



Morgan & Company

U.S. AUTO SALES OVERVIEW

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

	Monthly Totals					Calendar Year-To-Date					12 Month Totals				
	January 2020		January 2019		Vol. %	Current Total		Year Ago Total		Vol. %	Current Total		Year Ago Total		Vol. %
	Share	Share	Share	Share	Change	Share	Share	Share	Share	Change	Share	Share	Share	Share	Change
GRAND TOTAL	1,133,000		1,137,830		-0.4%	1,133,000		1,137,830		-0.4%	17,048,952		17,271,377		-1.3%
SAAR-Annual Rate	16,886,060		16,781,912		0.6%	16,886,060		16,781,912		0.6%	17,000,013		17,255,366		-1.5%

BY REGION OF MANUFACTURE															
N. AMERICAN SOURCE	881,956	77.8%	885,544	77.8%	-0.4%	881,956	77.8%	885,544	77.8%	-0.4%	13,323,253	78.1%	13,404,676	77.6%	-0.6%
ASIAN SOURCE	187,687	16.6%	186,061	16.4%	0.9%	187,687	16.6%	186,061	16.4%	0.9%	2,775,128	16.3%	2,819,500	16.3%	-1.6%
EUROPEAN SOURCE	63,357	5.6%	66,225	5.8%	-4.3%	63,357	5.6%	66,225	5.8%	-4.3%	950,571	5.6%	1,047,201	6.1%	-9.2%
GRAND TOTAL	1,133,000	100.0%	1,137,830	100.0%	-0.4%	1,133,000	100.0%	1,137,830	100.0%	-0.4%	17,048,952	100.0%	17,271,377	100.0%	-1.3%

CAR - TRUCK SPLIT															
TOTAL CAR	291,208	25.7%	356,779	31.4%	-18.4%	291,208	25.7%	356,779	31.4%	-18.4%	4,725,441	27.7%	5,337,964	30.9%	-11.5%
TOTAL LIGHT TRUCK	841,792	74.3%	781,051	68.6%	7.8%	841,792	74.3%	781,051	68.6%	7.8%	12,323,511	72.3%	11,933,413	69.1%	3.3%
GRAND TOTAL	1,133,000	100.0%	1,137,830	100.0%	-0.4%	1,133,000	100.0%	1,137,830	100.0%	-0.4%	17,048,952	100.0%	17,271,377	100.0%	-1.3%

CARS BY SOURCE REGION															
N. AMERICAN CAR	219,333	75.3%	280,789	78.7%	-21.9%	219,333	75.3%	280,789	78.7%	-21.9%	3,550,646	75.1%	4,099,656	76.8%	-13.4%
IMPORT CAR	71,875	24.7%	75,990	21.3%	-5.4%	71,875	24.7%	75,990	21.3%	-5.4%	1,174,795	24.9%	1,238,308	23.2%	-5.1%
TOTAL CAR	291,208	100.0%	356,779	100.0%	-18.4%	291,208	100.0%	356,779	100.0%	-18.4%	4,725,441	100.0%	5,337,964	100.0%	-11.5%

TRUCKS BY SOURCE REGION															
NA LIGHT TRUCK	662,623	78.7%	604,755	77.4%	9.6%	662,623	78.7%	604,755	77.4%	9.6%	9,772,607	79.3%	9,305,020	78.0%	5.0%
IMPORT LIGHT TRUCK	179,169	21.3%	176,296	22.6%	1.6%	179,169	21.3%	176,296	22.6%	1.6%	2,550,904	20.7%	2,628,393	22.0%	-2.9%
TOTAL LIGHT TRUCK	841,792	100.0%	781,051	100.0%	7.8%	841,792	100.0%	781,051	100.0%	7.8%	12,323,511	100.0%	11,933,413	100.0%	3.3%

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.

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