



U.S. AUTO SALES OVERVIEW

March, 2021 (Month, CYTD, 12-Month Totals, MYTD)

Morgan & Company, Inc.

	Monthly Totals					Calendar Year-To-Date					12 Month Totals				
	March 2021	Share	March 2020	Share	Vol. % Change	Current Total	Share	Year Ago Total	Share	Vol. % Change	Current Total	Share	Year Ago Total	Share	Vol. % Change
GRAND TOTAL	1,592,037		988,272		61.1%	3,913,960		3,486,700		12.3%	14,983,201		16,540,081		-9.4%
SAAR-Annual Rate	17,867,780		11,346,071		57.5%	16,947,229		15,047,553		12.6%	15,000,326		16,575,336		-9.5%
TOTAL 'DOMESTIC'	667,556	41.9%	474,753	48.0%	40.6%	1,694,705	43.3%	1,612,000	46.2%	5.1%	6,662,901	44.5%	7,506,250	45.4%	-11.2%
Car Total/Car Share	62,705	17.0%	57,933	22.2%	8.2%	171,754	19.3%	210,392	23.1%	-18.4%	708,975	20.5%	1,050,438	23.4%	-32.5%
Truck Total/Truck Share	604,851	49.4%	416,820	57.3%	45.1%	1,522,951	50.4%	1,401,608	54.4%	8.7%	5,953,926	51.7%	6,455,812	53.6%	-7.8%
IMPORT BRAND TOTALS															
JAPANESE BRANDS	643,978	40.4%	348,261	35.2%	84.9%	1,507,625	38.5%	1,285,961	36.9%	17.2%	5,559,009	37.1%	6,173,838	37.3%	-10.0%
Car Total/Car Share	205,279	55.8%	132,310	50.7%	55.2%	469,000	52.7%	455,734	50.1%	2.9%	1,759,226	50.8%	2,209,032	49.2%	-20.4%
Truck Total/Truck Share	438,699	35.8%	215,951	29.7%	103.1%	1,038,625	34.4%	830,227	32.2%	25.1%	3,799,783	33.0%	3,964,806	32.9%	-4.2%
EUROPEAN BRANDS	135,571	8.5%	83,758	8.5%	61.9%	376,728	9.6%	315,964	9.1%	19.2%	1,474,406	9.8%	1,550,256	9.4%	-4.9%
Car Total/Car Share	41,869	11.4%	30,876	11.8%	35.6%	116,720	13.1%	115,313	12.7%	1.2%	472,512	13.7%	570,019	12.7%	-17.1%
Truck Total/Truck Share	93,702	7.7%	52,882	7.3%	77.2%	260,008	8.6%	200,651	7.8%	29.6%	1,001,894	8.7%	980,237	8.1%	2.2%
KOREAN BRANDS	144,932	9.1%	81,500	8.2%	77.8%	334,902	8.6%	272,775	7.8%	22.8%	1,286,885	8.6%	1,309,737	7.9%	-1.7%
Car Total/Car Share	59,098	16.1%	40,718	15.6%	45.1%	135,744	15.2%	130,060	14.3%	4.4%	532,645	15.4%	667,140	14.9%	-20.2%
Truck Total/Truck Share	85,834	7.0%	40,782	5.6%	110.5%	199,158	6.6%	142,715	5.5%	39.5%	754,240	6.5%	642,597	5.3%	17.4%
IMPORT TOTAL	924,481	58.1%	513,519	52.0%	80.0%	2,219,255	56.7%	1,874,700	53.8%	18.4%	8,320,300	55.5%	9,033,831	54.6%	-7.9%
Car Total/Car Share	306,246	83.2%	203,904	78.1%	50.2%	721,464	81.0%	701,107	77.1%	2.9%	2,764,383	79.9%	3,446,191	76.8%	-19.8%
Truck Total/Truck Share	618,235	50.5%	309,615	42.6%	99.7%	1,497,791	49.5%	1,173,593	45.5%	27.6%	5,555,917	48.2%	5,587,640	46.4%	-0.6%
BY REGION OF MANUFACTURE															
N. AMERICAN SOURCE	1,205,011	75.7%	798,360	80.8%	50.9%	2,985,839	76.3%	2,758,191	79.1%	8.3%	11,565,490	77.2%	12,971,274	78.4%	-10.8%
ASIAN SOURCE	303,566	19.1%	144,085	14.6%	110.7%	704,062	18.0%	551,684	15.8%	27.6%	2,564,262	17.1%	2,668,948	16.1%	-3.9%
EUROPEAN SOURCE	83,460	5.2%	45,827	4.6%	82.1%	224,059	5.7%	176,825	5.1%	26.7%	853,449	5.7%	899,859	5.4%	-5.2%
GRAND TOTAL	1,592,037	100.0%	988,272	100.0%	61.1%	3,913,960	100.0%	3,486,700	100.0%	12.3%	14,983,201	100.0%	16,540,081	100.0%	-9.4%
CAR - TRUCK SPLIT															
TOTAL CAR	367,907	23.1%	261,207	26.4%	40.8%	890,396	22.7%	909,303	26.1%	-2.1%	3,461,005	23.1%	4,485,436	27.1%	-22.8%
TOTAL LIGHT TRUCK	1,224,130	76.9%	727,065	73.6%	68.4%	3,023,564	77.3%	2,577,397	73.9%	17.3%	11,522,196	76.9%	12,054,645	72.9%	-4.4%
GRAND TOTAL	1,592,037	100.0%	988,272	100.0%	61.1%	3,913,960	100.0%	3,486,700	100.0%	12.3%	14,983,201	100.0%	16,540,081	100.0%	-9.4%
CARS BY SOURCE REGION															
N. AMERICAN CAR	269,698	73.3%	206,460	79.0%	30.6%	654,039	73.5%	702,724	77.3%	-6.9%	2,593,327	74.9%	3,367,899	75.1%	-23.0%
IMPORT CAR	98,209	26.7%	54,747	21.0%	79.4%	236,357	26.5%	206,579	22.7%	14.4%	867,678	25.1%	1,117,537	24.9%	-22.4%
TOTAL CAR	367,907	100.0%	261,207	100.0%	40.8%	890,396	100.0%	909,303	100.0%	-2.1%	3,461,005	100.0%	4,485,436	100.0%	-22.8%
TRUCKS BY SOURCE REGION															
NA LIGHT TRUCK	935,313	76.4%	591,900	81.4%	58.0%	2,331,800	77.1%	2,055,467	79.7%	13.4%	8,972,163	77.9%	9,603,375	79.7%	-6.6%
IMPORT LIGHT TRUCK	288,817	23.6%	135,165	18.6%	113.7%	691,764	22.9%	521,930	20.3%	32.5%	2,550,033	22.1%	2,451,270	20.3%	4.0%
TOTAL LIGHT TRUCK	1,224,130	100.0%	727,065	100.0%	68.4%	3,023,564	100.0%	2,577,397	100.0%	17.3%	11,522,196	100.0%	12,054,645	100.0%	-4.4%
CORPORATE TOTALS															
GRAND TOTAL	1,592,037	100.0%	988,272	100.0%	61.1%	3,913,960	100.0%	3,486,700	100.0%	12.3%	14,983,201	100.0%	16,540,081	100.0%	-9.4%



U.S. AUTO SALES OVERVIEW

March, 2021 (Month, CYTD, 12-Month Totals, MYTD)

Monthly Totals	Calendar Year-To-Date	12 Month Totals
----------------	-----------------------	-----------------

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.

Copyright © 2021 Morgan & Company, Inc.