



Morgan & Company, Inc.
Summary Page

U.S. AUTO SALES SUMMARY

August, 2017 (Month, CYTD, 12-Month Totals, MYTD)

	Monthly Totals					Calendar Year-To-Date					12 Month Totals				
	August 2017	Share	August 2016	Share	Vol. % Change	Current Total	Share	Year Ago Total	Share	Vol. % Change	Current Total	Share	Year Ago Total	Share	Vol. % Change
TRADITIONAL DOMESTIC BRAND TOTALS															
General Motors	275,552	18.6%	256,429	17.0%	7.5%	1,916,105	16.9%	1,962,602	16.9%	-2.4%	2,996,278	17.5%	2,996,431	17.1%	0.0%
Ford Motor	209,029	14.1%	213,411	14.2%	-2.1%	1,702,744	15.1%	1,773,849	15.2%	-4.0%	2,528,106	14.7%	2,632,718	15.1%	-4.0%
FCA US	176,033	11.9%	196,804	13.1%	-10.6%	1,404,872	12.4%	1,521,477	13.1%	-7.7%	2,127,710	12.4%	2,314,696	13.2%	-8.1%
TOTAL 'DETROIT THREE'	660,614	44.7%	666,644	44.2%	-0.9%	5,023,721	44.4%	5,257,928	45.2%	-4.5%	7,652,094	44.6%	7,943,845	45.4%	-3.7%
Honda / Acura	146,015	9.9%	149,571	9.9%	-2.4%	1,088,881	9.6%	1,094,725	9.4%	-0.5%	1,632,098	9.5%	1,626,460	9.3%	0.3%
Hyundai / Genesis	54,310	3.7%	72,015	4.8%	-24.6%	454,733	4.0%	521,078	4.5%	-12.7%	708,660	4.1%	768,613	4.4%	-7.8%
Isuzu	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-
Kia	53,323	3.6%	54,248	3.6%	-1.7%	405,462	3.6%	442,544	3.8%	-8.4%	610,516	3.6%	642,202	3.7%	-4.9%
Mazda	25,846	1.7%	26,109	1.7%	-1.0%	194,559	1.7%	199,378	1.7%	-2.4%	292,954	1.7%	302,471	1.7%	-3.1%
Mitsubishi	8,164	0.6%	7,336	0.5%	11.3%	70,765	0.6%	67,160	0.6%	5.4%	99,872	0.6%	96,801	0.6%	3.2%
Nissan / Infiniti	108,326	7.3%	124,638	8.3%	-13.1%	1,056,309	9.3%	1,055,227	9.1%	0.1%	1,565,505	9.1%	1,539,439	8.8%	1.7%
Subaru	63,215	4.3%	60,418	4.0%	4.6%	423,728	3.7%	391,969	3.4%	8.1%	646,891	3.8%	599,012	3.4%	8.0%
Suzuki	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-
Toyota / Lexus / Scion	227,625	15.4%	213,125	14.1%	6.8%	1,604,843	14.2%	1,625,158	14.0%	-1.3%	2,429,272	14.2%	2,451,469	14.0%	-0.9%
ASIAN BRANDS	686,824	46.5%	707,460	46.9%	-2.9%	5,299,280	46.9%	5,397,239	46.4%	-1.8%	7,985,768	46.5%	8,026,467	45.9%	-0.5%
BMW / Mini	28,001	1.9%	30,500	2.0%	-8.2%	225,652	2.0%	239,631	2.1%	-5.8%	351,225	2.0%	380,260	2.2%	-7.6%
Jaguar (Tata Motors)	3,101	0.2%	3,298	0.2%	-6.0%	26,932	0.2%	17,687	0.2%	52.3%	40,488	0.2%	21,932	0.1%	84.6%
Land Rover (Tata Motors)	6,320	0.4%	6,031	0.4%	4.8%	48,074	0.4%	48,754	0.4%	-1.4%	73,181	0.4%	76,788	0.4%	-4.7%
Daimler (Mercedes-Benz)	29,183	2.0%	31,909	2.1%	-8.5%	237,775	2.1%	245,329	2.1%	-3.1%	373,198	2.2%	382,281	2.2%	-2.4%
Porsche	4,709	0.3%	5,181	0.3%	-9.1%	36,178	0.3%	35,767	0.3%	1.1%	54,691	0.3%	52,647	0.3%	3.9%
Saab (Spyker)	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-
Volvo (Geely)	7,994	0.5%	7,682	0.5%	4.1%	49,066	0.4%	52,786	0.5%	-7.0%	78,873	0.5%	81,978	0.5%	-3.8%
Volkswagen / Audi (VAG)	51,826	3.5%	48,648	3.2%	6.5%	362,168	3.2%	341,718	2.9%	6.0%	553,611	3.2%	525,223	3.0%	5.4%
EUROPEAN BRANDS	131,134	8.9%	133,249	8.8%	-1.6%	985,845	8.7%	981,672	8.4%	0.4%	1,525,267	8.9%	1,521,109	8.7%	0.3%
TOTAL AUTO SALES	1,478,572		1,507,353		-1.9%	11,308,846		11,636,839		-2.8%	17,163,129		17,491,421		-1.9%
SAAR-Annual Rate	16,080,244		17,149,881		-6.2%	16,830,094		17,346,313		-3.0%	17,147,428		17,498,897		-2.0%

Source: Morgan & Company, Inc. Ph: 616-842-0031 Email: info@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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