



## U.S. AUTO SALES SUMMARY

March, 2019 (Month, CYTD, 12-Month Totals, MYTD)

Morgan & Company, Inc.  
Summary Page

	Monthly Totals					Calendar Year-To-Date					12 Month Totals				
	March 2019	Share	March 2018	Share	Vol. % Change	Current Total	Share	Year Ago Total	Share	Vol. % Change	Current Total	Share	Year Ago Total	Share	Vol. % Change
<b>DOMESTIC BRAND TOTALS</b>															
General Motors	270,000	16.7%	296,341	17.9%	-8.9%	665,281	16.6%	715,794	17.4%	-7.1%	2,900,956	16.9%	3,028,514	17.5%	-4.2%
Ford Motor	230,382	14.3%	243,021	14.7%	-5.2%	586,956	14.6%	596,794	14.5%	-1.6%	2,475,384	14.4%	2,558,449	14.8%	-3.2%
FCA US	200,307	12.4%	216,063	13.1%	-7.3%	498,425	12.4%	514,769	12.5%	-3.2%	2,218,860	12.9%	2,063,347	11.9%	7.5%
Tesla (est)	19,275	1.2%	6,155	0.4%	213.2%	62,825	1.6%	14,350	0.3%	337.8%	176,365	1.0%	45,015	0.3%	291.8%
<b>TOTAL DOMESTIC BRANDS</b>	<b>719,964</b>	<b>44.7%</b>	<b>761,580</b>	<b>46.0%</b>	<b>-5.5%</b>	<b>1,813,487</b>	<b>45.1%</b>	<b>1,841,707</b>	<b>44.8%</b>	<b>-1.5%</b>	<b>7,771,565</b>	<b>45.3%</b>	<b>7,695,325</b>	<b>44.5%</b>	<b>1.0%</b>
<b>ASIAN BRANDS</b>															
Honda / Acura	148,509	9.2%	142,392	8.6%	4.3%	369,787	9.2%	362,491	8.8%	2.0%	1,612,124	9.4%	1,638,627	9.5%	-1.6%
Hyundai / Genesis	62,652	3.9%	61,540	3.7%	1.8%	151,812	3.8%	148,878	3.6%	2.0%	680,881	4.0%	665,641	3.8%	2.3%
Kia	55,814	3.5%	50,645	3.1%	10.2%	136,596	3.4%	126,945	3.1%	7.6%	599,324	3.5%	588,885	3.4%	1.8%
Mazda	26,934	1.7%	33,302	2.0%	-19.1%	70,833	1.8%	83,995	2.0%	-15.7%	287,163	1.7%	304,394	1.8%	-5.7%
Mitsubishi	19,599	1.2%	14,319	0.9%	36.9%	42,067	1.0%	35,772	0.9%	17.6%	124,369	0.7%	110,311	0.6%	12.7%
Nissan / Infiniti	150,768	9.4%	162,535	9.8%	-7.2%	365,851	9.1%	416,003	10.1%	-12.1%	1,443,725	8.4%	1,592,576	9.2%	-9.3%
Subaru	61,601	3.8%	58,097	3.5%	6.0%	156,754	3.9%	149,703	3.6%	4.7%	687,186	4.0%	653,409	3.8%	5.2%
Toyota / Lexus / Scion	214,947	13.3%	222,782	13.5%	-3.5%	543,716	13.5%	572,033	13.9%	-5.0%	2,398,342	14.0%	2,473,933	14.3%	-3.1%
<b>ASIAN BRANDS</b>	<b>740,824</b>	<b>45.9%</b>	<b>745,612</b>	<b>45.1%</b>	<b>-0.6%</b>	<b>1,837,416</b>	<b>45.7%</b>	<b>1,895,820</b>	<b>46.1%</b>	<b>-3.1%</b>	<b>7,833,114</b>	<b>45.6%</b>	<b>8,027,776</b>	<b>46.4%</b>	<b>-2.4%</b>
<b>EUROPEAN BRANDS</b>															
BMW / Mini	35,997	2.2%	35,842	2.2%	0.4%	82,793	2.1%	84,368	2.1%	-1.9%	353,123	2.1%	355,222	2.1%	-0.6%
Jaguar (Tata Motors)	3,679	0.2%	3,260	0.2%	12.9%	10,222	0.3%	8,049	0.2%	27.0%	32,656	0.2%	36,267	0.2%	-10.0%
Land Rover (Tata Motors)	9,492	0.6%	10,972	0.7%	-13.5%	25,028	0.6%	24,246	0.6%	3.2%	92,925	0.5%	79,110	0.5%	17.5%
Daimler (Mercedes-Benz)	30,627	1.9%	31,484	1.9%	-2.7%	78,878	2.0%	86,981	2.1%	-9.3%	347,317	2.0%	374,657	2.2%	-7.3%
Porsche	4,779	0.3%	4,756	0.3%	0.5%	15,024	0.4%	13,954	0.3%	7.7%	58,272	0.3%	56,656	0.3%	2.9%
Volvo (Geely)	9,569	0.6%	8,233	0.5%	16.2%	22,058	0.5%	20,083	0.5%	9.8%	100,238	0.6%	88,111	0.5%	13.8%
Volkswagen / Audi (VAG)	57,394	3.6%	52,638	3.2%	9.0%	133,987	3.3%	134,004	3.3%	0.0%	577,370	3.4%	578,254	3.3%	-0.2%
<b>EUROPEAN BRANDS</b>	<b>151,537</b>	<b>9.4%</b>	<b>147,185</b>	<b>8.9%</b>	<b>3.0%</b>	<b>367,990</b>	<b>9.2%</b>	<b>371,685</b>	<b>9.0%</b>	<b>-1.0%</b>	<b>1,561,901</b>	<b>9.1%</b>	<b>1,568,277</b>	<b>9.1%</b>	<b>-0.4%</b>
<b>TOTAL AUTO SALES</b>	<b>1,612,325</b>		<b>1,654,377</b>		<b>-2.5%</b>	<b>4,018,893</b>		<b>4,109,212</b>		<b>-2.2%</b>	<b>17,166,580</b>		<b>17,291,378</b>		<b>-0.7%</b>
<b>SAAR-Annual Rate</b>	<b>17,493,064</b>		<b>17,314,787</b>		<b>1.0%</b>	<b>16,951,351</b>		<b>17,166,154</b>		<b>-1.3%</b>	<b>17,175,519</b>		<b>17,217,214</b>		<b>-0.2%</b>

Source: Morgan & Company, Inc. Ph: 616-842-0031 Email: info@morgancom.com Web: www.morgancom.com

General Motors = monthly sales are estimated in that GM only reports sales quarterly without monthly specifics.  
Genesis sales are estimated for March, 2019

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.