



U.S. AUTO SALES SUMMARY

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

Morgan & Company
Summary Page

	Quarterly Totals					Calendar Year-To-Date					12 Month Totals				
	Q3 Cal Yr 2020	Share	Q3 Cal Yr 2019	Share	Vol. % Change	Current Total	Share	Year Ago Total	Share	Vol. % Change	Current Total	Share	Year Ago Total	Share	Vol. % Change
DOMESTIC BRAND TOTALS															
General Motors	664,102	17.0%	737,280	17.0%	-9.9%	1,772,522	17.1%	2,147,915	16.8%	-17.5%	2,507,158	17.1%	2,932,204	17.1%	-14.5%
Ford Motor	549,134	14.0%	576,006	13.3%	-4.7%	1,496,065	14.4%	1,807,460	14.2%	-17.2%	2,094,793	14.3%	2,414,029	14.1%	-13.2%
FCA US	507,351	13.0%	565,034	13.1%	-10.2%	1,321,205	12.7%	1,661,144	13.0%	-20.5%	1,863,724	12.7%	2,216,365	12.9%	-15.9%
Tesla (est)	47,950	1.2%	53,625	1.2%	-10.6%	118,750	1.1%	144,925	1.1%	-18.1%	170,610	1.2%	213,550	1.2%	-20.1%
TOTAL DOMESTIC BRANDS	1,768,537	45.1%	1,931,945	44.6%	-8.5%	4,708,542	45.4%	5,761,444	45.1%	-18.3%	6,636,285	45.3%	7,776,148	45.3%	-14.7%
ASIAN BRANDS															
Honda / Acura	388,433	9.9%	429,214	9.9%	-9.5%	980,719	9.5%	1,206,209	9.4%	-18.7%	1,382,680	9.4%	1,604,040	9.4%	-13.8%
Hyundai / Genesis	174,573	4.5%	177,930	4.1%	-1.9%	454,710	4.4%	521,266	4.1%	-12.8%	643,452	4.4%	697,511	4.1%	-7.8%
Kia	165,013	4.2%	158,754	3.7%	3.9%	428,350	4.1%	463,598	3.6%	-7.6%	580,090	4.0%	601,229	3.5%	-3.5%
Mazda	74,411	1.9%	69,612	1.6%	6.9%	203,280	2.0%	208,167	1.6%	-2.3%	273,665	1.9%	273,370	1.6%	0.1%
Mitsubishi	24,857	0.6%	24,474	0.6%	1.6%	72,617	0.7%	95,571	0.7%	-24.0%	98,092	0.7%	120,247	0.7%	-18.4%
Nissan / Infiniti	221,150	5.6%	327,354	7.6%	-32.4%	656,084	6.3%	1,044,390	8.2%	-37.2%	957,375	6.5%	1,413,585	8.2%	-32.3%
Subaru	169,446	4.3%	185,804	4.3%	-8.8%	436,556	4.2%	525,329	4.1%	-16.9%	611,344	4.2%	702,046	4.1%	-12.9%
Toyota / Lexus / Scion	558,449	14.3%	627,194	14.5%	-11.0%	1,452,225	14.0%	1,779,302	13.9%	-18.4%	2,056,242	14.0%	2,381,737	13.9%	-13.7%
ASIAN BRANDS	1,776,332	45.3%	2,000,336	46.2%	-11.2%	4,684,541	45.2%	5,843,832	45.8%	-19.8%	6,602,940	45.1%	7,793,765	45.5%	-15.3%
EUROPEAN BRANDS															
BMW / Mini	78,634	2.0%	86,230	2.0%	-8.8%	199,571	1.9%	260,249	2.0%	-23.3%	300,309	2.0%	355,689	2.1%	-15.6%
Jaguar (est)	5,730	0.1%	6,150	0.1%	-6.8%	16,693	0.2%	22,432	0.2%	-25.6%	25,312	0.2%	31,739	0.2%	-20.2%
Land Rover (est)	22,630	0.6%	20,516	0.5%	10.3%	59,940	0.6%	66,639	0.5%	-10.1%	88,037	0.6%	93,649	0.5%	-6.0%
Mercedes-Benz (est)	85,475	2.2%	89,766	2.1%	-4.8%	230,962	2.2%	253,683	2.0%	-9.0%	335,634	2.3%	354,730	2.1%	-5.4%
Porsche	15,548	0.4%	14,805	0.3%	5.0%	39,734	0.4%	45,062	0.4%	-11.8%	56,240	0.4%	59,638	0.3%	-5.7%
Volvo (Geely)	30,349	0.8%	27,312	0.6%	11.1%	73,604	0.7%	77,432	0.6%	-4.9%	104,406	0.7%	101,766	0.6%	2.6%
Volkswagen / Audi (VAG)	134,339	3.4%	150,578	3.5%	-10.8%	355,662	3.4%	436,626	3.4%	-18.5%	506,469	3.5%	580,365	3.4%	-12.7%
EUROPEAN BRANDS	372,705	9.5%	395,357	9.1%	-5.7%	976,166	9.4%	1,162,123	9.1%	-16.0%	1,416,407	9.7%	1,577,576	9.2%	-10.2%
TOTAL AUTO SALES	3,917,574		4,327,638		-9.5%	10,369,249		12,767,399		-18.8%	14,655,632		17,147,489		-14.5%
SAAR-Annual Rate	15,435,720		17,141,163		-9.9%	13,960,893		17,073,199		-18.2%	14,720,037		17,191,729		-14.4%

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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