



## U.S. AUTO SALES SUMMARY

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

Morgan & Company, Inc.  
Summary Page

	Monthly Totals					Calendar Year-To-Date					12 Month Totals				
	July 2018	Share	July 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	218,958	16.1%	226,107	16.0%	-3.2%	1,692,084	17.0%	1,640,553	16.7%	3.1%	3,053,772	17.7%	2,977,155	17.3%	2.6%
Ford Motor	192,743	14.2%	199,318	14.1%	-3.3%	1,464,457	14.8%	1,493,715	15.2%	-2.0%	2,545,942	14.7%	2,532,488	14.7%	0.5%
FCA US	170,970	12.6%	161,477	11.4%	5.9%	1,286,446	13.0%	1,228,839	12.5%	4.7%	2,116,983	12.3%	2,148,481	12.5%	-1.5%
<b>TOTAL 'DETROIT THREE'</b>	<b>582,671</b>	<b>42.9%</b>	<b>586,902</b>	<b>41.6%</b>	<b>-0.7%</b>	<b>4,442,987</b>	<b>44.8%</b>	<b>4,363,107</b>	<b>44.4%</b>	<b>1.8%</b>	<b>7,716,697</b>	<b>44.7%</b>	<b>7,658,124</b>	<b>44.5%</b>	<b>0.8%</b>
Honda / Acura	138,602	10.2%	150,980	10.7%	-8.2%	926,426	9.3%	942,866	9.6%	-1.7%	1,624,989	9.4%	1,635,654	9.5%	-0.7%
Hyundai / Genesis	51,752	3.8%	54,063	3.8%	-4.3%	386,801	3.9%	400,423	4.1%	-3.4%	671,933	3.9%	726,365	4.2%	-7.5%
Isuzu	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-
Kia	53,112	3.9%	56,403	4.0%	-5.8%	346,675	3.5%	352,139	3.6%	-1.6%	584,204	3.4%	611,441	3.6%	-4.5%
Mazda	24,125	1.8%	27,089	1.9%	-10.9%	188,049	1.9%	168,713	1.7%	11.5%	308,806	1.8%	293,217	1.7%	5.3%
Mitsubishi	9,950	0.7%	8,025	0.6%	24.0%	77,277	0.8%	62,601	0.6%	23.4%	118,362	0.7%	99,044	0.6%	19.5%
Nissan / Infiniti	108,792	8.0%	128,295	9.1%	-15.2%	889,487	9.0%	947,983	9.6%	-6.2%	1,534,968	8.9%	1,581,817	9.2%	-3.0%
Subaru	59,426	4.4%	55,703	3.9%	6.7%	382,286	3.9%	360,513	3.7%	6.0%	669,729	3.9%	644,094	3.7%	4.0%
Suzuki	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-
Toyota / Lexus / Scion	208,770	15.4%	222,057	15.7%	-6.0%	1,398,079	14.1%	1,377,218	14.0%	1.5%	2,455,372	14.2%	2,414,772	14.0%	1.7%
<b>ASIAN BRANDS</b>	<b>654,529</b>	<b>48.2%</b>	<b>702,615</b>	<b>49.8%</b>	<b>-6.8%</b>	<b>4,595,080</b>	<b>46.3%</b>	<b>4,612,456</b>	<b>46.9%</b>	<b>-0.4%</b>	<b>7,968,363</b>	<b>46.2%</b>	<b>8,006,404</b>	<b>46.6%</b>	<b>-0.5%</b>
BMW / Mini	26,278	1.9%	26,363	1.9%	-0.3%	202,300	2.0%	197,651	2.0%	2.4%	357,436	2.1%	353,724	2.1%	1.0%
Jaguar (Tata Motors)	1,880	0.1%	3,166	0.2%	-40.6%	16,667	0.2%	23,831	0.2%	-30.1%	32,430	0.2%	40,685	0.2%	-20.3%
Land Rover (Tata Motors)	6,209	0.5%	5,915	0.4%	5.0%	50,988	0.5%	41,754	0.4%	22.1%	83,973	0.5%	72,892	0.4%	15.2%
Daimler (Mercedes-Benz)	23,058	1.7%	28,849	2.0%	-20.1%	199,466	2.0%	208,592	2.1%	-4.4%	366,185	2.1%	375,924	2.2%	-2.6%
Porsche	4,020	0.3%	3,901	0.3%	3.1%	33,441	0.3%	31,469	0.3%	6.3%	57,392	0.3%	55,163	0.3%	4.0%
Saab (Spyker)	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-
Volvo (Geely)	8,622	0.6%	6,967	0.5%	23.8%	56,244	0.6%	41,072	0.4%	36.9%	96,679	0.6%	78,561	0.5%	23.1%
Volkswagen / Audi (VAG)	49,741	3.7%	45,915	3.3%	8.3%	330,581	3.3%	310,124	3.2%	6.6%	586,644	3.4%	550,215	3.2%	6.6%
<b>EUROPEAN BRANDS</b>	<b>119,808</b>	<b>8.8%</b>	<b>121,076</b>	<b>8.6%</b>	<b>-1.0%</b>	<b>889,687</b>	<b>9.0%</b>	<b>854,493</b>	<b>8.7%</b>	<b>4.1%</b>	<b>1,580,739</b>	<b>9.2%</b>	<b>1,527,164</b>	<b>8.9%</b>	<b>3.5%</b>
<b>TOTAL AUTO SALES</b>	<b>1,357,008</b>		<b>1,410,593</b>		<b>-3.8%</b>	<b>9,927,754</b>		<b>9,830,056</b>		<b>1.0%</b>	<b>17,265,799</b>		<b>17,191,692</b>		<b>0.4%</b>
<b>SAAR-Annual Rate</b>	<b>16,642,944</b>		<b>16,717,601</b>		<b>-0.4%</b>	<b>17,063,798</b>		<b>16,937,222</b>		<b>0.7%</b>	<b>17,275,478</b>		<b>17,236,327</b>		<b>0.2%</b>

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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