



Morgan & Company, Inc.
Summary Page

U.S. AUTO SALES SUMMARY

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

	Monthly Totals					Calendar Year-To-Date					12 Month Totals				
	February 2018	Share	February 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	220,905	17.0%	237,388	17.9%	-6.9%	419,453	17.1%	433,297	17.6%	-3.2%	2,988,397	17.4%	3,044,502	17.4%	-1.8%
Ford Motor	193,362	14.9%	207,464	15.6%	-6.8%	353,773	14.5%	378,650	15.4%	-6.6%	2,550,323	14.9%	2,589,338	14.8%	-1.5%
FCA US	165,903	12.8%	168,326	12.7%	-1.4%	298,706	12.2%	320,544	13.0%	-6.8%	2,037,538	11.9%	2,206,188	12.6%	-7.6%
TOTAL 'DETROIT THREE'	580,170	44.7%	613,178	46.2%	-5.4%	1,071,932	43.8%	1,132,491	45.9%	-5.3%	7,576,258	44.2%	7,840,028	44.9%	-3.4%
Honda / Acura	115,557	8.9%	121,686	9.2%	-5.0%	220,099	9.0%	228,066	9.2%	-3.5%	1,633,462	9.5%	1,646,526	9.4%	-0.8%
Hyundai / Genesis	46,095	3.6%	53,020	4.0%	-13.1%	87,338	3.6%	99,527	4.0%	-12.2%	673,366	3.9%	776,512	4.4%	-13.3%
Isuzu	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-
Kia	40,672	3.1%	42,673	3.2%	-4.7%	76,300	3.1%	78,299	3.2%	-2.6%	587,669	3.4%	637,855	3.7%	-7.9%
Mazda	25,731	2.0%	22,824	1.7%	12.7%	50,693	2.1%	44,522	1.8%	13.9%	295,641	1.7%	301,048	1.7%	-1.8%
Mitsubishi	12,973	1.0%	10,924	0.8%	18.8%	21,453	0.9%	17,381	0.7%	23.4%	107,758	0.6%	99,514	0.6%	8.3%
Nissan / Infiniti	129,930	10.0%	135,740	10.2%	-4.3%	253,468	10.4%	248,059	10.1%	2.2%	1,598,873	9.3%	1,575,837	9.0%	1.5%
Subaru	47,249	3.6%	45,500	3.4%	3.8%	91,606	3.7%	89,379	3.6%	2.5%	650,183	3.8%	621,399	3.6%	4.6%
Suzuki	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-
Toyota / Lexus / Scion	182,195	14.0%	174,339	13.1%	4.5%	349,251	14.3%	317,387	12.9%	10.0%	2,466,375	14.4%	2,417,737	13.9%	2.0%
ASIAN BRANDS	600,402	46.3%	606,706	45.7%	-1.0%	1,150,208	47.0%	1,122,620	45.5%	2.5%	8,013,327	46.7%	8,076,428	46.3%	-0.8%
BMW / Mini	26,573	2.0%	24,712	1.9%	7.5%	48,526	2.0%	45,931	1.9%	5.6%	355,382	2.1%	364,478	2.1%	-2.5%
Jaguar (Tata Motors)	2,185	0.2%	3,484	0.3%	-37.3%	4,789	0.2%	6,423	0.3%	-25.4%	37,960	0.2%	34,802	0.2%	9.1%
Land Rover (Tata Motors)	6,828	0.5%	5,747	0.4%	18.8%	13,274	0.5%	11,910	0.5%	11.5%	76,103	0.4%	73,699	0.4%	3.3%
Daimler (Mercedes-Benz)	27,894	2.2%	27,383	2.1%	1.9%	55,497	2.3%	55,283	2.2%	0.4%	375,525	2.2%	383,441	2.2%	-2.1%
Porsche	4,382	0.3%	3,637	0.3%	20.5%	9,198	0.4%	8,239	0.3%	11.6%	56,379	0.3%	54,604	0.3%	3.3%
Saab (Spyker)	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-
Volvo (Geely)	6,283	0.5%	4,651	0.4%	35.1%	11,850	0.5%	8,123	0.3%	45.9%	85,234	0.5%	81,212	0.5%	5.0%
Volkswagen / Audi (VAG)	42,111	3.2%	38,886	2.9%	8.3%	81,366	3.3%	75,597	3.1%	7.6%	572,174	3.3%	542,790	3.1%	5.4%
EUROPEAN BRANDS	116,256	9.0%	108,500	8.2%	7.1%	224,500	9.2%	211,506	8.6%	6.1%	1,558,757	9.1%	1,535,026	8.8%	1.5%
TOTAL AUTO SALES	1,296,828		1,328,384		-2.4%	2,446,640		2,466,617		-0.8%	17,148,342		17,451,482		-1.7%
SAAR-Annual Rate	17,002,707		17,378,253		-2.2%	17,036,699		17,355,618		-1.8%	17,148,785		17,444,997		-1.7%

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.

Copyright © 2018 Morgan & Company, Inc.