



U.S. AUTO SALES SUMMARY

August, 2018 (Month, CYTD, 12-Month Totals, MYTD)

Morgan & Company, Inc.
Summary Page

	Monthly Totals					Calendar Year-To-Date					12 Month Totals				
	August 2018	Share	August 2017	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	252,664	17.0%	275,552	18.6%	-8.3%	1,944,379	17.0%	1,916,105	16.9%	1.5%	3,030,515	17.5%	2,996,278	17.5%	1.1%
Ford Motor	217,700	14.7%	209,029	14.1%	4.1%	1,682,157	14.7%	1,702,744	15.1%	-1.2%	2,554,613	14.8%	2,528,106	14.7%	1.0%
FCA US	193,718	13.0%	176,033	11.9%	10.0%	1,480,164	13.0%	1,404,872	12.4%	5.4%	2,134,668	12.4%	2,127,710	12.4%	0.3%
TOTAL 'DETROIT THREE'	664,082	44.7%	660,614	44.7%	0.5%	5,106,700	44.7%	5,023,721	44.4%	1.7%	7,719,796	44.7%	7,652,094	44.6%	0.9%
Honda / Acura	147,903	10.0%	146,015	9.9%	1.3%	1,074,329	9.4%	1,088,881	9.6%	-1.3%	1,626,877	9.4%	1,632,098	9.5%	-0.3%
Hyundai / Genesis	57,542	3.9%	54,310	3.7%	6.0%	444,343	3.9%	454,733	4.0%	-2.3%	675,165	3.9%	708,660	4.1%	-4.7%
Isuzu	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-
Kia	53,864	3.6%	53,323	3.6%	1.0%	400,539	3.5%	405,462	3.6%	-1.2%	584,745	3.4%	610,516	3.6%	-4.2%
Mazda	25,816	1.7%	25,846	1.7%	-0.1%	213,865	1.9%	194,559	1.7%	9.9%	308,776	1.8%	292,954	1.7%	5.4%
Mitsubishi	8,416	0.6%	8,164	0.6%	3.1%	85,693	0.8%	70,765	0.6%	21.1%	118,614	0.7%	99,872	0.6%	18.8%
Nissan / Infiniti	112,376	7.6%	108,326	7.3%	3.7%	1,001,863	8.8%	1,056,309	9.3%	-5.2%	1,539,018	8.9%	1,565,505	9.1%	-1.7%
Subaru	64,088	4.3%	63,215	4.3%	1.4%	446,374	3.9%	423,728	3.7%	5.3%	670,602	3.9%	646,891	3.8%	3.7%
Suzuki	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-
Toyota / Lexus / Scion	223,055	15.0%	227,625	15.4%	-2.0%	1,621,134	14.2%	1,604,843	14.2%	1.0%	2,450,802	14.2%	2,429,272	14.2%	0.9%
ASIAN BRANDS	693,060	46.7%	686,824	46.5%	0.9%	5,288,140	46.3%	5,299,280	46.9%	-0.2%	7,974,599	46.2%	7,985,768	46.5%	-0.1%
BMW / Mini	27,589	1.9%	28,001	1.9%	-1.5%	229,889	2.0%	225,652	2.0%	1.9%	357,024	2.1%	351,225	2.0%	1.7%
Jaguar (Tata Motors)	2,469	0.2%	3,101	0.2%	-20.4%	19,136	0.2%	26,932	0.2%	-28.9%	31,798	0.2%	40,488	0.2%	-21.5%
Land Rover (Tata Motors)	7,179	0.5%	6,320	0.4%	13.6%	58,167	0.5%	48,074	0.4%	21.0%	84,832	0.5%	73,181	0.4%	15.9%
Daimler (Mercedes-Benz)	24,192	1.6%	29,183	2.0%	-17.1%	223,658	2.0%	237,775	2.1%	-5.9%	361,194	2.1%	373,198	2.2%	-3.2%
Porsche	4,083	0.3%	4,709	0.3%	-13.3%	37,524	0.3%	36,178	0.3%	3.7%	56,766	0.3%	54,691	0.3%	3.8%
Saab (Spyker)	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-
Volvo (Geely)	8,970	0.6%	7,994	0.5%	12.2%	65,214	0.6%	49,066	0.4%	32.9%	97,655	0.6%	78,873	0.5%	23.8%
Volkswagen / Audi (VAG)	53,162	3.6%	51,826	3.5%	2.6%	383,743	3.4%	361,950	3.2%	6.0%	587,980	3.4%	553,393	3.2%	6.2%
EUROPEAN BRANDS	127,644	8.6%	131,134	8.9%	-2.7%	1,017,331	8.9%	985,627	8.7%	3.2%	1,577,249	9.1%	1,525,049	8.9%	3.4%
TOTAL AUTO SALES	1,484,786		1,478,572		0.4%	11,412,171		11,308,628		0.9%	17,271,644		17,162,911		0.6%
SAAR-Annual Rate	16,725,091		16,512,135		1.3%	17,026,829		16,903,740		0.7%	17,263,594		17,156,086		0.6%

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

General Motors = estimated sales for current month.

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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