



## U.S. AUTO SALES SUMMARY

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

Morgan & Company, Inc.  
Summary Page

	Monthly Totals					Calendar Year-To-Date					12 Month Totals				
	January 2018	Share	January 2017	Share	Vol. % Change	Current Total	Share	Year Ago Total	Share	Vol. % Change	Current Total	Share	Year Ago Total	Share	Vol. % Change
<b>TRADITIONAL DOMESTIC BRAND TOTALS</b>															
General Motors	198,548	17.3%	195,909	17.2%	1.3%	198,548	17.3%	195,909	17.2%	1.3%	3,004,880	17.5%	3,034,939	17.4%	-1.0%
Ford Motor	160,411	14.0%	171,186	15.0%	-6.3%	160,411	14.0%	171,186	15.0%	-6.3%	2,564,425	14.9%	2,597,919	14.9%	-1.3%
FCA US	132,803	11.5%	152,218	13.4%	-12.8%	132,803	11.5%	152,218	13.4%	-12.8%	2,039,961	11.9%	2,225,180	12.7%	-8.3%
<b>TOTAL 'DETROIT THREE'</b>	<b>491,762</b>	<b>42.8%</b>	<b>519,313</b>	<b>45.6%</b>	<b>-5.3%</b>	<b>491,762</b>	<b>42.8%</b>	<b>519,313</b>	<b>45.6%</b>	<b>-5.3%</b>	<b>7,609,266</b>	<b>44.3%</b>	<b>7,858,038</b>	<b>45.0%</b>	<b>-3.2%</b>
Honda / Acura	104,542	9.1%	106,380	9.3%	-1.7%	104,542	9.1%	106,380	9.3%	-1.7%	1,639,591	9.5%	1,643,826	9.4%	-0.3%
Hyundai / Genesis	41,243	3.6%	46,507	4.1%	-11.3%	41,243	3.6%	46,507	4.1%	-11.3%	680,291	4.0%	776,501	4.4%	-12.4%
Isuzu	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-
Kia	35,628	3.1%	35,626	3.1%	0.0%	35,628	3.1%	35,626	3.1%	0.0%	589,670	3.4%	644,919	3.7%	-8.6%
Mazda	24,962	2.2%	21,698	1.9%	15.0%	24,962	2.2%	21,698	1.9%	15.0%	292,734	1.7%	299,768	1.7%	-2.3%
Mitsubishi	8,480	0.7%	6,457	0.6%	31.3%	8,480	0.7%	6,457	0.6%	31.3%	105,709	0.6%	96,460	0.6%	9.6%
Nissan / Infiniti	123,538	10.7%	112,319	9.9%	10.0%	123,538	10.7%	112,319	9.9%	10.0%	1,604,683	9.3%	1,571,008	9.0%	2.1%
Subaru	44,357	3.9%	43,879	3.9%	1.1%	44,357	3.9%	43,879	3.9%	1.1%	648,434	3.8%	617,910	3.5%	4.9%
Suzuki	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-
Toyota / Lexus / Scion	167,056	14.5%	143,048	12.6%	16.8%	167,056	14.5%	143,048	12.6%	16.8%	2,458,519	14.3%	2,431,352	13.9%	1.1%
<b>ASIAN BRANDS</b>	<b>549,806</b>	<b>47.8%</b>	<b>515,914</b>	<b>45.3%</b>	<b>6.6%</b>	<b>549,806</b>	<b>47.8%</b>	<b>515,914</b>	<b>45.3%</b>	<b>6.6%</b>	<b>8,019,631</b>	<b>46.7%</b>	<b>8,081,744</b>	<b>46.3%</b>	<b>-0.8%</b>
BMW / Mini	21,953	1.9%	21,219	1.9%	3.5%	21,953	1.9%	21,219	1.9%	3.5%	353,521	2.1%	365,103	2.1%	-3.2%
Jaguar (Tata Motors)	2,604	0.2%	2,939	0.3%	-11.4%	2,604	0.2%	2,939	0.3%	-11.4%	39,259	0.2%	32,830	0.2%	19.6%
Land Rover (Tata Motors)	6,446	0.6%	6,163	0.5%	4.6%	6,446	0.6%	6,163	0.5%	4.6%	75,022	0.4%	74,369	0.4%	0.9%
Daimler (Mercedes-Benz)	27,603	2.4%	27,900	2.5%	-1.1%	27,603	2.4%	27,900	2.5%	-1.1%	375,014	2.2%	381,690	2.2%	-1.7%
Porsche	4,816	0.4%	4,602	0.4%	4.7%	4,816	0.4%	4,602	0.4%	4.7%	55,634	0.3%	54,528	0.3%	2.0%
Saab (Spyker)	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-
Volvo (Geely)	5,567	0.5%	3,472	0.3%	60.3%	5,567	0.5%	3,472	0.3%	60.3%	83,602	0.5%	81,821	0.5%	2.2%
Volkswagen / Audi (VAG)	39,255	3.4%	36,711	3.2%	6.9%	39,255	3.4%	36,711	3.2%	6.9%	568,949	3.3%	537,943	3.1%	5.8%
<b>EUROPEAN BRANDS</b>	<b>108,244</b>	<b>9.4%</b>	<b>103,006</b>	<b>9.0%</b>	<b>5.1%</b>	<b>108,244</b>	<b>9.4%</b>	<b>103,006</b>	<b>9.0%</b>	<b>5.1%</b>	<b>1,551,001</b>	<b>9.0%</b>	<b>1,528,284</b>	<b>8.7%</b>	<b>1.5%</b>
<b>TOTAL AUTO SALES</b>	<b>1,149,812</b>		<b>1,138,233</b>		<b>1.0%</b>	<b>1,149,812</b>		<b>1,138,233</b>		<b>1.0%</b>	<b>17,179,898</b>		<b>17,468,066</b>		<b>-1.6%</b>
<b>SAAR-Annual Rate</b>	<b>17,070,104</b>		<b>17,332,984</b>		<b>-1.5%</b>	<b>17,070,104</b>		<b>17,332,984</b>		<b>-1.5%</b>	<b>17,180,032</b>		<b>17,460,784</b>		<b>-1.6%</b>

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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