



## U.S. AUTO SALES SUMMARY

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

Morgan & Company, Inc.  
Summary Page

	Monthly Totals					Calendar Year-To-Date					12 Month Totals				
	Sept. 2018	Share	Sept. 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	233,965	16.5%	279,397	18.4%	-16.3%	2,167,180	16.9%	2,195,502	17.1%	-1.3%	2,973,919	17.3%	3,025,880	17.5%	-1.7%
Ford Motor	196,496	13.9%	221,643	14.6%	-11.3%	1,878,653	14.7%	1,924,387	15.0%	-2.4%	2,529,466	14.7%	2,546,305	14.8%	-0.7%
FCA US	199,819	14.1%	174,266	11.5%	14.7%	1,679,983	13.1%	1,579,138	12.3%	6.4%	2,160,221	12.6%	2,109,093	12.2%	2.4%
<b>TOTAL 'DETROIT THREE'</b>	<b>630,280</b>	<b>44.5%</b>	<b>675,306</b>	<b>44.5%</b>	<b>-6.7%</b>	<b>5,725,816</b>	<b>44.7%</b>	<b>5,699,027</b>	<b>44.4%</b>	<b>0.5%</b>	<b>7,663,606</b>	<b>44.7%</b>	<b>7,681,278</b>	<b>44.5%</b>	<b>-0.2%</b>
Honda / Acura	132,668	9.4%	142,722	9.4%	-7.0%	1,206,997	9.4%	1,231,603	9.6%	-2.0%	1,616,823	9.4%	1,641,165	9.5%	-1.5%
Hyundai / Genesis	57,359	4.0%	57,007	3.8%	0.6%	501,702	3.9%	511,740	4.0%	-2.0%	675,517	3.9%	699,057	4.1%	-3.4%
Kia	51,503	3.6%	52,468	3.5%	-1.8%	452,042	3.5%	457,930	3.6%	-1.3%	583,780	3.4%	613,764	3.6%	-4.9%
Mazda	21,257	1.5%	25,738	1.7%	-17.4%	235,122	1.8%	220,297	1.7%	6.7%	304,295	1.8%	293,803	1.7%	3.6%
Mitsubishi	7,705	0.5%	8,430	0.6%	-8.6%	93,398	0.7%	79,195	0.6%	17.9%	117,889	0.7%	101,111	0.6%	16.6%
Nissan / Infiniti	122,819	8.7%	139,932	9.2%	-12.2%	1,124,682	8.8%	1,196,241	9.3%	-6.0%	1,521,905	8.9%	1,577,640	9.1%	-3.5%
Subaru	57,044	4.0%	55,120	3.6%	3.5%	503,418	3.9%	478,848	3.7%	5.1%	672,526	3.9%	647,093	3.8%	3.9%
Toyota / Lexus / Scion	203,090	14.3%	226,632	14.9%	-10.4%	1,824,224	14.2%	1,831,475	14.3%	-0.4%	2,427,260	14.1%	2,458,644	14.3%	-1.3%
<b>ASIAN BRANDS</b>	<b>653,445</b>	<b>46.1%</b>	<b>708,049</b>	<b>46.6%</b>	<b>-7.7%</b>	<b>5,941,585</b>	<b>46.4%</b>	<b>6,007,329</b>	<b>46.8%</b>	<b>-1.1%</b>	<b>7,919,995</b>	<b>46.2%</b>	<b>8,032,277</b>	<b>46.6%</b>	<b>-1.4%</b>
BMW / Mini	29,369	2.1%	29,307	1.9%	0.2%	259,258	2.0%	254,959	2.0%	1.7%	357,086	2.1%	351,119	2.0%	1.7%
Jaguar (Tata Motors)	2,040	0.1%	3,296	0.2%	-38.1%	21,176	0.2%	30,228	0.2%	-29.9%	30,542	0.2%	41,122	0.2%	-25.7%
Land Rover (Tata Motors)	6,966	0.5%	6,407	0.4%	8.7%	65,133	0.5%	54,481	0.4%	19.6%	85,391	0.5%	73,951	0.4%	15.5%
Daimler (Mercedes-Benz)	30,715	2.2%	32,337	2.1%	-5.0%	254,373	2.0%	270,112	2.1%	-5.8%	359,572	2.1%	372,460	2.2%	-3.5%
Porsche	5,102	0.4%	5,059	0.3%	0.8%	42,626	0.3%	41,237	0.3%	3.4%	56,809	0.3%	55,271	0.3%	2.8%
Volvo (Geely)	8,715	0.6%	7,900	0.5%	10.3%	73,929	0.6%	56,966	0.4%	29.8%	98,470	0.6%	81,158	0.5%	21.3%
Volkswagen / Audi (VAG)	49,905	3.5%	51,420	3.4%	-2.9%	433,648	3.4%	413,370	3.2%	4.9%	586,465	3.4%	563,084	3.3%	4.2%
<b>EUROPEAN BRANDS</b>	<b>132,812</b>	<b>9.4%</b>	<b>135,726</b>	<b>8.9%</b>	<b>-2.1%</b>	<b>1,150,143</b>	<b>9.0%</b>	<b>1,121,353</b>	<b>8.7%</b>	<b>2.6%</b>	<b>1,574,335</b>	<b>9.2%</b>	<b>1,538,165</b>	<b>8.9%</b>	<b>2.4%</b>
<b>TOTAL AUTO SALES</b>	<b>1,416,537</b>		<b>1,519,081</b>		<b>-6.8%</b>	<b>12,817,544</b>		<b>12,827,709</b>		<b>-0.1%</b>	<b>17,157,936</b>		<b>17,251,720</b>		<b>-0.5%</b>
<b>SAAR-Annual Rate</b>	<b>17,231,570</b>		<b>18,110,085</b>		<b>-4.9%</b>	<b>17,035,587</b>		<b>17,037,779</b>		<b>0.0%</b>	<b>17,179,891</b>		<b>17,194,230</b>		<b>-0.1%</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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