



# U.S. AUTO SALES BY CORPORATION / BRAND

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

Morgan & Company, Inc.

	Monthly Totals					Calendar Year-To-Date					12 Month Totals				
	March		March		Vol. %	Current		Year Ago		Vol. %	Current		Year Ago		Vol. %
	2016	Share	2015	Share	Change	Total	Share	Total	Share	Change	Total	Share	Total	Share	Change
<b>GRAND TOTAL</b>	1,591,211		1,542,841		3.1%	4,076,713		3,947,546		3.3%	17,557,268		16,696,016		5.2%
<b>SAAR-Annual Rate</b>	16,527,754		17,110,528		-3.4%	17,180,297		16,715,526		2.8%	17,488,083		16,713,918		4.6%
<b>GM CORP. TOTAL</b>	252,128	15.8%	249,875	16.2%	0.9%	683,698	16.8%	684,039	17.3%	0.0%	3,082,025	17.6%	2,969,410	17.8%	3.8%
Car Total/Car Share	74,670	11.2%	83,231	11.7%	-10.3%	212,255	12.6%	219,951	12.4%	-3.5%	923,096	12.5%	1,039,617	13.5%	-11.2%
Truck Total/Truck Share	177,458	19.2%	166,644	20.0%	6.5%	471,443	19.8%	464,088	21.4%	1.6%	2,158,929	21.3%	1,929,793	21.4%	11.9%
<b>BUICK TOTAL</b>	18,207	1.1%	20,526	1.3%	-11.3%	54,287	1.3%	50,497	1.3%	7.5%	226,845	1.3%	226,562	1.4%	0.1%
Car Total/Car Share	6,665	1.0%	9,192	1.3%	-27.5%	24,134	1.4%	23,660	1.3%	2.0%	93,899	1.3%	113,970	1.5%	-17.6%
Truck Total/Truck Share	11,542	1.2%	11,334	1.4%	1.8%	30,153	1.3%	26,837	1.2%	12.4%	132,946	1.3%	112,592	1.2%	18.1%
<b>CADILLAC TOTAL</b>	13,053	0.8%	13,756	0.9%	-5.1%	35,633	0.9%	37,175	0.9%	-4.1%	173,725	1.0%	168,337	1.0%	3.2%
Car Total/Car Share	5,744	0.9%	5,998	0.8%	-4.2%	14,660	0.9%	16,980	1.0%	-13.7%	68,174	0.9%	82,593	1.1%	-17.5%
Truck Total/Truck Share	7,309	0.8%	7,758	0.9%	-5.8%	20,973	0.9%	20,195	0.9%	3.9%	105,551	1.0%	85,744	1.0%	23.1%
<b>CHEVROLET TOTAL</b>	176,283	11.1%	173,886	11.3%	1.4%	472,730	11.6%	476,556	12.1%	-0.8%	2,121,521	12.1%	2,057,315	12.3%	3.1%
Car Total/Car Share	62,261	9.3%	68,041	9.6%	-8.5%	173,461	10.3%	179,311	10.1%	-3.3%	761,023	10.3%	843,054	11.0%	-9.7%
Truck Total/Truck Share	114,022	12.3%	105,845	12.7%	7.7%	299,269	12.5%	297,245	13.7%	0.7%	1,360,498	13.4%	1,214,261	13.5%	12.0%
<b>GMC (TRUCK)</b>	44,585	2.8%	41,707	2.7%	6.9%	121,048	3.0%	119,811	3.0%	1.0%	559,934	3.2%	517,196	3.1%	8.3%
Market Share (trk)		4.8%		5.0%			5.1%		5.5%			5.5%		5.7%	
<b>FORD CORP. TOTAL</b>	253,064	15.9%	234,786	15.2%	7.8%	641,587	15.7%	591,900	15.0%	8.4%	2,652,769	15.1%	2,482,955	14.9%	6.8%
Car Total/Car Share	75,550	11.3%	76,765	10.8%	-1.6%	192,195	11.4%	189,807	10.7%	1.3%	800,205	10.8%	798,028	10.4%	0.3%
Truck Total/Truck Share	177,514	19.2%	158,021	19.0%	12.3%	449,392	18.8%	402,093	18.6%	11.8%	1,852,564	18.3%	1,684,927	18.7%	9.9%
<b>FORD TOTAL</b>	243,375	15.3%	226,091	14.7%	7.6%	616,682	15.1%	570,422	14.5%	8.1%	2,548,115	14.5%	2,388,606	14.3%	6.7%
Car Total/Car Share	72,289	10.9%	73,085	10.3%	-1.1%	183,723	10.9%	181,259	10.2%	1.4%	762,503	10.3%	758,969	9.9%	0.5%
Truck Total/Truck Share	171,086	18.5%	153,006	18.4%	11.8%	432,959	18.1%	389,163	18.0%	11.3%	1,785,612	17.6%	1,629,637	18.1%	9.6%
<b>LINCOLN TOTAL</b>	9,689	0.6%	8,695	0.6%	11.4%	24,905	0.6%	21,478	0.5%	16.0%	104,654	0.6%	94,349	0.6%	10.9%
Car Total/Car Share	3,261	0.5%	3,680	0.5%	-11.4%	8,472	0.5%	8,548	0.5%	-0.9%	37,702	0.5%	39,059	0.5%	-3.5%
Truck Total/Truck Share	6,428	0.7%	5,015	0.6%	28.2%	16,433	0.7%	12,930	0.6%	27.1%	66,952	0.7%	55,290	0.6%	21.1%



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	March 2016	Share	March 2015	Share	Vol. % Change	Current Total	Share	Year Ago Total	Share	Vol. % Change	Current Total	Share	Year Ago Total	Share	Vol. % Change
<b>FCA US</b>	213,187	13.4%	197,261	12.8%	8.1%	551,103	13.5%	505,854	12.8%	8.9%	2,289,156	13.0%	2,120,529	12.7%	8.0%
Car Total/Car Share	36,712	5.5%	53,862	7.6%	-31.8%	103,859	6.1%	141,426	7.9%	-26.6%	486,930	6.6%	511,540	6.7%	-4.8%
Truck Total/Truck Share	176,475	19.1%	143,399	17.2%	23.1%	447,244	18.7%	364,428	16.8%	22.7%	1,802,226	17.8%	1,608,989	17.8%	12.0%
<b>CHRYSLER TOTAL</b>	26,236	1.6%	30,038	1.9%	-12.7%	65,506	1.6%	81,933	2.1%	-20.0%	308,419	1.8%	318,235	1.9%	-3.1%
Car Total/Car Share	12,650	1.9%	24,549	3.5%	-48.5%	33,890	2.0%	62,059	3.5%	-45.4%	202,829	2.7%	189,315	2.5%	7.1%
Truck Total/Truck Share	13,586	1.5%	5,489	0.7%	147.5%	31,616	1.3%	19,874	0.9%	59.1%	105,590	1.0%	128,920	1.4%	-18.1%
<b>DODGE / RAM TOTAL</b>	101,139	6.4%	91,072	5.9%	11.1%	266,822	6.5%	233,917	5.9%	14.1%	1,043,865	5.9%	1,030,994	6.2%	1.2%
Car Total/Car Share	20,587	3.1%	24,746	3.5%	-16.8%	60,791	3.6%	68,112	3.8%	-10.7%	243,105	3.3%	276,183	3.6%	-12.0%
Truck Total/Truck Share	80,552	8.7%	66,326	8.0%	21.4%	206,031	8.6%	165,805	7.7%	24.3%	800,760	7.9%	754,811	8.4%	6.1%
<b>ALFA / FIAT TOTAL</b>	3,475	0.2%	4,567	0.3%	-23.9%	9,178	0.2%	11,255	0.3%	-18.5%	40,996	0.2%	46,042	0.3%	-11.0%
Car Total/Car Share	3,475	0.5%	4,567	0.6%	-23.9%	9,178	0.5%	11,255	0.6%	-18.5%	40,996	0.6%	46,042	0.6%	-11.0%
<b>JEEP (TRUCK)</b>	82,337	5.2%	71,584	4.6%	4.1%	209,597	5.1%	178,749	4.5%	5.5%	895,876	5.1%	725,258	4.3%	12.4%
Market Share (trk)		8.9%		8.6%			8.8%		8.2%			8.8%		8.0%	
<b>TOYOTA CORP. TOTAL</b>	219,842	13.8%	225,959	14.6%	-2.7%	569,079	14.0%	575,620	14.6%	-1.1%	2,492,772	14.2%	2,428,416	14.5%	2.7%
Car Total/Car Share	108,426	16.3%	119,962	16.9%	-9.6%	277,958	16.4%	301,917	17.0%	-7.9%	1,257,734	17.0%	1,304,640	17.0%	-3.6%
Truck Total/Truck Share	111,416	12.0%	105,997	12.7%	5.1%	291,121	12.2%	273,703	12.6%	6.4%	1,235,038	12.2%	1,123,776	12.5%	9.9%
<b>TOYOTA TOTAL</b>	182,383	11.5%	190,481	12.3%	-4.3%	476,616	11.7%	486,462	12.3%	-2.0%	2,088,699	11.9%	2,049,380	12.3%	1.9%
Car Total/Car Share	87,533	13.1%	99,609	14.0%	-12.1%	227,421	13.4%	250,461	14.1%	-9.2%	1,031,355	13.9%	1,073,287	14.0%	-3.9%
Truck Total/Truck Share	94,850	10.3%	90,872	10.9%	4.4%	249,195	10.4%	236,001	10.9%	5.6%	1,057,344	10.4%	976,093	10.8%	8.3%
<b>LEXUS TOTAL</b>	30,198	1.9%	31,054	2.0%	-2.8%	74,221	1.8%	77,180	2.0%	-3.8%	341,642	1.9%	323,506	1.9%	5.6%
Car Total/Car Share	13,632	2.0%	15,929	2.2%	-14.4%	32,295	1.9%	39,478	2.2%	-18.2%	163,948	2.2%	175,823	2.3%	-6.8%
Truck Total/Truck Share	16,566	1.8%	15,125	1.8%	9.5%	41,926	1.8%	37,702	1.7%	11.2%	177,694	1.8%	147,683	1.6%	20.3%
<b>SCION TOTAL</b>	7,261	0.5%	4,424	0.3%	64.1%	18,242	0.4%	11,978	0.3%	52.3%	62,431	0.4%	55,530	0.3%	12.4%
Car Total/Car Share	7,261	1.1%	4,424	0.6%	-9.7%	18,242	1.1%	11,978	0.7%	-9.6%	62,431	0.8%	55,530	0.7%	-14.6%
Truck Total/Truck Share	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-
<b>HONDA CORP. TOTAL</b>	138,221	8.7%	126,293	8.2%	9.4%	357,703	8.8%	333,943	8.5%	7.1%	1,610,311	9.2%	1,549,461	9.3%	3.9%
Car Total/Car Share	73,768	11.1%	65,310	9.2%	13.0%	190,100	11.2%	168,594	9.5%	12.8%	837,633	11.3%	831,288	10.8%	0.8%
Truck Total/Truck Share	64,453	7.0%	60,983	7.3%	5.7%	167,603	7.0%	165,349	7.6%	1.4%	772,678	7.6%	718,173	8.0%	7.6%
<b>HONDA TOTAL</b>	123,369	7.8%	111,623	7.2%	10.5%	319,828	7.8%	294,299	7.5%	8.7%	1,434,915	8.2%	1,379,922	8.3%	4.0%
Car Total/Car Share	68,314	10.3%	60,107	8.5%	13.7%	176,393	10.4%	154,730	8.7%	14.0%	769,861	10.4%	773,221	10.1%	-0.4%
Truck Total/Truck Share	55,055	6.0%	51,516	6.2%	6.9%	143,435	6.0%	139,569	6.4%	2.8%	665,054	6.6%	606,701	6.7%	9.6%
<b>ACURA TOTAL</b>	14,852	0.9%	14,670	1.0%	1.2%	37,875	0.9%	39,644	1.0%	-4.5%	175,396	1.0%	169,539	1.0%	3.5%
Car Total/Car Share	5,454	0.8%	5,203	0.7%	4.8%	13,707	0.8%	13,864	0.8%	-1.1%	67,772	0.9%	58,067	0.8%	16.7%
Truck Total/Truck Share	9,398	1.0%	9,467	1.1%	-0.7%	24,168	1.0%	25,780	1.2%	-6.3%	107,624	1.1%	111,472	1.2%	-3.5%
<b>NISSAN CORP. TOTAL</b>	163,559	10.3%	145,085	9.4%	12.7%	400,204	9.8%	367,628	9.3%	8.9%	1,517,494	8.6%	1,399,557	8.4%	8.4%
Car Total/Car Share	92,074	13.8%	80,574	11.3%	14.3%	219,338	13.0%	207,300	11.6%	5.8%	825,417	11.1%	819,849	10.7%	0.7%
Truck Total/Truck Share	71,485	7.7%	64,511	7.8%	10.8%	180,866	7.6%	160,328	7.4%	12.8%	692,077	6.8%	579,708	6.4%	19.4%
<b>NISSAN TOTAL</b>	149,784	9.4%	132,560	8.6%	13.0%	367,544	9.0%	333,786	8.5%	10.1%	1,385,178	7.9%	1,279,606	7.7%	8.3%
Car Total/Car Share	85,780	12.9%	73,500	10.3%	16.7%	205,450	12.1%	188,793	10.6%	8.8%	765,159	10.3%	752,939	9.8%	1.6%
Truck Total/Truck Share	64,004	6.9%	59,060	7.1%	8.4%	162,094	6.8%	144,993	6.7%	11.8%	620,019	6.1%	526,667	5.8%	17.7%



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	March 2016	Share	March 2015	Share	Vol. % Change	Current Total	Share	Year Ago Total	Share	Vol. % Change	Current Total	Share	Year Ago Total	Share	Vol. % Change
<b>INFINITI TOTAL</b>	13,775	0.9%	12,525	0.8%	10.0%	32,660	0.8%	33,842	0.9%	-3.5%	132,316	0.8%	119,951	0.7%	10.3%
Car Total/Car Share	6,294	0.9%	7,074	1.0%	-11.0%	13,888	0.8%	18,507	1.0%	-25.0%	60,258	0.8%	66,910	0.9%	-9.9%
Truck Total/Truck Share	7,481	0.8%	5,451	0.7%	37.2%	18,772	0.8%	15,335	0.7%	22.4%	72,058	0.7%	53,041	0.6%	35.9%
<b>HYUNDAI GROUP</b>	133,589	8.4%	133,790	8.7%	-0.2%	319,651	7.8%	313,129	7.9%	2.1%	1,394,050	7.9%	1,326,062	7.9%	5.1%
Car Total/Car Share	98,271	14.8%	100,009	14.1%	-1.7%	229,659	13.6%	229,378	12.9%	0.1%	999,341	13.5%	995,995	13.0%	0.3%
Truck Total/Truck Share	35,318	3.8%	33,781	4.1%	4.5%	89,992	3.8%	83,751	3.9%	7.5%	394,709	3.9%	330,067	3.7%	19.6%
<b>HYUNDAI TOTAL</b>	75,310	4.7%	75,019	4.9%	0.4%	173,330	4.3%	172,029	4.4%	0.8%	763,011	4.3%	737,734	4.4%	3.4%
Car Total/Car Share	60,934	9.2%	60,902	8.6%	0.1%	135,729	8.0%	134,496	7.6%	0.9%	581,218	7.8%	580,545	7.6%	0.1%
Truck Total/Truck Share	14,376	1.6%	14,117	1.7%	1.8%	37,601	1.6%	37,533	1.7%	0.2%	181,793	1.8%	157,189	1.7%	15.7%
<b>KIA TOTAL</b>	58,279	3.7%	58,771	3.8%	-0.8%	146,321	3.6%	141,100	3.6%	3.7%	631,039	3.6%	588,328	3.5%	7.3%
Car Total/Car Share	37,337	5.6%	39,107	5.5%	-4.5%	93,930	5.6%	94,882	5.3%	-1.0%	418,123	5.6%	415,450	5.4%	0.0%
Truck Total/Truck Share	20,942	2.3%	19,664	2.4%	6.5%	52,391	2.2%	46,218	2.1%	13.4%	212,916	2.1%	172,878	1.9%	23.2%
<b>VAG GROUP</b>	45,306	2.8%	47,127	3.1%	-3.9%	111,274	2.7%	119,337	3.0%	-6.8%	543,579	3.1%	545,767	3.3%	-0.4%
Car Total/Car Share	32,979	5.0%	37,300	5.2%	-11.6%	81,153	4.8%	95,684	5.4%	-15.2%	407,183	5.5%	441,931	5.8%	-7.9%
Truck Total/Truck Share	12,327	1.3%	9,827	1.2%	25.4%	30,121	1.3%	23,653	1.1%	27.3%	136,396	1.3%	103,836	1.2%	31.4%
<b>VOLKSWAGEN TOTAL</b>	26,914	1.7%	30,025	1.9%	-10.4%	69,314	1.7%	79,239	2.0%	-12.5%	339,515	1.9%	358,886	2.1%	-5.4%
Car Total/Car Share	23,001	3.5%	27,190	3.8%	-15.4%	58,871	3.5%	72,217	4.1%	-18.5%	293,214	4.0%	327,152	4.3%	-10.4%
Truck Total/Truck Share	3,913	0.4%	2,835	0.3%	38.0%	10,443	0.4%	7,022	0.3%	48.7%	46,301	0.5%	31,734	0.4%	45.9%
<b>AUDI TOTAL</b>	18,392	1.2%	17,102	1.1%	7.5%	41,960	1.0%	40,098	1.0%	4.6%	204,064	1.2%	186,881	1.1%	9.2%
Car Total/Car Share	9,978	1.5%	10,110	1.4%	-1.3%	22,282	1.3%	23,467	1.3%	-5.0%	113,969	1.5%	114,779	1.5%	-0.7%
Truck Total/Truck Share	8,414	0.9%	6,992	0.8%	20.3%	19,678	0.8%	16,631	0.8%	18.3%	90,095	0.9%	72,102	0.8%	25.0%
<b>MITSUBISHI TOTAL</b>	11,078	0.7%	9,764	0.6%	13.5%	25,212	0.6%	23,790	0.6%	6.0%	96,764	0.6%	81,593	0.5%	18.6%
Car Total/Car Share	6,048	0.9%	4,923	0.7%	22.9%	11,694	0.7%	12,110	0.7%	-3.4%	38,905	0.5%	36,854	0.5%	5.6%
Truck Total/Truck Share	5,030	0.5%	4,841	0.6%	3.9%	13,518	0.6%	11,680	0.5%	15.7%	57,859	0.6%	44,739	0.5%	29.3%
<b>MERCEDES/MAYBACH</b>	31,715	2.0%	32,883	2.1%	-3.6%	84,309	2.1%	85,248	2.2%	-1.1%	379,522	2.2%	372,360	2.2%	1.9%
Car Total/Car Share	15,630	2.3%	19,380	2.7%	-23.6%	42,034	2.5%	50,699	2.8%	-18.7%	203,872	2.8%	222,820	2.9%	-30.0%
Truck Total/Truck Share	16,085	1.7%	13,503	1.6%	19.1%	42,275	1.8%	34,549	1.6%	22.4%	175,650	1.7%	149,540	1.7%	17.5%
<b>MAZDA TOTAL</b>	23,396	1.5%	32,123	2.1%	-27.2%	64,643	1.6%	78,044	2.0%	-17.2%	305,783	1.7%	305,788	1.8%	0.0%
Car Total/Car Share	12,491	1.9%	18,672	2.6%	-33.1%	34,825	2.1%	45,313	2.5%	-23.1%	164,183	2.2%	179,915	2.3%	-8.7%
Truck Total/Truck Share	10,905	1.2%	13,451	1.6%	-18.9%	29,818	1.2%	32,731	1.5%	-8.9%	141,600	1.4%	125,873	1.4%	12.5%
<b>BMW GROUP</b>	34,795	2.2%	40,139	2.6%	-13.3%	81,452	2.0%	91,269	2.3%	-10.8%	394,720	2.2%	406,085	2.4%	-2.8%
Car Total/Car Share	20,937	3.1%	30,012	4.2%	-30.2%	49,185	2.9%	64,385	3.6%	-23.6%	255,267	3.4%	278,175	3.6%	-8.2%
Truck Total/Truck Share	13,858	1.5%	10,127	1.2%	36.8%	32,267	1.4%	26,884	1.2%	20.0%	139,453	1.4%	127,910	1.4%	9.0%
<b>BMW TOTAL</b>	30,033	1.9%	34,310	2.2%	-12.5%	70,613	1.7%	78,492	2.0%	-10.0%	338,144	1.9%	345,853	2.1%	-2.2%
Car Total/Car Share	17,471	2.6%	25,837	3.6%	-32.4%	40,742	2.4%	55,090	3.1%	-26.0%	215,999	2.9%	241,441	3.1%	-10.5%
Truck Total/Truck Share	12,562	1.4%	8,473	1.0%	48.3%	29,871	1.3%	23,402	1.1%	27.6%	122,145	1.2%	104,412	1.2%	17.0%
<b>MINI TOTAL (CAR)</b>	4,762	0.3%	5,829	0.4%	-18.3%	10,839	0.3%	12,777	0.3%	-15.2%	56,576	0.3%	60,232	0.4%	-6.1%
Car Total/Car Share	3,466	0.7%	4,175	0.8%	-17.0%	8,443	0.6%	9,295	0.7%	-9.2%	39,268	0.8%	36,734	0.8%	6.9%
Truck Total/Truck Share	1,296	0.1%	1,654	0.2%	-21.6%	2,396	0.1%	3,482	0.2%	-31.2%	17,308	0.2%	23,498	0.3%	-26.3%
<b>SAAB / SPYKER TOTAL</b>	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-
Car Total/Car Share	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-
Truck Total/Truck Share	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-
<b>SUBARU TOTAL</b>	49,285	3.1%	49,111	3.2%	0.4%	132,397	3.2%	131,281	3.3%	0.9%	583,791	3.3%	532,586	3.2%	9.6%