



Morgan & Company, Inc.

U.S. AUTO SALES OVERVIEW

September, 2019 (Q3, CYTD, 12-Month Totals, MYTD)

	Quarterly Totals					Calendar Year-To-Date					12 Month Totals				
	Q3		Q3		Vol. %	Current		Year Ago		Vol. %	Current		Year Ago		Vol. %
	2019	Share	2018	Share		Total	Share	Total	Share		Total	Share	Total	Share	
GRAND TOTAL	4,319,738		4,280,548		0.9%	12,755,803		12,881,784		-1.0%	17,130,918		17,233,191		-0.6%
SAAR-Annual Rate						17,016,637		17,188,363		-1.0%	17,128,841		17,277,682		-0.9%
DOMESTIC BRAND TOTALS															
GENERAL MOTORS	737,280	17.1%	694,054	16.2%	6.2%	2,147,915	16.8%	2,167,180	16.8%	-0.9%	2,932,204	17.1%	2,973,919	17.3%	-1.4%
Car Total/Car Share	87,683	7.5%	140,746	11.0%	-37.7%	319,203	8.7%	444,011	11.0%	-28.1%	452,816	9.1%	621,194	11.4%	-27.1%
Truck Total/Truck Share	649,597	20.6%	553,308	18.5%	17.4%	1,828,712	20.2%	1,723,169	19.5%	6.1%	2,479,388	20.4%	2,352,725	20.0%	5.4%
FORD MOTOR	576,006	13.3%	606,939	14.2%	-5.1%	1,807,460	14.2%	1,878,653	14.6%	-3.8%	2,414,029	14.1%	2,529,466	14.7%	-4.6%
Car Total/Car Share	77,231	6.6%	109,513	8.5%	-29.5%	285,691	7.8%	378,533	9.4%	-24.5%	393,182	7.9%	515,746	9.4%	-23.8%
Truck Total/Truck Share	498,775	15.8%	497,426	16.6%	0.3%	1,521,769	16.8%	1,500,120	17.0%	1.4%	2,020,847	16.6%	2,013,720	17.1%	0.4%
FCA US	565,034	13.1%	564,507	13.2%	0.1%	1,661,144	13.0%	1,679,983	13.0%	-1.1%	2,216,365	12.9%	2,160,221	12.5%	2.6%
Car Total/Car Share	58,610	5.0%	52,543	4.1%	11.5%	162,372	4.4%	177,818	4.4%	-8.7%	218,865	4.4%	234,229	4.3%	-6.6%
Truck Total/Truck Share	506,424	16.1%	511,964	17.1%	-1.1%	1,498,772	16.5%	1,502,165	17.0%	-0.2%	1,997,500	16.4%	1,925,992	16.4%	3.7%
TESLA (est)	45,725	1.1%	33,750	0.8%	35.5%	133,325	1.0%	64,240	0.5%	107.5%	196,975	1.1%	75,255	0.4%	161.7%
Car Total/Car Share	42,200	3.6%	28,800	2.2%	46.5%	120,800	3.3%	51,670	1.3%	133.8%	176,975	3.6%	58,090	1.1%	204.7%
Truck Total/Truck Share	3,525	0.1%	4,950	0.2%	-28.8%	12,525	0.1%	12,570	0.1%	-0.4%	20,000	0.2%	17,165	0.1%	16.5%
TOTAL 'DOMESTIC'	1,924,045	44.5%	1,899,250	44.4%	1.3%	5,749,844	45.1%	5,790,056	44.9%	-0.7%	7,759,573	45.3%	7,738,861	44.9%	0.3%
Car Total/Car Share	265,724	22.7%	331,602	25.8%	-19.9%	888,066	24.1%	1,052,032	26.0%	-15.6%	1,241,838	25.1%	1,429,259	26.1%	-13.1%
Truck Total/Truck Share	1,658,321	52.6%	1,567,648	52.3%	5.8%	4,861,778	53.6%	4,738,024	53.6%	2.6%	6,517,735	53.5%	6,309,602	53.7%	3.3%
IMPORT BRAND TOTALS															
JAPANESE BRANDS	1,663,652	38.5%	1,675,902	39.2%	-0.7%	4,858,968	38.1%	4,987,841	38.7%	-2.6%	6,495,025	37.9%	6,660,698	38.7%	-2.5%
Car Total/Car Share	590,889	50.6%	603,518	47.0%	-2.1%	1,816,450	49.3%	1,938,014	47.9%	-6.3%	2,390,177	48.2%	2,600,760	47.5%	-8.1%
Truck Total/Truck Share	1,072,763	34.0%	1,072,384	35.8%	0.0%	3,042,518	33.5%	3,049,827	34.5%	-0.2%	4,104,848	33.7%	4,059,938	34.5%	1.1%
EUROPEAN BRANDS	395,357	9.2%	380,264	8.9%	4.0%	1,162,127	9.1%	1,150,143	8.9%	1.0%	1,577,580	9.2%	1,574,335	9.1%	0.2%
Car Total/Car Share	145,074	12.4%	162,689	12.7%	-10.8%	458,755	12.5%	497,118	12.3%	-7.7%	626,643	12.6%	696,890	12.7%	-10.1%
Truck Total/Truck Share	250,283	7.9%	217,575	7.3%	15.0%	703,372	7.8%	653,025	7.4%	7.7%	950,937	7.8%	877,445	7.5%	8.4%
KOREAN BRANDS	336,684	7.8%	325,132	7.6%	3.6%	984,864	7.7%	953,744	7.4%	3.3%	1,298,740	7.6%	1,259,297	7.3%	3.1%
Car Total/Car Share	169,837	14.5%	190,558	14.8%	-10.9%	528,803	14.4%	569,976	14.1%	-7.2%	711,415	14.4%	762,784	13.9%	-6.7%
Truck Total/Truck Share	166,847	5.3%	134,574	4.5%	24.0%	456,061	5.0%	383,768	4.3%	18.8%	587,325	4.8%	496,513	4.2%	18.3%
IMPORT TOTAL	2,395,693	55.5%	2,381,298	55.6%	0.6%	7,005,959	54.9%	7,091,728	55.1%	-1.2%	9,371,345	54.7%	9,494,330	55.1%	-1.3%
Car Total/Car Share	905,800	77.5%	956,765	74.5%	-5.3%	2,804,008	76.1%	3,005,108	74.3%	-6.7%	3,728,235	75.2%	4,060,434	74.2%	-8.2%
Truck Total/Truck Share	1,489,893	47.3%	1,424,533	47.5%	4.6%	4,201,951	46.3%	4,086,620	46.2%	2.8%	5,643,110	46.4%	5,433,896	46.2%	3.9%
BY REGION OF MANUFACTURE															
N. AMERICAN SOURCE	3,362,185	77.8%	3,319,001	77.5%	1.3%	9,973,064	78.2%	9,976,604	77.4%	0.0%	13,376,176	78.1%	13,359,645	77.5%	0.1%
ASIAN SOURCE	721,209	16.7%	710,099	16.6%	1.6%	2,080,304	16.3%	2,116,733	16.4%	-1.7%	2,784,602	16.3%	2,797,619	16.2%	-0.5%
EUROPEAN SOURCE	236,344	5.5%	251,448	5.9%	-6.0%	702,435	5.5%	788,447	6.1%	-10.9%	970,140	5.7%	1,075,927	6.2%	-9.8%
GRAND TOTAL	4,319,738	100.0%	4,280,548	100.0%	0.9%	12,755,803	100.0%	12,881,784	100.0%	-1.0%	17,130,918	100.0%	17,233,191	100.0%	-0.6%
CAR - TRUCK SPLIT															
TOTAL CAR	1,168,688	27.1%	1,284,096	30.0%	-9.0%	3,683,154	28.9%	4,043,875	31.4%	-8.9%	4,957,152	28.9%	5,472,550	31.8%	-9.4%
TOTAL LIGHT TRUCK	3,151,050	72.9%	2,996,452	70.0%	5.2%	9,072,649	71.1%	8,837,909	68.6%	2.7%	12,173,766	71.1%	11,760,641	68.2%	3.5%
GRAND TOTAL	4,319,738	100.0%	4,280,548	100.0%	0.9%	12,755,803	100.0%	12,881,784	100.0%	-1.0%	17,130,918	100.0%	17,233,191	100.0%	-0.6%



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	Quarterly Totals					Calendar Year-To-Date					12 Month Totals				
	Q3		Q3		Vol. %	Current		Year Ago		Vol. %	Current		Year Ago		Vol. %
	2019	Share	2018	Share		Total	Share	Total	Share		Total	Share	Total	Share	

CARS BY SOURCE REGION

N. AMERICAN CAR	862,226	73.8%	973,469	75.8%	-11.4%	2,773,639	75.3%	3,087,533	76.4%	-10.2%	3,754,868	75.7%	4,161,525	76.0%	-9.8%
IMPORT CAR	306,462	26.2%	310,627	24.2%	-1.3%	909,515	24.7%	956,342	23.6%	-4.9%	1,202,284	24.3%	1,311,025	24.0%	-8.3%
TOTAL CAR	1,168,688	100.0%	1,284,096	100.0%	-9.0%	3,683,154	100.0%	4,043,875	100.0%	-8.9%	4,957,152	100.0%	5,472,550	100.0%	-9.4%

TRUCKS BY SOURCE REGION

NA LIGHT TRUCK	2,499,959	79.3%	2,345,532	78.3%	6.6%	7,199,425	79.4%	6,889,071	77.9%	4.5%	9,621,308	79.0%	9,198,120	78.2%	4.6%
IMPORT LIGHT TRUCK	651,091	20.7%	650,920	21.7%	0.0%	1,873,224	20.6%	1,948,838	22.1%	-3.9%	2,552,458	21.0%	2,562,521	21.8%	-0.4%
TOTAL LIGHT TRUCK	3,151,050	100.0%	2,996,452	100.0%	5.2%	9,072,649	100.0%	8,837,909	100.0%	2.7%	12,173,766	100.0%	11,760,641	100.0%	3.5%

CORPORATE TOTALS

BMW	75,987	1.8%	71,679	1.7%	6.0%	232,427	1.8%	225,065	1.7%	3.3%	318,376	1.9%	310,575	1.8%	2.5%
MINI	10,243	0.2%	11,557	0.3%	-11.4%	27,826	0.2%	34,193	0.3%	-18.6%	37,317	0.2%	46,511	0.3%	-19.8%
BMW GROUP	86,230	2.0%	83,236	1.9%	3.6%	260,253	2.0%	259,258	2.0%	0.4%	355,693	2.1%	357,086	2.1%	-0.4%
CHRYSLER	29,544	0.7%	38,526	0.9%	-23.3%	93,966	0.7%	127,156	1.0%	-26.1%	132,774	0.8%	171,892	1.0%	-22.8%
DODGE / RAM	283,346	6.6%	265,115	6.2%	6.9%	844,613	6.6%	776,389	6.0%	8.8%	1,124,916	6.6%	995,692	5.8%	13.0%
ALFA / FIAT	6,670	0.2%	9,694	0.2%	-31.2%	20,810	0.2%	30,244	0.2%	-31.2%	29,887	0.2%	40,163	0.2%	-25.6%
JEEP	245,474	5.7%	251,172	5.9%	-0.8%	701,755	5.5%	746,194	5.8%	-3.9%	928,788	5.4%	952,474	5.5%	-0.4%
FCA US	565,034	13.1%	564,507	13.2%	1.9%	1,661,144	13.0%	1,679,983	13.0%	-1.0%	2,216,365	12.9%	2,160,221	12.5%	2.0%
FORD	548,072	12.7%	581,928	13.6%	-5.8%	1,728,611	13.6%	1,803,373	14.0%	-4.1%	2,306,873	13.5%	2,425,749	14.1%	-4.9%
LINCOLN	27,934	0.6%	25,011	0.6%	11.7%	78,849	0.6%	75,280	0.6%	4.7%	107,156	0.6%	103,717	0.6%	3.3%
FORD MOTOR	576,006	13.3%	606,939	14.2%	-5.1%	1,807,460	14.2%	1,878,653	14.6%	-3.8%	2,414,029	14.1%	2,529,466	14.7%	-4.6%
BUICK	50,615	1.2%	45,911	1.1%	10.2%	157,855	1.2%	155,585	1.2%	1.5%	209,112	1.2%	214,986	1.2%	-2.7%
CADILLAC	39,961	0.9%	37,291	0.9%	7.2%	115,695	0.9%	113,235	0.9%	2.2%	157,157	0.9%	155,829	0.9%	0.9%
CHEVROLET	505,915	11.7%	484,435	11.3%	4.4%	1,456,299	11.4%	1,502,436	11.7%	-3.1%	1,987,344	11.6%	2,052,127	11.9%	-3.2%
GMC	140,789	3.3%	126,417	3.0%	11.4%	418,066	3.3%	395,924	3.1%	5.6%	578,591	3.4%	550,977	3.2%	5.0%
GENERAL MOTORS	737,280	17.1%	694,054	16.2%	6.2%	2,147,915	16.8%	2,167,180	16.8%	-0.9%	2,932,204	17.1%	2,973,919	17.3%	-1.4%
ACURA	39,046	0.9%	41,830	1.0%	-6.7%	112,813	0.9%	114,483	0.9%	-1.5%	157,264	0.9%	154,959	0.9%	1.5%
HONDA	390,168	9.0%	377,343	8.8%	3.4%	1,093,396	8.6%	1,092,514	8.5%	0.1%	1,446,776	8.4%	1,461,864	8.5%	-1.0%
HONDA MOTOR	429,214	9.9%	419,173	9.8%	2.4%	1,206,209	9.5%	1,206,997	9.4%	-0.1%	1,604,040	9.4%	1,616,823	9.4%	-0.8%
HYUNDAI / GENESIS	177,930	4.1%	166,653	3.9%	6.8%	521,266	4.1%	501,702	3.9%	3.9%	697,511	4.1%	675,517	3.9%	3.3%
KIA	158,754	3.7%	158,479	3.7%	0.2%	463,598	3.6%	452,042	3.5%	2.6%	601,229	3.5%	583,780	3.4%	3.0%
MAZDA	69,612	1.6%	71,198	1.7%	-2.2%	208,167	1.6%	235,122	1.8%	-11.5%	273,370	1.6%	304,295	1.8%	-10.2%
MERCEDES / MAYBACH	89,766	2.1%	77,965	1.8%	15.1%	253,683	2.0%	254,373	2.0%	-0.3%	354,730	2.1%	359,572	2.1%	-1.3%
MITSUBISHI	24,474	0.6%	26,071	0.6%	-6.1%	95,571	0.7%	93,398	0.7%	2.3%	120,247	0.7%	117,889	0.7%	2.0%



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	Q3 2019	Share	Q3 2018	Share	Vol. % Change	Current Total	Share	Year Ago Total	Share	Vol. % Change	Current Total	Share	Year Ago Total	Share	Vol. % Change
NISSAN	302,478	7.0%	310,908	7.3%	-2.7%	956,456	7.5%	1,019,433	7.9%	-6.2%	1,281,620	7.5%	1,376,955	8.0%	-6.9%
INFINITI	24,876	0.6%	33,079	0.8%	-24.8%	87,934	0.7%	105,249	0.8%	-16.5%	131,965	0.8%	144,950	0.8%	-9.0%
NISSAN MOTOR	327,354	7.6%	343,987	8.0%	-4.8%	1,044,390	8.2%	1,124,682	8.7%	-7.1%	1,413,585	8.3%	1,521,905	8.8%	-7.1%
PORSCHE	14,805	0.3%	13,205	0.3%	12.1%	45,062	0.4%	42,626	0.3%	5.7%	59,638	0.3%	56,809	0.3%	5.0%
SUBARU	185,804	4.3%	180,558	4.2%	2.9%	525,329	4.1%	503,418	3.9%	4.4%	702,046	4.1%	672,526	3.9%	4.4%
JAGUAR	6,150	0.1%	6,389	0.1%	-21.9%	22,432	0.2%	21,176	0.2%	-17.8%	31,739	0.2%	30,542	0.2%	-28.0%
LAND ROVER	20,516	0.5%	20,354	0.5%	0.8%	66,639	0.5%	65,133	0.5%	2.3%	93,649	0.5%	85,391	0.5%	9.7%
TATA MOTORS LTD	26,666	0.6%	26,743	0.6%	-0.3%	89,071	0.7%	86,309	0.7%	3.2%	125,388	0.7%	115,933	0.7%	8.2%
TESLA (est)	45,725	1.1%	33,750	0.8%	35.5%	133,325	1.0%	64,240	0.5%	107.5%	196,975	1.1%	75,255	0.4%	161.7%
TOYOTA	548,001	12.7%	543,330	12.7%	0.9%	1,551,747	12.2%	1,567,961	12.2%	-1.0%	2,059,893	12.0%	2,072,694	12.0%	-0.6%
LEXUS	73,816	1.7%	78,622	1.8%	-6.1%	209,551	1.6%	213,621	1.7%	-1.9%	294,237	1.7%	299,094	1.7%	-1.6%
SCION	5,377	0.1%	12,963	0.3%	-58.5%	18,004	0.1%	42,642	0.3%	-57.8%	27,607	0.2%	55,472	0.3%	-50.2%
TOYOTA MOTOR	627,194	14.5%	634,915	14.8%	-1.2%	1,779,302	13.9%	1,824,224	14.2%	-2.5%	2,381,737	13.9%	2,427,260	14.1%	-1.9%
VOLKSWAGEN	93,547	2.2%	93,330	2.2%	0.2%	278,155	2.2%	266,228	2.1%	4.5%	365,991	2.1%	353,448	2.1%	3.5%
AUDI	57,031	1.3%	59,478	1.4%	-4.1%	158,471	1.2%	167,420	1.3%	-5.3%	214,374	1.3%	233,017	1.4%	-8.0%
VAG	150,578	3.5%	152,808	3.6%	-1.5%	436,626	3.4%	433,648	3.4%	0.7%	580,365	3.4%	586,465	3.4%	-1.0%
VOLVO / GEELY	27,312	0.6%	26,307	0.6%	3.8%	77,432	0.6%	73,929	0.6%	4.7%	101,766	0.6%	98,470	0.6%	3.3%
GRAND TOTAL	4,319,738	100.0%	4,280,548	100.0%	0.9%	12,755,803	100.0%	12,881,784	100.0%	-1.0%	17,130,918	100.0%	17,233,191	100.0%	-0.6%

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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