



U.S. AUTO SALES OVERVIEW

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

Morgan & Company, Inc.

	Monthly Totals				Calendar Year-To-Date					12 Month Totals				
	November 2016	November Share	November 2015	November Share	Vol. % Change	Current Total	Year Ago Total	Year Ago Share	Year Ago Vol. % Change	Current Total	Year Ago Total	Year Ago Share	Year Ago Vol. % Change	
GRAND TOTAL	1,374,125		1,326,551		3.6%	15,815,863	15,796,238		0.1%	17,453,795	17,299,716		0.9%	
SAAR-Annual Rate	17,754,051		18,167,619		-2.3%	17,407,119	17,430,440		-0.1%	17,413,462	17,391,972		0.1%	
TRADITIONAL DOMESTIC BRAND TOTALS														
GENERAL MOTORS	252,644	18.4%	229,296	17.3%	10.2%	2,723,667	2,792,136	17.7%	-2.5%	3,013,897	3,066,619	17.7%	-1.7%	
Car Total/Car Share	67,861	13.3%	63,731	12.1%	6.5%	800,789	856,393	12.5%	-6.5%	875,188	941,985	12.5%	-7.1%	
Truck Total/Truck Share	184,783	21.4%	165,565	20.7%	11.6%	1,922,878	1,935,743	21.7%	-0.7%	2,138,709	2,124,634	21.7%	0.7%	
FORD MOTOR	196,441	14.3%	186,889	14.1%	5.1%	2,361,426	2,365,476	15.0%	-0.2%	2,599,032	2,584,845	14.9%	0.5%	
Car Total/Car Share	44,088	8.7%	48,831	9.3%	-9.7%	642,841	739,828	10.8%	-13.1%	700,830	800,385	10.7%	-12.4%	
Truck Total/Truck Share	152,353	17.6%	138,058	17.3%	10.4%	1,718,585	1,625,648	18.2%	5.7%	1,898,202	1,784,460	18.2%	6.4%	
FCA US	160,827	11.7%	187,731	14.2%	-14.3%	2,060,061	2,032,449	12.9%	1.4%	2,277,588	2,225,710	12.9%	2.3%	
Car Total/Car Share	23,165	4.6%	35,960	6.8%	-35.6%	332,852	478,039	7.0%	-30.4%	370,429	522,896	7.0%	-29.2%	
Truck Total/Truck Share	137,662	15.9%	151,771	19.0%	-9.3%	1,727,209	1,554,410	17.4%	11.1%	1,907,159	1,702,814	17.4%	12.0%	
TOTAL 'DETROIT 3'	609,912	44.4%	603,916	45.5%	1.0%	7,145,154	7,190,061	45.5%	-0.6%	7,890,517	7,877,174	45.5%	0.2%	
Car Total/Car Share	135,114	26.6%	148,522	28.2%	-9.0%	1,776,482	2,074,260	30.2%	-14.4%	1,946,447	2,265,266	30.1%	-14.1%	
Truck Total/Truck Share	474,798	54.9%	455,394	56.9%	4.3%	5,368,672	5,115,801	57.2%	4.9%	5,944,070	5,611,908	57.4%	5.9%	
IMPORT BRAND TOTALS														
JAPANESE BRANDS	515,950	37.5%	487,615	36.8%	5.8%	6,005,361	5,945,985	37.6%	1.0%	6,627,359	6,496,917	37.6%	2.0%	
Car Total/Car Share	220,982	43.4%	230,311	43.7%	-4.1%	2,838,246	2,991,170	43.6%	-5.1%	3,138,529	3,271,235	43.5%	-4.1%	
Truck Total/Truck Share	294,968	34.1%	257,304	32.2%	14.6%	3,167,115	2,954,815	33.1%	7.2%	3,488,830	3,225,682	33.0%	8.2%	
EUROPEAN BRANDS	133,252	9.7%	129,460	9.8%	2.9%	1,359,403	1,390,413	8.8%	-2.2%	1,512,225	1,545,752	8.9%	-2.2%	
Car Total/Car Share	74,650	14.7%	75,341	14.3%	-0.9%	777,247	882,110	12.9%	-11.9%	861,149	985,331	13.1%	-12.6%	
Truck Total/Truck Share	58,602	6.8%	54,119	6.8%	8.3%	582,156	508,303	5.7%	14.5%	651,076	560,421	5.7%	16.2%	
KOREAN BRANDS	115,011	8.4%	105,560	8.0%	9.0%	1,305,945	1,269,779	8.0%	2.8%	1,423,694	1,379,873	8.0%	3.2%	
Car Total/Car Share	78,788	15.5%	74,021	14.1%	6.4%	884,459	920,372	13.4%	-3.9%	963,147	1,000,974	13.3%	-3.8%	
Truck Total/Truck Share	36,223	4.2%	31,539	3.9%	14.9%	421,486	349,407	3.9%	20.6%	460,547	378,899	3.9%	21.5%	
IMPORT TOTAL	764,213	55.6%	722,635	54.5%	5.8%	8,670,709	8,606,177	54.5%	0.7%	9,563,278	9,422,542	54.5%	1.5%	
Car Total/Car Share	374,420	73.6%	379,673	72.1%	-1.4%	4,499,952	4,793,652	69.9%	-6.1%	4,962,825	5,257,540	70.0%	-5.6%	
Truck Total/Truck Share	389,793	45.0%	342,962	42.9%	13.7%	4,170,757	3,812,525	42.7%	9.4%	4,600,453	4,165,002	42.6%	10.5%	
BY REGION OF MANUFACTURE														
N. AMERICAN SOURCE	1,071,677	78.0%	1,032,440	77.8%	3.8%	12,411,016	12,525,069	79.3%	-0.9%	13,693,951	13,730,330	79.4%	-0.3%	
ASIAN SOURCE	206,759	15.0%	197,828	14.9%	4.5%	2,394,468	2,317,030	14.7%	3.3%	2,635,310	2,516,262	14.5%	4.7%	
EUROPEAN SOURCE	95,689	7.0%	96,283	7.3%	-0.6%	1,010,379	954,139	6.0%	5.9%	1,124,534	1,053,124	6.1%	6.8%	
GRAND TOTAL	1,374,125	100.0%	1,326,551	100.0%	3.6%	15,815,863	15,796,238	100.0%	0.1%	17,453,795	17,299,716	100.0%	0.9%	
CAR - TRUCK SPLIT														
TOTAL CAR	508,712	37.0%	526,574	39.7%	-3.4%	6,264,678	6,860,106	43.4%	-8.7%	6,895,520	7,515,000	43.4%	-8.2%	
TOTAL LIGHT TRUCK	865,413	63.0%	799,977	60.3%	8.2%	9,551,185	8,936,132	56.6%	6.9%	10,558,275	9,784,716	56.6%	7.9%	
GRAND TOTAL	1,374,125	100.0%	1,326,551	100.0%	3.6%	15,815,863	15,796,238	100.0%	0.1%	17,453,795	17,299,716	100.0%	0.9%	



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	November 2016	Share	November 2015	Share	Vol. % Change	Current Total	Share	Year Ago Total	Share	Vol. % Change	Current Total	Share	Year Ago Total	Share	Vol. % Change

CARS BY SOURCE REGION

N. AMERICAN CAR	376,313	74.0%	383,547	72.8%	-1.9%	4,684,951	74.8%	5,093,788	74.3%	-8.0%	5,152,622	74.7%	5,565,974	74.1%	-7.4%
IMPORT CAR	132,399	26.0%	143,027	27.2%	-7.4%	1,579,727	25.2%	1,766,318	25.7%	-10.6%	1,742,898	25.3%	1,949,026	25.9%	-10.6%
TOTAL CAR	508,712	100.0%	526,574	100.0%	-3.4%	6,264,678	100.0%	6,860,106	100.0%	-8.7%	6,895,520	100.0%	7,515,000	100.0%	-8.2%

TRUCKS BY SOURCE REGION

NA LIGHT TRUCK	695,364	80.4%	648,893	81.1%	7.2%	7,726,065	80.9%	7,431,281	83.2%	4.0%	8,541,329	80.9%	8,164,356	83.4%	4.6%
IMPORT LIGHT TRUCK	170,049	19.6%	151,084	18.9%	12.6%	1,825,120	19.1%	1,504,851	16.8%	21.3%	2,016,946	19.1%	1,620,360	16.6%	24.5%
TOTAL LIGHT TRUCK	865,413	100.0%	799,977	100.0%	8.2%	9,551,185	100.0%	8,936,132	100.0%	6.9%	10,558,275	100.0%	9,784,716	100.0%	7.9%

CORPORATE TOTALS

BMW	26,189	1.9%	32,003	2.4%	-18.2%	280,339	1.8%	311,398	2.0%	-10.0%	314,964	1.8%	352,924	2.0%	-10.8%
MINI	4,507	0.3%	4,444	0.3%	1.4%	47,372	0.3%	53,505	0.3%	-11.5%	52,381	0.3%	60,120	0.3%	-12.9%
BMW GROUP	30,696	2.2%	36,447	2.7%	-15.8%	327,711	2.1%	364,903	2.3%	-10.2%	367,345	2.1%	413,044	2.4%	-11.1%
CHRYSLER	14,518	1.1%	27,275	2.1%	-46.8%	222,716	1.4%	293,024	1.9%	-24.0%	247,008	1.4%	323,954	1.9%	-23.8%
DODGE / RAM	76,586	5.6%	80,907	6.1%	-5.3%	959,411	6.1%	916,622	5.8%	4.7%	1,059,130	6.1%	1,011,828	5.8%	4.7%
ALFA / FIAT	2,438	0.2%	2,860	0.2%	-14.8%	31,647	0.2%	39,544	0.3%	-20.0%	35,509	0.2%	43,395	0.3%	-18.2%
JEEP	67,285	4.9%	76,689	5.8%	-17.0%	846,287	5.4%	783,259	5.0%	2.8%	935,941	5.4%	846,533	4.9%	4.8%
FCA US	160,827	11.7%	187,731	14.2%	-12.2%	2,060,061	13.0%	2,032,449	12.9%	1.3%	2,277,588	13.0%	2,225,710	12.9%	2.1%
FORD	187,012	13.6%	178,971	13.5%	4.5%	2,262,493	14.3%	2,275,109	14.4%	-0.6%	2,489,239	14.3%	2,484,788	14.4%	0.2%
LINCOLN	9,429	0.7%	7,918	0.6%	19.1%	98,933	0.6%	90,367	0.6%	9.5%	109,793	0.6%	100,057	0.6%	9.7%
MERCURY	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-
FORD MOTOR	196,441	14.3%	186,889	14.1%	5.1%	2,361,426	14.9%	2,365,476	15.0%	-0.2%	2,599,032	14.9%	2,584,845	14.9%	0.5%
BUICK	18,530	1.3%	15,960	1.2%	16.1%	208,343	1.3%	202,347	1.3%	3.0%	229,051	1.3%	222,704	1.3%	2.8%
CADILLAC	15,326	1.1%	13,390	1.0%	14.5%	148,560	0.9%	154,480	1.0%	-3.8%	169,347	1.0%	170,630	1.0%	-0.8%
CHEVROLET	169,675	12.3%	156,907	11.8%	8.1%	1,883,551	11.9%	1,936,553	12.3%	-2.7%	2,072,345	11.9%	2,121,491	12.3%	-2.3%
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	49,113	3.6%	43,039	3.2%	14.1%	483,213	3.1%	498,756	3.2%	-3.1%	543,154	3.1%	551,794	3.2%	-1.6%
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	252,644	18.4%	229,296	17.3%	10.2%	2,723,667	17.2%	2,792,136	17.7%	-2.5%	3,013,897	17.3%	3,066,619	17.7%	-1.7%
ACURA	11,616	0.8%	12,244	0.9%	-5.1%	144,212	0.9%	160,342	1.0%	-10.1%	161,035	0.9%	178,151	1.0%	-9.6%
HONDA	111,308	8.1%	103,197	7.8%	7.9%	1,333,253	8.4%	1,275,316	8.1%	4.5%	1,467,323	8.4%	1,394,788	8.1%	5.2%
HONDA MOTOR	122,924	8.9%	115,441	8.7%	6.5%	1,477,465	9.3%	1,435,658	9.1%	2.9%	1,628,358	9.3%	1,572,939	9.1%	3.5%



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HYUNDAI	62,507	4.5%	60,007	4.5%	4.2%	712,700	4.5%	698,202	4.4%	2.1%	776,208	4.4%	762,709	4.4%	1.8%
ISUZU	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-
KIA	52,504	3.8%	45,553	3.4%	15.3%	593,245	3.8%	571,577	3.6%	3.8%	647,486	3.7%	617,164	3.6%	4.9%
MAZDA	22,041	1.6%	22,732	1.7%	-3.0%	269,019	1.7%	289,890	1.8%	-7.2%	298,313	1.7%	314,698	1.8%	-5.2%
MERCEDES / MAYBACH	33,490	2.4%	33,475	2.5%	0.0%	343,695	2.2%	341,543	2.2%	0.6%	382,613	2.2%	379,813	2.2%	0.7%
MITSUBISHI	6,896	0.5%	6,772	0.5%	1.8%	88,884	0.6%	87,455	0.6%	1.6%	96,771	0.6%	94,000	0.5%	2.9%
NISSAN	103,024	7.5%	95,389	7.2%	8.0%	1,291,585	8.2%	1,227,213	7.8%	5.2%	1,415,792	8.1%	1,332,524	7.7%	6.2%
INFINITI	12,112	0.9%	11,694	0.9%	3.6%	120,095	0.8%	118,405	0.7%	1.4%	135,188	0.8%	130,412	0.8%	3.7%
NISSAN MOTOR	115,136	8.4%	107,083	8.1%	7.5%	1,411,680	8.9%	1,345,618	8.5%	4.9%	1,550,980	8.9%	1,462,936	8.5%	6.0%
PORSCHE	5,513	0.4%	4,450	0.3%	23.9%	50,265	0.3%	47,820	0.3%	5.1%	54,201	0.3%	51,095	0.3%	6.1%
SAAB / SPYKER	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-
SUBARU	51,308	3.7%	46,070	3.5%	11.4%	551,955	3.5%	526,401	3.3%	4.9%	608,229	3.5%	576,324	3.3%	5.5%
SUZUKI	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-
JAGUAR	3,381	0.2%	1,065	0.1%	217.5%	26,949	0.2%	13,269	0.1%	103.1%	28,146	0.2%	14,952	0.1%	88.2%
LAND ROVER	5,659	0.4%	6,539	0.5%	-13.5%	65,582	0.4%	62,141	0.4%	5.5%	74,023	0.4%	67,895	0.4%	9.0%
TATA MOTORS LTD	9,040	0.7%	7,604	0.6%	18.9%	92,531	0.6%	75,410	0.5%	22.7%	102,169	0.6%	82,847	0.5%	23.3%
TOYOTA	164,713	12.0%	154,994	11.7%	6.3%	1,855,584	11.7%	1,907,088	12.1%	-2.7%	2,047,041	11.7%	2,078,449	12.0%	-1.5%
LEXUS	29,050	2.1%	29,340	2.2%	-1.0%	290,046	1.8%	303,221	1.9%	-4.3%	331,426	1.9%	343,100	2.0%	-3.4%
SCION	3,882	0.3%	5,183	0.4%	-25.1%	60,728	0.4%	50,654	0.3%	19.9%	66,241	0.4%	54,471	0.3%	21.6%
TOYOTA MOTOR	197,645	14.4%	189,517	14.3%	4.3%	2,206,358	14.0%	2,260,963	14.3%	-2.4%	2,444,708	14.0%	2,476,020	14.3%	-1.3%
VOLKSWAGEN	29,672	2.2%	23,882	1.8%	24.2%	285,719	1.8%	318,484	2.0%	-10.3%	316,675	1.8%	352,542	2.0%	-10.2%
AUDI	17,118	1.2%	16,700	1.3%	2.5%	187,018	1.2%	181,803	1.2%	2.9%	207,417	1.2%	201,041	1.2%	3.2%
VAG	46,790	3.4%	40,582	3.1%	15.3%	472,737	3.0%	500,287	3.2%	-5.5%	524,092	3.0%	553,583	3.2%	-5.3%
VOLVO / GEELY	7,723	0.6%	6,902	0.5%	11.9%	72,464	0.5%	60,450	0.4%	19.9%	81,805	0.5%	65,370	0.4%	25.1%
GRAND TOTAL	1,374,125	100.0%	1,326,551	100.0%	3.6%	15,815,863	100.0%	15,796,238	100.0%	0.1%	17,453,795	100.0%	17,299,716	100.0%	0.9%

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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