



Morgan & Company, Inc.

U.S. AUTO SALES BY BRAND PERFORMANCE

Ranked by Calendar Year To-Date % Change
May, 2011 (Month, CYTD, 12-Month Totals, MYTD)

	Monthly Totals					Calendar Year-To-Date					12 Month Totals				
	May 2011	Share	May 2010	Share	Vol. % Change	Current Total	Share	Year Ago Total	Share	Vol. % Change	Current Total	Share	Year Ago Total	Share	Vol. % Change
GRAND TOTAL	1,061,122		1,102,473		-3.8%	5,276,860		4,628,248		14.0%	12,231,718		11,105,908		10.1%
SAAR-Annual Rate	11,790,159		11,644,378		1.3%	12,822,423		11,184,317		14.6%	12,256,427		11,081,237		10.6%
FIAT	1,759	0.2%	0	0.0%	-	3,141	0.1%	0	0.0%	-	3,141	0.0%	0	0.0%	-
SAAB / SPYKER	385	0.0%	174	0.0%	121.3%	3,115	0.1%	1,130	0.0%	175.7%	7,430	0.1%	5,203	0.0%	42.8%
MITSUBISHI	7,568	0.7%	4,737	0.4%	59.8%	35,816	0.7%	22,292	0.5%	60.7%	69,207	0.6%	54,173	0.5%	27.8%
PORSCHE	2,817	0.3%	1,873	0.2%	50.4%	12,996	0.2%	8,842	0.2%	47.0%	29,473	0.2%	19,781	0.2%	49.0%
MINI	5,801	0.5%	4,233	0.4%	37.0%	24,588	0.5%	16,804	0.4%	46.3%	53,428	0.4%	45,249	0.4%	18.1%
KIA	48,212	4.5%	31,431	2.9%	53.4%	200,060	3.8%	138,164	3.0%	44.8%	418,165	3.4%	317,668	2.9%	31.6%
JEEP	35,573	3.4%	22,948	2.1%	55.0%	152,810	2.9%	106,040	2.3%	44.1%	337,908	2.8%	233,901	2.1%	44.5%
BUICK	15,579	1.5%	12,582	1.1%	23.8%	78,731	1.5%	56,899	1.2%	38.4%	177,221	1.4%	120,583	1.1%	47.0%
SCION	4,696	0.4%	4,112	0.4%	14.2%	23,165	0.4%	17,262	0.4%	34.2%	51,581	0.4%	53,401	0.5%	-3.4%
HYUNDAI	59,214	5.6%	49,045	4.4%	20.7%	263,588	5.0%	204,577	4.4%	28.8%	597,239	4.9%	472,898	4.3%	26.3%
GMC	32,589	3.1%	29,960	2.7%	8.8%	154,582	2.9%	122,616	2.6%	26.1%	365,170	3.0%	279,505	2.5%	30.6%
VOLVO / GEELY	7,359	0.7%	4,659	0.4%	58.0%	29,203	0.6%	23,211	0.5%	25.8%	59,940	0.5%	61,942	0.6%	-3.2%
CADILLAC	11,623	1.1%	12,328	1.1%	-5.7%	65,262	1.2%	52,997	1.1%	23.1%	159,190	1.3%	121,979	1.1%	30.5%
VOLKSWAGEN	30,100	2.8%	23,543	2.1%	27.9%	125,680	2.4%	104,961	2.3%	19.7%	277,549	2.3%	240,433	2.2%	15.4%
FORD	184,130	17.4%	175,129	15.9%	5.1%	841,431	15.9%	703,327	15.2%	19.6%	1,890,615	15.5%	1,619,250	14.6%	16.8%
DODGE	61,667	5.8%	61,172	5.5%	0.8%	284,048	5.4%	238,464	5.2%	19.1%	642,211	5.3%	537,657	4.8%	19.4%
JAGUAR	1,271	0.1%	962	0.1%	32.1%	5,021	0.1%	4,233	0.1%	18.6%	14,128	0.1%	10,990	0.1%	28.6%
SUZUKI	2,290	0.2%	1,903	0.2%	20.3%	11,124	0.2%	9,514	0.2%	16.9%	25,604	0.2%	27,950	0.3%	-8.4%
CHEVROLET	161,401	15.2%	167,023	15.1%	-3.4%	747,700	14.2%	639,981	13.8%	16.8%	1,671,600	13.7%	1,490,786	13.4%	12.1%
NISSAN	69,759	6.6%	75,673	6.9%	-7.8%	392,046	7.4%	336,766	7.3%	16.4%	860,439	7.0%	768,478	6.9%	12.0%
LAND ROVER	2,891	0.3%	2,709	0.2%	6.7%	14,140	0.3%	12,174	0.3%	16.1%	33,830	0.3%	28,367	0.3%	19.3%
AUDI	10,457	1.0%	9,205	0.8%	13.6%	45,858	0.9%	39,839	0.9%	15.1%	107,648	0.9%	92,234	0.8%	16.7%
BMW	20,651	1.9%	17,859	1.6%	15.6%	92,068	1.7%	81,450	1.8%	13.0%	230,731	1.9%	201,133	1.8%	14.7%
HONDA	81,773	7.7%	105,407	9.6%	-22.4%	471,578	8.9%	437,004	9.4%	7.9%	1,131,448	9.3%	1,094,509	9.9%	3.4%
MERCEDES / MAYBACH	20,803	2.0%	19,877	1.8%	4.7%	97,709	1.9%	90,770	2.0%	7.6%	237,872	1.9%	218,503	2.0%	8.9%
SUBARU	20,036	1.9%	23,667	2.1%	-15.3%	112,255	2.1%	104,359	2.3%	7.6%	271,716	2.2%	246,325	2.2%	10.3%
MAZDA	17,875	1.7%	22,605	2.1%	-20.9%	103,072	2.0%	97,481	2.1%	5.7%	235,157	1.9%	218,596	2.0%	7.6%
INFINITI	6,389	0.6%	8,091	0.7%	-21.0%	40,986	0.8%	38,996	0.8%	5.1%	105,401	0.9%	87,941	0.8%	19.9%
ACURA	9,000	0.8%	11,766	1.1%	-23.5%	51,972	1.0%	50,278	1.1%	3.4%	135,300	1.1%	113,199	1.0%	19.5%
TOYOTA	91,386	8.6%	136,485	12.4%	-33.0%	601,449	11.4%	598,578	12.9%	0.5%	1,491,459	12.2%	1,551,004	14.0%	-3.8%
LINCOLN	7,399	0.7%	7,755	0.7%	-4.6%	34,642	0.7%	37,444	0.8%	-7.5%	83,026	0.7%	86,718	0.8%	-4.3%
CHRYSLER	16,364	1.5%	20,699	1.9%	-20.9%	79,539	1.5%	90,233	1.9%	-11.9%	186,752	1.5%	191,681	1.7%	-2.6%
LEXUS	12,305	1.2%	22,216	2.0%	-44.6%	77,237	1.5%	90,098	1.9%	-14.3%	216,468	1.8%	232,887	2.1%	-7.1%
MERCURY	0	0.0%	9,128	0.8%	-100.0%	248	0.0%	41,680	0.9%	-99.4%	51,763	0.4%	96,617	0.9%	-46.4%
PONTIAC	0	0.0%	181	0.0%	-100.0%	0	0.0%	815	0.0%	-100.0%	367	0.0%	114,061	1.0%	-99.7%
SATURN	0	0.0%	46	0.0%	-100.0%	0	0.0%	6,343	0.1%	-100.0%	355	0.0%	43,747	0.4%	-99.2%
HUMMER	0	0.0%	1,290	0.1%	-100.0%	0	0.0%	2,626	0.1%	-100.0%	1,186	0.0%	6,559	0.1%	-81.9%
ISUZU	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-
OLDSMOBILE	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-



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HYUNDAI	59,214	5.6%	49,045	4.4%	20.7%	263,588	5.0%	204,577	4.4%	28.8%	597,239	4.9%	472,898	4.3%	26.3%
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SATURN	0	0.0%	46	0.0%	-100.0%	0	0.0%	6,343	0.1%	-100.0%	355	0.0%	43,747	0.4%	-99.2%
HUMMER	0	0.0%	1,290	0.1%	-100.0%	0	0.0%	2,626	0.1%	-100.0%	1,186	0.0%	6,559	0.1%	-81.9%
ISUZU	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-
OLDSMOBILE	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-