



Morgan & Company

U.S. AUTO SALES OVERVIEW

December, 2020 (Month, CYTD, 12-Month Totals, MYTD)

	Monthly Totals					Calendar Year					12 Month Totals				
	Q 4 2020	Share	Q 4 2019	Share	Vol. % Change	2020 Total	Share	2019 Total	Share	Vol. % Change	Current Total	Share	Year Ago Total	Share	Vol. % Change
GRAND TOTAL	4,179,022		4,286,383		-2.5%	14,541,570		17,053,782		-14.7%	14,541,570		17,053,782		-14.7%
SAAR-Annual Rate	16,107,311		16,969,640		-5.1%	14,512,152		17,054,266		-14.9%	14,512,152		17,054,266		-14.9%
DOMESTIC BRAND TOTALS															
GENERAL MOTORS	770,180	18.4%	734,636	17.1%	4.8%	2,542,702	17.5%	2,882,551	16.9%	-11.8%	2,542,702	17.5%	2,882,551	16.9%	-11.8%
Car Total/Car Share	74,641	7.8%	86,039	7.8%	-13.2%	259,457	7.4%	405,242	8.5%	-36.0%	259,457	7.4%	405,242	8.5%	-36.0%
Truck Total/Truck Share	695,539	21.6%	648,597	20.3%	7.2%	2,283,245	20.6%	2,477,309	20.2%	-7.8%	2,283,245	20.6%	2,477,309	20.2%	-7.8%
FORD MOTOR	538,643	12.9%	598,728	14.0%	-10.0%	2,034,708	14.0%	2,406,188	14.1%	-15.4%	2,034,708	14.0%	2,406,188	14.1%	-15.4%
Car Total/Car Share	37,319	3.9%	63,400	5.8%	-41.1%	193,064	5.5%	349,091	7.3%	-44.7%	193,064	5.5%	349,091	7.3%	-44.7%
Truck Total/Truck Share	501,324	15.6%	535,328	16.8%	-6.4%	1,841,644	16.7%	2,057,097	16.8%	-10.5%	1,841,644	16.7%	2,057,097	16.8%	-10.5%
FCA US	499,431	12.0%	542,519	12.7%	-7.9%	1,820,636	12.5%	2,203,663	12.9%	-17.4%	1,820,636	12.5%	2,203,663	12.9%	-17.4%
Car Total/Car Share	50,331	5.3%	52,334	4.8%	-3.8%	169,942	4.9%	214,706	4.5%	-20.8%	169,942	4.9%	214,706	4.5%	-20.8%
Truck Total/Truck Share	449,100	13.9%	490,185	15.4%	-8.4%	1,650,694	14.9%	1,988,957	16.2%	-17.0%	1,650,694	14.9%	1,988,957	16.2%	-17.0%
TESLA (est)	63,400	1.5%	51,860	1.2%	22.3%	182,150	1.3%	196,785	1.2%	-7.4%	182,150	1.3%	196,785	1.2%	-7.4%
Car Total/Car Share	35,500	3.7%	46,360	4.2%	-23.4%	125,150	3.6%	177,435	3.7%	-29.5%	125,150	3.6%	177,435	3.7%	-29.5%
Truck Total/Truck Share	27,900	0.9%	5,500	0.2%	407.3%	57,000	0.5%	19,350	0.2%	194.6%	57,000	0.5%	19,350	0.2%	194.6%
TOTAL 'DOMESTIC'	1,871,654	44.8%	1,927,743	45.0%	-2.9%	6,580,196	45.3%	7,689,187	45.1%	-14.4%	6,580,196	45.3%	7,689,187	45.1%	-14.4%
Car Total/Car Share	197,791	20.7%	248,133	22.6%	-20.3%	747,613	21.5%	1,146,474	23.9%	-34.8%	747,613	21.5%	1,146,474	23.9%	-34.8%
Truck Total/Truck Share	1,673,863	51.9%	1,679,610	52.7%	-0.3%	5,832,583	52.7%	6,542,713	53.4%	-10.9%	5,832,583	52.7%	6,542,713	53.4%	-10.9%
IMPORT BRAND TOTALS															
JAPANESE BRANDS	1,535,864	36.8%	1,577,917	36.8%	-2.7%	5,337,345	36.7%	6,436,885	37.7%	-17.1%	5,337,345	36.7%	6,436,885	37.7%	-17.1%
Car Total/Car Share	487,016	50.9%	533,494	48.6%	-8.7%	1,745,960	50.1%	2,349,944	49.0%	-25.7%	1,745,960	50.1%	2,349,944	49.0%	-25.7%
Truck Total/Truck Share	1,048,848	32.5%	1,044,423	32.8%	0.4%	3,591,385	32.5%	4,086,941	33.3%	-12.1%	3,591,385	32.5%	4,086,941	33.3%	-12.1%
EUROPEAN BRANDS	429,806	10.3%	440,241	10.3%	-2.4%	1,399,271	9.6%	1,602,364	9.4%	-12.7%	1,399,271	9.6%	1,602,364	9.4%	-12.7%
Car Total/Car Share	135,000	14.1%	150,383	13.7%	-10.2%	474,479	13.6%	609,134	12.7%	-22.1%	474,479	13.6%	609,134	12.7%	-22.1%
Truck Total/Truck Share	294,806	9.1%	289,858	9.1%	1.7%	924,792	8.4%	993,230	8.1%	-6.9%	924,792	8.4%	993,230	8.1%	-6.9%
KOREAN BRANDS	341,698	8.2%	340,482	7.9%	0.4%	1,224,758	8.4%	1,325,346	7.8%	-7.6%	1,224,758	8.4%	1,325,346	7.8%	-7.6%
Car Total/Car Share	140,105	14.7%	168,619	15.4%	-16.9%	526,961	15.1%	697,422	14.6%	-24.4%	526,961	15.1%	697,422	14.6%	-24.4%
Truck Total/Truck Share	201,593	6.3%	171,863	5.4%	17.3%	697,797	6.3%	627,924	5.1%	11.1%	697,797	6.3%	627,924	5.1%	11.1%
IMPORT TOTAL	2,307,368	55.2%	2,358,640	55.0%	-2.2%	7,961,374	54.7%	9,364,595	54.9%	-15.0%	7,961,374	54.7%	9,364,595	54.9%	-15.0%
Car Total/Car Share	762,121	79.7%	852,496	77.7%	-10.6%	2,747,400	78.9%	3,656,500	76.3%	-24.9%	2,747,400	78.9%	3,656,500	76.3%	-24.9%
Truck Total/Truck Share	1,545,247	47.9%	1,506,144	47.2%	2.6%	5,213,974	47.1%	5,708,095	46.5%	-8.7%	5,213,974	47.1%	5,708,095	46.5%	-8.7%
BY REGION OF MANUFACTURE															
N. AMERICAN SOURCE	3,276,077	78.4%	3,337,879	77.9%	-1.9%	11,341,688	78.0%	13,326,841	78.1%	-14.9%	11,341,688	78.0%	13,326,841	78.1%	-14.9%
ASIAN SOURCE	666,759	16.0%	693,193	16.2%	-3.8%	2,411,884	16.6%	2,773,502	16.3%	-13.0%	2,411,884	16.6%	2,773,502	16.3%	-13.0%
EUROPEAN SOURCE	236,186	5.7%	255,311	6.0%	-7.5%	787,998	5.4%	953,439	5.6%	-17.4%	787,998	5.4%	953,439	5.6%	-17.4%
GRAND TOTAL	4,179,022	100.0%	4,286,383	100.0%	-2.5%	14,541,570	100.0%	17,053,782	100.0%	-14.7%	14,541,570	100.0%	17,053,782	100.0%	-14.7%
CAR - TRUCK SPLIT															
TOTAL CAR	956,073	22.9%	1,097,587	25.6%	-12.9%	3,483,286	24.0%	4,791,012	28.1%	-27.3%	3,483,286	24.0%	4,791,012	28.1%	-27.3%
TOTAL LIGHT TRUCK	3,222,949	77.1%	3,188,796	74.4%	1.1%	11,058,284	76.0%	12,262,770	71.9%	-9.8%	11,058,284	76.0%	12,262,770	71.9%	-9.8%
GRAND TOTAL	4,179,022	100.0%	4,286,383	100.0%	-2.5%	14,541,570	100.0%	17,053,782	100.0%	-14.7%	14,541,570	100.0%	17,053,782	100.0%	-14.7%
CARS BY SOURCE REGION															
N. AMERICAN CAR	730,822	76.4%	823,890	75.1%	-11.3%	2,646,625	76.0%	3,612,102	75.4%	-26.7%	2,646,625	76.0%	3,612,102	75.4%	-26.7%
IMPORT CAR	225,251	23.6%	273,697	24.9%	-17.7%	836,661	24.0%	1,178,910	24.6%	-29.0%	836,661	24.0%	1,178,910	24.6%	-29.0%



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	Monthly Totals					Calendar Year					12 Month Totals				
	Units	%	Units	%	%	Units	%	Units	%	%	Units	%	Units	%	%
TOTAL CAR	956,073	100.0%	1,097,587	100.0%	-12.9%	3,483,286	100.0%	4,791,012	100.0%	-27.3%	3,483,286	100.0%	4,791,012	100.0%	-27.3%

TRUCKS BY SOURCE REGION															
NA LIGHT TRUCK	2,545,255	79.0%	2,513,989	78.8%	1.2%	8,695,063	78.6%	9,714,739	79.2%	-10.5%	8,695,063	78.6%	9,714,739	79.2%	-10.5%
IMPORT LIGHT TRUCK	677,694	21.0%	674,807	21.2%	0.4%	2,363,221	21.4%	2,548,031	20.8%	-7.3%	2,363,221	21.4%	2,548,031	20.8%	-7.3%
TOTAL LIGHT TRUCK	3,222,949	100.0%	3,188,796	100.0%	1.1%	11,058,284	100.0%	12,262,770	100.0%	-9.8%	11,058,284	100.0%	12,262,770	100.0%	-9.8%

CORPORATE TOTALS															
BMW	98,750	2.4%	92,399	2.2%	6.9%	278,732	1.9%	324,822	1.9%	-14.2%	278,732	1.9%	324,822	1.9%	-14.2%
MINI	8,549	0.2%	8,339	0.2%	2.5%	28,138	0.2%	36,165	0.2%	-22.2%	28,138	0.2%	36,165	0.2%	-22.2%
BMW GROUP	107,299	2.6%	100,738	2.4%	6.5%	306,870	2.1%	360,987	2.1%	-15.0%	306,870	2.1%	360,987	2.1%	-15.0%
CHRYSLER	37,226	0.9%	33,005	0.8%	12.8%	115,240	0.8%	126,971	0.7%	-9.2%	115,240	0.8%	126,971	0.7%	-9.2%
DODGE / RAM	241,663	5.8%	281,296	6.6%	-14.1%	887,194	6.1%	1,125,909	6.6%	-21.2%	887,194	6.1%	1,125,909	6.6%	-21.2%
ALFA / FIAT	6,827	0.2%	6,682	0.2%	2.2%	22,889	0.2%	27,492	0.2%	-16.7%	22,889	0.2%	27,492	0.2%	-16.7%
JEEP	213,715	5.1%	221,536	5.2%	-2.6%	795,313	5.5%	923,291	5.4%	-13.5%	795,313	5.5%	923,291	5.4%	-13.5%
FCA US	499,431	12.0%	542,519	12.7%	-9.6%	1,820,636	12.5%	2,203,663	12.9%	-16.6%	1,820,636	12.5%	2,203,663	12.9%	-16.6%
FORD	507,629	12.1%	565,373	13.2%	-10.2%	1,929,298	13.3%	2,293,984	13.5%	-15.9%	1,929,298	13.3%	2,293,984	13.5%	-15.9%
LINCOLN	31,014	0.7%	33,355	0.8%	-7.0%	105,410	0.7%	112,204	0.7%	-6.1%	105,410	0.7%	112,204	0.7%	-6.1%
FORD MOTOR	538,643	12.9%	598,728	14.0%	-10.0%	2,034,708	14.0%	2,406,188	14.1%	-15.4%	2,034,708	14.0%	2,406,188	14.1%	-15.4%
BUICK	44,188	1.1%	49,074	1.1%	-10.0%	162,741	1.1%	206,929	1.2%	-21.4%	162,741	1.1%	206,929	1.2%	-21.4%
CADILLAC	42,909	1.0%	40,551	0.9%	5.8%	129,495	0.9%	156,246	0.9%	-17.1%	129,495	0.9%	156,246	0.9%	-17.1%
CHEVROLET	520,993	12.5%	498,131	11.6%	4.6%	1,735,155	11.9%	1,954,430	11.5%	-11.2%	1,735,155	11.9%	1,954,430	11.5%	-11.2%
GMC	162,090	3.9%	146,880	3.4%	10.4%	515,311	3.5%	564,946	3.3%	-8.8%	515,311	3.5%	564,946	3.3%	-8.8%
GENERAL MOTORS	770,180	18.4%	734,636	17.1%	4.8%	2,542,702	17.5%	2,882,551	16.9%	-11.8%	2,542,702	17.5%	2,882,551	16.9%	-11.8%
ACURA	41,329	1.0%	44,572	1.0%	-7.3%	136,982	0.9%	157,385	0.9%	-13.0%	136,982	0.9%	157,385	0.9%	-13.0%
HONDA	324,739	7.8%	357,389	8.3%	-9.1%	1,209,805	8.3%	1,450,785	8.5%	-16.6%	1,209,805	8.3%	1,450,785	8.5%	-16.6%
HONDA MOTOR	366,068	8.8%	401,961	9.4%	-8.9%	1,346,787	9.3%	1,608,170	9.4%	-16.3%	1,346,787	9.3%	1,608,170	9.4%	-16.3%
HYUNDAI / GENESIS	183,943	4.4%	188,742	4.4%	-2.5%	638,653	4.4%	710,008	4.2%	-10.0%	638,653	4.4%	710,008	4.2%	-10.0%
KIA	157,755	3.8%	151,740	3.5%	4.0%	586,105	4.0%	615,338	3.6%	-4.8%	586,105	4.0%	615,338	3.6%	-4.8%
MAZDA	75,796	1.8%	70,385	1.6%	7.7%	279,076	1.9%	278,552	1.6%	0.2%	279,076	1.9%	278,552	1.6%	0.2%
MERCEDES (est Q4)	85,805	2.1%	104,672	2.4%	-18.0%	316,414	2.2%	358,355	2.1%	-11.7%	316,414	2.2%	358,355	2.1%	-11.7%
MITSUBISHI	14,770	0.4%	25,475	0.6%	-42.0%	87,387	0.6%	121,046	0.7%	-27.8%	87,387	0.6%	121,046	0.7%	-27.8%
NISSAN	222,651	5.3%	271,517	6.3%	-18.0%	819,715	5.6%	1,227,973	7.2%	-33.2%	819,715	5.6%	1,227,973	7.2%	-33.2%
INFINITI	20,482	0.5%	29,774	0.7%	-31.2%	79,502	0.5%	117,708	0.7%	-32.5%	79,502	0.5%	117,708	0.7%	-32.5%
NISSAN MOTOR	243,133	5.8%	301,291	7.0%	-19.3%	899,217	6.2%	1,345,681	7.9%	-33.2%	899,217	6.2%	1,345,681	7.9%	-33.2%



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	Units	%	Units	%	%	Units	%	Units	%	%	Units	%	Units	%	%
PORSCHE	17,560	0.4%	16,506	0.4%	6.4%	57,294	0.4%	61,568	0.4%	-6.9%	57,294	0.4%	61,568	0.4%	-6.9%
SUBARU	175,382	4.2%	174,788	4.1%	0.3%	611,938	4.2%	700,117	4.1%	-12.6%	611,938	4.2%	700,117	4.1%	-12.6%
JAGUAR (est)	5,510	0.1%	8,619	0.2%	17.9%	21,190	0.1%	31,051	0.2%	-30.6%	21,190	0.1%	31,051	0.2%	-30.6%
LAND ROVER (est)	20,260	0.5%	28,097	0.7%	-27.9%	74,865	0.5%	94,736	0.6%	-21.0%	74,865	0.5%	94,736	0.6%	-21.0%
TATA MOTORS LTD	25,770	0.6%	36,716	0.9%	-29.8%	96,055	0.7%	125,787	0.7%	-23.6%	96,055	0.7%	125,787	0.7%	-23.6%
TESLA (est)	63,400	1.5%	51,860	1.2%	22.3%	182,150	1.3%	196,785	1.2%	-7.4%	182,150	1.3%	196,785	1.2%	-7.4%
TOYOTA	567,253	13.6%	511,801	11.9%	10.8%	1,835,424	12.6%	2,063,548	12.1%	-11.1%	1,835,424	12.6%	2,063,548	12.1%	-11.1%
LEXUS	92,954	2.2%	88,561	2.1%	5.0%	275,040	1.9%	298,112	1.7%	-7.7%	275,040	1.9%	298,112	1.7%	-7.7%
SCION	508	0.0%	3,655	0.1%	-86.1%	2,476	0.0%	21,659	0.1%	-88.6%	2,476	0.0%	21,659	0.1%	-88.6%
TOYOTA MOTOR	660,715	15.8%	604,017	14.1%	9.4%	2,112,940	14.5%	2,383,319	14.0%	-11.3%	2,112,940	14.5%	2,383,319	14.0%	-11.3%
VOLKSWAGEN	94,330	2.3%	85,167	2.0%	10.8%	325,784	2.2%	363,322	2.1%	-10.3%	325,784	2.2%	363,322	2.1%	-10.3%
AUDI	62,517	1.5%	65,640	1.5%	-4.8%	186,725	1.3%	224,111	1.3%	-16.7%	186,725	1.3%	224,111	1.3%	-16.7%
VAG	156,847	3.8%	150,807	3.5%	4.0%	512,509	3.5%	587,433	3.4%	-12.8%	512,509	3.5%	587,433	3.4%	-12.8%
VOLVO / GEELY	36,525	0.9%	30,802	0.7%	18.6%	110,129	0.8%	108,234	0.6%	1.8%	110,129	0.8%	108,234	0.6%	1.8%
GRAND TOTAL	4,179,022	100.0%	4,286,383	100.0%	-2.5%	14,541,570	100.0%	17,053,782	100.0%	-14.7%	14,541,570	100.0%	17,053,782	100.0%	-14.7%

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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