



U.S. AUTO SALES OVERVIEW

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

Morgan & Company, Inc.

	Monthly Totals			Calendar Year-To-Date					12 Month Totals				
	September 2016	September 2015	Vol. % Change	Current Total	Year Ago Total	Vol. % Change	Current Total	Year Ago Total	Vol. % Change	Current Total	Year Ago Total	Vol. % Change	

GRAND TOTAL	1,430,272	1,440,644	-0.7%	13,075,376	13,016,629	0.5%	17,479,807	17,096,483	2.2%
SAAR-Annual Rate	17,683,517	18,019,003	-1.9%	17,314,744	17,271,976	0.2%	17,452,410	17,149,855	1.8%

TRADITIONAL DOMESTIC BRAND TOTALS

GENERAL MOTORS	249,795	17.5%	251,310	17.4%	-0.6%	2,212,397	16.9%	2,299,847	17.7%	-3.8%	2,994,916	17.1%	3,026,967	17.7%	-1.1%
Car Total/Car Share	75,754	13.7%	68,987	11.6%	9.8%	663,093	12.6%	711,384	12.4%	-6.8%	882,501	12.6%	955,233	12.7%	-7.6%
Truck Total/Truck Share	174,041	19.8%	182,323	21.6%	-4.5%	1,549,304	19.8%	1,588,463	21.8%	-2.5%	2,112,415	20.2%	2,071,734	21.7%	2.0%
FORD MOTOR	203,444	14.2%	221,269	15.4%	-8.1%	1,977,293	15.1%	1,965,482	15.1%	0.6%	2,614,893	15.0%	2,559,082	15.0%	2.2%
Car Total/Car Share	50,553	9.1%	63,732	10.7%	-20.7%	553,828	10.5%	629,073	11.0%	-12.0%	722,572	10.3%	798,358	10.6%	-9.5%
Truck Total/Truck Share	152,891	17.4%	157,537	18.6%	-2.9%	1,423,465	18.2%	1,336,409	18.4%	6.5%	1,892,321	18.1%	1,760,724	18.4%	7.5%
FCA US	192,883	13.5%	194,666	13.5%	-0.9%	1,722,625	13.2%	1,647,820	12.7%	4.5%	2,311,671	13.2%	2,182,400	12.8%	5.9%
Car Total/Car Share	29,989	5.4%	40,196	6.7%	-25.4%	287,760	5.5%	404,353	7.0%	-28.8%	400,484	5.7%	531,927	7.1%	-24.7%
Truck Total/Truck Share	162,894	18.6%	154,470	18.3%	5.5%	1,434,865	18.3%	1,243,467	17.1%	15.4%	1,911,187	18.2%	1,650,473	17.3%	15.8%
TOTAL 'DETROIT 3'	646,122	45.2%	667,245	46.3%	-3.2%	5,912,315	45.2%	5,913,149	45.4%	0.0%	7,921,480	45.3%	7,768,449	45.4%	2.0%
Car Total/Car Share	156,296	28.2%	172,915	29.0%	-9.6%	1,504,681	28.7%	1,744,810	30.4%	-13.8%	2,005,557	28.6%	2,285,518	30.3%	-12.2%
Truck Total/Truck Share	489,826	55.9%	494,330	58.5%	-0.9%	4,407,634	56.3%	4,168,339	57.3%	5.7%	5,915,923	56.5%	5,482,931	57.4%	7.9%

IMPORT BRAND TOTALS

JAPANESE BRANDS	545,710	38.2%	536,173	37.2%	1.8%	4,979,327	38.1%	4,922,121	37.8%	1.2%	6,625,189	37.9%	6,427,350	37.6%	3.1%
Car Total/Car Share	249,610	45.1%	269,591	45.3%	-7.4%	2,393,353	45.6%	2,500,162	43.6%	-4.3%	3,184,644	45.5%	3,267,382	43.3%	-2.5%
Truck Total/Truck Share	296,100	33.8%	266,582	31.5%	11.1%	2,585,974	33.1%	2,421,959	33.3%	6.8%	3,440,545	32.9%	3,159,968	33.1%	8.9%
EUROPEAN BRANDS	122,610	8.6%	123,391	8.6%	-0.6%	1,104,282	8.4%	1,127,189	8.7%	-2.0%	1,520,328	8.7%	1,543,037	9.0%	-1.5%
Car Total/Car Share	68,562	12.4%	76,299	12.8%	-10.1%	634,562	12.1%	726,501	12.7%	-12.7%	874,073	12.5%	1,005,907	13.3%	-13.1%
Truck Total/Truck Share	54,048	6.2%	47,092	5.6%	14.8%	469,720	6.0%	400,688	5.5%	17.2%	646,255	6.2%	537,130	5.6%	20.3%
KOREAN BRANDS	115,830	8.1%	113,835	7.9%	1.8%	1,079,452	8.3%	1,054,170	8.1%	2.4%	1,412,810	8.1%	1,357,647	7.9%	4.1%
Car Total/Car Share	79,677	14.4%	78,727	13.2%	1.2%	729,346	13.9%	770,061	13.4%	-5.3%	958,345	13.7%	989,036	13.1%	-3.1%
Truck Total/Truck Share	36,153	4.1%	35,108	4.2%	3.0%	350,106	4.5%	284,109	3.9%	23.2%	454,465	4.3%	368,611	3.9%	23.3%
IMPORT TOTAL	784,150	54.8%	773,399	53.7%	1.4%	7,163,061	54.8%	7,103,480	54.6%	0.8%	9,558,327	54.7%	9,328,034	54.6%	2.5%
Car Total/Car Share	397,849	71.9%	424,617	71.3%	-6.3%	3,757,261	71.5%	3,996,724	69.7%	-6.0%	5,017,062	71.6%	5,262,325	69.8%	-4.7%
Truck Total/Truck Share	386,301	44.0%	348,782	41.3%	10.8%	3,405,800	43.5%	3,106,756	42.7%	9.6%	4,541,265	43.4%	4,065,709	42.6%	11.7%

BY REGION OF MANUFACTURE

N. AMERICAN SOURCE	1,129,916	79.0%	1,149,043	79.8%	-1.7%	10,261,726	78.5%	10,350,572	79.5%	-0.9%	13,706,144	78.4%	13,614,667	79.6%	0.7%
ASIAN SOURCE	211,292	14.8%	200,688	13.9%	5.3%	1,987,885	15.2%	1,906,403	14.6%	4.3%	2,639,354	15.1%	2,459,101	14.4%	7.3%
EUROPEAN SOURCE	89,064	6.2%	90,913	6.3%	-2.0%	825,765	6.3%	759,654	5.8%	8.7%	1,134,309	6.5%	1,022,715	6.0%	10.9%
GRAND TOTAL	1,430,272	100.0%	1,440,644	100.0%	-0.7%	13,075,376	100.0%	13,016,629	100.0%	0.5%	17,479,807	100.0%	17,096,483	100.0%	2.2%

CAR - TRUCK SPLIT

TOTAL CAR	553,306	38.7%	595,676	41.3%	-7.1%	5,251,791	40.2%	5,737,343	44.1%	-8.5%	7,006,461	40.1%	7,543,652	44.1%	-7.1%
TOTAL LIGHT TRUCK	876,966	61.3%	844,968	58.7%	3.8%	7,823,585	59.8%	7,279,286	55.9%	7.5%	10,473,346	59.9%	9,552,831	55.9%	9.6%
GRAND TOTAL	1,430,272	100.0%	1,440,644	100.0%	-0.7%	13,075,376	100.0%	13,016,629	100.0%	0.5%	17,479,807	100.0%	17,096,483	100.0%	2.2%



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	Monthly Totals			Calendar Year-To-Date					12 Month Totals				
	September 2016	September 2015	Vol. % Change	Current Total	Year Ago Total	Vol. % Change	Current Total	Year Ago Total	Vol. % Change	Current Total	Year Ago Total	Vol. % Change	

CARS BY SOURCE REGION

N. AMERICAN CAR	416,571	75.3%	443,138	74.4%	-6.0%	3,932,563	74.9%	4,263,869	74.3%	-7.8%	5,231,201	74.7%	5,584,649	74.0%	-6.3%
IMPORT CAR	136,735	24.7%	152,538	25.6%	-10.4%	1,319,228	25.1%	1,473,474	25.7%	-10.5%	1,775,260	25.3%	1,959,003	26.0%	-9.4%
TOTAL CAR	553,306	100.0%	595,676	100.0%	-7.1%	5,251,791	100.0%	5,737,343	100.0%	-8.5%	7,006,461	100.0%	7,543,652	100.0%	-7.1%

TRUCKS BY SOURCE REGION

NA LIGHT TRUCK	713,345	81.3%	705,905	83.5%	1.1%	6,329,163	80.9%	6,086,703	83.6%	4.0%	8,474,943	80.9%	8,030,018	84.1%	5.5%
IMPORT LIGHT TRUCK	163,621	18.7%	139,063	16.5%	17.7%	1,494,422	19.1%	1,192,583	16.4%	25.3%	1,998,403	19.1%	1,522,813	15.9%	31.2%
TOTAL LIGHT TRUCK	876,966	100.0%	844,968	100.0%	3.8%	7,823,585	100.0%	7,279,286	100.0%	7.5%	10,473,346	100.0%	9,552,831	100.0%	9.6%

CORPORATE TOTALS

BMW	25,389	1.8%	26,608	1.8%	-4.6%	230,133	1.8%	249,956	1.9%	-7.9%	326,200	1.9%	353,103	2.1%	-7.6%
MINI	4,024	0.3%	4,414	0.3%	-8.8%	38,911	0.3%	44,974	0.3%	-13.5%	52,451	0.3%	61,898	0.4%	-15.3%
BMW GROUP	29,413	2.1%	31,022	2.2%	-5.2%	269,044	2.1%	294,930	2.3%	-8.8%	378,651	2.2%	415,001	2.4%	-8.8%
CHRYSLER	18,797	1.3%	25,799	1.8%	-27.1%	194,017	1.5%	240,086	1.8%	-19.2%	270,063	1.5%	325,805	1.9%	-17.1%
DODGE / RAM	94,801	6.6%	86,202	6.0%	10.0%	791,868	6.1%	741,707	5.7%	6.8%	1,061,993	6.1%	1,003,896	5.9%	5.8%
ALFA / FIAT	2,954	0.2%	4,225	0.3%	-30.1%	26,564	0.2%	33,162	0.3%	-19.9%	37,321	0.2%	43,873	0.3%	-14.9%
JEEP	76,331	5.3%	78,440	5.4%	-1.6%	710,176	5.4%	632,865	4.9%	6.1%	942,294	5.4%	808,826	4.7%	8.9%
FCA US	192,883	13.5%	194,666	13.5%	-0.4%	1,722,625	13.2%	1,647,820	12.7%	4.0%	2,311,671	13.2%	2,182,400	12.8%	5.0%
FORD	194,647	13.6%	212,589	14.8%	-8.4%	1,896,858	14.5%	1,891,518	14.5%	0.3%	2,507,195	14.3%	2,458,432	14.4%	2.0%
LINCOLN	8,797	0.6%	8,680	0.6%	1.3%	80,435	0.6%	73,964	0.6%	8.7%	107,698	0.6%	100,650	0.6%	7.0%
MERCURY	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-
FORD MOTOR	203,444	14.2%	221,269	15.4%	-8.1%	1,977,293	15.1%	1,965,482	15.1%	0.6%	2,614,893	15.0%	2,559,082	15.0%	2.2%
BUICK	20,922	1.5%	18,341	1.3%	14.1%	169,767	1.3%	167,727	1.3%	1.2%	225,095	1.3%	225,926	1.3%	-0.4%
CADILLAC	15,368	1.1%	14,908	1.0%	3.1%	119,286	0.9%	125,699	1.0%	-5.1%	168,854	1.0%	168,612	1.0%	0.1%
CHEVROLET	170,237	11.9%	170,675	11.8%	-0.3%	1,531,912	11.7%	1,596,182	12.3%	-4.0%	2,061,077	11.8%	2,086,758	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	43,268	3.0%	47,386	3.3%	-8.7%	391,432	3.0%	410,239	3.2%	-4.6%	539,890	3.1%	545,671	3.2%	-1.1%
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	249,795	17.5%	251,310	17.4%	-0.6%	2,212,397	16.9%	2,299,847	17.7%	-3.8%	2,994,916	17.1%	3,026,967	17.7%	-1.1%
ACURA	12,813	0.9%	14,704	1.0%	-12.9%	119,727	0.9%	132,019	1.0%	-9.3%	164,873	0.9%	180,112	1.1%	-8.5%
HONDA	120,842	8.4%	119,046	8.3%	1.5%	1,108,653	8.5%	1,056,547	8.1%	4.9%	1,461,492	8.4%	1,388,721	8.1%	5.2%
HONDA MOTOR	133,655	9.3%	133,750	9.3%	-0.1%	1,228,380	9.4%	1,188,566	9.1%	3.3%	1,626,365	9.3%	1,568,833	9.2%	3.7%



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Morgan & Company, Inc.

	Monthly Totals					Calendar Year-To-Date					12 Month Totals				
	September 2016	Share	September 2015	Share	Vol. % Change	Current Total	Share	Year Ago Total	Share	Vol. % Change	Current Total	Share	Year Ago Total	Share	Vol. % Change
HYUNDAI	66,610	4.7%	64,015	4.4%	4.1%	587,688	4.5%	578,190	4.4%	1.6%	771,208	4.4%	746,450	4.4%	3.3%
ISUZU	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-
KIA	49,220	3.4%	49,820	3.5%	-1.2%	491,764	3.8%	475,980	3.7%	3.3%	641,602	3.7%	611,197	3.6%	5.0%
MAZDA	24,889	1.7%	25,616	1.8%	-2.8%	224,267	1.7%	241,707	1.9%	-7.2%	301,744	1.7%	306,555	1.8%	-1.6%
MERCEDES / MAYBACH	33,075	2.3%	32,087	2.2%	3.1%	278,404	2.1%	275,596	2.1%	1.0%	383,269	2.2%	383,109	2.2%	0.0%
MITSUBISHI	7,191	0.5%	7,556	0.5%	-4.8%	74,351	0.6%	73,257	0.6%	1.5%	96,436	0.6%	92,535	0.5%	4.2%
NISSAN	116,384	8.1%	111,562	7.7%	4.3%	1,086,249	8.3%	1,026,920	7.9%	5.8%	1,410,749	8.1%	1,318,093	7.7%	7.0%
INFINITI	11,413	0.8%	10,220	0.7%	11.7%	96,775	0.7%	95,568	0.7%	1.3%	134,705	0.8%	128,018	0.7%	5.2%
NISSAN MOTOR	127,797	8.9%	121,782	8.5%	4.9%	1,183,024	9.0%	1,122,488	8.6%	5.4%	1,545,454	8.8%	1,446,111	8.5%	6.9%
PORSCHE	4,479	0.3%	4,424	0.3%	1.2%	40,246	0.3%	39,300	0.3%	2.4%	52,702	0.3%	50,941	0.3%	3.5%
SAAB / SPYKER	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-
SUBARU	54,918	3.8%	53,070	3.7%	3.5%	446,887	3.4%	428,702	3.3%	4.2%	600,860	3.4%	566,910	3.3%	6.0%
SUZUKI	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-
JAGUAR	2,662	0.2%	995	0.1%	167.5%	20,349	0.2%	11,216	0.1%	81.4%	23,599	0.1%	15,159	0.1%	55.7%
LAND ROVER	5,637	0.4%	5,855	0.4%	-3.7%	54,391	0.4%	48,403	0.4%	12.4%	76,570	0.4%	61,444	0.4%	24.6%
TATA MOTORS LTD	8,299	0.6%	6,850	0.5%	21.2%	74,740	0.6%	59,619	0.5%	25.4%	100,169	0.6%	76,603	0.4%	30.8%
TOYOTA	167,771	11.7%	162,595	11.3%	3.2%	1,532,767	11.7%	1,580,755	12.1%	-3.0%	2,050,557	11.7%	2,057,126	12.0%	-0.3%
LEXUS	25,801	1.8%	25,294	1.8%	2.0%	236,193	1.8%	247,445	1.9%	-4.5%	333,349	1.9%	338,173	2.0%	-1.4%
SCION	3,688	0.3%	6,510	0.5%	-43.3%	53,458	0.4%	39,201	0.3%	36.4%	70,424	0.4%	51,107	0.3%	37.8%
TOYOTA MOTOR	197,260	13.8%	194,399	13.5%	1.5%	1,822,418	13.9%	1,867,401	14.3%	-2.4%	2,454,330	14.0%	2,446,406	14.3%	0.3%
VOLKSWAGEN	24,112	1.7%	26,141	1.8%	-7.8%	231,268	1.8%	264,215	2.0%	-12.5%	316,493	1.8%	360,311	2.1%	-12.2%
AUDI	17,617	1.2%	17,340	1.2%	1.6%	152,179	1.2%	147,403	1.1%	3.2%	206,978	1.2%	198,431	1.2%	4.3%
VAG	41,729	2.9%	43,481	3.0%	-4.0%	383,447	2.9%	411,618	3.2%	-6.8%	523,471	3.0%	558,742	3.3%	-6.3%
VOLVO / GEELY	5,615	0.4%	5,527	0.4%	1.6%	58,401	0.4%	46,126	0.4%	26.6%	82,066	0.5%	58,641	0.3%	39.9%
GRAND TOTAL	1,430,272	100.0%	1,440,644	100.0%	-0.7%	13,075,376	100.0%	13,016,629	100.0%	0.5%	17,479,807	100.0%	17,096,483	100.0%	2.2%

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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