



U.S. AUTO SALES SUMMARY

March, 2017 (Month, CYTD, 12-Month Totals, MYTD)

Morgan & Company, Inc.
Summary Page

	Monthly Totals					Calendar Year-To-Date					12 Month Totals				
	March 2017	Share	March 2016	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	256,224	16.5%	252,128	16.0%	1.6%	689,521	17.2%	683,698	16.7%	0.9%	3,048,598	17.5%	3,082,025	17.5%	-1.1%
Ford Motor	234,895	15.2%	253,064	16.0%	-7.2%	613,545	15.3%	641,587	15.7%	-4.4%	2,571,169	14.8%	2,652,769	15.1%	-3.1%
FCA US	190,254	12.3%	199,467	12.6%	-4.6%	510,798	12.7%	558,138	13.7%	-8.5%	2,196,975	12.6%	2,301,477	13.1%	-4.5%
TOTAL 'DETROIT THREE'	681,373	44.0%	704,659	44.7%	-3.3%	1,813,864	45.2%	1,883,423	46.1%	-3.7%	7,816,742	44.9%	8,036,271	45.7%	-2.7%
Honda / Acura	137,227	8.9%	138,221	8.8%	-0.7%	365,293	9.1%	357,703	8.8%	2.1%	1,645,532	9.4%	1,610,311	9.2%	2.2%
Hyundai / Genesis	69,265	4.5%	75,310	4.8%	-8.0%	168,792	4.2%	173,330	4.2%	-2.6%	770,467	4.4%	763,011	4.3%	1.0%
Isuzu	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-
Kia	49,429	3.2%	58,279	3.7%	-15.2%	127,728	3.2%	146,321	3.6%	-12.7%	629,005	3.6%	631,039	3.6%	-0.3%
Mazda	24,549	1.6%	23,396	1.5%	4.9%	69,071	1.7%	64,643	1.6%	6.8%	302,201	1.7%	305,783	1.7%	-1.2%
Mitsubishi	11,766	0.8%	11,078	0.7%	6.2%	29,147	0.7%	25,212	0.6%	15.6%	100,202	0.6%	96,764	0.6%	3.6%
Nissan / Infiniti	168,832	10.9%	163,559	10.4%	3.2%	416,891	10.4%	400,204	9.8%	4.2%	1,581,110	9.1%	1,517,494	8.6%	4.2%
Subaru	54,871	3.5%	49,285	3.1%	11.3%	144,250	3.6%	132,397	3.2%	9.0%	626,985	3.6%	583,791	3.3%	7.4%
Suzuki	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-
Toyota / Lexus / Scion	215,224	13.9%	219,842	13.9%	-2.1%	532,611	13.3%	569,079	13.9%	-6.4%	2,413,119	13.8%	2,492,772	14.2%	-3.2%
ASIAN BRANDS	731,163	47.2%	738,970	46.8%	-1.1%	1,853,783	46.2%	1,868,889	45.8%	-0.8%	8,068,621	46.3%	8,000,965	45.5%	0.8%
BMW / Mini	36,002	2.3%	34,795	2.2%	3.5%	81,933	2.0%	81,452	2.0%	0.6%	365,685	2.1%	394,720	2.2%	-7.4%
Jaguar (Tata Motors)	4,953	0.3%	2,133	0.1%	132.2%	11,376	0.3%	4,997	0.1%	127.7%	37,622	0.2%	15,127	0.1%	148.7%
Land Rover (Tata Motors)	7,965	0.5%	8,733	0.6%	-8.8%	19,875	0.5%	20,805	0.5%	-4.5%	72,931	0.4%	74,411	0.4%	-2.0%
Daimler (Mercedes-Benz)	32,352	2.1%	31,715	2.0%	2.0%	87,635	2.2%	84,309	2.1%	3.9%	384,078	2.2%	379,522	2.2%	1.2%
Porsche	4,479	0.3%	4,323	0.3%	3.6%	12,718	0.3%	12,238	0.3%	3.9%	54,760	0.3%	52,564	0.3%	4.2%
Saab (Spyker)	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-
Volvo (Geely)	5,356	0.3%	6,857	0.4%	-21.9%	13,479	0.3%	16,361	0.4%	-17.6%	79,711	0.5%	72,430	0.4%	10.1%
Volkswagen / Audi (VAG)	46,340	3.0%	45,306	2.9%	2.3%	121,937	3.0%	111,274	2.7%	9.6%	543,824	3.1%	543,579	3.1%	0.0%
EUROPEAN BRANDS	137,447	8.9%	133,862	8.5%	2.7%	348,953	8.7%	331,436	8.1%	5.3%	1,538,611	8.8%	1,532,353	8.7%	0.4%
TOTAL AUTO SALES	1,549,983		1,577,491		-1.7%	4,016,600		4,083,748		-1.6%	17,423,974		17,569,589		-0.8%
SAAR-Annual Rate	16,554,759		16,625,741		-0.4%	17,183,319		17,370,333		-1.1%	17,441,864		17,553,197		-0.6%

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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