



U.S. AUTO SALES OVERVIEW

December, 2014 (Month, CYTD, 12-Month Totals, MYTD)

Morgan & Company, Inc.

	Monthly Totals			Calendar Year-To-Date					12 Month Totals				
	December 2014	December 2013	Vol. % Change	Current Total	Year Ago Total	Vol. % Change	Current Total	Year Ago Total	Vol. % Change	Current Total	Year Ago Total	Vol. % Change	

GRAND TOTAL	1,503,478	1,356,948	10.8%	16,483,640	15,569,893	5.9%	16,483,640	15,569,893	5.9%
SAAR-Annual Rate	16,851,436	15,471,832	8.9%	16,451,902	15,560,182	5.7%	16,451,902	15,560,182	5.7%

TRADITIONAL DOMESTIC BRAND TOTALS

GENERAL MOTORS	274,483	18.3%	230,157	17.0%	19.3%	2,935,008	17.8%	2,786,078	17.9%	5.3%	2,935,008	17.8%	2,786,078	17.9%	5.3%
Car Total/Car Share	85,592	13.1%	79,077	12.9%	8.2%	1,085,104	14.1%	1,066,934	14.1%	1.7%	1,085,104	14.1%	1,066,934	14.1%	1.7%
Truck Total/Truck Share	188,891	22.3%	151,080	20.3%	25.0%	1,849,904	21.0%	1,719,144	21.5%	7.6%	1,849,904	21.0%	1,719,144	21.5%	7.6%
FORD MOTOR	219,369	14.6%	216,592	16.0%	1.3%	2,471,315	15.0%	2,485,236	16.0%	-0.6%	2,471,315	15.0%	2,485,236	16.0%	-0.6%
Car Total/Car Share	60,557	9.2%	61,516	10.1%	-1.6%	804,714	10.5%	836,433	11.1%	-3.8%	804,714	10.5%	836,433	11.1%	-3.8%
Truck Total/Truck Share	158,812	18.7%	155,076	20.8%	2.4%	1,666,601	18.9%	1,648,803	20.6%	1.1%	1,666,601	18.9%	1,648,803	20.6%	1.1%
CHRYSLER GROUP LLC	193,261	12.9%	161,007	11.9%	20.0%	2,090,639	12.7%	1,800,368	11.6%	16.1%	2,090,639	12.7%	1,800,368	11.6%	16.1%
Car Total/Car Share	44,857	6.8%	37,749	6.2%	18.8%	498,990	6.5%	551,104	7.3%	-9.5%	498,990	6.5%	551,104	7.3%	-9.5%
Truck Total/Truck Share	148,404	17.5%	123,258	16.5%	20.4%	1,591,649	18.1%	1,249,264	15.6%	27.4%	1,591,649	18.1%	1,249,264	15.6%	27.4%
TOTAL 'DETROIT 3'	687,113	45.7%	607,756	44.8%	13.1%	7,496,962	45.5%	7,071,682	45.4%	6.0%	7,496,962	45.5%	7,071,682	45.4%	6.0%
Car Total/Car Share	191,006	29.2%	178,342	29.1%	7.1%	2,388,808	31.1%	2,454,471	32.4%	-2.7%	2,388,808	31.1%	2,454,471	32.4%	-2.7%
Truck Total/Truck Share	496,107	58.5%	429,414	57.6%	15.5%	5,108,154	58.0%	4,617,211	57.7%	10.6%	5,108,154	58.0%	4,617,211	57.7%	10.6%

IMPORT BRAND TOTALS

JAPANESE BRANDS	550,932	36.6%	505,415	37.2%	9.0%	6,198,697	37.6%	5,786,595	37.2%	7.1%	6,198,697	37.6%	5,786,595	37.2%	7.1%
Car Total/Car Share	280,065	42.8%	258,133	42.2%	8.5%	3,297,027	43.0%	3,134,907	41.4%	5.2%	3,297,027	43.0%	3,134,907	41.4%	5.2%
Truck Total/Truck Share	270,867	31.9%	247,282	33.2%	9.5%	2,901,670	32.9%	2,651,688	33.1%	9.4%	2,901,670	32.9%	2,651,688	33.1%	9.4%
EUROPEAN BRANDS	155,339	10.3%	147,141	10.8%	5.6%	1,482,029	9.0%	1,455,654	9.3%	1.8%	1,482,029	9.0%	1,455,654	9.3%	1.8%
Car Total/Car Share	103,221	15.8%	101,401	16.6%	1.8%	997,290	13.0%	998,283	13.2%	-0.1%	997,290	13.0%	998,283	13.2%	-0.1%
Truck Total/Truck Share	52,118	6.1%	45,740	6.1%	13.9%	484,739	5.5%	457,371	5.7%	6.0%	484,739	5.5%	457,371	5.7%	6.0%
KOREAN BRANDS	110,094	7.3%	96,636	7.1%	13.9%	1,305,952	7.9%	1,255,962	8.1%	4.0%	1,305,952	7.9%	1,255,962	8.1%	4.0%
Car Total/Car Share	80,602	12.3%	74,163	12.1%	8.7%	990,707	12.9%	979,344	12.9%	1.2%	990,707	12.9%	979,344	12.9%	1.2%
Truck Total/Truck Share	29,492	3.5%	22,473	3.0%	31.2%	315,245	3.6%	276,618	3.5%	14.0%	315,245	3.6%	276,618	3.5%	14.0%
IMPORT TOTAL	816,365	54.3%	749,192	55.2%	9.0%	8,986,678	54.5%	8,498,211	54.6%	5.7%	8,986,678	54.5%	8,498,211	54.6%	5.7%
Car Total/Car Share	463,888	70.8%	433,697	70.9%	7.0%	5,285,024	68.9%	5,112,534	67.6%	3.4%	5,285,024	68.9%	5,112,534	67.6%	3.4%
Truck Total/Truck Share	352,477	41.5%	315,495	42.4%	11.7%	3,701,654	42.0%	3,385,677	42.3%	9.3%	3,701,654	42.0%	3,385,677	42.3%	9.3%

BY REGION OF MANUFACTURE

N. AMERICAN SOURCE	1,198,830	79.7%	1,051,760	77.5%	14.0%	13,037,015	79.1%	12,189,692	78.3%	7.0%	13,037,015	79.1%	12,189,692	78.3%	7.0%
ASIAN SOURCE	205,630	13.7%	197,482	14.6%	4.1%	2,447,082	14.8%	2,383,091	15.3%	2.7%	2,447,082	14.8%	2,383,091	15.3%	2.7%
EUROPEAN SOURCE	99,018	6.6%	107,706	7.9%	-8.1%	999,543	6.1%	997,110	6.4%	0.2%	999,543	6.1%	997,110	6.4%	0.2%
GRAND TOTAL	1,503,478	100.0%	1,356,948	100.0%	10.8%	16,483,640	100.0%	15,569,893	100.0%	5.9%	16,483,640	100.0%	15,569,893	100.0%	5.9%

CAR - TRUCK SPLIT

TOTAL CAR	654,894	43.6%	612,039	45.1%	7.0%	7,673,832	46.6%	7,567,005	48.6%	1.4%	7,673,832	46.6%	7,567,005	48.6%	1.4%
TOTAL LIGHT TRUCK	848,584	56.4%	744,909	54.9%	13.9%	8,809,808	53.4%	8,002,888	51.4%	10.1%	8,809,808	53.4%	8,002,888	51.4%	10.1%
GRAND TOTAL	1,503,478	100.0%	1,356,948	100.0%	10.8%	16,483,640	100.0%	15,569,893	100.0%	5.9%	16,483,640	100.0%	15,569,893	100.0%	5.9%



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CARS BY SOURCE REGION

N. AMERICAN CAR	469,651	71.7%	421,270	68.8%	11.5%	5,565,421	72.5%	5,414,730	71.6%	2.8%	5,565,421	72.5%	5,414,730	71.6%	2.8%
IMPORT CAR	185,243	28.3%	190,769	31.2%	-2.9%	2,108,411	27.5%	2,152,275	28.4%	-2.0%	2,108,411	27.5%	2,152,275	28.4%	-2.0%
TOTAL CAR	654,894	100.0%	612,039	100.0%	7.0%	7,673,832	100.0%	7,567,005	100.0%	1.4%	7,673,832	100.0%	7,567,005	100.0%	1.4%

TRUCKS BY SOURCE REGION

NA LIGHT TRUCK	729,179	85.9%	630,490	84.6%	15.7%	7,471,594	84.8%	6,774,962	84.7%	10.3%	7,471,594	84.8%	6,774,962	84.7%	10.3%
IMPORT LIGHT TRUCK	119,405	14.1%	114,419	15.4%	4.4%	1,338,214	15.2%	1,227,926	15.3%	9.0%	1,338,214	15.2%	1,227,926	15.3%	9.0%
TOTAL LIGHT TRUCK	848,584	100.0%	744,909	100.0%	13.9%	8,809,808	100.0%	8,002,888	100.0%	10.1%	8,809,808	100.0%	8,002,888	100.0%	10.1%

CORPORATE TOTALS

BMW	41,526	2.8%	37,389	2.8%	11.1%	339,738	2.1%	309,280	2.0%	9.8%	339,738	2.1%	309,280	2.0%	9.8%
MINI	6,615	0.4%	6,592	0.5%	0.3%	56,112	0.3%	66,502	0.4%	-15.6%	56,112	0.3%	66,502	0.4%	-15.6%
BMW GROUP	48,141	3.2%	43,981	3.2%	9.5%	395,850	2.4%	375,782	2.4%	5.3%	395,850	2.4%	375,782	2.4%	5.3%
CHRYSLER	30,930	2.1%	20,270	1.5%	52.6%	308,785	1.9%	302,492	1.9%	2.1%	308,785	1.9%	302,492	1.9%	2.1%
DODGE	95,206	6.3%	83,717	6.2%	13.7%	1,043,294	6.3%	964,186	6.2%	8.2%	1,043,294	6.3%	964,186	6.2%	8.2%
FIAT	3,851	0.3%	3,745	0.3%	2.8%	46,212	0.3%	43,236	0.3%	6.9%	46,212	0.3%	43,236	0.3%	6.9%
JEEP	63,274	4.2%	53,275	3.9%	18.8%	692,348	4.2%	490,454	3.2%	41.2%	692,348	4.2%	490,454	3.2%	41.2%
CHRYSLER GROUP LL	193,261	12.9%	161,007	11.9%	17.1%	2,090,639	12.7%	1,800,368	11.6%	14.6%	2,090,639	12.7%	1,800,368	11.6%	14.6%
FORD	209,679	13.9%	208,608	15.4%	0.5%	2,376,841	14.4%	2,403,542	15.4%	-1.1%	2,376,841	14.4%	2,403,542	15.4%	-1.1%
LINCOLN	9,690	0.6%	7,984	0.6%	21.4%	94,474	0.6%	81,694	0.5%	15.6%	94,474	0.6%	81,694	0.5%	15.6%
MERCURY	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-
FORD MOTOR	219,369	14.6%	216,592	16.0%	1.3%	2,471,315	15.0%	2,485,236	16.0%	-0.6%	2,471,315	15.0%	2,485,236	16.0%	-0.6%
BUICK	20,357	1.4%	15,379	1.1%	32.4%	228,963	1.4%	205,509	1.3%	11.4%	228,963	1.4%	205,509	1.3%	11.4%
CADILLAC	16,150	1.1%	18,165	1.3%	-11.1%	170,750	1.0%	182,543	1.2%	-6.5%	170,750	1.0%	182,543	1.2%	-6.5%
CHEVROLET	184,938	12.3%	153,493	11.3%	20.5%	2,033,442	12.3%	1,947,125	12.5%	4.4%	2,033,442	12.3%	1,947,125	12.5%	4.4%
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	53,038	3.5%	43,120	3.2%	23.0%	501,853	3.0%	450,901	2.9%	11.3%	501,853	3.0%	450,901	2.9%	11.3%
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	274,483	18.3%	230,157	17.0%	19.3%	2,935,008	17.8%	2,786,078	17.9%	5.3%	2,935,008	17.8%	2,786,078	17.9%	5.3%
ACURA	17,809	1.2%	15,751	1.2%	13.1%	167,843	1.0%	165,452	1.1%	1.4%	167,843	1.0%	165,452	1.1%	1.4%
HONDA	119,472	7.9%	119,504	8.8%	0.0%	1,373,029	8.3%	1,359,876	8.7%	1.0%	1,373,029	8.3%	1,359,876	8.7%	1.0%
HONDA MOTOR	137,281	9.1%	135,255	10.0%	1.5%	1,540,872	9.3%	1,525,328	9.8%	1.0%	1,540,872	9.3%	1,525,328	9.8%	1.0%



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	December 2014	Share	December 2013	Share	Vol. % Change	Current Total	Share	Year Ago Total	Share	Vol. % Change	Current Total	Share	Year Ago Total	Share	Vol. % Change
HYUNDAI	64,507	4.3%	63,005	4.6%	2.4%	725,718	4.4%	720,783	4.6%	0.7%	725,718	4.4%	720,783	4.6%	0.7%
ISUZU	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-
KIA	45,587	3.0%	33,631	2.5%	35.6%	580,234	3.5%	535,179	3.4%	8.4%	580,234	3.5%	535,179	3.4%	8.4%
MAZDA	24,808	1.7%	22,964	1.7%	8.0%	305,801	1.9%	283,946	1.8%	7.7%	305,801	1.9%	283,946	1.8%	7.7%
MERCEDES / MAYBACH	38,270	2.5%	36,690	2.7%	4.3%	366,587	2.2%	343,588	2.2%	6.7%	366,587	2.2%	343,588	2.2%	6.7%
MITSUBISHI	6,545	0.4%	6,423	0.5%	1.9%	77,643	0.5%	62,227	0.4%	24.8%	77,643	0.5%	62,227	0.4%	24.8%
NISSAN	105,311	7.0%	96,526	7.1%	9.1%	1,269,565	7.7%	1,131,965	7.3%	12.2%	1,269,565	7.7%	1,131,965	7.3%	12.2%
INFINITI	12,007	0.8%	13,232	1.0%	-9.3%	117,330	0.7%	116,455	0.7%	0.8%	117,330	0.7%	116,455	0.7%	0.8%
NISSAN MOTOR	117,318	7.8%	109,758	8.1%	6.9%	1,386,895	8.4%	1,248,420	8.0%	11.1%	1,386,895	8.4%	1,248,420	8.0%	11.1%
PORSCHE	3,275	0.2%	3,246	0.2%	0.9%	47,007	0.3%	42,324	0.3%	11.1%	47,007	0.3%	42,324	0.3%	11.1%
SAAB / SPYKER	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-
SUBARU	49,923	3.3%	40,172	3.0%	24.3%	513,693	3.1%	424,683	2.7%	21.0%	513,693	3.1%	424,683	2.7%	21.0%
SUZUKI	0	0.0%	0	0.0%	-	0	0.0%	5,949	0.0%	-100.0%	0	0.0%	5,949	0.0%	-100.0%
JAGUAR	1,683	0.1%	1,544	0.1%	9.0%	15,773	0.1%	16,952	0.1%	-7.0%	15,773	0.1%	16,952	0.1%	-7.0%
LAND ROVER	5,754	0.4%	5,764	0.4%	-0.2%	51,465	0.3%	50,010	0.3%	2.9%	51,465	0.3%	50,010	0.3%	2.9%
TATA MOTORS LTD	7,437	0.5%	7,308	0.5%	1.8%	67,238	0.4%	66,962	0.4%	0.4%	67,238	0.4%	66,962	0.4%	0.4%
TOYOTA	171,361	11.4%	151,763	11.2%	12.9%	2,004,373	12.2%	1,893,874	12.2%	5.8%	2,004,373	12.2%	1,893,874	12.2%	5.8%
LEXUS	39,879	2.7%	34,757	2.6%	14.7%	311,411	1.9%	273,847	1.8%	13.7%	311,411	1.9%	273,847	1.8%	13.7%
SCION	3,817	0.3%	4,323	0.3%	-11.7%	58,009	0.4%	68,321	0.4%	-15.1%	58,009	0.4%	68,321	0.4%	-15.1%
TOYOTA MOTOR	215,057	14.3%	190,843	14.1%	12.7%	2,373,793	14.4%	2,236,042	14.4%	6.2%	2,373,793	14.4%	2,236,042	14.4%	6.2%
VOLKSWAGEN	34,058	2.3%	34,015	2.5%	0.1%	366,970	2.2%	407,704	2.6%	-10.0%	366,970	2.2%	407,704	2.6%	-10.0%
AUDI	19,238	1.3%	17,013	1.3%	13.1%	182,011	1.1%	158,061	1.0%	15.2%	182,011	1.1%	158,061	1.0%	15.2%
VAG	53,296	3.5%	51,028	3.8%	4.4%	548,981	3.3%	565,765	3.6%	-3.0%	548,981	3.3%	565,765	3.6%	-3.0%
VOLVO / GEELY	4,920	0.3%	4,888	0.4%	0.7%	56,366	0.3%	61,233	0.4%	-7.9%	56,366	0.3%	61,233	0.4%	-7.9%
GRAND TOTAL	1,503,478	100.0%	1,356,948	100.0%	10.8%	16,483,640	100.0%	15,569,893	100.0%	5.9%	16,483,640	100.0%	15,569,893	100.0%	5.9%

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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