



Morgan & Company

U.S. AUTO SALES OVERVIEW

October, 2020 (Month, CYTD, 12-Month Totals, MYTD)

	Monthly Totals					Calendar Year-To-Date					12 Month Totals				
	October 2020	October 2019	Share	Share	Vol. % Change	Current Total	Year Ago Total	Share	Share	Vol. % Change	Current Total	Year Ago Total	Share	Share	Vol. % Change
GRAND TOTAL	1,358,263	1,343,162			1.1%	11,727,159	14,110,561			-16.9%	14,670,380	17,124,000			-14.3%
SAAR-Annual Rate	16,367,585	16,870,121			-3.0%	14,201,325	17,052,891			-16.7%	14,677,961	17,121,847			-14.3%
CAR - TRUCK SPLIT															
TOTAL CAR	320,997	348,984	23.6%	26.0%	-8.0%	2,848,163	4,042,409	24.3%	28.6%	-29.5%	3,596,766	4,898,570	24.5%	28.6%	-26.6%
TOTAL LIGHT TRUCK	1,037,266	994,178	76.4%	74.0%	4.3%	8,878,996	10,068,152	75.7%	71.4%	-11.8%	11,073,614	12,225,430	75.5%	71.4%	-9.4%
GRAND TOTAL	1,358,263	1,343,162	100.0%	100.0%	1.1%	11,727,159	14,110,561	100.0%	100.0%	-16.9%	14,670,380	17,124,000	100.0%	100.0%	-14.3%
CARS BY SOURCE REGION															
N. AMERICAN CAR	248,211	259,770	77.3%	74.4%	-4.4%	2,164,014	3,047,982	76.0%	75.4%	-29.0%	2,728,134	3,703,691	75.8%	75.6%	-26.3%
IMPORT CAR	72,786	89,214	22.7%	25.6%	-18.4%	684,149	994,427	24.0%	24.6%	-31.2%	868,632	1,194,879	24.2%	24.4%	-27.3%
TOTAL CAR	320,997	348,984	100.0%	100.0%	-8.0%	2,848,163	4,042,409	100.0%	100.0%	-29.5%	3,596,766	4,898,570	100.0%	100.0%	-26.6%
TRUCKS BY SOURCE REGION															
NA LIGHT TRUCK	822,958	784,547	79.3%	78.9%	4.9%	6,972,766	7,985,297	78.5%	79.3%	-12.7%	8,702,208	9,666,740	78.6%	79.1%	-10.0%
IMPORT LIGHT TRUCK	214,308	209,631	20.7%	21.1%	2.2%	1,906,230	2,082,855	21.5%	20.7%	-8.5%	2,371,406	2,558,690	21.4%	20.9%	-7.3%
TOTAL LIGHT TRUCK	1,037,266	994,178	100.0%	100.0%	4.3%	8,878,996	10,068,152	100.0%	100.0%	-11.8%	11,073,614	12,225,430	100.0%	100.0%	-9.4%

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 estimates for those only reporting quarterly.

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