



Morgan & Company

U.S. AUTO SALES OVERVIEW

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

	Monthly Totals					Calendar Year-To-Date					12 Month Totals				
	October 2019	October Share	October 2018	Share	Vol. % Change	Current Total	Share	Year Ago Total	Share	Vol. % Change	Current Total	Share	Year Ago Total	Share	Vol. % Change
GRAND TOTAL	1,347,067		1,366,651		-1.4%	14,114,470		14,276,370		-1.1%	17,127,909		17,275,419		-0.9%
SAAR-Annual Rate	16,680,825		17,559,750		-5.0%	16,997,679		17,258,759		-1.5%	17,073,863		17,284,467		-1.2%
CAR - TRUCK SPLIT															
TOTAL CAR	354,066	26.3%	423,512	31.0%	-16.4%	4,047,495	28.7%	4,493,642	31.5%	-9.9%	4,903,656	28.6%	5,461,303	31.6%	-10.2%
TOTAL LIGHT TRUCK	993,001	73.7%	943,139	69.0%	5.3%	10,066,975	71.3%	9,782,728	68.5%	2.9%	12,224,253	71.4%	11,814,116	68.4%	3.5%
GRAND TOTAL	1,347,067	100.0%	1,366,651	100.0%	-1.4%	14,114,470	100.0%	14,276,370	100.0%	-1.1%	17,127,909	100.0%	17,275,419	100.0%	-0.9%
CARS BY SOURCE REGION															
N. AMERICAN CAR	262,949	74.3%	331,195	78.2%	-20.6%	3,046,858	75.3%	3,444,983	76.7%	-11.6%	3,702,567	75.5%	4,168,507	76.3%	-11.2%
IMPORT CAR	91,117	25.7%	92,317	21.8%	-1.3%	1,000,637	24.7%	1,048,659	23.3%	-4.6%	1,201,089	24.5%	1,292,796	23.7%	-7.1%
TOTAL CAR	354,066	100.0%	423,512	100.0%	-16.4%	4,047,495	100.0%	4,493,642	100.0%	-9.9%	4,903,656	100.0%	5,461,303	100.0%	-10.2%
TRUCKS BY SOURCE REGION															
NA LIGHT TRUCK	785,832	79.1%	739,740	78.4%	6.2%	7,986,582	79.3%	7,630,491	78.0%	4.7%	9,668,025	79.1%	9,232,081	78.1%	4.7%
IMPORT LIGHT TRUCK	207,169	20.9%	203,399	21.6%	1.9%	2,080,393	20.7%	2,152,237	22.0%	-3.3%	2,556,228	20.9%	2,582,035	21.9%	-1.0%
TOTAL LIGHT TRUCK	993,001	100.0%	943,139	100.0%	5.3%	10,066,975	100.0%	9,782,728	100.0%	2.9%	12,224,253	100.0%	11,814,116	100.0%	3.5%
GRAND TOTAL	1,347,067	100.0%	1,366,651	100.0%	-1.4%	14,114,470	100.0%	14,276,370	100.0%	-1.1%	17,127,909	100.0%	17,275,419	100.0%	-0.9%

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.

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