



Morgan & Company, Inc.
Summary Page

U.S. AUTO SALES SUMMARY

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

	Monthly Totals					Calendar Year-To-Date					12 Month Totals				
	November 2017	Share	November 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	245,387	17.6%	252,644	18.4%	-2.9%	2,693,702	17.3%	2,723,667	17.2%	-1.1%	3,012,810	17.5%	3,013,897	17.3%	0.0%
Ford Motor	210,205	15.1%	196,441	14.3%	7.0%	2,334,290	15.0%	2,361,426	14.9%	-1.1%	2,572,075	14.9%	2,599,032	14.9%	-1.0%
FCA US	154,919	11.1%	160,827	11.7%	-3.7%	1,887,430	12.1%	2,051,796	13.0%	-8.0%	2,079,949	12.1%	2,265,720	13.0%	-8.2%
TOTAL 'DETROIT THREE'	610,511	43.8%	609,912	44.4%	0.1%	6,915,422	44.4%	7,136,889	45.1%	-3.1%	7,664,834	44.4%	7,878,649	45.2%	-2.7%
Honda / Acura	133,156	9.6%	122,924	8.9%	8.3%	1,492,112	9.6%	1,477,465	9.3%	1.0%	1,652,589	9.6%	1,628,358	9.3%	1.5%
Hyundai / Genesis	57,211	4.1%	62,507	4.5%	-8.5%	621,961	4.0%	712,700	4.5%	-12.7%	684,266	4.0%	776,208	4.5%	-11.8%
Isuzu	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-
Kia	44,302	3.2%	52,504	3.8%	-15.6%	546,629	3.5%	593,245	3.8%	-7.9%	600,982	3.5%	647,486	3.7%	-7.2%
Mazda	21,469	1.5%	22,041	1.6%	-2.6%	262,577	1.7%	269,019	1.7%	-2.4%	291,331	1.7%	298,313	1.7%	-2.3%
Mitsubishi	8,609	0.6%	6,896	0.5%	24.8%	95,185	0.6%	88,884	0.6%	7.1%	102,568	0.6%	96,771	0.6%	6.0%
Nissan / Infiniti	135,985	9.8%	115,136	8.4%	18.1%	1,455,238	9.3%	1,411,680	8.9%	3.1%	1,607,981	9.3%	1,550,980	8.9%	3.7%
Subaru	51,721	3.7%	51,308	3.7%	0.8%	584,614	3.8%	551,955	3.5%	5.9%	647,791	3.8%	608,229	3.5%	6.5%
Suzuki	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-
Toyota / Lexus / Scion	191,617	13.8%	197,645	14.4%	-3.0%	2,211,526	14.2%	2,206,358	14.0%	0.2%	2,454,755	14.2%	2,444,708	14.0%	0.4%
ASIAN BRANDS	644,070	46.3%	630,961	45.9%	2.1%	7,269,842	46.7%	7,311,306	46.3%	-0.6%	8,042,263	46.6%	8,051,053	46.2%	-0.1%
BMW / Mini	32,087	2.3%	30,696	2.2%	4.5%	313,923	2.0%	327,711	2.1%	-4.2%	351,416	2.0%	367,345	2.1%	-4.3%
Jaguar (Tata Motors)	3,061	0.2%	3,381	0.2%	-9.5%	36,180	0.2%	26,949	0.2%	34.3%	40,474	0.2%	28,146	0.2%	43.8%
Land Rover (Tata Motors)	6,801	0.5%	5,659	0.4%	20.2%	66,759	0.4%	65,582	0.4%	1.8%	75,038	0.4%	74,023	0.4%	1.4%
Daimler (Mercedes-Benz)	34,242	2.5%	33,490	2.4%	2.2%	335,895	2.2%	343,695	2.2%	-2.3%	372,952	2.2%	382,613	2.2%	-2.5%
Porsche	5,555	0.4%	5,513	0.4%	0.8%	51,507	0.3%	50,265	0.3%	2.5%	55,522	0.3%	54,201	0.3%	2.4%
Saab (Spyker)	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-
Volvo (Geely)	7,854	0.6%	7,723	0.6%	1.7%	71,828	0.5%	72,464	0.5%	-0.9%	81,957	0.5%	81,805	0.5%	0.2%
Volkswagen / Audi (VAG)	48,402	3.5%	46,790	3.4%	3.4%	509,147	3.3%	472,737	3.0%	7.7%	569,571	3.3%	524,092	3.0%	8.7%
EUROPEAN BRANDS	138,002	9.9%	133,252	9.7%	3.6%	1,385,239	8.9%	1,359,403	8.6%	1.9%	1,546,930	9.0%	1,512,225	8.7%	2.3%
TOTAL AUTO SALES	1,392,583		1,374,125		1.3%	15,570,503		15,807,598		-1.5%	17,254,027		17,441,927		-1.1%
SAAR-Annual Rate	17,463,745		17,619,163		-0.9%	17,148,397		17,439,479		-1.7%	17,224,876		17,421,958		-1.1%

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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