



Morgan & Company, Inc.  
Summary Page

## U.S. AUTO SALES SUMMARY

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

	Monthly Totals					Calendar Year-To-Date					12 Month Totals				
	March 2018	Share	March 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	296,341	18.0%	256,224	16.5%	15.7%	715,794	17.5%	689,521	17.2%	3.8%	3,028,514	17.6%	3,048,598	17.5%	-0.7%
Ford Motor	243,021	14.7%	234,895	15.2%	3.5%	596,794	14.6%	613,545	15.3%	-2.7%	2,558,449	14.8%	2,571,169	14.8%	-0.5%
FCA US	216,063	13.1%	190,254	12.3%	13.6%	514,769	12.6%	510,798	12.7%	0.8%	2,063,347	12.0%	2,196,975	12.6%	-6.1%
<b>TOTAL 'DETROIT THREE'</b>	<b>755,425</b>	<b>45.8%</b>	<b>681,373</b>	<b>44.0%</b>	<b>10.9%</b>	<b>1,827,357</b>	<b>44.6%</b>	<b>1,813,864</b>	<b>45.2%</b>	<b>0.7%</b>	<b>7,650,310</b>	<b>44.4%</b>	<b>7,816,742</b>	<b>44.9%</b>	<b>-2.1%</b>
Honda / Acura	142,392	8.6%	137,227	8.9%	3.8%	362,491	8.9%	365,293	9.1%	-0.8%	1,638,627	9.5%	1,645,532	9.4%	-0.4%
Hyundai / Genesis	61,540	3.7%	69,265	4.5%	-11.2%	148,878	3.6%	168,792	4.2%	-11.8%	665,641	3.9%	770,467	4.4%	-13.6%
Isuzu	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-
Kia	50,645	3.1%	49,429	3.2%	2.5%	126,945	3.1%	127,728	3.2%	-0.6%	588,885	3.4%	629,005	3.6%	-6.4%
Mazda	33,302	2.0%	24,549	1.6%	35.7%	83,995	2.1%	69,071	1.7%	21.6%	304,394	1.8%	302,201	1.7%	0.7%
Mitsubishi	14,319	0.9%	11,766	0.8%	21.7%	35,772	0.9%	29,147	0.7%	22.7%	110,311	0.6%	100,202	0.6%	10.1%
Nissan / Infiniti	162,535	9.9%	168,832	10.9%	-3.7%	416,003	10.2%	416,891	10.4%	-0.2%	1,592,576	9.2%	1,581,110	9.1%	0.7%
Subaru	58,097	3.5%	54,871	3.5%	5.9%	149,703	3.7%	144,250	3.6%	3.8%	653,409	3.8%	626,985	3.6%	4.2%
Suzuki	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-
Toyota / Lexus / Scion	222,782	13.5%	215,224	13.9%	3.5%	572,033	14.0%	532,611	13.3%	7.4%	2,473,933	14.3%	2,413,119	13.8%	2.5%
<b>ASIAN BRANDS</b>	<b>745,612</b>	<b>45.2%</b>	<b>731,163</b>	<b>47.2%</b>	<b>2.0%</b>	<b>1,895,820</b>	<b>46.3%</b>	<b>1,853,783</b>	<b>46.2%</b>	<b>2.3%</b>	<b>8,027,776</b>	<b>46.5%</b>	<b>8,068,621</b>	<b>46.3%</b>	<b>-0.5%</b>
BMW / Mini	35,842	2.2%	36,002	2.3%	-0.4%	84,368	2.1%	81,933	2.0%	3.0%	355,222	2.1%	365,685	2.1%	-2.9%
Jaguar (Tata Motors)	3,260	0.2%	4,953	0.3%	-34.2%	8,049	0.2%	11,376	0.3%	-29.2%	36,267	0.2%	37,622	0.2%	-3.6%
Land Rover (Tata Motors)	10,972	0.7%	7,965	0.5%	37.8%	24,246	0.6%	19,875	0.5%	22.0%	79,110	0.5%	72,931	0.4%	8.5%
Daimler (Mercedes-Benz)	31,484	1.9%	32,352	2.1%	-2.7%	86,981	2.1%	87,635	2.2%	-0.7%	374,657	2.2%	384,078	2.2%	-2.5%
Porsche	4,756	0.3%	4,479	0.3%	6.2%	13,954	0.3%	12,718	0.3%	9.7%	56,656	0.3%	54,760	0.3%	3.5%
Saab (Spyker)	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-
Volvo (Geely)	8,233	0.5%	5,356	0.3%	53.7%	20,083	0.5%	13,479	0.3%	49.0%	88,111	0.5%	79,711	0.5%	10.5%
Volkswagen / Audi (VAG)	52,638	3.2%	46,340	3.0%	13.6%	134,004	3.3%	121,937	3.0%	9.9%	578,472	3.4%	543,824	3.1%	6.4%
<b>EUROPEAN BRANDS</b>	<b>147,185</b>	<b>8.9%</b>	<b>137,447</b>	<b>8.9%</b>	<b>7.1%</b>	<b>371,685</b>	<b>9.1%</b>	<b>348,953</b>	<b>8.7%</b>	<b>6.5%</b>	<b>1,568,495</b>	<b>9.1%</b>	<b>1,538,611</b>	<b>8.8%</b>	<b>1.9%</b>
<b>TOTAL AUTO SALES</b>	<b>1,648,222</b>		<b>1,549,983</b>		<b>6.3%</b>	<b>4,094,862</b>		<b>4,016,600</b>		<b>1.9%</b>	<b>17,246,581</b>		<b>17,423,974</b>		<b>-1.0%</b>
<b>SAAR-Annual Rate</b>	<b>17,417,138</b>		<b>16,749,886</b>		<b>4.0%</b>	<b>17,163,551</b>		<b>17,152,997</b>		<b>0.1%</b>	<b>17,204,487</b>		<b>17,439,391</b>		<b>-1.3%</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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