



U.S. AUTO SALES OVERVIEW

December, 2015 (Month, CYTD, 12-Month Totals, MYTD)

Morgan & Company, Inc.

	Monthly Totals				Calendar Year-To-Date					12 Month Totals					
	December 2015	December Share	December 2014	Share	Vol. % Change	Current Total	Share	Year Ago Total	Share	Vol. % Change	Current Total	Share	Year Ago Total	Share	Vol. % Change
GRAND TOTAL	1,637,932		1,503,478		8.9%	17,428,101		16,483,640		5.7%	17,428,101		16,483,640		5.7%
SAAR-Annual Rate	17,265,541		16,855,226		2.4%	17,371,908		16,483,220		5.4%	17,371,908		16,483,220		5.4%
TRADITIONAL DOMESTIC BRAND TOTALS															
GENERAL MOTORS	290,230	17.7%	274,483	18.3%	5.7%	3,082,366	17.7%	2,935,008	17.8%	5.0%	3,082,366	17.7%	2,935,008	17.8%	5.0%
Car Total/Car Share	74,399	11.8%	85,592	13.1%	-13.1%	930,792	12.4%	1,085,104	14.1%	-14.2%	930,792	12.4%	1,085,104	14.1%	-14.2%
Truck Total/Truck Share	215,831	21.4%	188,891	22.3%	14.3%	2,151,574	21.7%	1,849,904	21.0%	16.3%	2,151,574	21.7%	1,849,904	21.0%	16.3%
FORD MOTOR	237,606	14.5%	219,369	14.6%	8.3%	2,603,082	14.9%	2,471,315	15.0%	5.3%	2,603,082	14.9%	2,471,315	15.0%	5.3%
Car Total/Car Share	57,989	9.2%	60,557	9.2%	-4.2%	797,817	10.6%	804,714	10.5%	-0.9%	797,817	10.6%	804,714	10.5%	-0.9%
Truck Total/Truck Share	179,617	17.8%	158,812	18.7%	13.1%	1,805,265	18.2%	1,666,601	18.9%	8.3%	1,805,265	18.2%	1,666,601	18.9%	8.3%
FCA US	217,527	13.3%	193,261	12.9%	12.6%	2,243,907	12.9%	2,090,639	12.7%	7.3%	2,243,907	12.9%	2,090,639	12.7%	7.3%
Car Total/Car Share	37,577	6.0%	44,857	6.8%	-16.2%	524,497	7.0%	498,990	6.5%	5.1%	524,497	7.0%	498,990	6.5%	5.1%
Truck Total/Truck Share	179,950	17.9%	148,404	17.5%	21.3%	1,719,410	17.3%	1,591,649	18.1%	8.0%	1,719,410	17.3%	1,591,649	18.1%	8.0%
TOTAL 'DETROIT 3'	745,363	45.5%	687,113	45.7%	8.5%	7,929,355	45.5%	7,496,962	45.5%	5.8%	7,929,355	45.5%	7,496,962	45.5%	5.8%
Car Total/Car Share	169,965	26.9%	191,006	29.2%	-11.0%	2,253,106	30.0%	2,388,808	31.1%	-5.7%	2,253,106	30.0%	2,388,808	31.1%	-5.7%
Truck Total/Truck Share	575,398	57.1%	496,107	58.5%	16.0%	5,676,249	57.2%	5,108,154	58.0%	11.1%	5,676,249	57.2%	5,108,154	58.0%	11.1%
IMPORT BRAND TOTALS															
JAPANESE BRANDS	621,998	38.0%	550,932	36.6%	12.9%	6,567,983	37.7%	6,198,697	37.6%	6.0%	6,567,983	37.7%	6,198,697	37.6%	6.0%
Car Total/Car Share	300,283	47.6%	280,065	42.8%	7.2%	3,291,453	43.9%	3,297,027	43.0%	-0.2%	3,291,453	43.9%	3,297,027	43.0%	-0.2%
Truck Total/Truck Share	321,715	31.9%	270,867	31.9%	18.8%	3,276,530	33.0%	2,901,670	32.9%	12.9%	3,276,530	33.0%	2,901,670	32.9%	12.9%
EUROPEAN BRANDS	152,822	9.3%	155,339	10.3%	-1.6%	1,543,235	8.9%	1,482,029	9.0%	4.1%	1,543,235	8.9%	1,482,029	9.0%	4.1%
Car Total/Car Share	83,902	13.3%	103,221	15.8%	-18.7%	966,012	12.9%	997,290	13.0%	-3.1%	966,012	12.9%	997,290	13.0%	-3.1%
Truck Total/Truck Share	68,920	6.8%	52,118	6.1%	32.2%	577,223	5.8%	484,739	5.5%	19.1%	577,223	5.8%	484,739	5.5%	19.1%
KOREAN BRANDS	117,749	7.2%	110,094	7.3%	7.0%	1,387,528	8.0%	1,305,952	7.9%	6.2%	1,387,528	8.0%	1,305,952	7.9%	6.2%
Car Total/Car Share	78,688	12.5%	80,602	12.3%	-2.4%	999,060	13.3%	990,707	12.9%	0.8%	999,060	13.3%	990,707	12.9%	0.8%
Truck Total/Truck Share	39,061	3.9%	29,492	3.5%	32.4%	388,468	3.9%	315,245	3.6%	23.2%	388,468	3.9%	315,245	3.6%	23.2%
IMPORT TOTAL	892,569	54.5%	816,365	54.3%	9.3%	9,498,746	54.5%	8,986,678	54.5%	5.7%	9,498,746	54.5%	8,986,678	54.5%	5.7%
Car Total/Car Share	462,873	73.4%	463,888	70.8%	-0.2%	5,256,525	70.1%	5,285,024	68.9%	-0.5%	5,256,525	70.1%	5,285,024	68.9%	-0.5%
Truck Total/Truck Share	429,696	42.7%	352,477	41.5%	21.9%	4,242,221	42.7%	3,701,654	42.0%	14.6%	4,242,221	42.7%	3,701,654	42.0%	14.6%
BY REGION OF MANUFACTURE															
N. AMERICAN SOURCE	1,289,592	78.7%	1,205,261	80.2%	7.0%	13,809,650	79.2%	13,043,446	79.1%	5.9%	13,809,650	79.2%	13,043,446	79.1%	5.9%
ASIAN SOURCE	238,247	14.5%	199,232	13.3%	19.6%	2,555,277	14.7%	2,440,684	14.8%	4.7%	2,555,277	14.7%	2,440,684	14.8%	4.7%
EUROPEAN SOURCE	110,093	6.7%	98,985	6.6%	11.2%	1,063,174	6.1%	999,510	6.1%	6.4%	1,063,174	6.1%	999,510	6.1%	6.4%
GRAND TOTAL	1,637,932	100.0%	1,503,478	100.0%	8.9%	17,428,101	100.0%	16,483,640	100.0%	5.7%	17,428,101	100.0%	16,483,640	100.0%	5.7%
CAR - TRUCK SPLIT															
TOTAL CAR	630,842	38.5%	654,894	43.6%	-3.7%	7,500,168	43.0%	7,673,832	46.6%	-2.3%	7,500,168	43.0%	7,673,832	46.6%	-2.3%
TOTAL LIGHT TRUCK	1,007,090	61.5%	848,584	56.4%	18.7%	9,927,933	57.0%	8,809,808	53.4%	12.7%	9,927,933	57.0%	8,809,808	53.4%	12.7%
GRAND TOTAL	1,637,932	100.0%	1,503,478	100.0%	8.9%	17,428,101	100.0%	16,483,640	100.0%	5.7%	17,428,101	100.0%	16,483,640	100.0%	5.7%



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CARS BY SOURCE REGION

N. AMERICAN CAR	469,088	74.4%	472,186	72.1%	-0.7%	5,572,106	74.3%	5,567,956	72.6%	0.1%	5,572,106	74.3%	5,567,956	72.6%	0.1%
IMPORT CAR	161,754	25.6%	182,708	27.9%	-11.5%	1,928,062	25.7%	2,105,876	27.4%	-8.4%	1,928,062	25.7%	2,105,876	27.4%	-8.4%
TOTAL CAR	630,842	100.0%	654,894	100.0%	-3.7%	7,500,168	100.0%	7,673,832	100.0%	-2.3%	7,500,168	100.0%	7,673,832	100.0%	-2.3%

TRUCKS BY SOURCE REGION

NA LIGHT TRUCK	820,504	81.5%	733,075	86.4%	11.9%	8,237,544	83.0%	7,475,490	84.9%	10.2%	8,237,544	83.0%	7,475,490	84.9%	10.2%
IMPORT LIGHT TRUCK	186,586	18.5%	115,509	13.6%	61.5%	1,690,389	17.0%	1,334,318	15.1%	26.7%	1,690,389	17.0%	1,334,318	15.1%	26.7%
TOTAL LIGHT TRUCK	1,007,090	100.0%	848,584	100.0%	18.7%	9,927,933	100.0%	8,809,808	100.0%	12.7%	9,927,933	100.0%	8,809,808	100.0%	12.7%

CORPORATE TOTALS

BMW	34,625	2.1%	41,526	2.8%	-16.6%	346,023	2.0%	339,738	2.1%	1.8%	346,023	2.0%	339,738	2.1%	1.8%
MINI	5,009	0.3%	6,615	0.4%	-24.3%	58,514	0.3%	56,112	0.3%	4.3%	58,514	0.3%	56,112	0.3%	4.3%
BMW GROUP	39,634	2.4%	48,141	3.2%	-17.7%	404,537	2.3%	395,850	2.4%	2.2%	404,537	2.3%	395,850	2.4%	2.2%
CHRYSLER	24,292	1.5%	30,930	2.1%	-21.5%	324,846	1.9%	308,785	1.9%	5.2%	324,846	1.9%	308,785	1.9%	5.2%
DODGE / RAM	99,719	6.1%	95,206	6.3%	4.7%	1,010,960	5.8%	1,043,294	6.3%	-3.1%	1,010,960	5.8%	1,043,294	6.3%	-3.1%
FIAT	3,862	0.2%	3,851	0.3%	0.3%	43,073	0.2%	46,212	0.3%	-6.8%	43,073	0.2%	46,212	0.3%	-6.8%
JEEP	89,654	5.5%	63,274	4.2%	27.5%	865,028	5.0%	692,348	4.2%	16.1%	865,028	5.0%	692,348	4.2%	16.1%
FCA US	217,527	13.3%	193,261	12.9%	10.8%	2,243,907	12.9%	2,090,639	12.7%	6.8%	2,243,907	12.9%	2,090,639	12.7%	6.8%
FORD	226,746	13.8%	209,679	13.9%	8.1%	2,501,855	14.4%	2,376,841	14.4%	5.3%	2,501,855	14.4%	2,376,841	14.4%	5.3%
LINCOLN	10,860	0.7%	9,690	0.6%	12.1%	101,227	0.6%	94,474	0.6%	7.1%	101,227	0.6%	94,474	0.6%	7.1%
MERCURY	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-
FORD MOTOR	237,606	14.5%	219,369	14.6%	8.3%	2,603,082	14.9%	2,471,315	15.0%	5.3%	2,603,082	14.9%	2,471,315	15.0%	5.3%
BUICK	20,708	1.3%	20,357	1.4%	1.7%	223,055	1.3%	228,963	1.4%	-2.6%	223,055	1.3%	228,963	1.4%	-2.6%
CADILLAC	20,787	1.3%	16,150	1.1%	28.7%	175,267	1.0%	170,750	1.0%	2.6%	175,267	1.0%	170,750	1.0%	2.6%
CHEVROLET	188,794	11.5%	184,938	12.3%	2.1%	2,125,347	12.2%	2,033,442	12.3%	4.5%	2,125,347	12.2%	2,033,442	12.3%	4.5%
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	59,941	3.7%	53,038	3.5%	13.0%	558,697	3.2%	501,853	3.0%	11.3%	558,697	3.2%	501,853	3.0%	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	290,230	17.7%	274,483	18.3%	5.7%	3,082,366	17.7%	2,935,008	17.8%	5.0%	3,082,366	17.7%	2,935,008	17.8%	5.0%
ACURA	16,823	1.0%	17,809	1.2%	-5.5%	177,165	1.0%	167,843	1.0%	5.6%	177,165	1.0%	167,843	1.0%	5.6%
HONDA	134,070	8.2%	119,472	7.9%	12.2%	1,409,386	8.1%	1,373,029	8.3%	2.6%	1,409,386	8.1%	1,373,029	8.3%	2.6%
HONDA MOTOR	150,893	9.2%	137,281	9.1%	9.9%	1,586,551	9.1%	1,540,872	9.3%	3.0%	1,586,551	9.1%	1,540,872	9.3%	3.0%



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HYUNDAI	63,508	3.9%	64,507	4.3%	-1.5%	761,710	4.4%	725,718	4.4%	5.0%	761,710	4.4%	725,718	4.4%	5.0%
ISUZU	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-
KIA	54,241	3.3%	45,587	3.0%	19.0%	625,818	3.6%	580,234	3.5%	7.9%	625,818	3.6%	580,234	3.5%	7.9%
MAZDA	29,294	1.8%	24,808	1.7%	18.1%	319,184	1.8%	305,801	1.9%	4.4%	319,184	1.8%	305,801	1.9%	4.4%
MERCEDES / MAYBACH	38,918	2.4%	38,270	2.5%	1.7%	380,461	2.2%	366,587	2.2%	3.8%	380,461	2.2%	366,587	2.2%	3.8%
MITSUBISHI	7,887	0.5%	6,545	0.4%	20.5%	95,342	0.5%	77,643	0.5%	22.8%	95,342	0.5%	77,643	0.5%	22.8%
NISSAN	124,207	7.6%	105,311	7.0%	17.9%	1,351,420	7.8%	1,269,565	7.7%	6.4%	1,351,420	7.8%	1,269,565	7.7%	6.4%
INFINITI	15,093	0.9%	12,007	0.8%	25.7%	133,498	0.8%	117,330	0.7%	13.8%	133,498	0.8%	117,330	0.7%	13.8%
NISSAN MOTOR	139,300	8.5%	117,318	7.8%	18.7%	1,484,918	8.5%	1,386,895	8.4%	7.1%	1,484,918	8.5%	1,386,895	8.4%	7.1%
PORSCHE	3,936	0.2%	3,275	0.2%	20.2%	51,756	0.3%	47,007	0.3%	10.1%	51,756	0.3%	47,007	0.3%	10.1%
SAAB / SPYKER	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-
SUBARU	56,274	3.4%	49,923	3.3%	12.7%	582,675	3.3%	513,693	3.1%	13.4%	582,675	3.3%	513,693	3.1%	13.4%
SUZUKI	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-
JAGUAR	1,197	0.1%	1,683	0.1%	-28.9%	14,466	0.1%	15,773	0.1%	-8.3%	14,466	0.1%	15,773	0.1%	-8.3%
LAND ROVER	8,441	0.5%	5,754	0.4%	46.7%	70,582	0.4%	51,465	0.3%	37.1%	70,582	0.4%	51,465	0.3%	37.1%
TATA MOTORS LTD	9,638	0.6%	7,437	0.5%	29.6%	85,048	0.5%	67,238	0.4%	26.5%	85,048	0.5%	67,238	0.4%	26.5%
TOYOTA	191,457	11.7%	171,361	11.4%	11.7%	2,098,545	12.0%	2,004,373	12.2%	4.7%	2,098,545	12.0%	2,004,373	12.2%	4.7%
LEXUS	41,380	2.5%	39,879	2.7%	3.8%	344,601	2.0%	311,411	1.9%	10.7%	344,601	2.0%	311,411	1.9%	10.7%
SCION	5,513	0.3%	3,817	0.3%	44.4%	56,167	0.3%	58,009	0.4%	-3.2%	56,167	0.3%	58,009	0.4%	-3.2%
TOYOTA MOTOR	238,350	14.6%	215,057	14.3%	10.8%	2,499,313	14.3%	2,373,793	14.4%	5.3%	2,499,313	14.3%	2,373,793	14.4%	5.3%
VOLKSWAGEN	30,956	1.9%	34,058	2.3%	-9.1%	349,440	2.0%	366,970	2.2%	-4.8%	349,440	2.0%	366,970	2.2%	-4.8%
AUDI	20,399	1.2%	19,238	1.3%	6.0%	202,202	1.2%	182,011	1.1%	11.1%	202,202	1.2%	182,011	1.1%	11.1%
VAG	51,355	3.1%	53,296	3.5%	-3.6%	551,642	3.2%	548,981	3.3%	0.5%	551,642	3.2%	548,981	3.3%	0.5%
VOLVO / GEELY	9,341	0.6%	4,920	0.3%	89.9%	69,791	0.4%	56,366	0.3%	23.8%	69,791	0.4%	56,366	0.3%	23.8%
GRAND TOTAL	1,637,932	100.0%	1,503,478	100.0%	8.9%	17,428,101	100.0%	16,483,640	100.0%	5.7%	17,428,101	100.0%	16,483,640	100.0%	5.7%

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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