



U.S. AUTO SALES OVERVIEW

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

Morgan & Company, Inc.

	Monthly Totals					Calendar Year-To-Date					12 Month Totals				
	July 2016	Share	July 2015	Share	Vol. % Change	Current Total	Share	Year Ago Total	Share	Vol. % Change	Current Total	Share	Year Ago Total	Share	Vol. % Change
GRAND TOTAL	1,517,526		1,509,740		0.5%	10,137,799		10,013,197		1.2%	17,554,800		16,918,232		3.8%
SAAR-Annual Rate	17,818,279		17,564,445		1.4%	17,255,608		17,010,823		1.4%	17,519,315		16,939,788		3.4%
TRADITIONAL DOMESTIC BRAND TOTALS															
GENERAL MOTORS	267,258	17.6%	272,512	18.1%	-1.9%	1,706,173	16.8%	1,778,057	17.8%	-4.0%	3,010,482	17.1%	3,001,037	17.7%	0.3%
Car Total/Car Share	62,892	10.7%	77,785	12.1%	-19.1%	508,269	12.3%	567,632	12.7%	-10.5%	871,429	12.2%	988,822	13.0%	-11.9%
Truck Total/Truck Share	204,366	22.0%	194,727	22.5%	5.0%	1,197,904	19.9%	1,210,425	21.9%	-1.0%	2,139,053	20.5%	2,012,215	21.6%	6.3%
FORD MOTOR	215,268	14.2%	222,014	14.7%	-3.0%	1,560,438	15.4%	1,510,333	15.1%	3.3%	2,653,187	15.1%	2,504,824	14.8%	5.9%
Car Total/Car Share	59,854	10.2%	66,004	10.2%	-9.3%	451,127	11.0%	495,464	11.1%	-8.9%	753,480	10.6%	793,502	10.5%	-5.0%
Truck Total/Truck Share	155,414	16.7%	156,010	18.0%	-0.4%	1,109,311	18.4%	1,014,869	18.3%	9.3%	1,899,707	18.2%	1,711,322	18.3%	11.0%
FCA US	180,727	11.9%	180,124	11.9%	0.3%	1,332,986	13.1%	1,262,267	12.6%	5.6%	2,316,723	13.2%	2,165,116	12.8%	7.0%
Car Total/Car Share	24,598	4.2%	33,712	5.2%	-27.0%	228,685	5.6%	325,303	7.3%	-29.7%	422,047	5.9%	535,725	7.1%	-21.2%
Truck Total/Truck Share	156,129	16.8%	146,412	16.9%	6.6%	1,104,301	18.3%	936,964	16.9%	17.9%	1,894,676	18.2%	1,629,391	17.5%	16.3%
TOTAL 'DETROIT 3'	663,253	43.7%	674,650	44.7%	-1.7%	4,599,597	45.4%	4,550,657	45.4%	1.1%	7,980,392	45.5%	7,670,977	45.3%	4.0%
Car Total/Car Share	147,344	25.0%	177,501	27.5%	-17.0%	1,188,081	28.8%	1,388,399	31.0%	-14.4%	2,046,956	28.7%	2,318,049	30.5%	-11.7%
Truck Total/Truck Share	515,909	55.6%	497,149	57.5%	3.8%	3,411,516	56.7%	3,162,258	57.1%	7.9%	5,933,436	57.0%	5,352,928	57.4%	10.8%
IMPORT BRAND TOTALS															
JAPANESE BRANDS	587,405	38.7%	579,919	38.4%	1.3%	3,852,420	38.0%	3,781,801	37.8%	1.9%	6,638,602	37.8%	6,382,405	37.7%	4.0%
Car Total/Car Share	273,364	46.4%	294,684	45.7%	-7.2%	1,884,191	45.7%	1,924,537	43.0%	-2.1%	3,251,107	45.5%	3,276,397	43.2%	-0.8%
Truck Total/Truck Share	314,041	33.8%	285,235	33.0%	10.1%	1,968,229	32.7%	1,857,264	33.5%	6.0%	3,387,495	32.5%	3,106,008	33.3%	9.1%
EUROPEAN BRANDS	131,896	8.7%	127,847	8.5%	3.2%	848,423	8.4%	871,313	8.7%	-2.6%	1,520,345	8.7%	1,530,639	9.0%	-0.7%
Car Total/Car Share	79,870	13.5%	80,983	12.6%	-1.4%	488,795	11.9%	565,418	12.6%	-13.6%	889,389	12.5%	1,010,382	13.3%	-12.0%
Truck Total/Truck Share	52,026	5.6%	46,864	5.4%	11.0%	359,628	6.0%	305,895	5.5%	17.6%	630,956	6.1%	520,257	5.6%	21.3%
KOREAN BRANDS	134,972	8.9%	127,324	8.4%	6.0%	837,359	8.3%	809,426	8.1%	3.5%	1,415,461	8.1%	1,334,211	7.9%	6.1%
Car Total/Car Share	89,906	15.3%	93,048	14.4%	-3.4%	566,758	13.8%	596,794	13.3%	-5.0%	969,024	13.6%	984,487	13.0%	-1.6%
Truck Total/Truck Share	45,066	4.9%	34,276	4.0%	31.5%	270,601	4.5%	212,632	3.8%	27.3%	446,437	4.3%	349,724	3.7%	27.7%
IMPORT TOTAL	854,273	56.3%	835,090	55.3%	2.3%	5,538,202	54.6%	5,462,540	54.6%	1.4%	9,574,408	54.5%	9,247,255	54.7%	3.5%
Car Total/Car Share	443,140	75.2%	468,715	72.6%	-5.5%	2,939,744	71.4%	3,086,749	69.0%	-4.8%	5,109,520	71.6%	5,271,266	69.5%	-3.1%
Truck Total/Truck Share	411,133	44.3%	366,375	42.4%	12.2%	2,598,458	43.2%	2,375,791	42.9%	9.4%	4,464,888	42.9%	3,975,989	42.6%	12.3%
BY REGION OF MANUFACTURE															
N. AMERICAN SOURCE	1,176,188	77.5%	1,193,204	79.0%	-1.4%	7,956,961	78.5%	7,979,049	79.7%	-0.3%	13,782,378	78.5%	13,476,035	79.7%	2.3%
ASIAN SOURCE	240,918	15.9%	228,971	15.2%	5.2%	1,540,021	15.2%	1,460,685	14.6%	5.4%	2,637,208	15.0%	2,440,806	14.4%	8.0%
EUROPEAN SOURCE	100,420	6.6%	87,565	5.8%	14.7%	640,817	6.3%	573,463	5.7%	11.7%	1,135,214	6.5%	1,001,391	5.9%	13.4%
GRAND TOTAL	1,517,526	100.0%	1,509,740	100.0%	0.5%	10,137,799	100.0%	10,013,197	100.0%	1.2%	17,554,800	100.0%	16,918,232	100.0%	3.8%
CAR - TRUCK SPLIT															
TOTAL CAR	589,534	38.8%	645,274	42.7%	-8.6%	4,119,411	40.6%	4,473,874	44.7%	-7.9%	7,139,893	40.7%	7,588,041	44.9%	-5.9%
TOTAL LIGHT TRUCK	927,992	61.2%	864,466	57.3%	7.3%	6,018,388	59.4%	5,539,323	55.3%	8.6%	10,414,907	59.3%	9,330,191	55.1%	11.6%
GRAND TOTAL	1,517,526	100.0%	1,509,740	100.0%	0.5%	10,137,799	100.0%	10,013,197	100.0%	1.2%	17,554,800	100.0%	16,918,232	100.0%	3.8%



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CARS BY SOURCE REGION

N. AMERICAN CAR	430,732	73.1%	478,252	74.1%	-9.9%	3,079,942	74.8%	3,326,978	74.4%	-7.4%	5,317,840	74.5%	5,605,990	73.9%	-5.1%
IMPORT CAR	158,802	26.9%	167,022	25.9%	-4.9%	1,039,469	25.2%	1,146,896	25.6%	-9.4%	1,822,053	25.5%	1,982,051	26.1%	-8.1%
TOTAL CAR	589,534	100.0%	645,274	100.0%	-8.6%	4,119,411	100.0%	4,473,874	100.0%	-7.9%	7,139,893	100.0%	7,588,041	100.0%	-5.9%

TRUCKS BY SOURCE REGION

NA LIGHT TRUCK	745,456	80.3%	714,952	82.7%	4.3%	4,877,019	81.0%	4,652,071	84.0%	4.8%	8,464,538	81.3%	7,870,045	84.4%	7.6%
IMPORT LIGHT TRUCK	182,536	19.7%	149,514	17.3%	22.1%	1,141,369	19.0%	887,252	16.0%	28.6%	1,950,369	18.7%	1,460,146	15.6%	33.6%
TOTAL LIGHT TRUCK	927,992	100.0%	864,466	100.0%	7.3%	6,018,388	100.0%	5,539,323	100.0%	8.6%	10,414,907	100.0%	9,330,191	100.0%	11.6%

CORPORATE TOTALS

BMW	25,777	1.7%	26,970	1.8%	-4.4%	179,213	1.8%	195,593	2.0%	-8.4%	329,643	1.9%	351,540	2.1%	-6.2%
MINI	4,774	0.3%	5,191	0.3%	-8.0%	29,918	0.3%	35,451	0.4%	-15.6%	52,981	0.3%	61,600	0.4%	-14.0%
BMW GROUP	30,551	2.0%	32,161	2.1%	-5.0%	209,131	2.1%	231,044	2.3%	-9.5%	382,624	2.2%	413,140	2.4%	-7.4%
CHRYSLER	19,095	1.3%	19,907	1.3%	-4.1%	156,467	1.5%	190,155	1.9%	-17.7%	285,343	1.6%	334,417	2.0%	-14.7%
DODGE / RAM	79,589	5.2%	81,513	5.4%	-2.4%	608,301	6.0%	569,601	5.7%	6.8%	1,055,367	6.0%	1,010,797	6.0%	4.4%
ALFA / FIAT	2,797	0.2%	3,245	0.2%	-13.8%	20,841	0.2%	25,363	0.3%	-17.8%	38,513	0.2%	42,796	0.3%	-10.0%
JEEP	79,246	5.2%	75,459	5.0%	0.2%	547,377	5.4%	477,148	4.8%	6.3%	937,500	5.3%	777,106	4.6%	10.4%
FCA US	180,727	11.9%	180,124	11.9%	1.3%	1,332,986	13.1%	1,262,267	12.6%	4.9%	2,316,723	13.2%	2,165,116	12.8%	6.0%
FORD	206,170	13.6%	212,478	14.1%	-3.0%	1,498,043	14.8%	1,453,685	14.5%	3.1%	2,546,213	14.5%	2,406,087	14.2%	5.8%
LINCOLN	9,098	0.6%	9,536	0.6%	-4.6%	62,395	0.6%	56,648	0.6%	10.1%	106,974	0.6%	98,737	0.6%	8.3%
MERCURY	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-
FORD MOTOR	215,268	14.2%	222,014	14.7%	-3.0%	1,560,438	15.4%	1,510,333	15.1%	3.3%	2,653,187	15.1%	2,504,824	14.8%	5.9%
BUICK	22,960	1.5%	20,791	1.4%	10.4%	127,167	1.3%	127,105	1.3%	0.0%	223,117	1.3%	224,913	1.3%	-0.8%
CADILLAC	14,341	0.9%	14,154	0.9%	1.3%	87,572	0.9%	95,053	0.9%	-7.9%	167,786	1.0%	168,445	1.0%	-0.4%
CHEVROLET	178,820	11.8%	188,790	12.5%	-5.3%	1,185,710	11.7%	1,242,409	12.4%	-4.6%	2,068,648	11.8%	2,072,788	12.3%	-0.2%
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	51,137	3.4%	48,777	3.2%	4.8%	305,724	3.0%	313,490	3.1%	-2.5%	550,931	3.1%	534,891	3.2%	3.0%
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	267,258	17.6%	272,512	18.1%	-1.9%	1,706,173	16.8%	1,778,057	17.8%	-4.0%	3,010,482	17.1%	3,001,037	17.7%	0.3%
ACURA	13,674	0.9%	14,915	1.0%	-8.3%	92,668	0.9%	102,002	1.0%	-9.2%	167,831	1.0%	179,414	1.1%	-6.5%
HONDA	139,125	9.2%	131,409	8.7%	5.9%	852,486	8.4%	797,323	8.0%	6.9%	1,464,549	8.3%	1,385,439	8.2%	5.7%
HONDA MOTOR	152,799	10.1%	146,324	9.7%	4.4%	945,154	9.3%	899,325	9.0%	5.1%	1,632,380	9.3%	1,564,853	9.2%	4.3%



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HYUNDAI	75,003	4.9%	71,013	4.7%	5.6%	449,063	4.4%	442,163	4.4%	1.6%	768,610	4.4%	736,436	4.4%	4.4%
ISUZU	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-
KIA	59,969	4.0%	56,311	3.7%	6.5%	388,296	3.8%	367,263	3.7%	5.7%	646,851	3.7%	597,775	3.5%	8.2%
MAZDA	27,915	1.8%	27,157	1.8%	2.8%	173,269	1.7%	186,153	1.9%	-6.9%	306,300	1.7%	306,286	1.8%	0.0%
MERCEDES / MAYBACH	32,288	2.1%	30,130	2.0%	7.2%	213,420	2.1%	212,259	2.1%	0.5%	381,622	2.2%	380,335	2.2%	0.3%
MITSUBISHI	7,890	0.5%	7,868	0.5%	0.3%	59,824	0.6%	57,412	0.6%	4.2%	97,754	0.6%	89,034	0.5%	9.8%
NISSAN	122,530	8.1%	120,439	8.0%	1.7%	855,666	8.4%	792,642	7.9%	8.0%	1,414,444	8.1%	1,304,157	7.7%	8.5%
INFINITI	9,945	0.7%	10,433	0.7%	-4.7%	74,923	0.7%	74,713	0.7%	0.3%	133,708	0.8%	124,164	0.7%	7.7%
NISSAN MOTOR	132,475	8.7%	130,872	8.7%	1.2%	930,589	9.2%	867,355	8.7%	7.3%	1,548,152	8.8%	1,428,321	8.4%	8.4%
PORSCHE	3,878	0.3%	4,730	0.3%	-18.0%	30,586	0.3%	29,868	0.3%	2.4%	52,474	0.3%	49,656	0.3%	5.7%
SAAB / SPYKER	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-
SUBARU	52,093	3.4%	50,517	3.3%	3.1%	331,551	3.3%	322,935	3.2%	2.7%	591,291	3.4%	552,906	3.3%	6.9%
SUZUKI	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-
JAGUAR	3,398	0.2%	1,242	0.1%	173.6%	14,389	0.1%	9,078	0.1%	58.5%	19,777	0.1%	15,347	0.1%	28.9%
LAND ROVER	6,075	0.4%	5,011	0.3%	21.2%	42,723	0.4%	37,323	0.4%	14.5%	75,982	0.4%	57,959	0.3%	31.1%
TATA MOTORS LTD	9,473	0.6%	6,253	0.4%	51.5%	57,112	0.6%	46,401	0.5%	23.1%	95,759	0.5%	73,306	0.4%	30.6%
TOYOTA	179,920	11.9%	183,500	12.2%	-2.0%	1,188,436	11.7%	1,231,161	12.3%	-3.5%	2,055,820	11.7%	2,055,910	12.2%	0.0%
LEXUS	27,890	1.8%	29,816	2.0%	-6.5%	179,454	1.8%	188,664	1.9%	-4.9%	335,391	1.9%	334,053	2.0%	0.4%
SCION	6,423	0.4%	3,865	0.3%	66.2%	44,143	0.4%	28,796	0.3%	53.3%	71,514	0.4%	51,042	0.3%	40.1%
TOYOTA MOTOR	214,233	14.1%	217,181	14.4%	-1.4%	1,412,033	13.9%	1,448,621	14.5%	-2.5%	2,462,725	14.0%	2,441,005	14.4%	0.9%
VOLKSWAGEN	28,758	1.9%	31,300	2.1%	-8.1%	177,772	1.8%	205,742	2.1%	-13.6%	321,470	1.8%	363,015	2.1%	-11.4%
AUDI	18,364	1.2%	17,654	1.2%	4.0%	115,298	1.1%	111,269	1.1%	3.6%	206,231	1.2%	194,315	1.1%	6.1%
VAG	47,122	3.1%	48,954	3.2%	-3.7%	293,070	2.9%	317,011	3.2%	-7.6%	527,701	3.0%	557,330	3.3%	-5.3%
VOLVO / GEELY	8,584	0.6%	5,619	0.4%	52.8%	45,104	0.4%	34,730	0.3%	29.9%	80,165	0.5%	56,872	0.3%	41.0%
GRAND TOTAL	1,517,526	100.0%	1,509,740	100.0%	0.5%	10,137,799	100.0%	10,013,197	100.0%	1.2%	17,554,800	100.0%	16,918,232	100.0%	3.8%

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.



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Table includes light vehicle sales as reported by the automakers, and may differ from information provided by other sources.

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