



Morgan & Company, Inc.
Summary Page

U.S. AUTO SALES SUMMARY

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

	Monthly Totals					Calendar Year-To-Date					12 Month Totals				
	October 2017	Share	October 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	252,813	18.7%	258,626	18.9%	-2.2%	2,448,315	17.3%	2,471,023	17.1%	-0.9%	3,020,067	17.5%	2,990,549	17.2%	1.0%
Ford Motor	199,698	14.8%	187,692	13.7%	6.4%	2,124,085	15.0%	2,164,985	15.0%	-1.9%	2,558,311	14.8%	2,589,480	14.9%	-1.2%
FCA US	153,373	11.4%	176,609	12.9%	-13.2%	1,732,511	12.2%	1,890,969	13.1%	-8.4%	2,085,857	12.1%	2,292,624	13.2%	-9.0%
TOTAL 'DETROIT THREE'	605,884	44.9%	622,927	45.6%	-2.7%	6,304,911	44.5%	6,526,977	45.2%	-3.4%	7,664,235	44.5%	7,872,653	45.3%	-2.6%
Honda / Acura	127,353	9.4%	126,161	9.2%	0.9%	1,358,956	9.6%	1,354,541	9.4%	0.3%	1,642,357	9.5%	1,620,875	9.3%	1.3%
Hyundai / Genesis	53,010	3.9%	62,505	4.6%	-15.2%	564,750	4.0%	650,193	4.5%	-13.1%	689,562	4.0%	773,708	4.4%	-10.9%
Isuzu	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-
Kia	44,397	3.3%	48,977	3.6%	-9.4%	502,327	3.5%	540,741	3.7%	-7.1%	609,184	3.5%	640,535	3.7%	-4.9%
Mazda	20,811	1.5%	22,711	1.7%	-8.4%	241,108	1.7%	246,978	1.7%	-2.4%	291,903	1.7%	299,004	1.7%	-2.4%
Mitsubishi	7,381	0.5%	7,637	0.6%	-3.4%	86,576	0.6%	81,988	0.6%	5.6%	100,855	0.6%	96,647	0.6%	4.4%
Nissan / Infiniti	123,012	9.1%	113,520	8.3%	8.4%	1,319,253	9.3%	1,296,544	9.0%	1.8%	1,587,132	9.2%	1,542,927	8.9%	2.9%
Subaru	54,045	4.0%	53,760	3.9%	0.5%	532,893	3.8%	500,647	3.5%	6.4%	647,378	3.8%	602,991	3.5%	7.4%
Suzuki	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-
Toyota / Lexus / Scion	188,434	14.0%	186,295	13.6%	1.1%	2,019,909	14.2%	2,008,713	13.9%	0.6%	2,460,783	14.3%	2,436,580	14.0%	1.0%
ASIAN BRANDS	618,443	45.8%	621,566	45.5%	-0.5%	6,625,772	46.7%	6,680,345	46.3%	-0.8%	8,029,154	46.6%	8,013,267	46.1%	0.2%
BMW / Mini	26,877	2.0%	27,971	2.0%	-3.9%	281,836	2.0%	297,015	2.1%	-5.1%	350,025	2.0%	373,096	2.1%	-6.2%
Jaguar (Tata Motors)	2,891	0.2%	3,219	0.2%	-10.2%	33,119	0.2%	23,568	0.2%	40.5%	40,794	0.2%	25,830	0.1%	57.9%
Land Rover (Tata Motors)	5,477	0.4%	5,532	0.4%	-1.0%	59,958	0.4%	59,923	0.4%	0.1%	73,896	0.4%	74,903	0.4%	-1.3%
Daimler (Mercedes-Benz)	31,541	2.3%	31,801	2.3%	-0.8%	301,653	2.1%	310,205	2.1%	-2.8%	372,200	2.2%	382,598	2.2%	-2.7%
Porsche	4,715	0.3%	4,506	0.3%	4.6%	45,952	0.3%	44,752	0.3%	2.7%	55,480	0.3%	53,138	0.3%	4.4%
Saab (Spyker)	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-
Volvo (Geely)	7,008	0.5%	6,340	0.5%	10.5%	63,974	0.5%	64,741	0.4%	-1.2%	81,826	0.5%	80,984	0.5%	1.0%
Volkswagen / Audi (VAG)	47,157	3.5%	42,500	3.1%	11.0%	460,745	3.2%	425,947	3.0%	8.2%	567,959	3.3%	517,884	3.0%	9.7%
EUROPEAN BRANDS	125,666	9.3%	121,869	8.9%	3.1%	1,247,237	8.8%	1,226,151	8.5%	1.7%	1,542,180	8.9%	1,508,433	8.7%	2.2%
TOTAL AUTO SALES	1,349,993		1,366,362		-1.2%	14,177,920		14,433,473		-1.8%	17,235,569		17,394,353		-0.9%
SAAR-Annual Rate	18,017,691		17,789,459		1.3%	17,116,844		17,421,510		-1.7%	17,237,813		17,454,011		-1.2%

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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