



U.S. AUTO SALES - SEGMENT DETAILS

May, 2011 (Month, CYTD, 12-Month Totals, MYTD)

Market Share of Segment / Segment Share of Total

Morgan & Company, Inc. Nameplate / Totals * = Imported	Monthly Totals					Calendar Year-To-Date					12 Month Totals				
	May	Segment	May	Segment	Vol. %	Current	Segment	Year Ago	Segment	Vol. %	Current	Segment	Year Ago	Segment	Vol. %
	2011	Share	2010	Share	Change	Total	Share	Total	Share	Change	Total	Share	Total	Share	Change
* Chevrolet Aveo	4,538	10.4%	3,888	10.6%	16.7%	17,397	7.7%	14,749	8.9%	18.0%	51,271	10.5%	43,596	9.9%	17.6%
Chevrolet Sonic	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-
Pontiac G3	0	0.0%	0	0.0%	-	0	0.0%	15	0.0%	-100.0%	0	0.0%	5,538	1.3%	-100.0%
Fiat 500	1,759	4.0%	0	0.0%	-	3,141	1.4%	0	0.0%	-	3,141	0.6%	0	0.0%	-
Ford Fiesta	7,120	16.4%	0	0.0%	-	36,594	16.2%	0	0.0%	-	59,867	12.2%	0	0.0%	-
* Honda Fit	5,921	13.6%	4,383	12.0%	35.1%	29,506	13.1%	19,374	11.7%	52.3%	64,486	13.2%	62,552	14.2%	3.1%
* Hyundai Accent	1,529	3.5%	4,185	11.4%	-63.5%	20,406	9.0%	22,463	13.6%	-9.2%	49,918	10.2%	65,760	15.0%	-24.1%
* Kia Rio	2,519	5.8%	2,334	6.4%	7.9%	9,979	4.4%	11,932	7.2%	-16.4%	22,666	4.6%	37,324	8.5%	-39.3%
* Kia Soul	11,157	25.6%	6,134	16.8%	81.9%	43,673	19.4%	22,208	13.4%	96.7%	88,575	18.1%	45,466	10.4%	94.8%
* Mazda2	1,142	2.6%	0	0.0%	-	6,359	2.8%	0	0.0%	-	9,380	1.9%	0	0.0%	-
* Smart Fortwo	492	1.1%	695	1.9%	-29.2%	2,226	1.0%	2,772	1.7%	-19.7%	5,381	1.1%	9,916	2.3%	-45.7%
Nissan Versa	4,793	11.0%	9,842	26.9%	-51.3%	41,541	18.4%	47,775	28.8%	-13.0%	93,471	19.1%	104,285	23.8%	-10.4%
Suzuki Swift	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-
* Scion xA	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-	0	0.0%	2	0.0%	-100.0%
* Scion xD	854	2.0%	915	2.5%	-6.7%	4,581	2.0%	3,860	2.3%	18.7%	10,831	2.2%	13,564	3.1%	-20.1%
* Toyota Echo	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-	0	0.0%	1	0.0%	-100.0%
* Toyota Yaris	1,690	3.9%	4,202	11.5%	-59.8%	10,287	4.6%	20,577	12.4%	-50.0%	29,786	6.1%	50,965	11.6%	-41.6%
SMALL - LOWER	43,514	4.1%	36,578	3.3%	19.0%	225,690	4.3%	165,725	3.6%	36.2%	488,773	4.0%	438,969	4.0%	11.3%
Dodge Neon	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-
Dodge Caliber	4,002	2.9%	7,481	5.2%	-46.5%	17,576	2.6%	18,853	3.2%	-6.8%	43,805	3.0%	41,182	2.8%	6.4%
Ford Focus	22,303	16.1%	16,931	11.8%	31.7%	76,639	11.2%	74,635	12.6%	2.7%	174,425	11.9%	178,287	12.2%	-2.2%
Ford Escort	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-
Chevrolet Cobalt	29	0.0%	16,173	11.2%	-99.8%	708	0.1%	67,253	11.4%	-98.9%	30,831	2.1%	127,148	8.7%	-75.8%
Chevrolet Cruze	22,711	16.4%	0	0.0%	-	98,076	14.3%	0	0.0%	-	122,571	8.4%	0	0.0%	-
Chevrolet Cavalier	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-
Chevrolet Prizm	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-
Pontiac G5	0	0.0%	0	0.0%	-	0	0.0%	38	0.0%	-100.0%	0	0.0%	9,215	0.6%	-100.0%
Pontiac Vibe	0	0.0%	0	0.0%	-	0	0.0%	19	0.0%	-100.0%	0	0.0%	22,466	1.5%	-100.0%
Pontiac Sunfire	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-
Saturn ION	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-	0	0.0%	9	0.0%	-100.0%
* Saturn Astra	0	0.0%	0	0.0%	-	0	0.0%	60	0.0%	-100.0%	0	0.0%	2,743	0.2%	-100.0%
T Honda Civic Total	18,341	13.2%	28,458	19.8%	-35.6%	110,086	16.1%	107,127	18.1%	2.8%	263,177	18.0%	269,344	18.4%	-2.3%
T Hyundai Elantra Total	20,006	14.5%	9,781	6.8%	104.5%	83,309	12.2%	43,319	7.3%	92.3%	172,236	11.7%	113,177	7.7%	52.2%
* Kia Spectra	0	0.0%	27	0.0%	-100.0%	1	0.0%	215	0.0%	-99.5%	58	0.0%	17,263	1.2%	-99.7%
* Kia Forte	8,129	5.9%	7,299	5.1%	11.4%	34,831	5.1%	26,001	4.4%	34.0%	77,331	5.3%	52,319	3.6%	47.8%
* Mazda3	8,789	6.3%	11,537	8.0%	-23.8%	42,932	6.3%	47,793	8.1%	-10.2%	101,492	6.9%	105,676	7.2%	-4.0%
* Mazda Protégé	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-
* Mitsubishi Lancer	2,152	1.6%	2,471	1.7%	-12.9%	8,481	1.2%	8,410	1.4%	0.8%	21,487	1.5%	19,462	1.3%	10.4%
* Nissan Cube	1,502	1.1%	2,295	1.6%	-34.6%	10,179	1.5%	13,634	2.3%	-25.3%	19,513	1.3%	33,360	2.3%	-41.5%
Nissan Sentra	7,698	5.6%	8,968	6.2%	-14.2%	57,053	8.3%	39,559	6.7%	44.2%	111,559	7.6%	93,851	6.4%	18.9%
* Suzuki Esteem	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-
* Suzuki Forenza / Reno	0	0.0%	1	0.0%	-100.0%	1	0.0%	9	0.0%	-88.9%	4	0.0%	362	0.0%	-98.9%
* Suzuki Aerio / SX4	1,112	0.8%	885	0.6%	25.6%	4,948	0.7%	5,026	0.9%	-1.6%	11,528	0.8%	16,228	1.1%	-29.0%
* Scion xB	1,178	0.9%	1,879	1.3%	-37.3%	7,752	1.1%	8,077	1.4%	-4.0%	20,039	1.4%	23,841	1.6%	-15.9%
T Toyota Corolla Total	16,985	12.3%	26,953	18.7%	-37.0%	117,875	17.2%	118,625	20.1%	-0.6%	265,332	18.1%	313,791	21.5%	-15.4%
* Volkswagen Golf/GTI/R32	3,492	2.5%	1,241	0.9%	181.4%	14,456	2.1%	6,730	1.1%	114.8%	30,006	2.0%	11,854	0.8%	153.1%
* Volkswagen Rabbit	0	0.0%	1,430	1.0%	-100.0%	0	0.0%	5,336	0.9%	-100.0%	670	0.0%	9,609	0.7%	-93.0%
Volkswagen Golf/Cabrio	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-
SMALL - UPPER	138,429	13.0%	143,810	13.0%	-3.7%	684,903	13.0%	590,719	12.8%	15.9%	1,466,064	12.0%	1,461,187	13.2%	0.3%
* BMW Mini Cooper	4,091	33.5%	4,233	42.8%	-3.4%	17,868	33.0%	16,804	37.8%	6.3%	46,708	38.6%	45,249	38.4%	3.2%
Chevrolet Volt	481	3.9%	0	0.0%	-	2,184	4.0%	0	0.0%	-	2,510	2.1%	0	0.0%	-
Pontiac Solstice	0	0.0%	0	0.0%	-	0	0.0%	71	0.2%	-100.0%	0	0.0%	3,968	3.4%	-100.0%
Saturn Sky	0	0.0%	0	0.0%	-	0	0.0%	517	1.2%	-100.0%	0	0.0%	2,692	2.3%	-100.0%
* Honda CR-Z	1,557	12.7%	0	0.0%	-	7,046	13.0%	0	0.0%	-	12,295	10.2%	0	0.0%	-
* Honda FCX	0	0.0%	0	0.0%	-	0	0.0%	9	0.0%	-100.0%	8	0.0%	11	0.0%	-27.3%



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	2011	Share	2010	Share	Change	Total	Share	Total	Share	Change	Total	Share	Total	Share	Change
* Honda Insight	1,435	11.7%	1,913	19.3%	-25.0%	10,137	18.7%	8,766	19.7%	15.6%	22,333	18.5%	23,893	20.3%	-6.5%
* Hyundai Tiburon	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-	0	0.0%	684	0.6%	-100.0%
* Nissan LEAF	1,142	9.3%	0	0.0%	-	2,167	4.0%	0	0.0%	-	2,186	1.8%	0	0.0%	-
* Scion tC	2,664	21.8%	1,318	13.3%	102.1%	10,832	20.0%	5,325	12.0%	103.4%	20,711	17.1%	15,994	13.6%	29.5%
* Toyota Celica	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-
* Volkswagen Eos	854	7.0%	879	8.9%	-2.8%	2,829	5.2%	3,001	6.8%	-5.7%	6,518	5.4%	7,227	6.1%	-9.8%
Volkswagen New Beetle	4	0.0%	1,558	15.7%	-99.7%	1,039	1.9%	9,944	22.4%	-89.6%	7,632	6.3%	18,110	15.4%	-57.9%
SMALL - SPECIALTY	12,228	1.2%	9,901	0.9%	23.5%	54,102	1.0%	44,437	1.0%	21.7%	120,901	1.0%	117,828	1.1%	2.6%
SMALL - SUBTOTAL	194,171	18.3%	190,289	17.3%	2.0%	964,695	18.3%	800,881	17.3%	20.5%	2,075,738	17.0%	2,017,984	18.2%	2.9%
* Subaru Impreza	2,610	3.4%	4,249	7.0%	-38.6%	18,347	5.7%	17,315	7.2%	6.0%	45,427	6.7%	46,810	7.7%	-3.0%
Chevrolet Malibu	25,600	33.8%	21,722	35.8%	17.9%	99,046	30.8%	87,597	36.3%	13.1%	210,219	31.0%	184,802	30.4%	13.8%
Chevrolet Malibu Classic	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-
Oldsmobile Alero	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-
Pontiac G6	0	0.0%	90	0.1%	-100.0%	0	0.0%	340	0.1%	-100.0%	367	0.1%	57,620	9.5%	-99.4%
Pontiac Grand Am	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-
Saturn Aura	0	0.0%	0	0.0%	-	0	0.0%	2,356	1.0%	-100.0%	0	0.0%	14,807	2.4%	-100.0%
Saturn LS / LW	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-
* Hyundai Sonata (Imp)	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-
Hyundai Sonata	22,754	30.1%	21,195	35.0%	7.4%	96,370	30.0%	71,478	29.6%	34.8%	221,515	32.6%	142,975	23.5%	54.9%
* Kia Optima	7,431	9.8%	2,394	3.9%	210.4%	29,518	9.2%	14,572	6.0%	102.6%	42,328	6.2%	41,041	6.7%	3.1%
* Suzuki Kizashi	622	0.8%	474	0.8%	31.2%	3,193	1.0%	1,693	0.7%	88.6%	7,638	1.1%	1,764	0.3%	333.0%
* Suzuki Verona	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-
Volkswagen Jetta	16,671	22.0%	10,514	17.3%	58.6%	74,646	23.2%	46,173	19.1%	61.7%	151,686	22.3%	118,370	19.5%	28.1%
MIDSIZE - LOWER	75,688	7.1%	60,638	5.5%	24.8%	321,120	6.1%	241,524	5.2%	33.0%	679,180	5.6%	608,189	5.5%	11.7%
			60,638												
Chrysler 200 / Sebring Sed	7,061	4.6%	2,021	1.1%	249.4%	26,957	3.3%	14,059	1.9%	91.7%	44,590	2.3%	29,068	1.6%	53.4%
Dodge Avenger	5,543	3.6%	6,332	3.6%	-12.5%	24,868	3.0%	22,001	2.9%	13.0%	53,790	2.8%	48,493	2.7%	10.9%
Ford Taurus	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-
Ford Fusion	24,666	16.0%	22,381	12.7%	10.2%	110,878	13.5%	92,763	12.3%	19.5%	237,334	12.5%	206,849	11.3%	14.7%
Mercury Sable	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-
Mercury Milan	0	0.0%	2,682	1.5%	-100.0%	0	0.0%	14,236	1.9%	-100.0%	14,676	0.8%	31,140	1.7%	-52.9%
* Volvo 30 Series	316	0.2%	368	0.2%	-14.1%	1,299	0.2%	1,990	0.3%	-34.7%	3,215	0.2%	4,644	0.3%	-30.8%
* Volvo 40 Series	483	0.3%	585	0.3%	-17.4%	2,146	0.3%	3,045	0.4%	-29.5%	4,724	0.2%	7,998	0.4%	-40.9%
* Volvo 50 Series	122	0.1%	193	0.1%	-36.8%	434	0.1%	1,062	0.1%	-59.1%	1,092	0.1%	2,582	0.1%	-57.7%
Subaru Legacy/Outback	12,049	7.8%	11,216	6.3%	7.4%	61,138	7.4%	50,580	6.7%	20.9%	142,431	7.5%	112,061	6.1%	27.1%
Buick LaCrosse	4,774	3.1%	5,452	3.1%	-12.4%	23,362	2.8%	25,033	3.3%	-6.7%	59,507	3.1%	44,873	2.5%	32.6%
Buick Century	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-
Buick Regal	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-
T Buick Regal Total	4,247	2.8%	150	0.1%	2731.3%	18,455	2.2%	150	0.0%	12203.3%	30,631	1.6%	150	0.0%	20320.7%
Chevrolet Impala	16,707	10.8%	20,623	11.7%	-19.0%	87,319	10.6%	75,040	10.0%	16.4%	184,357	9.7%	176,849	9.7%	4.2%
Oldsmobile Intrigue	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-
Pontiac Grand Prix	0	0.0%	0	0.0%	-	0	0.0%	1	0.0%	-100.0%	0	0.0%	67	0.0%	-100.0%
* Saab 9 - 2X	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-
* Saab 9 - 3	292	0.2%	130	0.1%	124.6%	2,578	0.3%	884	0.1%	191.6%	6,230	0.3%	3,635	0.2%	71.4%
* Acura TSX	1,751	1.1%	2,808	1.6%	-37.6%	12,401	1.5%	12,416	1.6%	-0.1%	32,061	1.7%	28,916	1.6%	10.9%
T Honda Accord Total	17,018	11.0%	27,835	15.7%	-38.9%	111,393	13.5%	122,725	16.3%	-9.2%	271,198	14.2%	303,129	16.6%	-10.5%
* Hyundai Azera	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-
* Hyundai Azera	160	0.1%	218	0.1%	-26.6%	873	0.1%	1,153	0.2%	-24.3%	2,771	0.1%	3,323	0.2%	-16.6%
* Kia Amanti	0	0.0%	44	0.0%	-100.0%	1	0.0%	164	0.0%	-99.4%	118	0.0%	666	0.0%	-82.3%
Mazda6	1,639	1.1%	3,493	2.0%	-53.1%	13,604	1.7%	14,927	2.0%	-8.9%	34,339	1.8%	33,984	1.9%	1.0%
Mazda 626	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-
Mitsubishi Galant	1,443	0.9%	543	0.3%	165.7%	9,598	1.2%	5,033	0.7%	90.7%	16,057	0.8%	13,824	0.8%	16.2%
Nissan Altima	25,525	16.6%	21,950	12.4%	16.3%	112,308	13.6%	96,195	12.8%	16.8%	245,376	12.9%	219,685	12.0%	11.7%
* Nissan Maxima (Imp)	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-
T Toyota Camry Total	18,830	12.2%	29,295	16.6%	-35.7%	126,094	15.3%	125,804	16.7%	0.2%	328,094	17.2%	358,780	19.6%	-8.6%



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	2011	Share	2010	Share	Change	Total	Share	Total	Share	Change	Total	Share	Total	Share	Change
* Toyota Prius	6,924	4.5%	14,248	8.1%	-51.4%	62,180	7.5%	55,041	7.3%	13.0%	148,067	7.8%	151,970	8.3%	-2.6%
* Audi A3	664	0.4%	496	0.3%	33.9%	2,941	0.4%	2,539	0.3%	15.8%	6,960	0.4%	5,197	0.3%	33.9%
* Volkswagen CC	3,979	2.6%	2,651	1.5%	50.1%	13,185	1.6%	10,183	1.4%	29.5%	30,989	1.6%	25,765	1.4%	20.3%
* Volkswagen Passat	1	0.0%	1,169	0.7%	-99.9%	218	0.0%	6,599	0.9%	-96.7%	6,116	0.3%	12,524	0.7%	-51.2%
MIDSIZE - UPPER	154,194	14.5%	176,883	16.0%	-12.8%	824,230	15.6%	753,623	16.3%	9.4%	1,904,723	15.6%	1,826,172	16.4%	4.3%
Chrysler Sebring Con.	90	0.5%	777	3.5%	-88.4%	675	0.8%	3,328	4.0%	-79.7%	4,240	2.3%	6,846	3.3%	-38.1%
Chrysler Sebring Coupe	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-
Dodge Stratus Coupe	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-
Ford Mustang	6,607	34.4%	10,225	45.7%	-35.4%	30,206	37.0%	31,061	37.5%	-2.8%	72,861	39.8%	71,528	34.4%	1.9%
Chevrolet Monte Carlo	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-	0	0.0%	3	0.0%	-100.0%
Chevrolet Camaro	9,451	49.2%	8,931	39.9%	5.8%	40,275	49.3%	38,838	46.8%	3.7%	82,736	45.2%	94,409	45.5%	-12.4%
Pontiac Firebird	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-
* Pontiac G8	0	0.0%	91	0.4%	-100.0%	0	0.0%	318	0.4%	-100.0%	0	0.0%	11,406	5.5%	-100.0%
* Pontiac GTO	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-
* Acura RSX	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-
* Mazda RX8	123	0.6%	100	0.4%	23.0%	414	0.5%	523	0.6%	-20.8%	1,025	0.6%	1,854	0.9%	-44.7%
* Mazda Miata / MX-5	603	3.1%	683	3.1%	-11.7%	2,578	3.2%	2,523	3.0%	2.2%	6,425	3.5%	6,310	3.0%	1.8%
Mitsubishi Eclipse	1,471	7.7%	362	1.6%	306.4%	3,596	4.4%	1,701	2.1%	111.4%	6,177	3.4%	4,771	2.3%	29.5%
* Nissan 350Z / 370Z	847	4.4%	1,217	5.4%	-30.4%	3,901	4.8%	4,636	5.6%	-15.9%	9,480	5.2%	10,550	5.1%	-10.1%
* Nissan Altra EV	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-
* Toyota MR2	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-
MIDSIZE - SPECIALTY	19,192	1.8%	22,386	2.0%	-14.3%	81,645	1.5%	82,928	1.8%	-1.5%	182,944	1.5%	207,677	1.9%	-11.9%
MIDSIZE - SUBTOTAL	249,074	23.5%	259,907	23.6%	-4.2%	1,226,995	23.3%	1,078,075	23.3%	13.8%	2,766,847	22.6%	2,642,038	23.8%	4.7%
Chrysler 300	2,539	7.8%	3,507	8.6%	-27.6%	11,181	7.1%	17,573	10.0%	-36.4%	30,724	8.1%	39,797	10.5%	-22.8%
Chrysler 300M	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-
Chrysler Concorde	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-
Dodge Intrepid	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-
Dodge Challenger	3,418	10.5%	3,828	9.4%	-10.7%	16,777	10.7%	14,580	8.3%	15.1%	38,988	10.3%	26,719	7.1%	45.9%
Dodge Charger	7,830	24.1%	9,625	23.5%	-18.6%	30,626	19.5%	37,277	21.2%	-17.8%	68,746	18.2%	71,956	19.1%	-4.5%
Ford Crown Victoria	3,704	11.4%	3,472	8.5%	6.7%	24,910	15.9%	15,413	8.8%	61.6%	43,219	11.5%	34,065	9.0%	26.9%
Ford Taurus	6,277	19.4%	6,466	15.8%	-2.9%	27,009	17.2%	29,760	17.0%	-9.2%	66,108	17.5%	60,264	16.0%	9.7%
Mercury Grand Marquis	0	0.0%	2,335	5.7%	-100.0%	248	0.2%	12,943	7.4%	-98.1%	15,848	4.2%	27,793	7.4%	-43.0%
Mercury Montego / Sable	0	0.0%	0	0.0%	-	0	0.0%	37	0.0%	-100.0%	0	0.0%	1,430	0.4%	-100.0%
Buick LeSabre	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-
Buick Lucerne	2,235	6.9%	2,265	5.5%	-1.3%	12,916	8.2%	10,030	5.7%	28.8%	29,345	7.8%	27,806	7.4%	5.5%
* Chevrolet Caprice (Imp)	23	0.1%	0	0.0%	-	23	0.0%	0	0.0%	-	23	0.0%	0	0.0%	-
Pontiac Bonneville	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-
* Mitsubishi Diamante	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-
Nissan Maxima	4,296	13.2%	6,349	15.5%	-32.3%	21,978	14.0%	27,180	15.5%	-19.1%	55,367	14.7%	61,673	16.3%	-10.2%
Toyota Avalon	2,113	6.5%	3,029	7.4%	-30.2%	11,270	7.2%	10,641	6.1%	5.9%	29,019	7.7%	25,905	6.9%	12.0%
LARGE CAR	32,435	3.1%	40,876	3.7%	-20.7%	156,938	3.0%	175,434	3.8%	-10.5%	377,387	3.1%	377,408	3.4%	0.0%
* BMW 1-Series	414	1.1%	844	2.0%	-50.9%	3,994	2.0%	4,492	2.4%	-11.1%	12,634	2.6%	11,099	2.4%	13.8%
* BMW 3-Series	8,117	21.3%	9,659	22.6%	-16.0%	34,707	17.8%	40,019	21.4%	-13.3%	95,598	19.8%	96,454	21.0%	-0.9%
* Mercedes-Benz C-Class	4,936	12.9%	5,089	11.9%	-3.0%	25,361	13.0%	23,992	12.9%	5.7%	60,154	12.5%	55,273	12.0%	8.8%
* Jaguar X-Type	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-
Lincoln LS	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-
Lincoln Zephyr / MKZ	2,523	6.6%	2,040	4.8%	23.7%	11,556	5.9%	9,414	5.0%	22.8%	24,677	5.1%	21,801	4.7%	13.2%
* Volvo 60 Series	2,405	6.3%	1	0.0%	-	8,618	4.4%	25	0.0%	34372.0%	10,030	2.1%	3,536	0.8%	183.7%
* Volvo 70 Series	627	1.6%	561	1.3%	11.8%	2,436	1.2%	2,940	1.6%	-17.1%	4,759	1.0%	6,901	1.5%	-31.0%
Buick Park Avenue	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-
Cadillac CTS	4,288	11.2%	3,489	8.2%	22.9%	22,807	11.7%	14,892	8.0%	53.1%	53,571	11.1%	36,343	7.9%	47.4%



U.S. AUTO SALES - SEGMENT DETAILS

May, 2011 (Month, CYTD, 12-Month Totals, MYTD)

Market Share of Segment / Segment Share of Total

Morgan & Company, Inc. Nameplate / Totals * = Imported	Monthly Totals					Calendar Year-To-Date					12 Month Totals				
	May	Segment	May	Segment	Vol. %	Current	Segment	Year Ago	Segment	Vol. %	Current	Segment	Year Ago	Segment	Vol. %
	2011	Share	2010	Share	Change	Total	Share	Total	Share	Change	Total	Share	Total	Share	Change
Oldsmobile Aurora	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-
* Saab 9 - 5	93	0.2%	25	0.1%	272.0%	537	0.3%	166	0.1%	223.5%	1,178	0.2%	628	0.1%	87.6%
Acura TL	2,197	5.8%	2,925	6.8%	-24.9%	13,118	6.7%	14,080	7.5%	-6.8%	33,087	6.8%	33,182	7.2%	-0.3%
* Mazda Millenia	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-
* Infiniti G35	3,851	10.1%	4,777	11.2%	-19.4%	24,531	12.6%	22,430	12.0%	9.4%	60,244	12.5%	52,463	11.4%	14.8%
* Infiniti I30 / I35	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-
* Lexus ES	2,400	6.3%	5,115	12.0%	-53.1%	14,438	7.4%	18,643	10.0%	-22.6%	44,447	9.2%	50,683	11.0%	-12.3%
* Lexus IS	1,715	4.5%	3,247	7.6%	-47.2%	11,384	5.8%	13,279	7.1%	-14.3%	32,234	6.7%	39,140	8.5%	-17.6%
* Audi A4 / R4 / S4	3,192	8.4%	3,189	7.5%	0.1%	15,201	7.8%	14,847	8.0%	2.4%	35,026	7.2%	37,460	8.2%	-6.5%
* Audi A5 / S5	1,438	3.8%	1,757	4.1%	-18.2%	6,459	3.3%	7,358	3.9%	-12.2%	15,480	3.2%	14,008	3.1%	10.5%
LUXURY - LOW	38,196	3.6%	42,718	3.9%	-10.6%	195,147	3.7%	186,577	4.0%	4.6%	483,119	3.9%	458,971	4.1%	5.3%
* BMW 5-Series	4,201	20.8%	2,289	11.2%	83.5%	20,922	21.6%	11,981	13.6%	74.6%	48,429	20.4%	34,040	15.9%	42.3%
* Mercedes-Benz E-Class	5,751	28.4%	5,476	26.7%	5.0%	26,162	27.0%	22,913	26.0%	14.2%	64,171	27.0%	56,065	26.3%	14.5%
* Jaguar S-Type	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-
Lincoln Town Car	1,223	6.0%	1,122	5.5%	9.0%	4,816	5.0%	5,481	6.2%	-12.1%	10,599	4.5%	12,167	5.7%	-12.9%
Lincoln MKS	908	4.5%	1,554	7.6%	-41.6%	3,965	4.1%	6,620	7.5%	-40.1%	11,762	5.0%	16,698	7.8%	-29.6%
* Volvo 80 Series	687	3.4%	728	3.6%	-5.6%	2,043	2.1%	3,374	3.8%	-39.4%	5,893	2.5%	8,014	3.8%	-26.5%
Cadillac DeVille	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-
Cadillac STS	142	0.7%	441	2.2%	-67.8%	2,382	2.5%	1,736	2.0%	37.2%	5,119	2.2%	5,079	2.4%	0.8%
Cadillac DTS	1,496	7.4%	2,263	11.0%	-33.9%	7,859	8.1%	7,423	8.4%	5.9%	19,076	8.0%	18,270	8.6%	4.4%
Cadillac Seville	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-
* Acura RL	58	0.3%	151	0.7%	-61.6%	766	0.8%	709	0.8%	8.0%	2,094	0.9%	1,826	0.9%	14.7%
* Hyundai Genesis	2,769	13.7%	2,480	12.1%	11.7%	12,305	12.7%	10,322	11.7%	19.2%	31,105	13.1%	24,111	11.3%	29.0%
* Infiniti M45	721	3.6%	1,065	5.2%	-32.3%	4,822	5.0%	5,406	6.1%	-10.8%	14,034	5.9%	9,639	4.5%	45.6%
* Lexus CT200h	454	2.2%	0	0.0%	-	3,528	3.6%	0	0.0%	-	3,528	1.5%	0	0.0%	-
* Lexus GS	306	1.5%	771	3.8%	-60.3%	1,794	1.9%	2,947	3.3%	-39.1%	5,906	2.5%	7,275	3.4%	-18.8%
* Lexus HS	220	1.1%	1,360	6.6%	-83.8%	1,198	1.2%	5,889	6.7%	-79.7%	5,972	2.5%	12,588	5.9%	-52.6%
* Audi A6 / S6	470	2.3%	784	3.8%	-40.1%	3,043	3.1%	3,393	3.8%	-10.3%	8,325	3.5%	7,651	3.6%	8.8%
* Audi A7	812	4.0%	0	0.0%	-	1,220	1.3%	0	0.0%	-	1,220	0.5%	0	0.0%	-
LUXURY - MIDDLE	20,218	1.9%	20,484	1.9%	-1.3%	96,825	1.8%	88,194	1.9%	9.8%	237,233	1.9%	213,423	1.9%	11.2%
* BMW 7-Series	1,386	29.6%	624	17.3%	122.1%	4,908	22.8%	5,119	26.3%	-4.1%	12,042	21.8%	11,983	24.9%	0.5%
* Mercedes-Benz B-Class	1	0.0%	0	0.0%	-	4	0.0%	0	0.0%	-	5	0.0%	0	0.0%	-
* Mercedes-Benz CLS	38	0.8%	123	3.4%	-69.1%	590	2.7%	966	5.0%	-38.9%	1,759	3.2%	2,046	4.2%	-14.0%
* Mercedes-Benz S-Class	872	18.6%	1,085	30.1%	-19.6%	4,393	20.4%	4,856	25.0%	-9.5%	13,145	23.8%	11,769	24.4%	11.7%
* Mercedes / Maybach / SLR	5	0.1%	6	0.2%	-16.7%	25	0.1%	28	0.1%	-10.7%	66	0.1%	122	0.3%	-45.9%
* Jaguar XF	521	11.1%	719	19.9%	-27.5%	2,113	9.8%	3,157	16.2%	-33.1%	5,881	10.6%	8,295	17.2%	-29.1%
* Jaguar XJ	559	11.9%	44	1.2%	1170.5%	2,180	10.1%	103	0.5%	2016.5%	6,355	11.5%	536	1.1%	1085.6%
* Hyundai Equus	221	4.7%	0	0.0%	-	1,171	5.4%	0	0.0%	-	1,367	2.5%	0	0.0%	-
* Infiniti Q45	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-
* Lexus LS	585	12.5%	944	26.1%	-38.0%	3,742	17.4%	4,911	25.3%	-23.8%	11,106	20.1%	12,194	25.3%	-8.9%
* Audi A8 / S8	495	10.6%	65	1.8%	661.5%	2,368	11.0%	295	1.5%	702.7%	3,594	6.5%	1,251	2.6%	187.3%
* Volkswagen Phaeton	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-
LUXURY - UPPER	4,683	0.4%	3,610	0.3%	29.7%	21,494	0.4%	19,435	0.4%	10.6%	55,320	0.5%	48,196	0.4%	14.8%
BMW Z4	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-
* BMW Z4 (I)	650	14.8%	431	9.3%	50.8%	1,533	8.0%	1,500	8.4%	2.2%	3,837	8.4%	4,564	10.3%	-15.9%
* BMW Z8	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-
* Chrysler Crossfire	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-	0	0.0%	264	0.6%	-100.0%
Dodge Viper	16	0.4%	26	0.6%	-38.5%	110	0.6%	113	0.6%	-2.7%	389	0.9%	306	0.7%	27.1%
* Mercedes-Benz SLK	63	1.4%	172	3.7%	-63.4%	752	3.9%	750	4.2%	0.3%	1,982	4.3%	1,912	4.3%	3.7%
* Mercedes-Benz SL-Class	127	2.9%	192	4.2%	-33.9%	841	4.4%	1,015	5.7%	-17.1%	2,211	4.8%	3,276	7.4%	-32.5%
* Mercedes-Benz SLS	21	0.5%	168	3.6%	-87.5%	330	1.7%	168	0.9%	96.4%	661	1.4%	168	0.4%	293.5%
Ford GT	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-
* Jaguar XKR / XK8	191	4.4%	199	4.3%	-4.0%	728	3.8%	973	5.5%	-25.2%	1,892	4.1%	2,159	4.9%	-12.4%
Cadillac XLR	1	0.0%	21	0.5%	-95.2%	3	0.0%	142	0.8%	-97.9%	49	0.1%	567	1.3%	-91.4%



U.S. AUTO SALES - SEGMENT DETAILS

May, 2011 (Month, CYTD, 12-Month Totals, MYTD)

Market Share of Segment / Segment Share of Total

Morgan & Company, Inc. Nameplate / Totals * = Imported	Monthly Totals					Calendar Year-To-Date					12 Month Totals				
	May	Segment	May	Segment	Vol. %	Current	Segment	Year Ago	Segment	Vol. %	Current	Segment	Year Ago	Segment	Vol. %
	2011	Share	2010	Share	Change	Total	Share	Total	Share	Change	Total	Share	Total	Share	Change
Chevrolet Corvette	1,304	29.8%	1,428	30.9%	-8.7%	5,597	29.3%	4,950	27.9%	13.1%	13,271	29.1%	12,782	29.0%	3.8%
* Acura NSX	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-
* Honda S2000	0	0.0%	8	0.2%	-100.0%	1	0.0%	64	0.4%	-98.4%	22	0.0%	374	0.8%	-94.1%
* Nissan GTR	132	3.0%	89	1.9%	48.3%	728	3.8%	420	2.4%	73.3%	1,185	2.6%	1,237	2.8%	-4.2%
* Porsche 911	612	14.0%	539	11.7%	13.5%	2,707	14.2%	2,385	13.4%	13.5%	6,058	13.3%	6,274	14.2%	-3.4%
* Porsche Boxster/Cayman	331	7.6%	532	11.5%	-37.8%	1,508	7.9%	1,580	8.9%	-4.6%	3,427	7.5%	3,712	8.4%	-7.7%
* Panamera	616	14.1%	605	13.1%	1.8%	2,913	15.2%	2,768	15.6%	5.2%	7,886	17.3%	4,015	9.1%	96.4%
* Lexus LFA	0	0.0%	0	0.0%	-	22	0.1%	0	0.0%	-	22	0.0%	0	0.0%	-
* Audi R8	99	2.3%	42	0.9%	135.7%	492	2.6%	212	1.2%	132.1%	1,079	2.4%	634	1.4%	70.2%
* Audi TT	220	5.0%	169	3.7%	30.2%	857	4.5%	723	4.1%	18.5%	1,665	3.6%	1,875	4.2%	-11.2%
LUXURY - SPORT	4,383	0.4%	4,621	0.4%	-5.2%	19,122	0.4%	17,763	0.4%	7.7%	45,636	0.4%	44,119	0.4%	3.4%
* BMW 6-Series	279	80.2%	170	61.8%	64.1%	800	62.7%	822	42.6%	-2.7%	2,396	64.6%	2,519	35.7%	-4.9%
* Mercedes-Benz CLK	0	0.0%	3	1.1%	-100.0%	5	0.4%	578	29.9%	-99.1%	12	0.3%	3,064	43.5%	-99.6%
* Mercedes-Benz CL	68	19.5%	68	24.7%	0.0%	455	35.7%	384	19.9%	18.5%	1,106	29.8%	1,000	14.2%	10.6%
Ford Thunderbird	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-
Cadillac Eldorado	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-
Acura CL	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-
* Lexus SC	1	0.3%	34	12.4%	-97.1%	15	1.2%	147	7.6%	-89.8%	196	5.3%	464	6.6%	-57.8%
LUXURY - SPECIALTY	348	0.0%	275	0.0%	26.5%	1,275	0.0%	1,931	0.0%	-34.0%	3,710	0.0%	7,047	0.1%	-47.4%
LUXURY - SUBTOTAL	67,828	6.4%	71,708	6.5%	-5.4%	333,863	6.3%	313,900	6.8%	6.4%	825,018	6.7%	771,756	6.9%	6.9%
Chrysler PT Cruiser	45	0.1%	997	2.0%	-95.5%	1,328	0.5%	3,901	1.9%	-66.0%	6,867	1.1%	14,354	3.3%	-52.2%
* BMW Mini Countryman	1,710	2.9%	0	0.0%	-	6,720	2.3%	0	0.0%	-	6,720	1.1%	0	0.0%	-
Chevrolet HHR	7,197	12.4%	10,412	20.9%	-30.9%	34,632	11.9%	32,072	15.7%	8.0%	77,961	12.7%	78,383	17.9%	-0.5%
Honda Element	1,367	2.4%	1,378	2.8%	-0.8%	6,425	2.2%	5,515	2.7%	16.5%	15,157	2.5%	14,878	3.4%	1.9%
* Hyundai Tucson	4,363	7.5%	4,395	8.8%	-0.7%	19,131	6.5%	16,307	8.0%	17.3%	42,418	6.9%	25,266	5.8%	67.9%
Dodge Journey	3,706	6.4%	3,781	7.6%	-2.0%	22,484	7.7%	21,827	10.7%	3.0%	49,234	8.0%	53,500	12.3%	-8.0%
Jeep Compass	4,555	7.8%	2,373	4.8%	92.0%	15,998	5.5%	8,749	4.3%	82.9%	23,143	3.8%	15,693	3.6%	47.5%
Jeep Patriot	5,470	9.4%	3,040	6.1%	79.9%	23,313	8.0%	13,080	6.4%	78.2%	48,853	7.9%	33,779	7.7%	44.6%
* Kia Rondo	0	0.0%	374	0.8%	-100.0%	44	0.0%	2,812	1.4%	-98.4%	820	0.1%	8,647	2.0%	-90.5%
Kia Sorento (Dom)	11,936	20.5%	8,166	16.4%	46.2%	51,765	17.7%	41,413	20.3%	25.0%	118,554	19.2%	41,413	9.5%	186.3%
* Kia Sportage	4,550	7.8%	2,293	4.6%	98.4%	20,992	7.2%	7,295	3.6%	187.8%	37,570	6.1%	33,937	7.8%	10.7%
* Mazda CX-7	1,961	3.4%	2,513	5.1%	-22.0%	12,955	4.4%	10,775	5.3%	20.2%	30,968	5.0%	24,164	5.5%	28.2%
* Mitsubishi Outlander	896	1.5%	1,212	2.4%	-26.1%	3,977	1.4%	5,353	2.6%	-25.7%	11,124	1.8%	11,423	2.6%	-2.6%
* Mitsubishi Outlander Sport	1,392	2.4%	0	0.0%	-	6,550	2.2%	0	0.0%	-	8,240	1.3%	0	0.0%	-
* Nissan Juke	1,984	3.4%	0	0.0%	-	15,433	5.3%	0	0.0%	-	24,072	3.9%	0	0.0%	-
* Nissan Rogue	6,962	12.0%	8,789	17.7%	-20.8%	50,418	17.3%	35,391	17.3%	42.5%	114,542	18.6%	81,269	18.6%	40.9%
* Suzuki SX4	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-
SUV-CROSSOVER LOW	58,094	5.5%	49,723	4.5%	16.8%	292,165	5.5%	204,490	4.4%	42.9%	616,243	5.0%	436,706	3.9%	41.1%
Chrysler Pacifica	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-	0	0.0%	469	0.0%	-100.0%
Dodge Magnum	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-	0	0.0%	28	0.0%	-100.0%
Dodge Durango Crossover	4,358	2.6%	0	0.0%	-	17,744	2.0%	0	0.0%	-	18,105	0.9%	0	0.0%	-
Jeep Grand Cherokee Cross	9,484	5.6%	0	0.0%	-	45,401	5.2%	0	0.0%	-	105,752	5.3%	0	0.0%	-
Ford Escape	23,140	13.6%	19,203	12.0%	20.5%	100,333	11.6%	83,440	11.9%	20.2%	207,919	10.5%	195,467	11.8%	6.4%
Ford Taurus X	0	0.0%	0	0.0%	-	0	0.0%	12	0.0%	-100.0%	0	0.0%	1,347	0.1%	-100.0%
Ford Edge	9,486	5.6%	13,660	8.6%	-30.6%	50,291	5.8%	47,854	6.8%	5.1%	121,074	6.1%	102,871	6.2%	17.7%
Ford Flex	2,719	1.6%	3,855	2.4%	-29.5%	11,469	1.3%	16,453	2.3%	-30.3%	29,243	1.5%	39,893	2.4%	-26.7%
Ford Explorer Crossover	13,207	7.7%	0	0.0%	-	49,520	5.7%	0	0.0%	-	55,177	2.8%	0	0.0%	-
Mercury Mariner	0	0.0%	3,191	2.0%	-100.0%	0	0.0%	11,997	1.7%	-100.0%	17,915	0.9%	30,841	1.9%	-41.9%
* Subaru Forester	5,193	3.0%	7,976	5.0%	-34.9%	31,676	3.7%	35,328	5.0%	-10.3%	81,428	4.1%	83,041	5.0%	-1.9%
Buick Enclave	4,323	2.5%	4,715	3.0%	-8.3%	23,998	2.8%	21,686	3.1%	10.7%	57,738	2.9%	47,731	2.9%	21.0%
Buick Rendezvous	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-	0	0.0%	8	0.0%	-100.0%
Chevrolet Equinox	17,587	10.3%	13,134	8.2%	33.9%	77,884	9.0%	55,500	7.9%	40.3%	172,363	8.7%	120,605	7.3%	42.9%



U.S. AUTO SALES - SEGMENT DETAILS

May, 2011 (Month, CYTD, 12-Month Totals, MYTD)

Market Share of Segment / Segment Share of Total

Morgan & Company, Inc. Nameplate / Totals * = Imported	Monthly Totals					Calendar Year-To-Date					12 Month Totals				
	May	Segment	May	Segment	Vol. %	Current	Segment	Year Ago	Segment	Vol. %	Current	Segment	Year Ago	Segment	Vol. %
	2011	Share	2010	Share	Change	Total	Share	Total	Share	Change	Total	Share	Total	Share	Change
Chevrolet Traverse	7,206	4.2%	11,641	7.3%	-38.1%	43,240	5.0%	40,900	5.8%	5.7%	109,084	5.5%	98,584	5.9%	10.7%
GMC Acadia	6,926	4.1%	5,823	3.7%	18.9%	33,526	3.9%	29,462	4.2%	13.8%	72,359	3.7%	60,556	3.7%	19.5%
GMC Terrain	7,310	4.3%	5,132	3.2%	42.4%	34,375	4.0%	22,512	3.2%	52.7%	72,382	3.7%	36,543	2.2%	98.1%
Pontiac Torrent	0	0.0%	0	0.0%	-	0	0.0%	13	0.0%	-100.0%	0	0.0%	3,781	0.2%	-100.0%
Pontiac Aztek	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-
Saturn Outlook	0	0.0%	46	0.0%	-100.0%	0	0.0%	2,704	0.4%	-100.0%	355	0.0%	9,316	0.6%	-96.2%
Saturn Vue	0	0.0%	0	0.0%	-	0	0.0%	706	0.1%	-100.0%	0	0.0%	14,173	0.9%	-100.0%
T Honda CR-V Total	16,307	9.6%	17,820	11.2%	-8.5%	95,423	11.0%	70,829	10.1%	34.7%	228,308	11.5%	196,846	11.9%	16.0%
Honda Crosstour	1,167	0.7%	2,242	1.4%	-47.9%	8,646	1.0%	11,453	1.6%	-24.5%	26,044	1.3%	14,017	0.8%	85.8%
Honda Pilot	8,560	5.0%	9,834	6.2%	-13.0%	42,583	4.9%	41,125	5.9%	3.5%	103,781	5.2%	90,899	5.5%	14.2%
Hyundai Santa Fe	6,671	3.9%	6,157	3.9%	8.3%	26,834	3.1%	36,790	5.3%	-27.1%	66,724	3.4%	90,808	5.5%	-26.5%
* Hyundai Santa Fe (Imp)	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-
* Hyundai Veracruz	741	0.4%	634	0.4%	16.9%	3,189	0.4%	2,745	0.4%	16.2%	9,185	0.5%	6,661	0.4%	37.9%
* Mazda CX-9	1,795	1.1%	2,518	1.6%	-28.7%	13,110	1.5%	11,230	1.6%	16.7%	30,788	1.6%	24,219	1.5%	27.1%
Mazda Tribute	195	0.1%	337	0.2%	-42.1%	998	0.1%	1,464	0.2%	-31.8%	3,171	0.2%	4,601	0.3%	-31.1%
Mitsubishi Endeavor	214	0.1%	149	0.1%	43.6%	3,614	0.4%	1,789	0.3%	102.0%	6,119	0.3%	3,970	0.2%	54.1%
* Nissan Murano	3,384	2.0%	4,944	3.1%	-31.6%	21,227	2.5%	22,164	3.2%	-4.2%	53,062	2.7%	50,910	3.1%	4.2%
T Toyota Highlander Total	5,755	3.4%	6,691	4.2%	-14.0%	40,605	4.7%	33,763	4.8%	20.3%	98,963	5.0%	87,561	5.3%	13.0%
T Toyota RAV4 Total	8,624	5.1%	13,102	8.2%	-34.2%	64,050	7.4%	68,427	9.8%	-6.4%	166,500	8.4%	165,328	10.0%	0.7%
Toyota Venza	3,207	1.9%	4,625	2.9%	-30.7%	14,566	1.7%	21,684	3.1%	-32.8%	40,203	2.0%	60,152	3.6%	-33.2%
* Volkswagen Tiguan	3,091	1.8%	1,959	1.2%	57.8%	11,563	1.3%	8,712	1.2%	32.7%	23,797	1.2%	17,408	1.0%	36.7%
SUV-CROSSOVER MIDDLE	170,650	16.1%	159,388	14.5%	7.1%	865,865	16.4%	700,742	15.1%	23.6%	1,977,539	16.2%	1,658,634	14.9%	19.2%
BMW X5	2,684	6.9%	2,661	6.9%	0.9%	12,738	6.5%	12,712	7.4%	0.2%	35,802	7.3%	28,958	7.2%	23.6%
BMW X6	570	1.5%	466	1.2%	22.3%	2,129	1.1%	2,090	1.2%	1.9%	6,296	1.3%	5,231	1.3%	20.4%
* BMW X3	0	0.0%	715	1.9%	-100.0%	0	0.0%	2,715	1.6%	-100.0%	2,420	0.5%	6,285	1.6%	-61.5%
BMW X3	2,350	6.0%	0	0.0%	-	10,337	5.3%	0	0.0%	-	11,277	2.3%	0	0.0%	-
Mercedes-Benz GL-Class	1,885	4.8%	1,736	4.5%	8.6%	8,451	4.3%	8,050	4.7%	5.0%	20,344	4.1%	17,622	4.4%	15.4%
* Mercedes-Benz GLK	2,214	5.7%	1,814	4.7%	22.1%	9,582	4.9%	9,875	5.8%	-3.0%	20,653	4.2%	22,375	5.5%	-7.7%
Mercedes-Benz M-Class	1,928	4.9%	2,264	5.9%	-14.8%	11,118	5.7%	10,269	6.0%	8.3%	30,547	6.2%	27,826	6.9%	9.8%
Mercedes-Benz R-Class	873	2.2%	259	0.7%	237.1%	1,743	0.9%	1,223	0.7%	42.5%	3,457	0.7%	2,736	0.7%	26.4%
Lincoln MKT	399	1.0%	709	1.8%	-43.7%	2,112	1.1%	3,440	2.0%	-38.6%	6,107	1.2%	6,020	1.5%	1.4%
Lincoln MKX	1,734	4.4%	1,705	4.4%	1.7%	9,042	4.6%	8,983	5.3%	0.7%	21,991	4.5%	20,984	5.2%	4.8%
* Volvo XC60	1,386	3.6%	972	2.5%	42.6%	6,125	3.1%	4,208	2.5%	45.6%	13,948	2.8%	10,975	2.7%	27.1%
* Volvo XC90	885	2.3%	741	1.9%	19.4%	4,049	2.1%	3,678	2.2%	10.1%	10,489	2.1%	10,710	2.6%	-2.1%
* Volvo XC70	448	1.1%	510	1.3%	-12.2%	2,053	1.0%	2,889	1.7%	-28.9%	5,790	1.2%	6,582	1.6%	-12.0%
Subaru Tribeca	184	0.5%	226	0.6%	-18.6%	1,094	0.6%	1,136	0.7%	-3.7%	2,430	0.5%	4,413	1.1%	-44.9%
Cadillac SRX	3,910	10.0%	4,081	10.6%	-4.2%	22,249	11.3%	18,851	11.0%	18.0%	54,492	11.1%	35,910	8.9%	51.7%
Acura MDX	3,824	9.8%	4,064	10.5%	-5.9%	18,821	9.6%	16,683	9.8%	12.8%	49,348	10.1%	36,743	9.1%	34.3%
Acura RDX	1,042	2.7%	1,513	3.9%	-31.1%	6,019	3.1%	5,256	3.1%	14.5%	15,738	3.2%	11,319	2.8%	39.0%
Acura ZDX	128	0.3%	305	0.8%	-58.0%	847	0.4%	1,134	0.7%	-25.3%	2,972	0.6%	1,213	0.3%	145.0%
* Infiniti FX	597	1.5%	860	2.2%	-30.6%	4,367	2.2%	4,330	2.5%	0.9%	10,457	2.1%	10,028	2.5%	4.3%
* Infiniti EX	441	1.1%	687	1.8%	-35.8%	2,472	1.3%	3,053	1.8%	-19.0%	7,731	1.6%	7,363	1.8%	5.0%
* Infiniti QX56 (Imp)	779	2.0%	0	0.0%	-	4,794	2.4%	0	0.0%	-	11,648	2.4%	0	0.0%	-
* Porsche Cayenne	1,258	3.2%	197	0.5%	538.6%	5,868	3.0%	2,109	1.2%	178.2%	12,102	2.5%	5,780	1.4%	109.4%
T Lexus RX Total	5,847	15.0%	9,116	23.6%	-35.9%	34,697	17.6%	36,012	21.1%	-3.7%	94,475	19.3%	96,777	23.9%	-2.4%
* Audi AllRoad	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-
* Audi Q5	2,222	5.7%	2,037	5.3%	9.1%	9,405	4.8%	7,790	4.6%	20.7%	25,133	5.1%	17,203	4.3%	46.1%
* Audi Q7	845	2.2%	666	1.7%	26.9%	3,872	2.0%	2,682	1.6%	44.4%	9,166	1.9%	6,955	1.7%	31.8%
* Volkswagen Touareg	581	1.5%	281	0.7%	106.8%	2,640	1.3%	1,722	1.0%	53.3%	5,631	1.1%	4,515	1.1%	24.7%
SUV-CROSSOVER LUX.	39,014	3.7%	38,585	3.5%	1.1%	196,624	3.7%	170,890	3.7%	15.1%	490,444	4.0%	404,523	3.6%	21.2%
CROSSOVER TOTAL	267,758	25.2%	247,696	22.5%	8.1%	1,354,654	25.7%	1,076,122	23.3%	25.9%	3,084,226	25.2%	2,499,863	22.5%	23.4%
Jeep Wrangler	10,008	38.3%	9,634	25.7%	3.9%	41,946	32.4%	37,226	21.8%	12.7%	99,030	28.7%	75,190	19.4%	31.7%
Jeep Liberty	6,048	23.2%	4,105	10.9%	47.3%	26,048	20.1%	18,319	10.7%	42.2%	57,293	16.6%	41,932	10.8%	36.6%



U.S. AUTO SALES - SEGMENT DETAILS

May, 2011 (Month, CYTD, 12-Month Totals, MYTD)

Market Share of Segment / Segment Share of Total

Morgan & Company, Inc. Nameplate / Totals * = Imported	Monthly Totals					Calendar Year-To-Date					12 Month Totals				
	May	Segment	May	Segment	Vol. %	Current	Segment	Year Ago	Segment	Vol. %	Current	Segment	Year Ago	Segment	Vol. %
	2011	Share	2010	Share	Change	Total	Share	Total	Share	Change	Total	Share	Total	Share	Change
Jeep Grand Cherokee	0	0.0%	3,246	8.7%	-100.0%	0	0.0%	22,550	13.2%	-100.0%	1,734	0.5%	53,411	13.8%	-96.8%
Jeep Commander	8	0.0%	550	1.5%	-98.5%	104	0.1%	6,116	3.6%	-98.3%	2,103	0.6%	13,896	3.6%	-84.9%
Dodge Nitro	1,900	7.3%	1,774	4.7%	7.1%	10,164	7.9%	7,519	4.4%	35.2%	25,263	7.3%	16,548	4.3%	52.7%
Ford Explorer	111	0.4%	5,677	15.1%	-98.0%	5,881	4.5%	25,164	14.7%	-76.6%	35,747	10.4%	58,239	15.1%	-38.6%
* Land Rover Freelander	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-
* Land Rover LR2	192	0.7%	250	0.7%	-23.2%	978	0.8%	1,273	0.7%	-23.2%	3,354	1.0%	3,487	0.9%	-3.8%
Mercury Mountaineer	0	0.0%	920	2.5%	-100.0%	0	0.0%	2,467	1.4%	-100.0%	3,324	1.0%	5,413	1.4%	-38.6%
Chevrolet Tracker	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-
Chevrolet S-10 Blazer	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-
Buick Rainier	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-	0	0.0%	1	0.0%	-100.0%
Chevrolet TrailBlazer	0	0.0%	10	0.0%	-100.0%	11	0.0%	154	0.1%	-92.9%	75	0.0%	2,845	0.7%	-97.4%
GMC Envoy	0	0.0%	6	0.0%	-100.0%	1	0.0%	57	0.0%	-98.2%	28	0.0%	1,983	0.5%	-98.6%
Hummer H3	0	0.0%	1,240	3.3%	-100.0%	0	0.0%	2,439	1.4%	-100.0%	1,141	0.3%	5,686	1.5%	-79.9%
Oldsmobile Bravada	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-
* Kia Sorento	0	0.0%	23	0.1%	-100.0%	0	0.0%	757	0.4%	-100.0%	26	0.0%	10,670	2.8%	-99.8%
Isuzu Amigo/Rodeo Sport	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-
Isuzu Rodeo	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-
Isuzu Axiom	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-
Isuzu Ascender	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-
* Isuzu Trooper	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-
* Kia Borrego	37	0.1%	405	1.1%	-90.9%	336	0.3%	2,886	1.7%	-88.4%	7,285	2.1%	11,247	2.9%	-35.2%
* Mitsubishi Montero Sport	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-
Nissan Xterra	1,399	5.4%	1,939	5.2%	-27.8%	6,536	5.1%	8,524	5.0%	-23.3%	18,535	5.4%	18,741	4.8%	-1.1%
Nissan Pathfinder	1,793	6.9%	1,992	5.3%	-10.0%	10,131	7.8%	8,577	5.0%	18.1%	22,992	6.7%	19,700	5.1%	16.7%
* Nissan Pathfinder (Import)	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-
Suzuki Vitara / XL7	4	0.0%	28	0.1%	-85.7%	31	0.0%	264	0.2%	-88.3%	80	0.0%	1,648	0.4%	-95.1%
* Suzuki XL-7	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-
* Suzuki Grand Vitara	378	1.4%	379	1.0%	-0.3%	2,141	1.7%	1,973	1.2%	8.5%	4,646	1.3%	5,810	1.5%	-20.0%
* Toyota FJ Cruiser	998	3.8%	1,108	3.0%	-9.9%	5,865	4.5%	6,240	3.6%	-6.0%	14,584	4.2%	11,372	2.9%	28.2%
* Toyota 4Runner	3,232	12.4%	4,240	11.3%	-23.8%	19,218	14.9%	18,527	10.8%	3.7%	47,222	13.7%	28,831	7.5%	63.8%
SUV - MIDDLE/LOW	26,108	2.5%	37,526	3.4%	-30.4%	129,391	2.5%	171,032	3.7%	-24.3%	344,462	2.8%	386,650	3.5%	-10.9%
* Land Rover LR3 / LR4	683	51.8%	632	30.6%	8.1%	3,313	39.5%	2,480	26.1%	33.6%	7,955	35.3%	4,317	27.7%	84.3%
* Land Rover Discovery	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-
Lincoln Aviator	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-
Saab 9-7X	0	0.0%	19	0.9%	-100.0%	0	0.0%	80	0.8%	-100.0%	22	0.1%	940	6.0%	-97.7%
* Mitsubishi Montero	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-
* Infiniti QX4	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-
* Lexus GX	635	48.2%	1,413	68.5%	-55.1%	5,078	60.5%	6,946	73.1%	-26.9%	14,582	64.6%	10,303	66.2%	41.5%
SUV - MIDDLE/UPPER	1,318	0.1%	2,064	0.2%	-36.1%	8,391	0.2%	9,506	0.2%	-11.7%	22,559	0.2%	15,560	0.1%	45.0%
Dodge Durango	0	0.0%	2	0.0%	-100.0%	0	0.0%	36	0.0%	-100.0%	175	0.1%	1,099	0.4%	-84.1%
Chrysler Aspen	0	0.0%	2	0.0%	-100.0%	0	0.0%	30	0.0%	-100.0%	0	0.0%	1,542	0.5%	-100.0%
* Mercedes-Benz G-Class	109	0.5%	99	0.3%	10.1%	487	0.4%	366	0.3%	33.1%	1,040	0.3%	768	0.3%	35.4%
Ford Expedition	3,319	13.8%	3,714	11.6%	-10.6%	15,615	13.4%	14,369	11.9%	8.7%	38,582	12.6%	35,930	11.9%	7.4%
Ford Excursion	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-
* Land Rover Range Rover	2,016	8.4%	1,827	5.7%	10.3%	9,849	8.5%	8,421	7.0%	17.0%	22,521	7.4%	20,563	6.8%	9.5%
Lincoln Navigator	612	2.5%	625	1.9%	-2.1%	3,151	2.7%	3,506	2.9%	-10.1%	7,890	2.6%	9,040	3.0%	-12.7%
Cadillac Escalade	1,024	4.2%	1,332	4.2%	-23.1%	5,988	5.1%	6,506	5.4%	-8.0%	15,600	5.1%	16,873	5.6%	-7.5%
Cadillac ESV	612	2.5%	565	1.8%	8.3%	3,220	2.8%	2,781	2.3%	15.8%	9,113	3.0%	6,920	2.3%	31.7%
Chevrolet Tahoe	5,886	24.4%	9,397	29.3%	-37.4%	28,537	24.5%	29,881	24.8%	-4.5%	74,331	24.3%	75,034	24.8%	-0.9%
Chevrolet Suburban	3,954	16.4%	5,279	16.5%	-25.1%	15,252	13.1%	18,246	15.2%	-16.4%	42,158	13.8%	46,538	15.4%	-9.4%
GMC Yukon	2,663	11.0%	2,782	8.7%	-4.3%	12,164	10.5%	9,551	7.9%	27.4%	31,394	10.3%	26,441	8.8%	18.7%
GMC Yukon XL	1,545	6.4%	2,779	8.7%	-44.4%	7,585	6.5%	8,486	7.1%	-10.6%	22,896	7.5%	19,596	6.5%	16.8%
Hummer H2	0	0.0%	50	0.2%	-100.0%	0	0.0%	187	0.2%	-100.0%	45	0.0%	873	0.3%	-94.8%
Hummer H1	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-
Infiniti QX56	0	0.0%	702	2.2%	-100.0%	0	0.0%	3,777	3.1%	-100.0%	1,287	0.4%	8,448	2.8%	-84.8%



U.S. AUTO SALES - SEGMENT DETAILS

May, 2011 (Month, CYTD, 12-Month Totals, MYTD)

Nameplate Share of Segment / Segment Share of Total

Morgan & Company, Inc. Nameplate / Totals * = Imported	Monthly Totals					Calendar Year-To-Date					12 Month Totals				
	May	Segment	May	Segment	Vol. %	Current	Segment	Year Ago	Segment	Vol. %	Current	Segment	Year Ago	Segment	Vol. %
	2011	Share	2010	Share	Change	Total	Share	Total	Share	Change	Total	Share	Total	Share	Change
Nissan Armada	1,235	5.1%	1,485	4.6%	-16.8%	7,346	6.3%	7,520	6.2%	-2.3%	19,170	6.3%	13,798	4.6%	38.9%
* Lexus LX	142	0.6%	216	0.7%	-34.3%	1,341	1.2%	1,324	1.1%	1.3%	4,000	1.3%	3,463	1.1%	15.5%
Toyota Sequoia	913	3.8%	1,049	3.3%	-13.0%	4,970	4.3%	4,586	3.8%	8.4%	14,232	4.6%	13,063	4.3%	8.9%
* Toyota Land Cruiser	99	0.4%	156	0.5%	-36.5%	794	0.7%	772	0.6%	2.8%	1,829	0.6%	2,138	0.7%	-14.5%
SUV - LARGE/LUXURY	24,129	2.3%	32,061	2.9%	-24.7%	116,299	2.2%	120,345	2.6%	-3.4%	306,263	2.5%	302,127	2.7%	1.4%
SUV - TOTAL (ALL)	319,313	30.1%	319,347	29.0%	0.0%	1,608,735	30.5%	1,377,005	29.8%	16.8%	3,757,510	30.7%	3,204,200	28.9%	17.3%
Dodge Dakota	1,350	5.4%	1,610	6.2%	-16.1%	7,015	6.0%	5,796	5.4%	21.0%	14,266	5.2%	10,388	3.8%	37.3%
Ford Ranger	5,713	22.7%	6,651	25.8%	-14.1%	23,544	20.3%	24,165	22.4%	-2.6%	54,743	20.0%	58,652	21.7%	-6.7%
Chevrolet Colorado	2,944	11.7%	2,535	9.8%	16.1%	13,104	11.3%	9,776	9.0%	34.0%	27,970	10.2%	28,190	10.4%	-0.8%
Chevrolet SSR	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-
Chevrolet S-10 Pickup	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-
GMC Canyon	566	2.2%	639	2.5%	-11.4%	3,409	2.9%	2,991	2.8%	14.0%	8,410	3.1%	8,669	3.2%	-3.0%
GMC S-15 Sonoma	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-
Honda Ridgeline	672	2.7%	1,853	7.2%	-63.7%	4,598	4.0%	6,721	6.2%	-31.6%	14,019	5.1%	17,021	6.3%	-17.6%
Isuzu Hombre / I-Series	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-
Mazda B-Series Pickup	0	0.0%	0	0.0%	-	0	0.0%	10	0.0%	-100.0%	0	0.0%	258	0.1%	-100.0%
Mitsubishi Raider	0	0.0%	0	0.0%	-	0	0.0%	6	0.0%	-100.0%	3	0.0%	723	0.3%	-99.6%
Nissan Frontier	4,674	18.6%	3,739	14.5%	25.0%	19,010	16.4%	15,509	14.4%	22.6%	43,928	16.1%	33,816	12.5%	29.9%
Suzuki Equator	174	0.7%	136	0.5%	27.9%	810	0.7%	549	0.5%	47.5%	1,708	0.6%	2,138	0.8%	-20.1%
Subaru Baja	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-
Toyota Tacoma	9,091	36.1%	8,630	33.5%	5.3%	44,764	38.5%	42,550	39.4%	5.2%	108,412	39.6%	110,248	40.8%	-1.7%
PICKUP - SMALL / MEDIUM	25,184	2.4%	25,793	2.3%	-2.4%	116,254	2.2%	108,073	2.3%	7.6%	273,459	2.2%	270,103	2.4%	1.2%
Dodge Ram Pickup	20,117	18.5%	17,298	13.9%	16.3%	90,536	16.2%	69,005	13.9%	31.2%	221,183	15.5%	166,235	13.9%	33.1%
Ford F-Series	42,399	39.1%	49,858	40.0%	-15.0%	214,461	38.4%	193,843	38.9%	10.6%	548,967	38.4%	463,751	38.7%	18.4%
Lincoln Blackwood / LT	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-	0	0.0%	8	0.0%	-100.0%
Cadillac Escalade EXT	150	0.1%	136	0.1%	10.3%	754	0.1%	666	0.1%	13.2%	2,170	0.2%	2,017	0.2%	7.6%
Chevrolet Silverado	28,409	26.2%	33,690	27.0%	-15.7%	150,206	26.9%	135,788	27.3%	10.6%	384,553	26.9%	327,149	27.3%	17.5%
Chevrolet Avalanche	1,246	1.1%	1,909	1.5%	-34.7%	7,051	1.3%	7,459	1.5%	-5.5%	20,107	1.4%	18,090	1.5%	11.1%
GMC Sierra	10,753	9.9%	11,305	9.1%	-4.9%	55,221	9.9%	44,167	8.9%	25.0%	140,848	9.9%	114,956	9.6%	22.5%
Nissan Titan	1,160	1.1%	2,063	1.7%	-43.8%	7,231	1.3%	9,516	1.9%	-24.0%	21,131	1.5%	21,044	1.8%	0.4%
Toyota Tundra	4,307	4.0%	8,491	6.8%	-49.3%	33,233	5.9%	37,597	7.5%	-11.6%	88,945	6.2%	86,063	7.2%	3.3%
PICKUP - LARGE	108,541	10.2%	124,750	11.3%	-13.0%	558,693	10.6%	498,041	10.8%	12.2%	1,427,904	11.7%	1,199,313	10.8%	19.1%
PICKUP - SUBTOTAL	133,725	12.6%	150,543	13.7%	-11.2%	674,947	12.8%	606,114	13.1%	11.4%	1,701,363	13.9%	1,469,416	13.2%	15.8%
Chrysler Town & Country	6,629	15.4%	13,395	26.4%	-50.5%	39,398	18.1%	51,342	25.5%	-23.3%	100,331	19.3%	99,341	21.8%	1.0%
Chrysler/Plymouth Voyager	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-
Dodge Caravan	9,427	21.9%	9,393	18.5%	0.4%	46,148	21.2%	41,265	20.5%	11.8%	108,206	20.8%	96,004	21.1%	12.7%
Ford Freestar	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-
Ford Windstar	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-
* Ford Transit Connect	2,581	6.0%	2,315	4.6%	11.5%	12,163	5.6%	8,879	4.4%	37.0%	30,689	5.9%	17,713	3.9%	73.3%
Mercury Monterey	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-
Buick Terraza	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-	0	0.0%	14	0.0%	-100.0%
Chevrolet Uplander	0	0.0%	4	0.0%	-100.0%	0	0.0%	54	0.0%	-100.0%	22	0.0%	599	0.1%	-96.3%
Chevrolet Astro	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-
GMC Safari	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-
Oldsmobile Silhouette	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-
Pontiac Montana / SV6	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-
Saturn Relay	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-	0	0.0%	7	0.0%	-100.0%
Honda Odyssey	9,428	21.9%	9,683	19.1%	-2.6%	45,734	21.0%	43,296	21.5%	5.6%	110,620	21.3%	101,545	22.3%	8.9%
* Hyundai Entourage	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-	0	0.0%	133	0.0%	-100.0%



U.S. AUTO SALES - SEGMENT DETAILS

May, 2011 (Month, CYTD, 12-Month Totals, MYTD)

Nameplate Share of Segment / Segment Share of Total

Morgan & Company, Inc. Nameplate / Totals	Monthly Totals					Calendar Year-To-Date					12 Month Totals					
	May	Segment	May	Segment	Vol. %	Current	Segment	Year Ago	Segment	Vol. %	Current	Segment	Year Ago	Segment	Vol. %	
	2011	Share	2010	Share	Change	Total	Share	Total	Share	Change	Total	Share	Total	Share	Change	
* = Imported																
* Kia Sedona	2,453	5.7%	1,938	3.8%	26.6%	8,920	4.1%	7,909	3.9%	12.8%	22,834	4.4%	17,675	3.9%	29.2%	
* Mazda MPV	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-	
* Mazda5	1,628	3.8%	1,424	2.8%	14.3%	10,122	4.7%	8,236	4.1%	22.9%	17,569	3.4%	17,530	3.9%	0.2%	
Nissan Quest	0	0.0%	12	0.0%	-100.0%	0	0.0%	166	0.1%	-100.0%	11	0.0%	4,559	1.0%	-99.8%	
* Nissan Quest (Import)	873	2.0%	0	0.0%	-	4,208	1.9%	0	0.0%	-	4,208	0.8%	0	0.0%	-	
Toyota Sienna	8,618	20.0%	10,666	21.0%	-19.2%	45,678	21.0%	33,744	16.8%	35.4%	110,271	21.2%	84,836	18.6%	30.0%	
Volkswagen Routan	1,427	3.3%	1,861	3.7%	-23.3%	5,104	2.3%	6,561	3.3%	-22.2%	14,504	2.8%	15,051	3.3%	-3.6%	
* Volkswagen Eurovan	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-	
VAN - MINIVAN	43,064	4.1%	50,691	4.6%	-15.0%	217,475	4.1%	201,452	4.4%	8.0%	519,265	4.2%	455,007	4.1%	14.1%	
* Dodge Sprinter Van	0	0.0%	22	0.1%	-100.0%	0	0.0%	192	0.3%	-100.0%	61	0.0%	5,199	3.1%	-98.8%	
Dodge Ram Van	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-	
Dodge Ram Wagon	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-	
* Mercedes-Benz Sprinter	1,420	6.6%	628	3.3%	126.1%	5,184	5.6%	2,565	3.4%	102.1%	11,178	5.4%	2,565	1.5%	335.8%	
Nissan NV	360	1.7%	0	0.0%	-	651	0.7%	0	0.0%	-	651	0.3%	0	0.0%	-	
Ford Econoline/Club Wag	10,778	50.1%	10,721	56.1%	0.5%	51,918	55.7%	45,516	60.4%	14.1%	114,660	55.0%	94,394	56.2%	21.5%	
Chevrolet Express	6,128	28.5%	6,247	32.7%	-1.9%	27,158	29.1%	21,724	28.8%	25.0%	65,187	31.3%	55,180	32.8%	18.1%	
GMC Savana	2,826	13.1%	1,494	7.8%	89.2%	8,301	8.9%	5,390	7.1%	54.0%	16,853	8.1%	10,761	6.4%	56.6%	
VAN - LARGE	21,512	2.0%	19,112	1.7%	12.6%	93,212	1.8%	75,387	1.6%	23.6%	208,590	1.7%	168,099	1.5%	24.1%	
VAN - SUBTOTAL	64,576	6.1%	69,803	6.3%	-7.5%	310,687	5.9%	276,839	6.0%	12.2%	727,855	6.0%	623,106	5.6%	16.8%	
SUBTOTAL CAR	543,508	51.2%	562,780	51.0%	-3.4%	2,682,491	50.8%	2,368,290	51.2%	13.3%	6,044,990	49.4%	5,809,186	52.3%	4.1%	
SUBTOTAL TRUCK	517,614	48.8%	539,693	49.0%	-4.1%	2,594,369	49.2%	2,259,958	48.8%	14.8%	6,186,728	50.6%	5,296,722	47.7%	16.8%	
GRAND TOTAL	1,061,122	100.0%	1,102,473	100.0%	-3.8%	5,276,860	100.0%	4,628,248	100.0%	14.0%	12,231,718	100.0%	11,105,908	100.0%	10.1%	
* = Imported vehicles																
T = Total of imported and domestic vehicles with common nameplate.																
= Total of vehicles with common nameplate while while they have changed market segment.																