



U.S. AUTO SALES SUMMARY

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

Morgan & Company, Inc.
Summary Page

	Monthly Totals					Calendar Year-To-Date					12 Month Totals				
	September 2017	Share	September 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	279,397	18.4%	249,795	17.5%	11.9%	2,195,502	17.1%	2,212,397	16.9%	-0.8%	3,025,880	17.5%	2,994,916	17.1%	1.0%
Ford Motor	221,643	14.6%	203,444	14.2%	8.9%	1,924,387	15.0%	1,977,293	15.1%	-2.7%	2,546,305	14.8%	2,614,893	15.0%	-2.6%
FCA US	174,266	11.5%	192,883	13.5%	-9.7%	1,579,138	12.3%	1,714,360	13.1%	-7.9%	2,109,093	12.2%	2,312,913	13.2%	-8.8%
TOTAL 'DETROIT THREE'	675,306	44.5%	646,122	45.2%	4.5%	5,699,027	44.4%	5,904,050	45.2%	-3.5%	7,681,278	44.5%	7,922,722	45.3%	-3.0%
Honda / Acura	142,722	9.4%	133,655	9.3%	6.8%	1,231,603	9.6%	1,228,380	9.4%	0.3%	1,641,165	9.5%	1,626,365	9.3%	0.9%
Hyundai / Genesis	57,007	3.8%	66,610	4.7%	-14.4%	511,740	4.0%	587,688	4.5%	-12.9%	699,057	4.1%	771,208	4.4%	-9.4%
Isuzu	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-
Kia	52,468	3.5%	49,220	3.4%	6.6%	457,930	3.6%	491,764	3.8%	-6.9%	613,764	3.6%	641,602	3.7%	-4.3%
Mazda	25,738	1.7%	24,889	1.7%	3.4%	220,297	1.7%	224,267	1.7%	-1.8%	293,803	1.7%	301,744	1.7%	-2.6%
Mitsubishi	8,430	0.6%	7,191	0.5%	17.2%	79,195	0.6%	74,351	0.6%	6.5%	101,111	0.6%	96,436	0.6%	4.8%
Nissan / Infiniti	139,932	9.2%	127,797	8.9%	9.5%	1,196,241	9.3%	1,183,024	9.1%	1.1%	1,577,640	9.1%	1,545,454	8.8%	2.1%
Subaru	55,120	3.6%	54,918	3.8%	0.4%	478,848	3.7%	446,887	3.4%	7.2%	647,093	3.8%	600,860	3.4%	7.7%
Suzuki	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-
Toyota / Lexus / Scion	226,632	14.9%	197,260	13.8%	14.9%	1,831,475	14.3%	1,822,418	13.9%	0.5%	2,458,644	14.3%	2,454,330	14.0%	0.2%
ASIAN BRANDS	708,049	46.6%	661,540	46.3%	7.0%	6,007,329	46.8%	6,058,779	46.4%	-0.8%	8,032,277	46.6%	8,037,999	46.0%	-0.1%
BMW / Mini	29,307	1.9%	29,413	2.1%	-0.4%	254,959	2.0%	269,044	2.1%	-5.2%	351,119	2.0%	378,651	2.2%	-7.3%
Jaguar (Tata Motors)	3,296	0.2%	2,662	0.2%	23.8%	30,228	0.2%	20,349	0.2%	48.5%	41,122	0.2%	23,599	0.1%	74.3%
Land Rover (Tata Motors)	6,407	0.4%	5,637	0.4%	13.7%	54,481	0.4%	54,391	0.4%	0.2%	73,951	0.4%	76,570	0.4%	-3.4%
Daimler (Mercedes-Benz)	32,337	2.1%	33,075	2.3%	-2.2%	270,112	2.1%	278,404	2.1%	-3.0%	372,460	2.2%	383,269	2.2%	-2.8%
Porsche	5,059	0.3%	4,479	0.3%	12.9%	41,237	0.3%	40,246	0.3%	2.5%	55,271	0.3%	52,702	0.3%	4.9%
Saab (Spyker)	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-
Volvo (Geely)	7,900	0.5%	5,615	0.4%	40.7%	56,966	0.4%	58,401	0.4%	-2.5%	81,158	0.5%	82,066	0.5%	-1.1%
Volkswagen / Audi (VAG)	51,420	3.4%	41,729	2.9%	23.2%	413,588	3.2%	383,447	2.9%	7.9%	563,302	3.3%	523,471	3.0%	7.6%
EUROPEAN BRANDS	135,726	8.9%	122,610	8.6%	10.7%	1,121,571	8.7%	1,104,282	8.5%	1.6%	1,538,383	8.9%	1,520,328	8.7%	1.2%
TOTAL AUTO SALES	1,519,081		1,430,272		6.2%	12,827,927		13,067,111		-1.8%	17,251,938		17,481,049		-1.3%
SAAR-Annual Rate	18,510,001		17,654,189		4.8%	17,016,741		17,380,521		-2.1%	17,218,738		17,469,469		-1.4%

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 may differ from information provided by other sources.

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