



# U.S. AUTO SALES OVERVIEW

January, 2017 (Month, CYTD, 12-Month Totals, MYTD)

Morgan & Company, Inc.

	Monthly Totals			Calendar Year-To-Date					12 Month Totals				
	January 2017	January 2016	Vol. % Change	Current Total	Year Ago Total	Vol. % Change	Current Total	Year Ago Total	Vol. % Change	Current Total	Year Ago Total	Vol. % Change	

<b>GRAND TOTAL</b>	1,138,229	1,161,288	-2.0%	1,138,229	1,161,288	-2.0%	17,492,643	17,442,607	0.3%
<b>SAAR-Annual Rate</b>	17,507,134	17,832,779	-1.8%	17,507,134	17,832,779	-1.8%	17,483,648	17,515,935	-0.2%

**TRADITIONAL DOMESTIC BRAND TOTALS**

<b>GENERAL MOTORS</b>	195,909	17.2%	203,745	17.5%	-3.8%	195,909	17.2%	203,745	17.5%	-3.8%	3,034,939	17.3%	3,083,325	17.7%	-1.6%
Car Total/Car Share	52,967	12.9%	65,623	13.9%	-19.3%	52,967	12.9%	65,623	13.9%	-19.3%	878,060	12.9%	931,020	12.5%	-5.7%
Truck Total/Truck Share	142,942	19.7%	138,122	20.0%	3.5%	142,942	19.7%	138,122	20.0%	3.5%	2,156,879	20.2%	2,152,305	21.5%	0.2%
<b>FORD MOTOR</b>	171,186	15.0%	172,478	14.9%	-0.7%	171,186	15.0%	172,478	14.9%	-0.7%	2,597,919	14.9%	2,598,119	14.9%	0.0%
Car Total/Car Share	41,301	10.0%	50,032	10.6%	-17.5%	41,301	10.0%	50,032	10.6%	-17.5%	685,315	10.1%	790,888	10.6%	-13.3%
Truck Total/Truck Share	129,885	17.9%	122,446	17.7%	6.1%	129,885	17.9%	122,446	17.7%	6.1%	1,912,604	17.9%	1,807,231	18.1%	5.8%
<b>FCA US</b>	152,218	13.4%	171,352	14.8%	-11.2%	152,218	13.4%	171,352	14.8%	-11.2%	2,249,761	12.9%	2,272,717	13.0%	-1.0%
Car Total/Car Share	20,837	5.1%	32,557	6.9%	-36.0%	20,837	5.1%	32,557	6.9%	-36.0%	345,108	5.1%	508,281	6.8%	-32.1%
Truck Total/Truck Share	131,381	18.1%	138,795	20.1%	-5.3%	131,381	18.1%	138,795	20.1%	-5.3%	1,904,653	17.8%	1,764,436	17.7%	7.9%
<b>TOTAL 'DETROIT 3'</b>	519,313	45.6%	547,575	47.2%	-5.2%	519,313	45.6%	547,575	47.2%	-5.2%	7,882,619	45.1%	7,954,161	45.6%	-0.9%
Car Total/Car Share	115,105	28.0%	148,212	31.5%	-22.3%	115,105	28.0%	148,212	31.5%	-22.3%	1,908,483	28.0%	2,230,189	29.9%	-14.4%
Truck Total/Truck Share	404,208	55.6%	399,363	57.9%	1.2%	404,208	55.6%	399,363	57.9%	1.2%	5,974,136	55.9%	5,723,972	57.3%	4.4%

**IMPORT BRAND TOTALS**

<b>JAPANESE BRANDS</b>	433,781	38.1%	434,581	37.4%	-0.2%	433,781	38.1%	434,581	37.4%	-0.2%	6,660,324	38.1%	6,559,503	37.6%	1.5%
Car Total/Car Share	185,347	45.0%	210,998	44.8%	-12.2%	185,347	45.0%	210,998	44.8%	-12.2%	3,082,662	45.3%	3,277,076	44.0%	-5.9%
Truck Total/Truck Share	248,434	34.2%	223,583	32.4%	11.1%	248,434	34.2%	223,583	32.4%	11.1%	3,577,662	33.5%	3,282,427	32.8%	9.0%
<b>EUROPEAN BRANDS</b>	103,006	9.0%	95,816	8.3%	7.5%	103,006	9.0%	95,816	8.3%	7.5%	1,528,284	8.7%	1,540,903	8.8%	-0.8%
Car Total/Car Share	55,643	13.5%	53,582	11.4%	3.8%	55,643	13.5%	53,582	11.4%	3.8%	868,529	12.8%	954,392	12.8%	-9.0%
Truck Total/Truck Share	47,363	6.5%	42,234	6.1%	12.1%	47,363	6.5%	42,234	6.1%	12.1%	659,755	6.2%	586,511	5.9%	12.5%
<b>KOREAN BRANDS</b>	82,129	7.2%	83,316	7.2%	-1.4%	82,129	7.2%	83,316	7.2%	-1.4%	1,421,416	8.1%	1,388,040	8.0%	2.4%
Car Total/Car Share	56,152	13.6%	59,459	12.6%	-5.6%	56,152	13.6%	59,459	12.6%	-5.6%	958,255	14.1%	998,767	13.4%	-4.1%
Truck Total/Truck Share	25,977	3.6%	23,857	3.5%	8.9%	25,977	3.6%	23,857	3.5%	8.9%	463,161	4.3%	389,273	3.9%	19.0%
<b>IMPORT TOTAL</b>	618,916	54.4%	613,713	52.8%	0.8%	618,916	54.4%	613,713	52.8%	0.8%	9,610,024	54.9%	9,488,446	54.4%	1.3%
Car Total/Car Share	297,142	72.2%	324,039	68.8%	-8.3%	297,142	72.2%	324,039	68.8%	-8.3%	4,909,446	72.1%	5,230,235	70.2%	-6.1%
Truck Total/Truck Share	321,774	44.3%	289,674	42.0%	11.1%	321,774	44.3%	289,674	42.0%	11.1%	4,700,578	44.0%	4,258,211	42.6%	10.4%

**BY REGION OF MANUFACTURE**

<b>N. AMERICAN SOURCE</b>	884,984	77.8%	918,414	79.1%	-3.6%	884,984	77.8%	918,414	79.1%	-3.6%	13,697,686	78.3%	13,799,415	79.1%	-0.7%
<b>ASIAN SOURCE</b>	179,292	15.8%	170,735	14.7%	5.0%	179,292	15.8%	170,735	14.7%	5.0%	2,666,356	15.2%	2,562,937	14.7%	4.0%
<b>EUROPEAN SOURCE</b>	73,953	6.5%	72,139	6.2%	2.5%	73,953	6.5%	72,139	6.2%	2.5%	1,128,601	6.5%	1,080,255	6.2%	4.5%
<b>GRAND TOTAL</b>	1,138,229	100.0%	1,161,288	100.0%	-2.0%	1,138,229	100.0%	1,161,288	100.0%	-2.0%	17,492,643	100.0%	17,442,607	100.0%	0.3%

**CAR - TRUCK SPLIT**

<b>TOTAL CAR</b>	411,647	36.2%	471,210	40.6%	-12.6%	411,647	36.2%	471,210	40.6%	-12.6%	6,805,748	38.9%	7,448,005	42.7%	-8.6%
<b>TOTAL LIGHT TRUCK</b>	726,582	63.8%	690,078	59.4%	5.3%	726,582	63.8%	690,078	59.4%	5.3%	10,686,895	61.1%	9,994,602	57.3%	6.9%
<b>GRAND TOTAL</b>	1,138,229	100.0%	1,161,288	100.0%	-2.0%	1,138,229	100.0%	1,161,288	100.0%	-2.0%	17,492,643	100.0%	17,442,607	100.0%	0.3%



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### CARS BY SOURCE REGION

N. AMERICAN CAR	305,180	74.1%	357,550	75.9%	-14.6%	305,180	74.1%	357,550	75.9%	-14.6%	5,076,752	74.6%	5,535,466	74.3%	-8.3%
IMPORT CAR	106,467	25.9%	113,660	24.1%	-6.3%	106,467	25.9%	113,660	24.1%	-6.3%	1,728,996	25.4%	1,912,539	25.7%	-9.6%
<b>TOTAL CAR</b>	<b>411,647</b>	<b>100.0%</b>	<b>471,210</b>	<b>100.0%</b>	<b>-12.6%</b>	<b>411,647</b>	<b>100.0%</b>	<b>471,210</b>	<b>100.0%</b>	<b>-12.6%</b>	<b>6,805,748</b>	<b>100.0%</b>	<b>7,448,005</b>	<b>100.0%</b>	<b>-8.6%</b>

### TRUCKS BY SOURCE REGION

NA LIGHT TRUCK	579,804	79.8%	560,864	81.3%	3.4%	579,804	79.8%	560,864	81.3%	3.4%	8,620,934	80.7%	8,263,949	82.7%	4.3%
IMPORT LIGHT TRUCK	146,778	20.2%	129,214	18.7%	13.6%	146,778	20.2%	129,214	18.7%	13.6%	2,065,961	19.3%	1,730,653	17.3%	19.4%
<b>TOTAL LIGHT TRUCK</b>	<b>726,582</b>	<b>100.0%</b>	<b>690,078</b>	<b>100.0%</b>	<b>5.3%</b>	<b>726,582</b>	<b>100.0%</b>	<b>690,078</b>	<b>100.0%</b>	<b>5.3%</b>	<b>10,686,895</b>	<b>100.0%</b>	<b>9,994,602</b>	<b>100.0%</b>	<b>6.9%</b>

### CORPORATE TOTALS

BMW	18,109	1.6%	18,082	1.6%	0.1%	18,109	1.6%	18,082	1.6%	0.1%	313,201	1.8%	345,124	2.0%	-9.2%
MINI	3,110	0.3%	3,238	0.3%	-4.0%	3,110	0.3%	3,238	0.3%	-4.0%	51,902	0.3%	58,524	0.3%	-11.3%
<b>BMW GROUP</b>	<b>21,219</b>	<b>1.9%</b>	<b>21,320</b>	<b>1.8%</b>	<b>-0.5%</b>	<b>21,219</b>	<b>1.9%</b>	<b>21,320</b>	<b>1.8%</b>	<b>-0.5%</b>	<b>365,103</b>	<b>2.1%</b>	<b>403,648</b>	<b>2.3%</b>	<b>-9.5%</b>
CHRYSLER	13,377	1.2%	21,772	1.9%	-38.6%	13,377	1.2%	21,772	1.9%	-38.6%	234,655	1.3%	315,957	1.8%	-25.7%
DODGE / RAM	78,154	6.9%	84,366	7.3%	-7.4%	78,154	6.9%	84,366	7.3%	-7.4%	1,052,361	6.0%	1,029,075	5.9%	2.3%
ALFA / FIAT	2,272	0.2%	2,447	0.2%	-7.2%	2,272	0.2%	2,447	0.2%	-7.2%	33,916	0.2%	44,314	0.3%	-23.5%
JEEP	58,415	5.1%	62,767	5.4%	-13.3%	58,415	5.1%	62,767	5.4%	-13.3%	928,829	5.3%	883,371	5.1%	0.4%
<b>FCA US</b>	<b>152,218</b>	<b>13.4%</b>	<b>171,352</b>	<b>14.8%</b>	<b>-9.2%</b>	<b>152,218</b>	<b>13.4%</b>	<b>171,352</b>	<b>14.8%</b>	<b>-9.2%</b>	<b>2,249,761</b>	<b>12.9%</b>	<b>2,272,717</b>	<b>13.0%</b>	<b>-0.8%</b>
FORD	162,401	14.3%	165,301	14.2%	-1.8%	162,401	14.3%	165,301	14.2%	-1.8%	2,484,587	14.2%	2,496,334	14.3%	-0.5%
LINCOLN	8,785	0.8%	7,177	0.6%	22.4%	8,785	0.8%	7,177	0.6%	22.4%	113,332	0.6%	101,785	0.6%	11.3%
MERCURY	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-
<b>FORD MOTOR</b>	<b>171,186</b>	<b>15.0%</b>	<b>172,478</b>	<b>14.9%</b>	<b>-0.7%</b>	<b>171,186</b>	<b>15.0%</b>	<b>172,478</b>	<b>14.9%</b>	<b>-0.7%</b>	<b>2,597,919</b>	<b>14.9%</b>	<b>2,598,119</b>	<b>14.9%</b>	<b>0.0%</b>
BUICK	13,117	1.2%	18,269	1.6%	-28.2%	13,117	1.2%	18,269	1.6%	-28.2%	224,479	1.3%	228,771	1.3%	-1.9%
CADILLAC	10,298	0.9%	10,740	0.9%	-4.1%	10,298	0.9%	10,740	0.9%	-4.1%	169,564	1.0%	174,327	1.0%	-2.7%
CHEVROLET	135,170	11.9%	137,803	11.9%	-1.9%	135,170	11.9%	137,803	11.9%	-1.9%	2,093,877	12.0%	2,120,268	12.2%	-1.2%
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	37,324	3.3%	36,933	3.2%	1.1%	37,324	3.3%	36,933	3.2%	1.1%	547,019	3.1%	559,959	3.2%	-2.3%
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%	-
<b>GENERAL MOTORS</b>	<b>195,909</b>	<b>17.2%</b>	<b>203,745</b>	<b>17.5%</b>	<b>-3.8%</b>	<b>195,909</b>	<b>17.2%</b>	<b>203,745</b>	<b>17.5%</b>	<b>-3.8%</b>	<b>3,034,939</b>	<b>17.3%</b>	<b>3,083,325</b>	<b>17.7%</b>	<b>-1.6%</b>
ACURA	9,202	0.8%	10,250	0.9%	-10.2%	9,202	0.8%	10,250	0.9%	-10.2%	160,312	0.9%	175,433	1.0%	-8.6%
HONDA	97,178	8.5%	90,246	7.8%	7.7%	97,178	8.5%	90,246	7.8%	7.7%	1,483,514	8.5%	1,409,430	8.1%	5.3%
<b>HONDA MOTOR</b>	<b>106,380</b>	<b>9.3%</b>	<b>100,496</b>	<b>8.7%</b>	<b>5.9%</b>	<b>106,380</b>	<b>9.3%</b>	<b>100,496</b>	<b>8.7%</b>	<b>5.9%</b>	<b>1,643,826</b>	<b>9.4%</b>	<b>1,584,863</b>	<b>9.1%</b>	<b>3.7%</b>



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HYUNDAI / GENESIS	46,503	4.1%	45,011	3.9%	3.3%	46,503	4.1%	45,011	3.9%	3.3%	776,497	4.4%	762,216	4.4%	1.9%
ISUZU	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-
KIA	35,626	3.1%	38,305	3.3%	-7.0%	35,626	3.1%	38,305	3.3%	-7.0%	644,919	3.7%	625,824	3.6%	3.1%
MAZDA	21,698	1.9%	19,703	1.7%	10.1%	21,698	1.9%	19,703	1.7%	10.1%	299,768	1.7%	318,616	1.8%	-5.9%
MERCEDES / MAYBACH	27,900	2.5%	26,962	2.3%	3.5%	27,900	2.5%	26,962	2.3%	3.5%	381,690	2.2%	380,807	2.2%	0.2%
MITSUBISHI	6,457	0.6%	6,264	0.5%	3.1%	6,457	0.6%	6,264	0.5%	3.1%	96,460	0.6%	95,113	0.5%	1.4%
NISSAN	100,761	8.9%	97,220	8.4%	3.6%	100,761	8.9%	97,220	8.4%	3.6%	1,429,671	8.2%	1,354,191	7.8%	5.6%
INFINITI	11,558	1.0%	8,514	0.7%	35.8%	11,558	1.0%	8,514	0.7%	35.8%	141,337	0.8%	132,354	0.8%	6.8%
<b>NISSAN MOTOR</b>	<b>112,319</b>	<b>9.9%</b>	<b>105,734</b>	<b>9.1%</b>	<b>6.2%</b>	<b>112,319</b>	<b>9.9%</b>	<b>105,734</b>	<b>9.1%</b>	<b>6.2%</b>	<b>1,571,008</b>	<b>9.0%</b>	<b>1,486,545</b>	<b>8.5%</b>	<b>5.7%</b>
PORSCHE	4,602	0.4%	4,354	0.4%	5.7%	4,602	0.4%	4,354	0.4%	5.7%	54,528	0.3%	52,173	0.3%	4.5%
SAAB / SPYKER	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-
SUBARU	43,879	3.9%	41,101	3.5%	6.8%	43,879	3.9%	41,101	3.5%	6.8%	617,910	3.5%	582,964	3.3%	6.0%
SUZUKI	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-
JAGUAR	2,939	0.3%	1,352	0.1%	117.4%	2,939	0.3%	1,352	0.1%	117.4%	32,830	0.2%	14,552	0.1%	125.6%
LAND ROVER	6,163	0.5%	5,655	0.5%	9.0%	6,163	0.5%	5,655	0.5%	9.0%	74,369	0.4%	70,956	0.4%	4.8%
<b>TATA MOTORS LTD</b>	<b>9,102</b>	<b>0.8%</b>	<b>7,007</b>	<b>0.6%</b>	<b>29.9%</b>	<b>9,102</b>	<b>0.8%</b>	<b>7,007</b>	<b>0.6%</b>	<b>29.9%</b>	<b>107,199</b>	<b>0.6%</b>	<b>85,508</b>	<b>0.5%</b>	<b>25.4%</b>
TOYOTA	123,519	10.9%	135,251	11.6%	-8.7%	123,519	10.9%	135,251	11.6%	-8.7%	2,041,436	11.7%	2,091,423	12.0%	-2.4%
LEXUS	15,572	1.4%	20,933	1.8%	-25.6%	15,572	1.4%	20,933	1.8%	-25.6%	325,867	1.9%	342,403	2.0%	-4.8%
SCION	3,957	0.3%	5,099	0.4%	-22.4%	3,957	0.3%	5,099	0.4%	-22.4%	64,049	0.4%	57,576	0.3%	11.2%
<b>TOYOTA MOTOR</b>	<b>143,048</b>	<b>12.6%</b>	<b>161,283</b>	<b>13.9%</b>	<b>-11.3%</b>	<b>143,048</b>	<b>12.6%</b>	<b>161,283</b>	<b>13.9%</b>	<b>-11.3%</b>	<b>2,431,352</b>	<b>13.9%</b>	<b>2,491,402</b>	<b>14.3%</b>	<b>-2.4%</b>
VOLKSWAGEN	23,510	2.1%	20,079	1.7%	17.1%	23,510	2.1%	20,079	1.7%	17.1%	326,379	1.9%	346,015	2.0%	-5.7%
AUDI	13,201	1.2%	11,850	1.0%	11.4%	13,201	1.2%	11,850	1.0%	11.4%	211,564	1.2%	202,511	1.2%	4.5%
<b>VAG</b>	<b>36,711</b>	<b>3.2%</b>	<b>31,929</b>	<b>2.7%</b>	<b>15.0%</b>	<b>36,711</b>	<b>3.2%</b>	<b>31,929</b>	<b>2.7%</b>	<b>15.0%</b>	<b>537,943</b>	<b>3.1%</b>	<b>548,526</b>	<b>3.1%</b>	<b>-1.9%</b>
VOLVO / GEELY	3,472	0.3%	4,244	0.4%	-18.2%	3,472	0.3%	4,244	0.4%	-18.2%	81,821	0.5%	70,241	0.4%	16.5%
<b>GRAND TOTAL</b>	<b>1,138,229</b>	<b>100.0%</b>	<b>1,161,288</b>	<b>100.0%</b>	<b>-2.0%</b>	<b>1,138,229</b>	<b>100.0%</b>	<b>1,161,288</b>	<b>100.0%</b>	<b>-2.0%</b>	<b>17,492,643</b>	<b>100.0%</b>	<b>17,442,607</b>	<b>100.0%</b>	<b>0.3%</b>

Source: Morgan & Company, Inc. Ph: 616-842-0031 Email: info@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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