



U.S. AUTO SALES SUMMARY

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

Morgan & Company, Inc.
Summary Page

	Monthly Totals					Calendar Year-To-Date					12 Month Totals				
	November 2018	Share	November 2017	Share	Vol. % Change	Current Total	Share	Year Ago Total	Share	Vol. % Change	Current Total	Share	Year Ago Total	Share	Vol. % Change
DOMESTIC BRAND TOTALS															
General Motors	240,500	17.4%	245,387	17.6%	-2.0%	2,649,980	17.0%	2,693,702	17.3%	-1.6%	2,958,519	17.2%	3,012,810	17.4%	-1.8%
Ford Motor	195,255	14.1%	210,205	15.1%	-7.1%	2,265,590	14.5%	2,334,290	15.0%	-2.9%	2,506,500	14.6%	2,572,075	14.9%	-2.5%
FCA US	181,310	13.1%	154,919	11.1%	17.0%	2,038,684	13.1%	1,887,430	12.1%	8.0%	2,210,630	12.8%	2,079,949	12.0%	6.3%
Tesla (est)	20,000	1.4%	1,525	0.1%	1211.5%	101,915	0.7%	37,770	0.2%	169.8%	107,230	0.6%	41,259	0.2%	159.9%
TOTAL DOMESTIC BRANDS	637,065	46.1%	612,036	43.9%	4.1%	7,056,169	45.2%	6,953,192	44.5%	1.5%	7,782,879	45.2%	7,706,093	44.6%	1.0%
ASIAN BRANDS															
Honda / Acura	120,534	8.7%	133,156	9.6%	-9.5%	1,449,713	9.3%	1,492,112	9.6%	-2.8%	1,599,030	9.3%	1,652,589	9.6%	-3.2%
Hyundai / Genesis	57,499	4.2%	57,211	4.1%	0.5%	612,226	3.9%	621,961	4.0%	-1.6%	675,820	3.9%	684,266	4.0%	-1.2%
Kia	45,101	3.3%	44,302	3.2%	1.8%	542,245	3.5%	546,629	3.5%	-0.8%	585,284	3.4%	600,982	3.5%	-2.6%
Mazda	20,660	1.5%	21,469	1.5%	-3.8%	274,455	1.8%	262,577	1.7%	4.5%	301,348	1.7%	291,331	1.7%	3.4%
Mitsubishi	7,688	0.6%	8,609	0.6%	-10.7%	109,088	0.7%	95,185	0.6%	14.6%	117,589	0.7%	102,568	0.6%	14.6%
Nissan / Infiniti	110,513	8.0%	135,985	9.8%	-18.7%	1,345,157	8.6%	1,455,238	9.3%	-7.6%	1,483,383	8.6%	1,607,981	9.3%	-7.7%
Subaru	56,782	4.1%	51,721	3.7%	9.8%	615,594	3.9%	584,614	3.7%	5.3%	678,936	3.9%	647,791	3.7%	4.8%
Toyota / Lexus / Scion	190,423	13.8%	191,617	13.7%	-0.6%	2,205,749	14.1%	2,211,526	14.2%	-0.3%	2,428,734	14.1%	2,454,755	14.2%	-1.1%
ASIAN BRANDS	609,200	44.1%	644,070	46.2%	-5.4%	7,154,227	45.8%	7,269,842	46.6%	-1.6%	7,870,124	45.7%	8,042,263	46.5%	-2.1%
EUROPEAN BRANDS															
BMW / Mini	31,858	2.3%	32,087	2.3%	-0.7%	317,544	2.0%	313,923	2.0%	1.2%	356,408	2.1%	351,416	2.0%	1.4%
Jaguar (Tata Motors)	3,197	0.2%	3,061	0.2%	4.4%	27,021	0.2%	36,180	0.2%	-25.3%	30,435	0.2%	40,474	0.2%	-24.8%
Land Rover (Tata Motors)	8,547	0.6%	6,801	0.5%	25.7%	81,526	0.5%	66,759	0.4%	22.1%	89,506	0.5%	75,038	0.4%	19.3%
Daimler (Mercedes-Benz)	32,979	2.4%	34,242	2.5%	-3.7%	319,166	2.0%	335,895	2.2%	-5.0%	358,582	2.1%	372,952	2.2%	-3.9%
Porsche	5,673	0.4%	5,555	0.4%	2.1%	53,116	0.3%	51,507	0.3%	3.1%	57,029	0.3%	55,522	0.3%	2.7%
Volvo (Geely)	8,181	0.6%	7,854	0.6%	4.2%	89,437	0.6%	71,828	0.5%	24.5%	99,116	0.6%	81,957	0.5%	20.9%
Volkswagen / Audi (VAG)	43,871	3.2%	48,402	3.5%	-9.4%	522,575	3.3%	508,929	3.3%	2.7%	579,833	3.4%	569,353	3.3%	1.8%
EUROPEAN BRANDS	134,306	9.7%	138,002	9.9%	-2.7%	1,410,385	9.0%	1,385,021	8.9%	1.8%	1,570,909	9.1%	1,546,712	8.9%	1.6%
TOTAL AUTO SALES	1,380,571		1,394,108		-1.0%	15,620,781		15,608,055		0.1%	17,223,912		17,295,068		-0.4%
SAAR-Annual Rate	17,422,604		17,590,156		-1.0%	17,186,622		17,206,063		-0.1%	17,207,386		17,265,722		-0.3%

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.

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.