U.S. AUTO SALES OVERVIEW
December, 2010 (Month, CYTD, 12-Month Totals, MYTD)

GRAND TOTAL 1	December 2010 1,144,143 2,534,154 ND TOTAL 224,147 63,018 161,129	Share	December 2009 1,029,482 11,127,399	Share	Vol. % Change	Current Total	Caler Share	ndar Year Tot Year Ago Total	als Share	Vol. % Change	Current Total	12 Share	Month Totals Year Ago Total	Share	Vol. % Change
GRAND TOTAL 1 SAAR-Annual Rate 12 TRADITIONAL DOMESTIC BRANGENERAL MOTORS Car Total and Car Share	2010 1,144,143 2,534,154 ND TOTAL 224,147 63,018	S	2009 1,029,482	Share	Change	Total	Share		Share			Share		Share	
TRADITIONAL DOMESTIC BRANGENERAL MOTORS Car Total and Car Share	1,144,143 2,534,154 ND TOTAL 224,147 63,018	S	1,029,482	Share			Share	Total	Share	Change	Total	Share	Total	Share	Change
TRADITIONAL DOMESTIC BRANGENERAL MOTORS Car Total and Car Share	2,534,154 ND TOTAL 224,147 63,018	S	, ,		11.1%	11 582 100									
TRADITIONAL DOMESTIC BRANGENERAL MOTORS Car Total and Car Share	ND TOTAL 224,147 63,018	S	11,127,399			1 1,505,100		10,424,865		11.1%	11,583,106		10,424,865		11.1%
TRADITIONAL DOMESTIC BRANGENERAL MOTORS Car Total and Car Share	ND TOTAL 224,147 63,018	S	,,		12.6%	11,574,007		10,425,025		11.0%	11,574,007		10,425,025		11.0%
GENERAL MOTORS Car Total and Car Share	224,147 63,018	_			1_10,10			,,					,		
Car Total and Car Share	63,018		206,670	20.1%	8.5%	2,211,091	19.1%	2.063.069	19.8%	7.2%	2,211,091	19.1%	2,063,069	19.8%	7.2%
Truck Total and Truck Share	161,129	12.1%	78,631	15.3%	-19.9%	808,613	14.1%	867,808	15.9%	-6.8%	808,613	14.1%	867,808	15.9%	-6.8%
		25.8%	128,039	24.8%	25.8%	1,402,478	24.0%	1,195,261	24.1%	17.3%	1,402,478	24.0%	1,195,261	24.1%	17.3%
FORD MOTOR	190,191	16.6%	178,063	17.3%	6.8%	1,931,534	16.7%	1,615,799	15.5%	19.5%	1,931,534	16.7%	1,615,799	15.5%	19.5%
Car Total and Car Share	64,858	12.5%	61,195	11.9%	6.0%	696,918	12.2%	595,671	10.9%	17.0%	696,918	12.2%	595,671	10.9%	17.0%
Truck Total and Truck Share	125,333	20.1%	116,868	22.6%	7.2%	1,234,616	21.1%	1,020,128	20.5%	21.0%	1,234,616	21.1%	1,020,128	20.5%	21.0%
CHRYSLER GROUP LLC	100,702	8.8%	86,523	8.4%	16.4%	1,085,211	9.4%	931,402	8.9%	16.5%	1,085,211	9.4%	931,402	8.9%	16.5%
Car Total and Car Share	14,343	2.8%	26,830	5.2%	-46.5%	284,286	5.0%	228,570	4.2%	24.4%	284,286	5.0%	228,570	4.2%	24.4%
Truck Total and Truck Share	86,359	13.8%	59,693	11.5%	44.7%	800,925	13.7%	702,832	14.1%	14.0%	800,925	13.7%	702,832	14.1%	14.0%
TOTAL 'DETROIT 3'	515,040	45.0%	471,256	45.8%	9.3%	5,227,836	45.1%	4,610,270	44.2%	13.4%	5,227,836	45.1%	4,610,270	44.2%	13.4%
Car Total and Car Share	142,219	27.4%	166,656	32.5%	-14.7%	1,789,817	31.2%	1,692,049	31.0%	5.8%	1,789,817	31.2%	1,692,049	31.0%	5.8%
Truck Total and Truck Share	372,821	59.7%	304,600	58.9%	22.4%	3,438,019	58.7%	2,918,221	58.7%	17.8%	3,438,019	58.7%	2,918,221	58.7%	17.8%
IMPORT BRAND TOTALS															
JAPANESE BRANDS	456,528	39.9%	415,976	40.4%	9.7%	4,475,708	38.6%	4,208,301	40.4%	6.4%	4,475,708	38.6%	4,208,301	40.4%	6.4%
Car Total and Car Share	260,499	50.1%	247,508	48.3%	5.2%	2,627,837	45.9%	2,606,791	47.8%	0.8%	2,627,837	45.9%	2,606,791	47.8%	0.8%
Truck Total and Truck Share	196,029	31.4%	168,468	32.6%	16.4%	1,847,871	31.6%	1,601,510	32.2%	15.4%	1,847,871	31.6%	1,601,510	32.2%	15.4%
EUROPEAN BRANDS	97,329	8.5%	87,405	8.5%	11.4%	985,065	8.5%	871,167	8.4%	13.1%	985,065	8.5%	871,167	8.4%	13.1%
Car Total and Car Share	66,079	12.7%	61,575	12.0%	7.3%	711,566	12.4%	653,050	12.0%	9.0%	711,566	12.4%	653,050	12.0%	9.0%
Truck Total and Truck Share	31,250	5.0%	25,830	5.0%	21.0%	273,499	4.7%	218,117	4.4%	25.4%	273,499	4.7%	218,117	4.4%	25.4%
KOREAN BRANDS	75,246	6.6%	54,845	5.3%	37.2%	894,497	7.7%	735,127	7.1%	21.7%	894,497	7.7%	735,127	7.1%	21.7%
Car Total and Car Share	50,738	9.8%	36,844	7.2%	37.7%	601,378	10.5%	506,627	9.3%	18.7%	601,378	10.5%	506,627	9.3%	18.7%
Truck Total and Truck Share	24,508	3.9%	18,001	3.5%	36.1%	293,119	5.0%	228,500	4.6%	28.3%	293,119	5.0%	228,500	4.6%	28.3%
IMPORT TOTAL	629,103	55.0%	558,226	54.2%	12.7%	6,355,270	54.9%	5,814,595	55.8%	9.3%	6,355,270	54.9%	5,814,595	55.8%	9.3%
Car Total and Car Share Truck Total and Truck Share	377,316	72.6%	345,927	67.5% 41.1%	9.1% 18.6%	3,940,781	68.8%	3,766,468 2,048,127	69.0%	4.6% 17.9%	3,940,781	68.8%	3,766,468	69.0%	4.6% 17.9%
Truck Total and Truck Share	251,787	40.3%	212,299	41.1%	10.0%	2,414,489	41.3%	2,040,127	41.2%	17.9%	2,414,489	41.3%	2,048,127	41.2%	17.9%
BY REGION OF MANUFACTURE	=														
N. AMERICAN SOURCE	872,139	76.2%	793,846	77.1%	9.9%	8,825,279	76.2%	7,698,026	73.8%	14.6%	8,825,279	76.2%	7,698,026	73.8%	14.6%
ASIAN SOURCE	200,354	17.5%	169,065	16.4%	18.5%	2,022,873	17.5%	2,056,751	19.7%	-1.6%	2,022,873	17.5%	2,056,751	19.7%	-1.6%
EUROPEAN SOURCE	71,650	6.3%	66,571	6.5%	7.6%	734,954	6.3%	670,088	6.4%	9.7%	734,954	6.3%	670,088	6.4%	9.7%
GRAND TOTAL 1	1,144,143	100.0%	1,029,482	100.0%	11.1%	11,583,106	100.0%	10,424,865	100.0%	11.1%	11,583,106	100.0%	10,424,865	100.0%	11.1%
CAR - TRUCK SPLIT															
TOTAL CAR	519,535	45.4%	512,583	49.8%	1.4%	5,730,496	49.5%	5,456,299	52.3%	5.0%	5,730,496	49.5%	5,456,299	52.3%	5.0%
TOTAL LIGHT TRUCK	624,608	54.6%	516,899	50.2%	20.8%	5,852,610	50.5%	4,968,566	47.7%	17.8%	5,852,610	50.5%	4,968,566	47.7%	17.8%
GRAND TOTAL 1	1,144,143	100.0%	1,029,482	100.0%	11.1%	11,583,106	100.0%	10,424,865	100.0%	11.1%	11,583,106	100.0%	10,424,865	100.0%	11.1%

U.S. AUTO SALES OVERVIEW
December, 2010 (Month, CYTD, 12-Month Totals, MYTD)

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	Monthly Totals					Calendar Year Total			als		12		Month Totals		
Morgan & Company, Inc.	December 2010	Share	December 2009	Share	Vol. % Change	Current Total	Share	Year Ago Total	Share	Vol. % Change	Current Total	Share	Year Ago Total	Share	Vol. % Change
CARS BY SOURCE PEGION															
CARS BY SOURCE REGION N. AMERICAN CAR	343,806	66.2%	358,793	70.0%	-4.2%	3,882,395	67.7%	3,616,734	66.3%	7.3%	3,882,395	67.7%	3,616,734	66.3%	7.3%
IMPORT CAR	175,729	33.8%	153,790	30.0%	14.3%	1,848,101	32.3%	1,839,565	33.7%	0.5%	1,848,101	32.3%	1,839,565	33.7%	0.5%
TOTAL CAR	519,535	100.0%	512,583	100.0%	1.4%	5,730,496	100.0%	5,456,299	100.0%	5.0%	5,730,496	100.0%	5,456,299	100.0%	5.0%
TRUCKS BY SOURCE REGIO)N														
N. AMERICAN LT. TRUCK	528,333	84.6%	435,053	84.2%	21.4%	4,942,884	84.5%	4,081,292	82.1%	21.1%	4,942,884	84.5%	4,081,292	82.1%	21.1%
IMPORT LIGHT TRUCK	96,275	15.4%	81,846	15.8%	17.6%	909,726	15.5%	887,274	17.9%	2.5%	909,726	15.5%	887,274	17.9%	2.5%
TOTAL LIGHT TRUCK	624,608	100.0%	516,899	100.0%	20.8%	5,852,610	100.0%	4,968,566	100.0%	17.8%	5,852,610	100.0%	4,968,566	100.0%	17.8%
CORPORATE TOTALS BMW	23,280	2.0%	20,128	2.0%	15.7%	220,113	1.9%	196,502	1.9%	12.0%	220,113	1.9%	196,502	1.9%	12.0%
MINI	4,320	0.4%	3,489	0.3%	23.8%	45,644	0.4%	45,225	0.4%	0.9%	45,644	0.4%	45,225	0.4%	0.9%
BMW GROUP	27,600	2.4%	23,617	2.3%	16.9%	265,757	2.3%	241,727	2.3%	9.9%	265,757	2.3%	241,727	2.3%	9.9%
CHRYSLER	13,132	1.1%	18,122	1.8%	-27.5%	197,446	1.7%	177,015	1.7%	11.5%	197,446	1.7%	177,015	1.7%	11.5%
DODGE	56,660	5.0%	47,591	4.6%	19.1%	596,627	5.2%	522,686	5.0%	14.1%	596,627	5.2%	522,686	5.0%	14.1%
JEEP CHRYSLER GROUP LLC	30,910 100,702	2.7% 8.8%	20,810 86,523	2.0% 8.4%	48.5% 14.3%	291,138 1,085,211	2.5% 9.4%	231,701 931,402	2.2% 8.9%	25.7% 15.8%	291,138 1,085,211	2.5% 9.4%	231,701 931,402	2.2% 8.9%	25.7% 15.8%
FORD	173,738	15.2%	158,215	15.4%	9.8%	1,752,511	15.1%	1,440,653	13.8%	21.6%	1,752,511	15.1%	1,440,653	13.8%	21.6%
LINCOLN	8,060	0.7%	10,467	1.0%	-23.0%	85,828	0.7%	82,847	0.8%	3.6%	85,828	0.7%	82,847	0.8%	3.6%
MERCURY FORD MOTOR	8,393 190,191	0.7% 16.6%	9,381 178,063	0.9% 17.3%	-10.5% 6.8%	93,195 1,931,534	0.8% 16.7%	92,299 1,615,799	0.9% 15.5%	1.0% 19.5%	93,195 1,931,534	0.8% 16.7%	92,299 1,615,799	0.9% 15.5%	1.0% 19.5%
BUICK	17,095	1.5%	12,237	1.2%	39.7%	155,389	1.3%	102,306	1.0%	51.9%	155,389	1.3%	102,306	1.0%	51.9%
CADILLAC	16,718	1.5%	14,745	1.4%	13.4%	146,925	1.3%	109,092	1.0%	34.7%	146,925	1.3%	109,092	1.0%	34.7%
CHEVROLET	147,938	12.9%	135,129	13.1%	9.5%	1,563,881	13.5%	1,338,612	12.8%	16.8%	1,563,881	13.5%	1,338,612	12.8%	16.8%
OLDSMOBILE	0	0.0%	0	0.0%	-	0	0.0%	0	0.0% -	-	0	0.0%	0	0.0%	-
PONTIAC	130	0.0%	8,410	0.8%	-98.5%	1,182	0.0%	178,300	1.7%	-99.3%	1,182	0.0%	178,300	1.7%	-99.3%
GMC	42,143	3.7%	30,740	3.0%	37.1%	333,204	2.9%	253,053	2.4%	31.7%	333,204	2.9%	253,053	2.4%	31.7%
HUMMER	38	0.0%	325	0.0%	-88.3%	3,812	0.0%	9,046	0.1%	-57.9%	3,812	0.0%	9,046	0.1%	-57.9%
SATURN GENERAL MOTORS	85 224,147	0.0% 19.6%	5,084 206,670	0.5% 20.1%	-98.3% 8.5%	6,698 2,211,091	0.1% 19.1%	72,660 2,063,069	0.7% 19.8%	-90.8% 7.2%	6,698 2,211,091	0.1% 19.1%	72,660 2,063,069	0.7% 19.8%	-90.8% 7.2%
ACURA	15,489	1.4%	10,575	1.0%	46.5%	133,606	1.2%	105,723	1.0%	26.4%	133,606	1.2%	105,723	1.0%	26.4%
HONDA Honda Motor	114,127 129,616	10.0% 11.3%	96,568 107,143	9.4% 10.4%	18.2% 21.0%	1,096,874 1,230,480	9.5% 10.6%	1,045,061 1,150,784	10.0% 11.0%	5.0% 6.9%	1,096,874 1,230,480	9.5% 10.6%	1,045,061 1,150,784	10.0% 11.0%	5.0% 6.9%
HYUNDAI	44,802	3.9%	33,797	3.3%	32.6%	538,228	4.6%	435,064	4.2%	23.7%	538,228	4.6%	435,064	4.2%	23.7%
ISUZU	0	0.0%	0	0.0%		0	0.0%	165	0.0%	-100.0%	0	0.0%	165	0.0%	-100.0%
KIA	30,444	2.7%	21,048	2.0%	44.6%	356,269	3.1%	300,063	2.9%	18.7%	356,269	3.1%	300,063	2.9%	18.7%

U.S. AUTO SALES OVERVIEW

December, 2010 (Month, CYTD, 12-Month Totals, MYTD)

		onthly Totals		Caler	dar Year Tot	als		12 Month Totals							
Morgan & Company, Inc.	December 2010	Share	December 2009	Share	Vol. % Change	Current Total	Share	Year Ago Total	Share	Vol. % Change	Current Total	Share	Year Ago Total	Share	Vol. % Change
MAZDA	21,479	1.9%	18,255	1.8%	17.7%	229,566	2.0%	207,767	2.0%	10.5%	229,566	2.0%	207,767	2.0%	10.5%
MERCEDES / MAYBACH	22,044	1.9%	20,906	2.0%	5.4%	230,933	2.0%	205,199	2.0%	12.5%	230,933	2.0%	205,199	2.0%	12.5%
MITSUBISHI	4,874	0.4%	4,355	0.4%	11.9%	55,683	0.5%	53,986	0.5%	3.1%	55,683	0.5%	53,986	0.5%	3.1%
NISSAN	81,228	7.1%	64,296	6.2%	26.3%	805,159	7.0%	689,014	6.6%	16.9%	805,159	7.0%	689,014	6.6%	16.9%
INFINITI NISSAN MOTOR	12,502 93,730	1.1% 8.2%	9,108 73,404	0.9% 7.1%	37.3% 27.7%	103,411 908,570	0.9% 7.8%	81,089 770,103	0.8% 7.4%	27.5% 18.0%	103,411 908,570	0.9% 7.8%	81,089 770,103	0.8% 7.4%	27.5% 18.0%
PORSCHE	2,567	0.2%	2,118	0.2%	21.2%	25,319	0.2%	19,696	0.2%	28.5%	25,319	0.2%	19,696	0.2%	28.5%
SAAB / SPYKER	1,074	0.1%	868	0.1%	23.7%	5,445	0.0%	8,680	0.1%	-37.3%	5,445	0.0%	8,680	0.1%	-37.3%
SUBARU	26,694	2.3%	23,074	2.2%	15.7%	263,820	2.3%	216,652	2.1%	21.8%	263,820	2.3%	216,652	2.1%	21.8%
SUZUKI	2,647	0.2%	1,885	0.2%	40.4%	23,994	0.2%	38,695	0.4%	-38.0%	23,994	0.2%	38,695	0.4%	-38.0%
JAGUAR	1,180	0.1%	1,246	0.1%	-5.3%	13,340	0.1%	11,955	0.1%	11.6%	13,340	0.1%	11,955	0.1%	11.6%
LAND ROVER TATA MOTORS LTD	3,695 4,875	0.3% 0.4%	3,595 4,841	0.3% 0.5%	2.8% 0.7%	31,864 45,204	0.3% 0.4%	26,306 38,261	0.3% 0.4%	21.1% 18.1%	31,864 45,204	0.3% 0.4%	26,306 38,261	0.3% 0.4%	21.1% 18.1%
ТОУОТА	145,972	12.8%	155,524	15.1%	-6.1%	1,488,588	12.9%	1,496,213	14.4%	-0.5%	1,488,588	12.9%	1,496,213	14.4%	-0.5%
LEXUS	27,560	2.4%	28,565	2.8%	-3.5%	229,329	2.0%	215,975	2.1%	6.2%	229,329	2.0%	215,975	2.1%	6.2%
SCION TOYOTA MOTOR	3,956 177,488	0.3% 15.5%	3,771 187,860	0.4% 18.2%	4.9% -5.5%	45,678 1,763,595	0.4% 15.2%	57,961 1,770,149	0.6% 17.0%	-21.2% -0.4%	45,678 1,763,595	0.4% 15.2%	57,961 1,770,149	0.6% 17.0%	-21.2% -0.4%
VOLKSWAGEN	23,867	2.1%	20,387	2.0%	17.1%	256,830	2.2%	213,453	2.0%	20.3%	256,830	2.2%	213,453	2.0%	20.3%
AUDI VAG	10,546 34,413	0.9% 3.0%	9,030 29,417	0.9% 2.9%	16.8% 17.0%	101,629 358,459	0.9% 3.1%	82,716 296,169	0.8% 2.8%	22.9% 21.0%	101,629 358,459	0.9% 3.1%	82,716 296,169	0.8% 2.8%	22.9% 21.0%
VOLVO / GEELY	4,756	0.4%	5,638	0.5%	-15.6%	53,948	0.5%	61,435	0.6%	-12.2%	53,948	0.5%	61,435	0.6%	-12.2%
GRAND TOTAL	1,144,143	100.0%	1,029,482	100.0%	11.1%	11,583,106	100.0%	10,424,865	100.0%	11.1%	11,583,106	100.0%	10,424,865	100.0%	11.1%

Source: Morgan & Company, Inc. Ph: 616-842-0031 Email: markc@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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