



U.S. AUTO SALES OVERVIEW

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

Morgan & Company, Inc.

	Monthly Totals			Calendar Year-To-Date					12 Month Totals						
	May 2016	Share	May 2015	Share	Vol. % Change	Current Total	Share	Year Ago Total	Share	Vol. % Change	Current Total	Share	Year Ago Total	Share	Vol. % Change
GRAND TOTAL	1,531,875		1,637,615		-6.5%	7,111,105		7,036,696		1.1%	17,508,891		16,791,985		4.3%
SAAR-Annual Rate	17,420,055		17,669,928		-1.4%	17,268,556		16,908,096		2.1%	17,522,082		16,833,194		4.1%
TRADITIONAL DOMESTIC BRAND TOTALS															
GENERAL MOTORS	240,450	15.7%	293,097	17.9%	-18.0%	1,183,705	16.6%	1,246,192	17.7%	-5.0%	3,019,879	17.2%	2,992,793	17.8%	0.9%
Car Total/Car Share	73,803	11.8%	98,787	13.3%	-25.3%	363,180	12.4%	406,585	12.8%	-10.7%	887,387	12.2%	1,012,964	13.3%	-12.4%
Truck Total/Truck Share	166,647	18.4%	194,310	21.7%	-14.2%	820,525	19.6%	839,607	21.7%	-2.3%	2,132,492	20.8%	1,979,829	21.6%	7.7%
FORD MOTOR	234,748	15.3%	250,086	15.3%	-6.1%	1,106,074	15.6%	1,063,638	15.1%	4.0%	2,645,518	15.1%	2,490,992	14.8%	6.2%
Car Total/Car Share	67,315	10.7%	89,755	12.1%	-25.0%	322,795	11.0%	351,512	11.1%	-8.2%	769,100	10.6%	799,450	10.5%	-3.8%
Truck Total/Truck Share	167,433	18.5%	160,331	17.9%	4.4%	783,279	18.7%	712,126	18.4%	10.0%	1,876,418	18.3%	1,691,542	18.5%	10.9%
FCA US	204,452	13.3%	202,227	12.3%	1.1%	955,186	13.4%	897,108	12.7%	6.5%	2,301,985	13.1%	2,138,710	12.7%	7.6%
Car Total/Car Share	35,759	5.7%	52,007	7.0%	-31.2%	174,957	6.0%	244,479	7.7%	-28.4%	454,975	6.3%	533,288	7.0%	-14.7%
Truck Total/Truck Share	168,693	18.6%	150,220	16.8%	12.3%	780,229	18.6%	652,629	16.9%	19.6%	1,847,010	18.0%	1,605,422	17.5%	15.0%
TOTAL 'DETROIT 3'	679,650	44.4%	745,410	45.5%	-8.8%	3,244,965	45.6%	3,206,938	45.6%	1.2%	7,967,382	45.5%	7,622,495	45.4%	4.5%
Car Total/Car Share	176,877	28.2%	240,549	32.3%	-26.5%	860,932	29.4%	1,002,576	31.6%	-14.1%	2,111,462	29.1%	2,345,702	30.7%	-10.0%
Truck Total/Truck Share	502,773	55.6%	504,861	56.5%	-0.4%	2,384,033	57.0%	2,204,362	57.0%	8.2%	5,855,920	57.1%	5,276,793	57.6%	11.0%
IMPORT BRAND TOTALS															
JAPANESE BRANDS	587,379	38.3%	627,074	38.3%	-6.3%	2,706,681	38.1%	2,660,205	37.8%	1.7%	6,620,840	37.8%	6,329,248	37.7%	4.6%
Car Total/Car Share	289,219	46.1%	317,950	42.7%	-9.0%	1,339,204	45.8%	1,355,617	42.7%	-1.2%	3,275,040	45.1%	3,289,877	43.1%	-0.5%
Truck Total/Truck Share	298,160	33.0%	309,124	34.6%	-3.5%	1,367,477	32.7%	1,304,588	33.7%	4.8%	3,345,800	32.6%	3,039,371	33.2%	10.1%
EUROPEAN BRANDS	130,914	8.5%	139,088	8.5%	-5.9%	587,155	8.3%	609,090	8.7%	-3.6%	1,521,300	8.7%	1,517,623	9.0%	0.2%
Car Total/Car Share	75,971	12.1%	90,400	12.2%	-16.0%	334,067	11.4%	398,900	12.6%	-16.3%	901,179	12.4%	1,016,255	13.3%	-11.3%
Truck Total/Truck Share	54,943	6.1%	48,688	5.4%	12.8%	253,088	6.0%	210,190	5.4%	20.4%	620,121	6.0%	501,368	5.5%	23.7%
KOREAN BRANDS	133,932	8.7%	126,043	7.7%	6.3%	572,304	8.0%	560,463	8.0%	2.1%	1,399,369	8.0%	1,322,619	7.9%	5.8%
Car Total/Car Share	86,179	13.7%	94,990	12.8%	-9.3%	398,797	13.6%	414,110	13.1%	-3.7%	983,747	13.6%	986,016	12.9%	-0.2%
Truck Total/Truck Share	47,753	5.3%	31,053	3.5%	53.8%	173,507	4.1%	146,353	3.8%	18.6%	415,622	4.1%	336,603	3.7%	23.5%
IMPORT TOTAL	852,225	55.6%	892,205	54.5%	-4.5%	3,866,140	54.4%	3,829,758	54.4%	0.9%	9,541,509	54.5%	9,169,490	54.6%	4.1%
Car Total/Car Share	451,369	72.0%	503,340	67.7%	-10.3%	2,072,068	70.8%	2,168,627	68.4%	-4.5%	5,159,966	71.1%	5,292,148	69.3%	-2.5%
Truck Total/Truck Share	400,856	44.3%	388,865	43.5%	3.1%	1,794,072	42.9%	1,661,131	43.0%	8.0%	4,381,543	42.7%	3,877,342	42.4%	13.0%
BY REGION OF MANUFACTURE															
N. AMERICAN SOURCE	1,191,496	77.8%	1,311,157	80.1%	-9.1%	5,589,509	78.6%	5,619,526	79.9%	-0.5%	13,778,850	78.7%	13,363,318	79.6%	3.1%
ASIAN SOURCE	241,928	15.8%	233,834	14.3%	3.5%	1,079,474	15.2%	1,019,748	14.5%	5.9%	2,617,598	15.0%	2,421,349	14.4%	8.1%
EUROPEAN SOURCE	98,451	6.4%	92,624	5.7%	6.3%	442,122	6.2%	397,422	5.6%	11.2%	1,112,443	6.4%	1,007,318	6.0%	10.4%
GRAND TOTAL	1,531,875	100.0%	1,637,615	100.0%	-6.5%	7,111,105	100.0%	7,036,696	100.0%	1.1%	17,508,891	100.0%	16,791,985	100.0%	4.3%
CAR - TRUCK SPLIT															
TOTAL CAR	626,996	40.9%	743,881	45.4%	-15.7%	2,926,692	41.2%	3,171,195	45.1%	-7.7%	7,255,665	41.4%	7,637,842	45.5%	-5.0%
TOTAL LIGHT TRUCK	904,879	59.1%	893,734	54.6%	1.2%	4,184,413	58.8%	3,865,501	54.9%	8.3%	10,253,226	58.6%	9,154,143	54.5%	12.0%
GRAND TOTAL	1,531,875	100.0%	1,637,615	100.0%	-6.5%	7,111,105	100.0%	7,036,696	100.0%	1.1%	17,508,891	100.0%	16,791,985	100.0%	4.3%



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CARS BY SOURCE REGION

N. AMERICAN CAR	463,915	74.0%	561,718	75.5%	-17.4%	2,191,573	74.9%	2,358,335	74.4%	-7.1%	5,403,927	74.5%	5,610,474	73.5%	-3.7%
IMPORT CAR	163,081	26.0%	182,163	24.5%	-10.5%	735,119	25.1%	812,860	25.6%	-9.6%	1,851,738	25.5%	2,027,368	26.5%	-8.7%
TOTAL CAR	626,996	100.0%	743,881	100.0%	-15.7%	2,926,692	100.0%	3,171,195	100.0%	-7.7%	7,255,665	100.0%	7,637,842	100.0%	-5.0%

TRUCKS BY SOURCE REGION

NA LIGHT TRUCK	727,581	80.4%	749,439	83.9%	-2.9%	3,397,936	81.2%	3,261,191	84.4%	4.2%	8,374,923	81.7%	7,752,844	84.7%	8.0%
IMPORT LIGHT TRUCK	177,298	19.6%	144,295	16.1%	22.9%	786,477	18.8%	604,310	15.6%	30.1%	1,878,303	18.3%	1,401,299	15.3%	34.0%
TOTAL LIGHT TRUCK	904,879	100.0%	893,734	100.0%	1.2%	4,184,413	100.0%	3,865,501	100.0%	8.3%	10,253,226	100.0%	9,154,143	100.0%	12.0%

CORPORATE TOTALS

BMW	29,017	1.9%	31,003	1.9%	-6.4%	124,581	1.8%	136,447	1.9%	-8.7%	334,157	1.9%	349,004	2.1%	-4.3%
MINI	4,595	0.3%	5,833	0.4%	-21.2%	20,230	0.3%	24,086	0.3%	-16.0%	54,658	0.3%	61,422	0.4%	-11.0%
BMW GROUP	33,612	2.2%	36,836	2.2%	-8.8%	144,811	2.0%	160,533	2.3%	-9.8%	388,815	2.2%	410,426	2.4%	-5.3%
CHRYSLER	24,276	1.6%	29,802	1.8%	-18.5%	112,625	1.6%	139,439	2.0%	-19.2%	298,032	1.7%	331,182	2.0%	-10.0%
DODGE / RAM	86,450	5.6%	88,866	5.4%	-2.7%	442,657	6.2%	408,553	5.8%	8.3%	1,045,064	6.0%	1,016,142	6.1%	2.8%
ALFA / FIAT	3,181	0.2%	3,907	0.2%	-18.6%	15,464	0.2%	18,956	0.3%	-18.4%	39,581	0.2%	44,674	0.3%	-11.4%
JEEP	90,545	5.9%	79,652	4.9%	5.9%	384,440	5.4%	330,160	4.7%	6.6%	919,308	5.3%	746,712	4.4%	12.0%
FCA US	204,452	13.3%	202,227	12.3%	0.7%	955,186	13.4%	897,108	12.7%	5.4%	2,301,985	13.1%	2,138,710	12.7%	6.5%
FORD	224,941	14.7%	240,912	14.7%	-6.6%	1,061,586	14.9%	1,024,852	14.6%	3.6%	2,538,589	14.5%	2,394,983	14.3%	6.0%
LINCOLN	9,807	0.6%	9,174	0.6%	6.9%	44,488	0.6%	38,786	0.6%	14.7%	106,929	0.6%	96,009	0.6%	11.4%
MERCURY	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-
FORD MOTOR	234,748	15.3%	250,086	15.3%	-6.1%	1,106,074	15.6%	1,063,638	15.1%	4.0%	2,645,518	15.1%	2,490,992	14.8%	6.2%
BUICK	15,625	1.0%	20,062	1.2%	-22.1%	87,632	1.2%	88,783	1.3%	-1.3%	221,904	1.3%	225,677	1.3%	-1.7%
CADILLAC	12,099	0.8%	14,408	0.9%	-16.0%	58,968	0.8%	67,384	1.0%	-12.5%	166,851	1.0%	169,958	1.0%	-1.8%
CHEVROLET	169,331	11.1%	207,970	12.7%	-18.6%	825,503	11.6%	872,363	12.4%	-5.4%	2,078,487	11.9%	2,066,464	12.3%	0.6%
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	43,395	2.8%	50,657	3.1%	-14.3%	211,602	3.0%	217,662	3.1%	-2.8%	552,637	3.2%	530,694	3.2%	4.1%
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	240,450	15.7%	293,097	17.9%	-18.0%	1,183,705	16.6%	1,246,192	17.7%	-5.0%	3,019,879	17.2%	2,992,793	17.8%	0.9%
ACURA	13,561	0.9%	17,042	1.0%	-20.4%	67,642	1.0%	71,560	1.0%	-5.5%	173,247	1.0%	172,658	1.0%	0.3%
HONDA	133,547	8.7%	143,932	8.8%	-7.2%	585,998	8.2%	553,425	7.9%	5.9%	1,448,340	8.3%	1,382,786	8.2%	4.7%
HONDA MOTOR	147,108	9.6%	160,974	9.8%	-8.6%	653,640	9.2%	624,985	8.9%	4.6%	1,621,587	9.3%	1,555,444	9.3%	4.3%



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HYUNDAI	71,006	4.6%	63,610	3.9%	11.6%	306,549	4.3%	303,648	4.3%	1.0%	764,611	4.4%	732,339	4.4%	4.4%
ISUZU	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-
KIA	62,926	4.1%	62,433	3.8%	0.8%	265,755	3.7%	256,815	3.6%	3.5%	634,758	3.6%	590,280	3.5%	7.5%
MAZDA	28,328	1.8%	29,606	1.8%	-4.3%	119,166	1.7%	131,773	1.9%	-9.6%	306,577	1.8%	307,352	1.8%	-0.3%
MERCEDES / MAYBACH	32,567	2.1%	33,189	2.0%	-1.9%	149,167	2.1%	150,869	2.1%	-1.1%	378,759	2.2%	379,082	2.3%	-0.1%
MITSUBISHI	9,025	0.6%	9,575	0.6%	-5.7%	43,911	0.6%	41,581	0.6%	5.6%	97,672	0.6%	85,573	0.5%	14.1%
NISSAN	122,668	8.0%	124,305	7.6%	-1.3%	603,641	8.5%	557,960	7.9%	8.2%	1,397,101	8.0%	1,283,458	7.6%	8.9%
INFINITI	10,828	0.7%	10,474	0.6%	3.4%	53,920	0.8%	54,295	0.8%	-0.7%	133,123	0.8%	120,858	0.7%	10.1%
NISSAN MOTOR	133,496	8.7%	134,779	8.2%	-1.0%	657,561	9.2%	612,255	8.7%	7.4%	1,530,224	8.7%	1,404,316	8.4%	9.0%
PORSCHE	4,578	0.3%	4,268	0.3%	7.3%	22,226	0.3%	20,915	0.3%	6.3%	53,067	0.3%	49,105	0.3%	8.1%
SAAB / SPYKER	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-
SUBARU	50,083	3.3%	49,561	3.0%	1.1%	232,860	3.3%	228,083	3.2%	2.1%	587,452	3.4%	545,135	3.2%	7.8%
SUZUKI	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-
JAGUAR	2,164	0.1%	1,204	0.1%	79.7%	8,248	0.1%	6,619	0.1%	24.6%	16,095	0.1%	15,338	0.1%	4.9%
LAND ROVER	4,950	0.3%	5,382	0.3%	-8.0%	30,943	0.4%	27,669	0.4%	11.8%	73,856	0.4%	56,986	0.3%	29.6%
TATA MOTORS LTD	7,114	0.5%	6,586	0.4%	8.0%	39,191	0.6%	34,288	0.5%	14.3%	89,951	0.5%	72,324	0.4%	24.4%
TOYOTA	185,998	12.1%	208,102	12.7%	-10.6%	842,217	11.8%	867,708	12.3%	-2.9%	2,073,054	11.8%	2,049,383	12.2%	1.2%
LEXUS	26,682	1.7%	29,671	1.8%	-10.1%	125,785	1.8%	132,727	1.9%	-5.2%	337,659	1.9%	328,967	2.0%	2.6%
SCION	6,659	0.4%	4,806	0.3%	38.6%	31,541	0.4%	21,093	0.3%	49.5%	66,615	0.4%	53,078	0.3%	25.5%
TOYOTA MOTOR	219,339	14.3%	242,579	14.8%	-9.6%	999,543	14.1%	1,021,528	14.5%	-2.2%	2,477,328	14.1%	2,431,428	14.5%	1.9%
VOLKSWAGEN	28,779	1.9%	34,758	2.1%	-17.2%	125,205	1.8%	144,006	2.0%	-13.1%	330,639	1.9%	360,659	2.1%	-8.3%
AUDI	18,728	1.2%	18,428	1.1%	1.6%	78,489	1.1%	75,353	1.1%	4.2%	205,338	1.2%	189,882	1.1%	8.1%
VAG	47,507	3.1%	53,186	3.2%	-10.7%	203,694	2.9%	219,359	3.1%	-7.1%	535,977	3.1%	550,541	3.3%	-2.6%
VOLVO / GEELY	5,536	0.4%	5,023	0.3%	10.2%	28,066	0.4%	23,126	0.3%	21.4%	74,731	0.4%	56,145	0.3%	33.1%
GRAND TOTAL	1,531,875	100.0%	1,637,615	100.0%	-6.5%	7,111,105	100.0%	7,036,696	100.0%	1.1%	17,508,891	100.0%	16,791,985	100.0%	4.3%

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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