3.4%
IMPORT LIGHT TRUCK	123,138	16.3%	128,442	16.4%	-4.1%	1,383,322	16.2%	1,348,523	15.4%	2.6%	1,383,322	16.2%	1,348,523	15.4%	2.6%
TOTAL LIGHT TRUCK	756,890	100.0%	783,195	100.0%	-3.4%	8,562,650	100.0%	8,779,716	100.0%	-2.5%	8,562,650	100.0%	8,779,716	100.0%	-2.5%

CORPORATE TOTALS

BMW	30,199	2.2%	30,945	2.2%	-2.4%	293,795	1.8%	274,432	1.7%	7.1%	293,795	1.8%	274,432	1.7%	7.1%
MINI	3,562	0.3%	2,472	0.2%	44.1%	42,045	0.3%	39,171	0.2%	7.3%	42,045	0.3%	39,171	0.2%	7.3%
BMW GROUP	33,761	2.4%	33,417	2.3%	1.0%	335,840	2.1%	313,603	1.9%	7.1%	335,840	2.1%	313,603	1.9%	7.1%
CHRYSLER	48,384	3.5%	55,839	3.9%	-13.4%	543,011	3.4%	604,874	3.7%	-10.2%	543,011	3.4%	604,874	3.7%	-10.2%
DODGE	98,235	7.1%	88,489	6.2%	11.0%	1,058,402	6.6%	1,077,579	6.5%	-1.8%	1,058,402	6.6%	1,077,579	6.5%	-1.8%
JEEP	44,804	3.2%	46,087	3.2%	-2.8%	475,237	2.9%	460,052	2.8%	3.3%	475,237	2.9%	460,052	2.8%	3.3%
CHRYSLER LLC	191,423	13.8%	190,415	13.3%	0.1%	2,076,650	12.9%	2,142,505	12.9%	-2.5%	2,076,650	12.9%	2,142,505	12.9%	-2.5%
FORD	172,409	12.4%	188,875	13.2%	-8.7%	2,087,048	12.9%	2,415,059	14.6%	-13.6%	2,087,048	12.9%	2,415,059	14.6%	-13.6%
LINCOLN	10,065	0.7%	12,806	0.9%	-21.4%	131,487	0.8%	120,476	0.7%	9.1%	131,487	0.8%	120,476	0.7%	9.1%
MERCURY	12,631	0.9%	13,809	1.0%	-8.5%	168,422	1.0%	180,848	1.1%	-6.9%	168,422	1.0%	180,848	1.1%	-6.9%
JAGUAR	1,522	0.1%	1,553	0.1%	-2.0%	15,683	0.1%	20,683	0.1%	-24.2%	15,683	0.1%	20,683	0.1%	-24.2%
VOLVO	9,341	0.7%	8,525	0.6%	9.6%	106,213	0.7%	115,807	0.7%	-8.3%	106,213	0.7%	115,807	0.7%	-8.3%
LAND ROVER	4,887	0.4%	6,014	0.4%	-18.7%	49,550	0.3%	47,774	0.3%	3.7%	49,550	0.3%	47,774	0.3%	3.7%
FORD MOTOR	210,855	15.2%	231,582	16.2%	-9.0%	2,558,403	15.9%	2,900,647	17.5%	-11.8%	2,558,403	15.9%	2,900,647	17.5%	-11.8%
BUICK	14,400	1.0%	15,986	1.1%	-9.9%	185,791	1.2%	240,657	1.5%	-22.8%	185,791	1.2%	240,657	1.5%	-22.8%
CADILLAC	21,436	1.5%	22,715	1.6%	-5.6%	214,727	1.3%	227,014	1.4%	-5.4%	214,727	1.3%	227,014	1.4%	-5.4%
CHEVROLET	184,072	13.3%	192,561	13.5%	-4.4%	2,250,352	13.9%	2,396,532	14.5%	-6.1%	2,250,352	13.9%	2,396,532	14.5%	-6.1%
OLDSMOBILE	0	0.0%	0	0.0%	-	0	0.0%	96	0.0%	-100.0%	0	0.0%	96	0.0%	-100.0%
PONTIAC	30,211	2.2%	32,772	2.3%	-7.8%	358,022	2.2%	410,229	2.5%	-12.7%	358,022	2.2%	410,229	2.5%	-12.7%
GMC	43,441	3.1%	39,318	2.7%	10.5%	484,932	3.0%	456,565	2.8%	6.2%	484,932	3.0%	456,565	2.8%	6.2%
HUMMER	5,333	0.4%	6,928	0.5%	-23.0%	55,986	0.3%	71,524	0.4%	-21.7%	55,986	0.3%	71,524	0.4%	-21.7%
SATURN	18,196	1.3%	20,686	1.4%	-12.0%	240,091	1.5%	226,375	1.4%	6.1%	240,091	1.5%	226,375	1.4%	6.1%
SAAB	2,748	0.2%	3,535	0.2%	-22.3%	32,711	0.2%	36,349	0.2%	-10.0%	32,711	0.2%	36,349	0.2%	-10.0%
GENERAL MOTORS	319,837	23.0%	334,501	23.4%	-4.4%	3,822,612	23.7%	4,065,341	24.6%	-6.0%	3,822,612	23.7%	4,065,341	24.6%	-6.0%
ACURA	17,582	1.3%	19,056	1.3%	-7.7%	180,104	1.1%	201,223	1.2%	-10.5%	180,104	1.1%	201,223	1.2%	-10.5%
HONDA	114,210	8.2%	112,722	7.9%	1.3%	1,371,438	8.5%	1,308,135	7.9%	4.8%	1,371,438	8.5%	1,308,135	7.9%	4.8%
HONDA MOTOR	131,792	9.5%	131,778	9.2%	0.0%	1,551,542	9.6%	1,509,358	9.1%	2.8%	1,551,542	9.6%	1,509,358	9.1%	2.8%
HYUNDAI	46,487	3.3%	37,365	2.6%	24.4%	467,009	2.9%	455,520	2.8%	2.5%	467,009	2.9%	455,520	2.8%	2.5%



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ISUZU	492	0.0%	637	0.0%	-22.8%	7,098	0.0%	8,614	0.1%	-17.6%	7,098	0.0%	8,614	0.1%	-17.6%
KIA	24,068	1.7%	30,004	2.1%	-19.8%	305,473	1.9%	294,301	1.8%	3.8%	305,473	1.9%	294,301	1.8%	3.8%
MAZDA	24,933	1.8%	19,912	1.4%	25.2%	296,110	1.8%	268,786	1.6%	10.2%	296,110	1.8%	268,786	1.6%	10.2%
MERCEDES / MAYBACH	27,301	2.0%	28,115	2.0%	-2.9%	253,414	1.6%	248,080	1.5%	2.2%	253,414	1.6%	248,080	1.5%	2.2%
MITSUBISHI	5,904	0.4%	9,910	0.7%	-40.4%	128,993	0.8%	118,558	0.7%	8.8%	128,993	0.8%	118,558	0.7%	8.8%
NISSAN	76,900	5.5%	78,663	5.5%	-2.2%	941,200	5.8%	898,103	5.4%	4.8%	941,200	5.8%	898,103	5.4%	4.8%
INFINITI	12,655	0.9%	13,112	0.9%	-3.5%	127,037	0.8%	121,146	0.7%	4.9%	127,037	0.8%	121,146	0.7%	4.9%
NISSAN MOTOR	89,555	6.4%	91,775	6.4%	-2.4%	1,068,237	6.6%	1,019,249	6.2%	4.8%	1,068,237	6.6%	1,019,249	6.2%	4.8%
PORSCHE	2,891	0.2%	2,850	0.2%	1.4%	34,693	0.2%	34,227	0.2%	1.4%	34,693	0.2%	34,227	0.2%	1.4%
SUBARU	18,739	1.3%	20,613	1.4%	-9.1%	187,205	1.2%	200,699	1.2%	-6.7%	187,205	1.2%	200,699	1.2%	-6.7%
SUZUKI	7,361	0.5%	7,317	0.5%	0.6%	101,884	0.6%	100,990	0.6%	0.9%	101,884	0.6%	100,990	0.6%	0.9%
TOYOTA	180,900	13.0%	180,761	12.6%	0.1%	2,161,467	13.4%	2,047,057	12.4%	5.6%	2,161,467	13.4%	2,047,057	12.4%	5.6%
LEXUS	34,555	2.5%	37,235	2.6%	-7.2%	329,178	2.0%	322,434	1.9%	2.1%	329,178	2.0%	322,434	1.9%	2.1%
SCION	8,944	0.6%	10,326	0.7%	-13.4%	130,181	0.8%	173,034	1.0%	-24.8%	130,181	0.8%	173,034	1.0%	-24.8%
TOYOTA MOTOR	224,399	16.2%	228,322	16.0%	-1.7%	2,620,826	16.2%	2,542,525	15.4%	3.1%	2,620,826	16.2%	2,542,525	15.4%	3.1%
VOLKSWAGEN	20,543	1.5%	19,942	1.4%	3.0%	230,571	1.4%	235,140	1.4%	-1.9%	230,571	1.4%	235,140	1.4%	-1.9%
AUDI	8,504	0.6%	11,897	0.8%	-28.5%	93,508	0.6%	90,116	0.5%	3.8%	93,508	0.6%	90,116	0.5%	3.8%
VAG	29,047	2.1%	31,839	2.2%	-8.8%	324,079	2.0%	325,256	2.0%	-0.4%	324,079	2.0%	325,256	2.0%	-0.4%
GRAND TOTAL	1,388,845	100.0%	1,430,352	100.0%	-2.9%	16,140,068	100.0%	16,548,259	100.0%	-2.5%	16,140,068	100.0%	16,548,259	100.0%	-2.5%

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

* Traditional Big 3 (the Detroit 3) excluding foreign subsidiaries and affiliates.

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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