



## U.S. AUTO SALES SUMMARY

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

Morgan & Company, Inc.  
Summary Page

	Monthly Totals					Calendar Year-To-Date					12 Month Totals				
	October 2018	Share	October 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	228,500	17.2%	252,813	18.7%	-9.6%	2,395,680	16.9%	2,448,315	17.3%	-2.1%	2,949,606	17.2%	3,020,067	17.5%	-2.3%
Ford Motor	191,682	14.4%	199,698	14.8%	-4.0%	2,070,335	14.6%	2,124,085	15.0%	-2.5%	2,521,450	14.7%	2,558,311	14.8%	-1.4%
FCA US	177,391	13.4%	153,373	11.4%	15.7%	1,857,374	13.1%	1,732,511	12.2%	7.2%	2,184,239	12.7%	2,085,857	12.1%	4.7%
<b>TOTAL 'DETROIT THREE'</b>	<b>597,573</b>	<b>45.0%</b>	<b>605,884</b>	<b>44.9%</b>	<b>-1.4%</b>	<b>6,323,389</b>	<b>44.7%</b>	<b>6,304,911</b>	<b>44.5%</b>	<b>0.3%</b>	<b>7,655,295</b>	<b>44.7%</b>	<b>7,664,235</b>	<b>44.5%</b>	<b>-0.1%</b>
Honda / Acura	122,182	9.2%	127,353	9.4%	-4.1%	1,329,179	9.4%	1,358,956	9.6%	-2.2%	1,611,652	9.4%	1,642,357	9.5%	-1.9%
Hyundai / Genesis	53,025	4.0%	53,010	3.9%	0.0%	554,727	3.9%	564,750	4.0%	-1.8%	675,532	3.9%	689,562	4.0%	-2.0%
Kia	45,102	3.4%	44,397	3.3%	1.6%	497,144	3.5%	502,327	3.5%	-1.0%	584,485	3.4%	609,184	3.5%	-4.1%
Mazda	18,673	1.4%	20,811	1.5%	-10.3%	253,795	1.8%	241,108	1.7%	5.3%	302,157	1.8%	291,903	1.7%	3.5%
Mitsubishi	8,002	0.6%	7,381	0.5%	8.4%	101,400	0.7%	86,576	0.6%	17.1%	118,510	0.7%	100,855	0.6%	17.5%
Nissan / Infiniti	109,962	8.3%	123,012	9.1%	-10.6%	1,234,644	8.7%	1,319,253	9.3%	-6.4%	1,508,855	8.8%	1,587,132	9.2%	-4.9%
Subaru	55,394	4.2%	54,045	4.0%	2.5%	558,812	4.0%	532,893	3.8%	4.9%	673,875	3.9%	647,378	3.8%	4.1%
Toyota / Lexus / Scion	191,102	14.4%	188,434	14.0%	1.4%	2,015,326	14.2%	2,019,909	14.2%	-0.2%	2,429,928	14.2%	2,460,783	14.3%	-1.3%
<b>ASIAN BRANDS</b>	<b>603,442</b>	<b>45.5%</b>	<b>618,443</b>	<b>45.8%</b>	<b>-2.4%</b>	<b>6,545,027</b>	<b>46.3%</b>	<b>6,625,772</b>	<b>46.7%</b>	<b>-1.2%</b>	<b>7,904,994</b>	<b>46.1%</b>	<b>8,029,154</b>	<b>46.6%</b>	<b>-1.5%</b>
BMW / Mini	26,428	2.0%	26,877	2.0%	-1.7%	285,686	2.0%	281,836	2.0%	1.4%	356,637	2.1%	350,025	2.0%	1.9%
Jaguar (Tata Motors)	2,648	0.2%	2,891	0.2%	-8.4%	23,824	0.2%	33,119	0.2%	-28.1%	30,299	0.2%	40,794	0.2%	-25.7%
Land Rover (Tata Motors)	7,846	0.6%	5,477	0.4%	43.3%	72,979	0.5%	59,958	0.4%	21.7%	87,760	0.5%	73,896	0.4%	18.8%
Daimler (Mercedes-Benz)	31,814	2.4%	31,541	2.3%	0.9%	286,187	2.0%	301,653	2.1%	-5.1%	359,845	2.1%	372,200	2.2%	-3.3%
Porsche	4,817	0.4%	4,715	0.3%	2.2%	47,443	0.3%	45,952	0.3%	3.2%	56,911	0.3%	55,480	0.3%	2.6%
Volvo (Geely)	7,327	0.6%	7,008	0.5%	4.6%	81,256	0.6%	63,974	0.5%	27.0%	98,789	0.6%	81,826	0.5%	20.7%
Volkswagen / Audi (VAG)	45,056	3.4%	47,157	3.5%	-4.5%	478,704	3.4%	460,527	3.2%	3.9%	584,364	3.4%	567,741	3.3%	2.9%
<b>EUROPEAN BRANDS</b>	<b>125,936</b>	<b>9.5%</b>	<b>125,666</b>	<b>9.3%</b>	<b>0.2%</b>	<b>1,276,079</b>	<b>9.0%</b>	<b>1,247,019</b>	<b>8.8%</b>	<b>2.3%</b>	<b>1,574,605</b>	<b>9.2%</b>	<b>1,541,962</b>	<b>8.9%</b>	<b>2.1%</b>
<b>TOTAL AUTO SALES</b>	<b>1,326,951</b>		<b>1,349,993</b>		<b>-1.7%</b>	<b>14,144,495</b>		<b>14,177,702</b>		<b>-0.2%</b>	<b>17,134,894</b>		<b>17,235,351</b>		<b>-0.6%</b>
<b>SAAR-Annual Rate</b>	<b>17,133,862</b>		<b>17,892,251</b>		<b>-4.2%</b>	<b>17,045,429</b>		<b>17,123,226</b>		<b>-0.5%</b>	<b>17,116,704</b>		<b>17,218,236</b>		<b>-0.6%</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.

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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