



U.S. AUTO SALES OVERVIEW

February, 2016 (Month, CYTD, 12-Month Totals, MYTD)

Morgan & Company, Inc.

	Monthly Totals			Calendar Year-To-Date					12 Month Totals				
	February 2016	February 2015	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	1,340,529	1,255,458	6.8%	2,485,502	2,404,705	3.4%	17,508,898	16,687,270	4.9%				
SAAR-Annual Rate	17,493,702	16,361,222	6.9%	17,505,591	16,518,025	6.0%	17,536,485	16,662,801	5.2%				
TRADITIONAL DOMESTIC BRAND TOTALS													
GENERAL MOTORS	227,825	231,378	18.4%	-1.5%	431,570	434,164	18.1%	-0.6%	3,079,772	2,975,582	17.8%	3.5%	
Car Total/Car Share	71,962	71,325	13.0%	0.9%	137,585	136,720	13.4%	0.6%	931,657	1,061,451	13.8%	-12.2%	
Truck Total/Truck Share	155,863	160,053	19.8%	-2.6%	293,985	297,444	20.1%	-1.2%	2,148,115	1,914,131	21.3%	12.2%	
FORD MOTOR	216,045	179,673	16.1%	20.2%	388,523	357,114	15.6%	8.8%	2,634,491	2,491,586	14.9%	5.7%	
Car Total/Car Share	66,613	56,081	12.0%	18.8%	116,645	113,042	11.4%	3.2%	801,420	808,054	10.5%	-0.8%	
Truck Total/Truck Share	149,432	123,592	19.0%	20.9%	271,878	244,072	18.6%	11.4%	1,833,071	1,683,532	18.7%	8.9%	
FCA US	182,879	163,586	13.6%	11.8%	337,916	308,593	13.6%	9.5%	2,273,230	2,117,183	12.7%	7.4%	
Car Total/Car Share	35,603	46,807	6.4%	-23.9%	67,147	87,564	6.6%	-23.3%	504,080	505,970	6.6%	-0.4%	
Truck Total/Truck Share	147,276	116,779	18.7%	26.1%	270,769	221,029	18.5%	22.5%	1,769,150	1,611,213	17.9%	9.8%	
TOTAL 'DETROIT 3'	626,749	574,637	46.8%	9.1%	1,158,009	1,099,871	46.6%	5.3%	7,987,493	7,584,351	45.4%	5.3%	
Car Total/Car Share	174,178	174,213	31.4%	0.0%	321,377	337,326	31.4%	-4.7%	2,237,157	2,375,475	30.8%	-5.8%	
Truck Total/Truck Share	452,571	400,424	57.6%	13.0%	836,632	762,545	57.3%	9.7%	5,750,336	5,208,876	58.0%	10.4%	
IMPORT BRAND TOTALS													
JAPANESE BRANDS	509,276	478,910	38.0%	6.3%	943,857	921,971	38.0%	2.4%	6,589,869	6,295,246	37.7%	4.7%	
Car Total/Car Share	253,353	244,017	45.7%	3.8%	464,351	469,392	45.3%	-1.1%	3,286,412	3,334,803	43.3%	-1.5%	
Truck Total/Truck Share	255,923	234,893	32.6%	9.0%	479,506	452,579	32.8%	5.9%	3,303,457	2,960,443	33.0%	11.6%	
EUROPEAN BRANDS	101,758	105,376	7.6%	-3.4%	197,574	203,524	7.9%	-2.9%	1,537,285	1,493,619	9.0%	2.9%	
Car Total/Car Share	56,890	68,698	10.3%	-17.2%	110,472	133,900	10.8%	-17.5%	942,584	1,003,775	13.0%	-6.1%	
Truck Total/Truck Share	44,868	36,678	5.7%	22.3%	87,102	69,624	6.0%	25.1%	594,701	489,844	5.5%	21.4%	
KOREAN BRANDS	102,746	96,535	7.7%	6.4%	186,062	179,339	7.5%	3.7%	1,394,251	1,314,054	7.9%	6.1%	
Car Total/Car Share	71,929	69,617	13.0%	3.3%	131,388	129,369	12.8%	1.6%	1,001,079	990,532	12.9%	1.1%	
Truck Total/Truck Share	30,817	26,918	3.9%	14.5%	54,674	49,970	3.7%	9.4%	393,172	323,522	3.6%	21.5%	
IMPORT TOTAL	713,780	680,821	53.2%	4.8%	1,327,493	1,304,834	53.4%	1.7%	9,521,405	9,102,919	54.6%	4.6%	
Car Total/Car Share	382,172	382,332	68.9%	0.0%	706,211	732,661	68.9%	-3.6%	5,230,075	5,329,110	69.2%	-1.9%	
Truck Total/Truck Share	331,608	298,489	42.2%	11.1%	621,282	572,173	42.5%	8.6%	4,291,330	3,773,809	42.0%	13.7%	
BY REGION OF MANUFACTURE													
N. AMERICAN SOURCE	1,069,460	1,011,946	79.8%	5.7%	1,971,558	1,934,063	79.3%	1.9%	13,839,981	13,246,812	79.4%	4.5%	
ASIAN SOURCE	197,139	180,329	14.7%	9.3%	367,874	345,999	14.8%	6.3%	2,579,747	2,447,772	14.7%	5.4%	
EUROPEAN SOURCE	73,930	63,183	5.5%	17.0%	146,070	124,643	5.9%	17.2%	1,089,170	992,686	5.9%	9.7%	
GRAND TOTAL	1,340,529	1,255,458	100.0%	6.8%	2,485,502	2,404,705	100.0%	3.4%	17,508,898	16,687,270	100.0%	4.9%	
CAR - TRUCK SPLIT													
TOTAL CAR	554,803	556,545	41.4%	-0.3%	1,025,023	1,069,987	41.2%	-4.2%	7,455,204	7,704,585	46.2%	-3.2%	
TOTAL LIGHT TRUCK	785,726	698,913	58.6%	12.4%	1,460,479	1,334,718	58.8%	9.4%	10,053,694	8,982,685	53.8%	11.9%	
GRAND TOTAL	1,340,529	1,255,458	100.0%	6.8%	2,485,502	2,404,705	100.0%	3.4%	17,508,898	16,687,270	100.0%	4.9%	



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February 2016	February 2015	Vol. % Change	Current Total	Year Ago Total	Vol. % Change	Current Total	Year Ago Total	Vol. % Change	Current Total	Year Ago Total	Vol. % Change			
Share	Share		Share	Share		Share	Share		Share	Share				

CARS BY SOURCE REGION

N. AMERICAN CAR	426,534	76.9%	417,541	75.0%	2.2%	783,083	76.4%	800,372	74.8%	-2.2%	5,553,400	74.5%	5,616,344	72.9%	-1.1%
IMPORT CAR	128,269	23.1%	139,004	25.0%	-7.7%	241,940	23.6%	269,615	25.2%	-10.3%	1,901,804	25.5%	2,088,241	27.1%	-8.9%
TOTAL CAR	554,803	100.0%	556,545	100.0%	-0.3%	1,025,023	100.0%	1,069,987	100.0%	-4.2%	7,455,204	100.0%	7,704,585	100.0%	-3.2%

TRUCKS BY SOURCE REGION

NA LIGHT TRUCK	642,926	81.8%	594,405	85.0%	8.2%	1,188,475	81.4%	1,133,691	84.9%	4.8%	8,286,581	82.4%	7,630,468	84.9%	8.6%
IMPORT LIGHT TRUCK	142,800	18.2%	104,508	15.0%	36.6%	272,004	18.6%	201,027	15.1%	35.3%	1,767,113	17.6%	1,352,217	15.1%	30.7%
TOTAL LIGHT TRUCK	785,726	100.0%	698,913	100.0%	12.4%	1,460,479	100.0%	1,334,718	100.0%	9.4%	10,053,694	100.0%	8,982,685	100.0%	11.9%

CORPORATE TOTALS

BMW	22,498	1.7%	25,201	2.0%	-10.7%	40,580	1.6%	44,182	1.8%	-8.2%	342,421	2.0%	343,650	2.1%	-0.4%
MINI	2,839	0.2%	3,720	0.3%	-23.7%	6,077	0.2%	6,948	0.3%	-12.5%	57,643	0.3%	58,058	0.3%	-0.7%
BMW GROUP	25,337	1.9%	28,921	2.3%	-12.4%	46,657	1.9%	51,130	2.1%	-8.7%	400,064	2.3%	401,708	2.4%	-0.4%
CHRYSLER	21,056	1.6%	28,502	2.3%	-26.1%	39,270	1.6%	51,895	2.2%	-24.3%	312,221	1.8%	314,337	1.9%	-0.7%
DODGE / RAM	90,553	6.8%	76,106	6.1%	19.0%	165,683	6.7%	142,845	5.9%	16.0%	1,033,798	5.9%	1,044,976	6.3%	-1.1%
ALFA / FIAT	3,042	0.2%	3,336	0.3%	-8.8%	5,703	0.2%	6,688	0.3%	-14.7%	42,088	0.2%	46,213	0.3%	-8.9%
JEEP	68,228	5.1%	55,642	4.4%	10.5%	127,260	5.1%	107,165	4.5%	6.5%	885,123	5.1%	711,657	4.3%	14.0%
FCA US	182,879	13.6%	163,586	13.0%	10.1%	337,916	13.6%	308,593	12.8%	8.2%	2,273,230	13.0%	2,117,183	12.7%	6.7%
FORD	208,006	15.5%	173,509	13.8%	19.9%	373,307	15.0%	344,331	14.3%	8.4%	2,530,831	14.5%	2,396,963	14.4%	5.6%
LINCOLN	8,039	0.6%	6,164	0.5%	30.4%	15,216	0.6%	12,783	0.5%	19.0%	103,660	0.6%	94,623	0.6%	9.6%
MERCURY	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-
FORD MOTOR	216,045	16.1%	179,673	14.3%	20.2%	388,523	15.6%	357,114	14.9%	8.8%	2,634,491	15.0%	2,491,586	14.9%	5.7%
BUICK	17,811	1.3%	17,418	1.4%	2.3%	36,080	1.5%	29,971	1.2%	20.4%	229,164	1.3%	226,464	1.4%	1.2%
CADILLAC	11,840	0.9%	11,739	0.9%	0.9%	22,580	0.9%	23,419	1.0%	-3.6%	174,428	1.0%	169,346	1.0%	3.0%
CHEVROLET	158,644	11.8%	159,788	12.7%	-0.7%	296,447	11.9%	302,670	12.6%	-2.1%	2,119,124	12.1%	2,063,110	12.4%	2.7%
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	39,530	2.9%	42,433	3.4%	-6.8%	76,463	3.1%	78,104	3.2%	-2.1%	557,056	3.2%	516,662	3.1%	7.8%
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	227,825	17.0%	231,378	18.4%	-1.5%	431,570	17.4%	434,164	18.1%	-0.6%	3,079,772	17.6%	2,975,582	17.8%	3.5%
ACURA	12,773	1.0%	12,992	1.0%	-1.7%	23,023	0.9%	24,974	1.0%	-7.8%	175,214	1.0%	170,449	1.0%	2.8%
HONDA	106,213	7.9%	92,474	7.4%	14.9%	196,459	7.9%	182,676	7.6%	7.5%	1,423,169	8.1%	1,386,037	8.3%	2.7%
HONDA MOTOR	118,986	8.9%	105,466	8.4%	12.8%	219,482	8.8%	207,650	8.6%	5.7%	1,598,383	9.1%	1,556,486	9.3%	2.7%



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HYUNDAI	53,009	4.0%	52,505	4.2%	1.0%	98,020	3.9%	97,010	4.0%	1.0%	762,720	4.4%	729,720	4.4%	4.5%
ISUZU	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-
KIA	49,737	3.7%	44,030	3.5%	13.0%	88,042	3.5%	82,329	3.4%	6.9%	631,531	3.6%	584,334	3.5%	8.1%
MAZDA	21,544	1.6%	25,650	2.0%	-16.0%	41,247	1.7%	45,921	1.9%	-10.2%	314,510	1.8%	308,568	1.8%	1.9%
MERCEDES / MAYBACH	25,632	1.9%	25,749	2.1%	-0.5%	52,594	2.1%	52,365	2.2%	0.4%	380,690	2.2%	369,568	2.2%	3.0%
MITSUBISHI	7,870	0.6%	7,533	0.6%	4.5%	14,134	0.6%	14,026	0.6%	0.8%	95,450	0.5%	80,825	0.5%	18.1%
NISSAN	120,540	9.0%	106,777	8.5%	12.9%	217,760	8.8%	201,226	8.4%	8.2%	1,367,954	7.8%	1,283,688	7.7%	6.6%
INFINITI	10,371	0.8%	11,659	0.9%	-11.0%	18,885	0.8%	21,317	0.9%	-11.4%	131,066	0.7%	119,920	0.7%	9.3%
NISSAN MOTOR	130,911	9.8%	118,436	9.4%	10.5%	236,645	9.5%	222,543	9.3%	6.3%	1,499,020	8.6%	1,403,608	8.4%	6.8%
PORSCHE	3,561	0.3%	3,202	0.3%	11.2%	7,915	0.3%	7,139	0.3%	10.9%	52,532	0.3%	47,818	0.3%	9.9%
SAAB / SPYKER	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-
SUBARU	42,011	3.1%	41,358	3.3%	1.6%	83,112	3.3%	82,170	3.4%	1.1%	583,617	3.3%	527,954	3.2%	10.5%
SUZUKI	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-
JAGUAR	1,512	0.1%	1,410	0.1%	7.2%	2,864	0.1%	2,676	0.1%	7.0%	14,654	0.1%	15,550	0.1%	-5.8%
LAND ROVER	6,417	0.5%	4,917	0.4%	30.5%	12,072	0.5%	10,198	0.4%	18.4%	72,456	0.4%	52,983	0.3%	36.8%
TATA MOTORS LTD	7,929	0.6%	6,327	0.5%	25.3%	14,936	0.6%	12,874	0.5%	16.0%	87,110	0.5%	68,533	0.4%	27.1%
TOYOTA	158,982	11.9%	153,608	12.2%	3.5%	294,233	11.8%	295,981	12.3%	-0.6%	2,096,797	12.0%	2,039,737	12.2%	2.8%
LEXUS	23,090	1.7%	22,995	1.8%	0.4%	44,023	1.8%	46,126	1.9%	-4.6%	342,498	2.0%	321,045	1.9%	6.7%
SCION	5,882	0.4%	3,864	0.3%	52.2%	10,981	0.4%	7,554	0.3%	45.4%	59,594	0.3%	57,023	0.3%	4.5%
TOYOTA MOTOR	187,954	14.0%	180,467	14.4%	4.1%	349,237	14.1%	349,661	14.5%	-0.1%	2,498,889	14.3%	2,417,805	14.5%	3.4%
VOLKSWAGEN	22,321	1.7%	25,710	2.0%	-13.2%	42,400	1.7%	49,214	2.0%	-13.8%	342,626	2.0%	365,578	2.2%	-6.3%
AUDI	11,718	0.9%	11,455	0.9%	2.3%	23,568	0.9%	22,996	1.0%	2.5%	202,774	1.2%	184,025	1.1%	10.2%
VAG	34,039	2.5%	37,165	3.0%	-8.4%	65,968	2.7%	72,210	3.0%	-8.6%	545,400	3.1%	549,603	3.3%	-0.8%
VOLVO / GEELY	5,260	0.4%	4,012	0.3%	31.1%	9,504	0.4%	7,806	0.3%	21.8%	71,489	0.4%	56,389	0.3%	26.8%
GRAND TOTAL	1,340,529	100.0%	1,255,458	100.0%	6.8%	2,485,502	100.0%	2,404,705	100.0%	3.4%	17,508,898	100.0%	16,687,270	100.0%	4.9%

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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