



U.S. AUTO SALES OVERVIEW

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

Morgan & Company, Inc.

	Monthly Totals					Calendar Year-To-Date					12 Month Totals				
	January 2016	Share	January 2015	Share	Vol. % Change	Current Total	Share	Year Ago Total	Share	Vol. % Change	Current Total	Share	Year Ago Total	Share	Vol. % Change
GRAND TOTAL	1,144,974		1,149,247		-0.4%	1,144,974		1,149,247		-0.4%	17,423,828		16,622,849		4.8%
SAAR-Annual Rate	17,518,006		16,674,829		5.1%	17,518,006		16,674,829		5.1%	17,442,096		16,595,390		5.1%
TRADITIONAL DOMESTIC BRAND TOTALS															
GENERAL MOTORS	203,745	17.8%	202,786	17.6%	0.5%	203,745	17.8%	202,786	17.6%	0.5%	3,083,325	17.7%	2,966,308	17.8%	3.9%
Car Total/Car Share	65,535	13.9%	65,395	12.7%	0.2%	65,535	13.9%	65,395	12.7%	0.2%	930,932	12.5%	1,079,939	14.0%	-13.8%
Truck Total/Truck Share	138,210	20.5%	137,391	21.6%	0.6%	138,210	20.5%	137,391	21.6%	0.6%	2,152,393	21.6%	1,886,369	21.2%	14.1%
FORD MOTOR	172,478	15.1%	177,441	15.4%	-2.8%	172,478	15.1%	177,441	15.4%	-2.8%	2,598,119	14.9%	2,495,262	15.0%	4.1%
Car Total/Car Share	50,032	10.6%	56,961	11.1%	-12.2%	50,032	10.6%	56,961	11.1%	-12.2%	790,888	10.6%	813,024	10.5%	-2.7%
Truck Total/Truck Share	122,446	18.1%	120,480	18.9%	1.6%	122,446	18.1%	120,480	18.9%	1.6%	1,807,231	18.1%	1,682,238	18.9%	7.4%
FCA US	155,037	13.5%	145,007	12.6%	6.9%	155,037	13.5%	145,007	12.6%	6.9%	2,253,937	12.9%	2,108,463	12.7%	6.9%
Car Total/Car Share	31,544	6.7%	40,757	7.9%	-22.6%	31,544	6.7%	40,757	7.9%	-22.6%	515,284	6.9%	504,917	6.5%	2.1%
Truck Total/Truck Share	123,493	18.3%	104,250	16.4%	18.5%	123,493	18.3%	104,250	16.4%	18.5%	1,738,653	17.4%	1,603,546	18.0%	8.4%
TOTAL 'DETROIT 3'	531,260	46.4%	525,234	45.7%	1.1%	531,260	46.4%	525,234	45.7%	1.1%	7,935,381	45.5%	7,570,033	45.5%	4.8%
Car Total/Car Share	147,111	31.3%	163,113	31.8%	-9.8%	147,111	31.3%	163,113	31.8%	-9.8%	2,237,104	30.0%	2,397,880	31.1%	-6.7%
Truck Total/Truck Share	384,149	56.9%	362,121	57.0%	6.1%	384,149	56.9%	362,121	57.0%	6.1%	5,698,277	57.2%	5,172,153	58.0%	10.2%
IMPORT BRAND TOTALS															
JAPANESE BRANDS	434,582	38.0%	443,061	38.6%	-1.9%	434,582	38.0%	443,061	38.6%	-1.9%	6,559,504	37.6%	6,256,612	37.6%	4.8%
Car Total/Car Share	210,998	44.9%	225,375	43.9%	-6.4%	210,998	44.9%	225,375	43.9%	-6.4%	3,277,076	43.9%	3,321,820	43.1%	-1.3%
Truck Total/Truck Share	223,584	33.1%	217,686	34.2%	2.7%	223,584	33.1%	217,686	34.2%	2.7%	3,282,428	32.9%	2,934,792	32.9%	11.8%
EUROPEAN BRANDS	95,816	8.4%	98,148	8.5%	-2.4%	95,816	8.4%	98,148	8.5%	-2.4%	1,540,903	8.8%	1,488,464	9.0%	3.5%
Car Total/Car Share	53,582	11.4%	65,202	12.7%	-17.8%	53,582	11.4%	65,202	12.7%	-17.8%	954,392	12.8%	1,001,730	13.0%	-4.7%
Truck Total/Truck Share	42,234	6.3%	32,946	5.2%	28.2%	42,234	6.3%	32,946	5.2%	28.2%	586,511	5.9%	486,734	5.5%	20.5%
KOREAN BRANDS	83,316	7.3%	82,804	7.2%	0.6%	83,316	7.3%	82,804	7.2%	0.6%	1,388,040	8.0%	1,307,740	7.9%	6.1%
Car Total/Car Share	59,459	12.6%	59,752	11.6%	-0.5%	59,459	12.6%	59,752	11.6%	-0.5%	998,767	13.4%	989,825	12.8%	0.9%
Truck Total/Truck Share	23,857	3.5%	23,052	3.6%	3.5%	23,857	3.5%	23,052	3.6%	3.5%	389,273	3.9%	317,915	3.6%	22.4%
IMPORT TOTAL	613,714	53.6%	624,013	54.3%	-1.7%	613,714	53.6%	624,013	54.3%	-1.7%	9,488,447	54.5%	9,052,816	54.5%	4.8%
Car Total/Car Share	324,039	68.9%	350,329	68.2%	-7.5%	324,039	68.9%	350,329	68.2%	-7.5%	5,230,235	70.1%	5,313,375	68.9%	-1.6%
Truck Total/Truck Share	289,675	42.9%	273,684	43.0%	5.8%	289,675	42.9%	273,684	43.0%	5.8%	4,258,212	42.7%	3,739,441	42.0%	13.9%
BY REGION OF MANUFACTURE															
N. AMERICAN SOURCE	907,410	79.3%	922,117	80.2%	-1.6%	907,410	79.3%	922,117	80.2%	-1.6%	13,792,348	79.2%	13,175,405	79.3%	4.7%
ASIAN SOURCE	168,189	14.7%	165,670	14.4%	1.5%	168,189	14.7%	165,670	14.4%	1.5%	2,560,391	14.7%	2,450,317	14.7%	4.5%
EUROPEAN SOURCE	69,375	6.1%	61,460	5.3%	12.9%	69,375	6.1%	61,460	5.3%	12.9%	1,071,089	6.1%	997,127	6.0%	7.4%
GRAND TOTAL	1,144,974	100.0%	1,149,247	100.0%	-0.4%	1,144,974	100.0%	1,149,247	100.0%	-0.4%	17,423,828	100.0%	16,622,849	100.0%	4.8%
CAR - TRUCK SPLIT															
TOTAL CAR	470,132	41.1%	513,442	44.7%	-8.4%	470,132	41.1%	513,442	44.7%	-8.4%	7,456,858	42.8%	7,711,255	46.4%	-3.3%
TOTAL LIGHT TRUCK	674,842	58.9%	635,805	55.3%	6.1%	674,842	58.9%	635,805	55.3%	6.1%	9,966,970	57.2%	8,911,594	53.6%	11.8%
GRAND TOTAL	1,144,974	100.0%	1,149,247	100.0%	-0.4%	1,144,974	100.0%	1,149,247	100.0%	-0.4%	17,423,828	100.0%	16,622,849	100.0%	4.8%



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CARS BY SOURCE REGION

N. AMERICAN CAR	359,416	76.5%	382,831	74.6%	-6.1%	359,416	76.5%	382,831	74.6%	-6.1%	5,547,274	74.4%	5,610,187	72.8%	-1.1%
IMPORT CAR	110,716	23.5%	130,611	25.4%	-15.2%	110,716	23.5%	130,611	25.4%	-15.2%	1,909,584	25.6%	2,101,068	27.2%	-9.1%
TOTAL CAR	470,132	100.0%	513,442	100.0%	-8.4%	470,132	100.0%	513,442	100.0%	-8.4%	7,456,858	100.0%	7,711,255	100.0%	-3.3%

TRUCKS BY SOURCE REGION

NA LIGHT TRUCK	547,994	81.2%	539,286	84.8%	1.6%	547,994	81.2%	539,286	84.8%	1.6%	8,245,074	82.7%	7,565,218	84.9%	9.0%
IMPORT LIGHT TRUCK	126,848	18.8%	96,519	15.2%	31.4%	126,848	18.8%	96,519	15.2%	31.4%	1,721,896	17.3%	1,346,376	15.1%	27.9%
TOTAL LIGHT TRUCK	674,842	100.0%	635,805	100.0%	6.1%	674,842	100.0%	635,805	100.0%	6.1%	9,966,970	100.0%	8,911,594	100.0%	11.8%

CORPORATE TOTALS

BMW	18,082	1.6%	18,981	1.7%	-4.7%	18,082	1.6%	18,981	1.7%	-4.7%	345,124	2.0%	340,466	2.0%	1.4%
MINI	3,238	0.3%	3,228	0.3%	0.3%	3,238	0.3%	3,228	0.3%	0.3%	58,524	0.3%	56,797	0.3%	3.0%
BMW GROUP	21,320	1.9%	22,209	1.9%	-4.0%	21,320	1.9%	22,209	1.9%	-4.0%	403,648	2.3%	397,263	2.4%	1.6%
CHRYSLER	18,214	1.6%	23,393	2.0%	-22.1%	18,214	1.6%	23,393	2.0%	-22.1%	319,667	1.8%	311,065	1.9%	2.8%
DODGE / RAM	75,130	6.6%	66,739	5.8%	12.6%	75,130	6.6%	66,739	5.8%	12.6%	1,019,351	5.9%	1,049,095	6.3%	-2.8%
ALFA / FIAT	2,661	0.2%	3,352	0.3%	-20.6%	2,661	0.2%	3,352	0.3%	-20.6%	42,382	0.2%	46,342	0.3%	-8.5%
JEEP	59,032	5.2%	51,523	4.5%	2.2%	59,032	5.2%	51,523	4.5%	2.2%	872,537	5.0%	701,961	4.2%	14.7%
FCA US	155,037	13.5%	145,007	12.6%	6.0%	155,037	13.5%	145,007	12.6%	6.0%	2,253,937	12.9%	2,108,463	12.7%	6.4%
FORD	165,301	14.4%	170,822	14.9%	-3.2%	165,301	14.4%	170,822	14.9%	-3.2%	2,496,334	14.3%	2,400,142	14.4%	4.0%
LINCOLN	7,177	0.6%	6,619	0.6%	8.4%	7,177	0.6%	6,619	0.6%	8.4%	101,785	0.6%	95,120	0.6%	7.0%
MERCURY	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-
FORD MOTOR	172,478	15.1%	177,441	15.4%	-2.8%	172,478	15.1%	177,441	15.4%	-2.8%	2,598,119	14.9%	2,495,262	15.0%	4.1%
BUICK	18,269	1.6%	12,553	1.1%	45.5%	18,269	1.6%	12,553	1.1%	45.5%	228,771	1.3%	228,238	1.4%	0.2%
CADILLAC	10,740	0.9%	11,680	1.0%	-8.0%	10,740	0.9%	11,680	1.0%	-8.0%	174,327	1.0%	171,044	1.0%	1.9%
CHEVROLET	137,803	12.0%	142,882	12.4%	-3.6%	137,803	12.0%	142,882	12.4%	-3.6%	2,120,268	12.2%	2,057,235	12.4%	3.1%
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	36,933	3.2%	35,671	3.1%	3.5%	36,933	3.2%	35,671	3.1%	3.5%	559,959	3.2%	509,791	3.1%	9.8%
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	203,745	17.8%	202,786	17.6%	0.5%	203,745	17.8%	202,786	17.6%	0.5%	3,083,325	17.7%	2,966,308	17.8%	3.9%
ACURA	10,250	0.9%	11,982	1.0%	-14.5%	10,250	0.9%	11,982	1.0%	-14.5%	175,433	1.0%	169,002	1.0%	3.8%
HONDA	90,247	7.9%	90,202	7.8%	0.0%	90,247	7.9%	90,202	7.8%	0.0%	1,409,431	8.1%	1,382,423	8.3%	2.0%
HONDA MOTOR	100,497	8.8%	102,184	8.9%	-1.7%	100,497	8.8%	102,184	8.9%	-1.7%	1,584,864	9.1%	1,551,425	9.3%	2.2%



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HYUNDAI	45,011	3.9%	44,505	3.9%	1.1%	45,011	3.9%	44,505	3.9%	1.1%	762,216	4.4%	726,218	4.4%	5.0%
ISUZU	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-
KIA	38,305	3.3%	38,299	3.3%	0.0%	38,305	3.3%	38,299	3.3%	0.0%	625,824	3.6%	581,522	3.5%	7.6%
MAZDA	19,703	1.7%	20,271	1.8%	-2.8%	19,703	1.7%	20,271	1.8%	-2.8%	318,616	1.8%	307,259	1.8%	3.7%
MERCEDES / MAYBACH	26,962	2.4%	26,616	2.3%	1.3%	26,962	2.4%	26,616	2.3%	1.3%	380,807	2.2%	368,790	2.2%	3.3%
MITSUBISHI	6,264	0.5%	6,493	0.6%	-3.5%	6,264	0.5%	6,493	0.6%	-3.5%	95,113	0.5%	79,269	0.5%	20.0%
NISSAN	97,220	8.5%	94,449	8.2%	2.9%	97,220	8.5%	94,449	8.2%	2.9%	1,354,191	7.8%	1,282,542	7.7%	5.6%
INFINITI	8,514	0.7%	9,658	0.8%	-11.8%	8,514	0.7%	9,658	0.8%	-11.8%	132,354	0.8%	117,990	0.7%	12.2%
NISSAN MOTOR	105,734	9.2%	104,107	9.1%	1.6%	105,734	9.2%	104,107	9.1%	1.6%	1,486,545	8.5%	1,400,532	8.4%	6.1%
PORSCHE	4,354	0.4%	3,937	0.3%	10.6%	4,354	0.4%	3,937	0.3%	10.6%	52,173	0.3%	47,848	0.3%	9.0%
SAAB / SPYKER	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-
SUBARU	41,101	3.6%	40,812	3.6%	0.7%	41,101	3.6%	40,812	3.6%	0.7%	582,964	3.3%	521,505	3.1%	11.8%
SUZUKI	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-
JAGUAR	1,352	0.1%	1,266	0.1%	6.8%	1,352	0.1%	1,266	0.1%	6.8%	14,552	0.1%	15,692	0.1%	-7.3%
LAND ROVER	5,655	0.5%	5,281	0.5%	7.1%	5,655	0.5%	5,281	0.5%	7.1%	70,956	0.4%	52,072	0.3%	36.3%
TATA MOTORS LTD	7,007	0.6%	6,547	0.6%	7.0%	7,007	0.6%	6,547	0.6%	7.0%	85,508	0.5%	67,764	0.4%	26.2%
TOYOTA	135,251	11.8%	142,373	12.4%	-5.0%	135,251	11.8%	142,373	12.4%	-5.0%	2,091,423	12.0%	2,022,029	12.2%	3.4%
LEXUS	20,933	1.8%	23,131	2.0%	-9.5%	20,933	1.8%	23,131	2.0%	-9.5%	342,403	2.0%	316,905	1.9%	8.0%
SCION	5,099	0.4%	3,690	0.3%	38.2%	5,099	0.4%	3,690	0.3%	38.2%	57,576	0.3%	57,688	0.3%	-0.2%
TOYOTA MOTOR	161,283	14.1%	169,194	14.7%	-4.7%	161,283	14.1%	169,194	14.7%	-4.7%	2,491,402	14.3%	2,396,622	14.4%	4.0%
VOLKSWAGEN	20,079	1.8%	23,504	2.0%	-14.6%	20,079	1.8%	23,504	2.0%	-14.6%	346,015	2.0%	366,980	2.2%	-5.7%
AUDI	11,850	1.0%	11,541	1.0%	2.7%	11,850	1.0%	11,541	1.0%	2.7%	202,511	1.2%	183,451	1.1%	10.4%
VAG	31,929	2.8%	35,045	3.0%	-8.9%	31,929	2.8%	35,045	3.0%	-8.9%	548,526	3.1%	550,431	3.3%	-0.3%
VOLVO / GEELY	4,244	0.4%	3,794	0.3%	11.9%	4,244	0.4%	3,794	0.3%	11.9%	70,241	0.4%	56,368	0.3%	24.6%
GRAND TOTAL	1,144,974	100.0%	1,149,247	100.0%	-0.4%	1,144,974	100.0%	1,149,247	100.0%	-0.4%	17,423,828	100.0%	16,622,849	100.0%	4.8%

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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