



U.S. AUTO SALES OVERVIEW

December, 2011 (Month, CYTD, 12-Month Totals, MYTD)

Morgan & Company, Inc.

	Monthly Totals					Calendar Year Totals					12 Month Totals				
	December 2011	Share	December 2010	Share	Vol. % Change	2011 Total	Share	2010 Total	Share	Vol. % Change	Current Total	Share	Year Ago Total	Share	Vol. % Change
GRAND TOTAL	1,242,951		1,144,143		8.6%	12,771,339		11,583,106		10.3%	12,771,339		11,583,106		10.3%
SAAR-Annual Rate	13,538,594		12,497,876		8.3%	12,777,608		11,583,320		10.3%	12,777,608		11,583,320		10.3%
TRADITIONAL DOMESTIC BRAND TOTALS															
GENERAL MOTORS	234,351	18.9%	224,147	19.6%	4.6%	2,503,797	19.6%	2,211,091	19.1%	13.2%	2,503,797	19.6%	2,211,091	19.1%	13.2%
Car Total/Car Share	70,463	12.6%	63,018	12.1%	11.8%	952,395	15.4%	808,613	14.1%	17.8%	952,395	15.4%	808,613	14.1%	17.8%
Truck Total/Truck Share	163,888	23.9%	161,129	25.8%	1.7%	1,551,402	23.6%	1,402,478	24.0%	10.6%	1,551,402	23.6%	1,402,478	24.0%	10.6%
FORD MOTOR	209,447	16.9%	190,191	16.6%	10.1%	2,143,101	16.8%	1,931,534	16.7%	11.0%	2,143,101	16.8%	1,931,534	16.7%	11.0%
Car Total/Car Share	55,215	9.9%	64,858	12.5%	-14.9%	722,501	11.7%	696,918	12.2%	3.7%	722,501	11.7%	696,918	12.2%	3.7%
Truck Total/Truck Share	154,232	22.5%	125,333	20.1%	23.1%	1,420,600	21.6%	1,234,616	21.1%	15.1%	1,420,600	21.6%	1,234,616	21.1%	15.1%
CHRYSLER GROUP LLC	138,019	11.1%	100,702	8.8%	37.1%	1,369,114	10.7%	1,085,211	9.4%	26.2%	1,369,114	10.7%	1,085,211	9.4%	26.2%
Car Total/Car Share	34,844	6.3%	14,343	2.8%	142.9%	354,359	5.7%	284,286	5.0%	24.6%	354,359	5.7%	284,286	5.0%	24.6%
Truck Total/Truck Share	103,175	15.0%	86,359	13.8%	19.5%	1,014,755	15.4%	800,925	13.7%	26.7%	1,014,755	15.4%	800,925	13.7%	26.7%
TOTAL 'DETROIT 3'	581,817	46.8%	515,040	45.0%	13.0%	6,016,012	47.1%	5,227,836	45.1%	15.1%	6,016,012	47.1%	5,227,836	45.1%	15.1%
Car Total/Car Share	160,522	28.8%	142,219	27.4%	12.9%	2,029,255	32.8%	1,789,817	31.2%	13.4%	2,029,255	32.8%	1,789,817	31.2%	13.4%
Truck Total/Truck Share	421,295	61.4%	372,821	59.7%	13.0%	3,986,757	60.6%	3,438,019	58.7%	16.0%	3,986,757	60.6%	3,438,019	58.7%	16.0%
IMPORT BRAND TOTALS															
JAPANESE BRANDS	447,940	36.0%	456,528	39.9%	-1.9%	4,457,534	34.9%	4,475,708	38.6%	-0.4%	4,457,534	34.9%	4,475,708	38.6%	-0.4%
Car Total/Car Share	249,494	44.8%	260,499	50.1%	-4.2%	2,556,931	41.3%	2,627,837	45.9%	-2.7%	2,556,931	41.3%	2,627,837	45.9%	-2.7%
Truck Total/Truck Share	198,446	28.9%	196,029	31.4%	1.2%	1,900,603	28.9%	1,847,871	31.6%	2.9%	1,900,603	28.9%	1,847,871	31.6%	2.9%
EUROPEAN BRANDS	119,039	9.6%	97,329	8.5%	22.3%	1,166,610	9.1%	985,065	8.5%	18.4%	1,166,610	9.1%	985,065	8.5%	18.4%
Car Total/Car Share	79,192	14.2%	66,372	12.8%	19.3%	809,453	13.1%	711,757	12.4%	13.7%	809,453	13.1%	711,757	12.4%	13.7%
Truck Total/Truck Share	39,847	5.8%	30,957	5.0%	28.7%	357,157	5.4%	273,308	4.7%	30.7%	357,157	5.4%	273,308	4.7%	30.7%
KOREAN BRANDS	94,155	7.6%	75,246	6.6%	25.1%	1,131,183	8.9%	894,497	7.7%	26.5%	1,131,183	8.9%	894,497	7.7%	26.5%
Car Total/Car Share	67,898	12.2%	50,738	9.8%	33.8%	798,193	12.9%	601,378	10.5%	32.7%	798,193	12.9%	601,378	10.5%	32.7%
Truck Total/Truck Share	26,257	3.8%	24,508	3.9%	7.1%	332,990	5.1%	293,119	5.0%	13.6%	332,990	5.1%	293,119	5.0%	13.6%
IMPORT TOTAL	661,134	53.2%	629,103	55.0%	5.1%	6,755,327	52.9%	6,355,270	54.9%	6.3%	6,755,327	52.9%	6,355,270	54.9%	6.3%
Car Total/Car Share	396,584	71.2%	377,609	72.6%	5.0%	4,164,577	67.2%	3,940,972	68.8%	5.7%	4,164,577	67.2%	3,940,972	68.8%	5.7%
Truck Total/Truck Share	264,550	38.6%	251,494	40.3%	5.2%	2,590,750	39.4%	2,414,298	41.3%	7.3%	2,590,750	39.4%	2,414,298	41.3%	7.3%
BY REGION OF MANUFACTURE															
N. AMERICAN SOURCE	975,573	78.5%	877,669	76.7%	11.2%	9,931,039	77.8%	8,830,900	76.2%	12.5%	9,931,039	77.8%	8,830,900	76.2%	12.5%
ASIAN SOURCE	190,077	15.3%	195,673	17.1%	-2.9%	2,030,762	15.9%	2,018,192	17.4%	0.6%	2,030,762	15.9%	2,018,192	17.4%	0.6%
EUROPEAN SOURCE	77,301	6.2%	70,801	6.2%	9.2%	809,538	6.3%	734,014	6.3%	10.3%	809,538	6.3%	734,014	6.3%	10.3%
GRAND TOTAL	1,242,951	100.0%	1,144,143	100.0%	8.6%	12,771,339	100.0%	11,583,106	100.0%	10.3%	12,771,339	100.0%	11,583,106	100.0%	10.3%
CAR - TRUCK SPLIT															
TOTAL CAR	557,106	44.8%	519,828	45.4%	7.2%	6,193,832	48.5%	5,730,789	49.5%	8.1%	6,193,832	48.5%	5,730,789	49.5%	8.1%
TOTAL LIGHT TRUCK	685,845	55.2%	624,315	54.6%	9.9%	6,577,507	51.5%	5,852,317	50.5%	12.4%	6,577,507	51.5%	5,852,317	50.5%	12.4%
GRAND TOTAL	1,242,951	100.0%	1,144,143	100.0%	8.6%	12,771,339	100.0%	11,583,106	100.0%	10.3%	12,771,339	100.0%	11,583,106	100.0%	10.3%



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CARS BY SOURCE REGION

N. AMERICAN CAR	388,489	69.7%	348,487	67.0%	11.5%	4,334,284	70.0%	3,887,076	67.8%	11.5%	4,334,284	70.0%	3,887,076	67.8%	11.5%
IMPORT CAR	168,617	30.3%	171,341	33.0%	-1.6%	1,859,548	30.0%	1,843,713	32.2%	0.9%	1,859,548	30.0%	1,843,713	32.2%	0.9%
TOTAL CAR	557,106	100.0%	519,828	100.0%	7.2%	6,193,832	100.0%	5,730,789	100.0%	8.1%	6,193,832	100.0%	5,730,789	100.0%	8.1%

TRUCKS BY SOURCE REGION

NA LIGHT TRUCK	587,084	85.6%	529,182	84.8%	10.9%	5,596,755	85.1%	4,943,824	84.5%	13.2%	5,596,755	85.1%	4,943,824	84.5%	13.2%
IMPORT LIGHT TRUCK	98,761	14.4%	95,133	15.2%	3.8%	980,752	14.9%	908,493	15.5%	8.0%	980,752	14.9%	908,493	15.5%	8.0%
TOTAL LIGHT TRUCK	685,845	100.0%	624,315	100.0%	9.9%	6,577,507	100.0%	5,852,317	100.0%	12.4%	6,577,507	100.0%	5,852,317	100.0%	12.4%

CORPORATE TOTALS

BMW	26,834	2.2%	23,280	2.0%	15.3%	247,907	1.9%	220,113	1.9%	12.6%	247,907	1.9%	220,113	1.9%	12.6%
MINI	5,711	0.5%	4,320	0.4%	32.2%	57,511	0.5%	45,644	0.4%	26.0%	57,511	0.5%	45,644	0.4%	26.0%
BMW GROUP	32,545	2.6%	27,600	2.4%	17.9%	305,418	2.4%	265,757	2.3%	14.9%	305,418	2.4%	265,757	2.3%	14.9%
CHRYSLER	23,974	1.9%	13,132	1.1%	82.6%	221,346	1.7%	197,446	1.7%	12.1%	221,346	1.7%	197,446	1.7%	12.1%
DODGE	68,143	5.5%	56,660	5.0%	20.3%	708,650	5.5%	596,627	5.2%	18.8%	708,650	5.5%	596,627	5.2%	18.8%
FIAT	2,325	0.2%	0	0.0%	-	19,769	0.2%	0	0.0%	-	19,769	0.2%	0	0.0%	-
JEEP	43,577	3.5%	30,910	2.7%	41.0%	419,349	3.3%	291,138	2.5%	44.0%	419,349	3.3%	291,138	2.5%	44.0%
CHRYSLER GROUP LLC	138,019	11.1%	100,702	8.8%	35.3%	1,369,114	10.7%	1,085,211	9.4%	24.3%	1,369,114	10.7%	1,085,211	9.4%	24.3%
FORD	201,044	16.2%	173,738	15.2%	15.7%	2,057,210	16.1%	1,752,511	15.1%	17.4%	2,057,210	16.1%	1,752,511	15.1%	17.4%
LINCOLN	8,403	0.7%	8,060	0.7%	4.3%	85,643	0.7%	85,828	0.7%	-0.2%	85,643	0.7%	85,828	0.7%	-0.2%
MERCURY	0	0.0%	8,393	0.7%	-100.0%	248	0.0%	93,195	0.8%	-99.7%	248	0.0%	93,195	0.8%	-99.7%
FORD MOTOR	209,447	16.9%	190,191	16.6%	10.1%	2,143,101	16.8%	1,931,534	16.7%	11.0%	2,143,101	16.8%	1,931,534	16.7%	11.0%
BUICK	14,974	1.2%	17,095	1.5%	-12.4%	177,633	1.4%	155,389	1.3%	14.3%	177,633	1.4%	155,389	1.3%	14.3%
CADILLAC	16,259	1.3%	16,718	1.5%	-2.7%	152,389	1.2%	146,925	1.3%	3.7%	152,389	1.2%	146,925	1.3%	3.7%
CHEVROLET	161,158	13.0%	147,938	12.9%	8.9%	1,775,802	13.9%	1,563,881	13.5%	13.6%	1,775,802	13.9%	1,563,881	13.5%	13.6%
OLDSMOBILE	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-
PONTIAC	0	0.0%	130	0.0%	-100.0%	0	0.0%	1,182	0.0%	-100.0%	0	0.0%	1,182	0.0%	-100.0%
GMC	41,960	3.4%	42,143	3.7%	-0.4%	397,973	3.1%	333,204	2.9%	19.4%	397,973	3.1%	333,204	2.9%	19.4%
HUMMER	0	0.0%	38	0.0%	-100.0%	0	0.0%	3,812	0.0%	-100.0%	0	0.0%	3,812	0.0%	-100.0%
SATURN	0	0.0%	85	0.0%	-100.0%	0	0.0%	6,698	0.1%	-100.0%	0	0.0%	6,698	0.1%	-100.0%
GENERAL MOTORS	234,351	18.9%	224,147	19.6%	4.6%	2,503,797	19.6%	2,211,091	19.1%	13.2%	2,503,797	19.6%	2,211,091	19.1%	13.2%
ACURA	13,129	1.1%	15,489	1.4%	-15.2%	123,299	1.0%	133,606	1.2%	-7.7%	123,299	1.0%	133,606	1.2%	-7.7%
HONDA	92,101	7.4%	114,127	10.0%	-19.3%	1,023,986	8.0%	1,096,874	9.5%	-6.6%	1,023,986	8.0%	1,096,874	9.5%	-6.6%
HONDA MOTOR	105,230	8.5%	129,616	11.3%	-18.8%	1,147,285	9.0%	1,230,480	10.6%	-6.8%	1,147,285	9.0%	1,230,480	10.6%	-6.8%



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	December 2011	Share	December 2010	Share	Vol. % Change	2011 Total	Share	2010 Total	Share	Vol. % Change	Current Total	Share	Year Ago Total	Share	Vol. % Change
HYUNDAI	50,765	4.1%	44,802	3.9%	13.3%	645,691	5.1%	538,228	4.6%	20.0%	645,691	5.1%	538,228	4.6%	20.0%
ISUZU	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-
KIA	43,390	3.5%	30,444	2.7%	42.5%	485,492	3.8%	356,269	3.1%	36.3%	485,492	3.8%	356,269	3.1%	36.3%
MAZDA	22,353	1.8%	21,479	1.9%	4.1%	250,426	2.0%	229,566	2.0%	9.1%	250,426	2.0%	229,566	2.0%	9.1%
MERCEDES / MAYBACH	28,011	2.3%	22,044	1.9%	27.1%	267,016	2.1%	230,933	2.0%	15.6%	267,016	2.1%	230,933	2.0%	15.6%
MITSUBISHI	5,032	0.4%	4,874	0.4%	3.2%	79,020	0.6%	55,683	0.5%	41.9%	79,020	0.6%	55,683	0.5%	41.9%
NISSAN	89,937	7.2%	81,228	7.1%	10.7%	944,073	7.4%	805,159	7.0%	17.3%	944,073	7.4%	805,159	7.0%	17.3%
INFINITI	10,990	0.9%	12,502	1.1%	-12.1%	98,461	0.8%	103,411	0.9%	-4.8%	98,461	0.8%	103,411	0.9%	-4.8%
NISSAN MOTOR	100,927	8.1%	93,730	8.2%	7.7%	1,042,534	8.2%	908,570	7.8%	14.7%	1,042,534	8.2%	908,570	7.8%	14.7%
PORSCHE	1,834	0.1%	2,567	0.2%	-28.6%	29,023	0.2%	25,319	0.2%	14.6%	29,023	0.2%	25,319	0.2%	14.6%
SAAB / SPYKER	270	0.0%	1,074	0.1%	-74.9%	5,577	0.0%	5,445	0.0%	2.4%	5,577	0.0%	5,445	0.0%	2.4%
SUBARU	33,701	2.7%	26,694	2.3%	26.2%	266,989	2.1%	263,820	2.3%	1.2%	266,989	2.1%	263,820	2.3%	1.2%
SUZUKI	2,566	0.2%	2,647	0.2%	-3.1%	26,619	0.2%	23,994	0.2%	10.9%	26,619	0.2%	23,994	0.2%	10.9%
JAGUAR	1,137	0.1%	1,180	0.1%	-3.6%	12,276	0.1%	13,340	0.1%	-8.0%	12,276	0.1%	13,340	0.1%	-8.0%
LAND ROVER	4,743	0.4%	3,695	0.3%	28.4%	38,099	0.3%	31,864	0.3%	19.6%	38,099	0.3%	31,864	0.3%	19.6%
TATA MOTORS LTD	5,880	0.5%	4,875	0.4%	20.6%	50,375	0.4%	45,204	0.4%	11.4%	50,375	0.4%	45,204	0.4%	11.4%
TOYOTA	148,617	12.0%	145,972	12.8%	1.8%	1,396,838	10.9%	1,488,588	12.9%	-6.2%	1,396,838	10.9%	1,488,588	12.9%	-6.2%
LEXUS	25,355	2.0%	27,560	2.4%	-8.0%	198,552	1.6%	229,329	2.0%	-13.4%	198,552	1.6%	229,329	2.0%	-13.4%
SCION	4,159	0.3%	3,956	0.3%	5.1%	49,271	0.4%	45,678	0.4%	7.9%	49,271	0.4%	45,678	0.4%	7.9%
TOYOTA MOTOR	178,131	14.3%	177,488	15.5%	0.4%	1,644,661	12.9%	1,763,595	15.2%	-6.7%	1,644,661	12.9%	1,763,595	15.2%	-6.7%
VOLKSWAGEN	32,502	2.6%	23,867	2.1%	36.2%	324,400	2.5%	256,830	2.2%	26.3%	324,400	2.5%	256,830	2.2%	26.3%
AUDI	12,655	1.0%	10,546	0.9%	20.0%	117,561	0.9%	101,629	0.9%	15.7%	117,561	0.9%	101,629	0.9%	15.7%
VAG	45,157	3.6%	34,413	3.0%	31.2%	441,961	3.5%	358,459	3.1%	23.3%	441,961	3.5%	358,459	3.1%	23.3%
VOLVO / GEELY	5,342	0.4%	4,756	0.4%	12.3%	67,240	0.5%	53,948	0.5%	24.6%	67,240	0.5%	53,948	0.5%	24.6%
GRAND TOTAL	1,242,951	100.0%	1,144,143	100.0%	8.6%	12,771,339	100.0%	11,583,106	100.0%	10.3%	12,771,339	100.0%	11,583,106	100.0%	10.3%

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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