



U.S. AUTO SALES - SEGMENT OVERVIEW

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

Morgan & Company, Inc.

	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%
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%
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%
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%
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%
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%
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%
LARGE CAR - TOTAL	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%
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%
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%
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%
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%
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%
SUV - SMALL	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	#DIV/0!	0	0.0%	0	0.0%	#DIV/0!
SUV - LOW / MIDDLE	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%
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%
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 - SUBTOTAL (TRK)	51,555	4.9%	71,651	6.5%	-28.0%	254,081	4.8%	300,883	6.5%	-15.6%	673,284	5.5%	704,337	6.3%	-4.4%
CSUV - 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%
CSUV - 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%
CSUV - LUXURY	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 - SUBT.	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%
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%



U.S. AUTO SALES - SEGMENT OVERVIEW

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

Morgan & Company, Inc.

	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
PICKUP - SMALL / MED.	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%
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%
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%
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%
CAR - TOTAL	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%
TRUCK - TOTAL	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%

CAR SEGMENTS															
LUXURY CAR	67,828	12.5%	71,708	12.7%	-5.4%	333,863	12.4%	313,900	13.3%	6.4%	825,018	13.6%	771,756	13.3%	6.9%
LARGE CAR	32,435	6.0%	40,876	7.3%	-20.7%	156,938	5.9%	175,434	7.4%	-10.5%	377,387	6.2%	377,408	6.5%	0.0%
MIDSIZE CAR	249,074	45.8%	259,907	46.2%	-4.2%	1,226,995	45.7%	1,078,075	45.5%	13.8%	2,766,847	45.8%	2,642,038	45.5%	4.7%
SMALL CAR	194,171	35.7%	190,289	33.8%	2.0%	964,695	36.0%	800,881	33.8%	20.5%	2,075,738	34.3%	2,017,984	34.7%	2.9%
TOTAL CAR	543,508	100.0%	562,780	100.0%	-3.4%	2,682,491	100.0%	2,368,290	100.0%	13.3%	6,044,990	100.0%	5,809,186	100.0%	4.1%

TRUCK SEGMENTS															
SPORT UTILITY	319,313	61.7%	319,347	59.2%	0.0%	1,608,735	62.0%	1,377,005	60.9%	16.8%	3,757,510	60.7%	3,204,200	60.5%	17.3%
VAN	64,576	12.5%	69,803	12.9%	-7.5%	310,687	12.0%	276,839	12.2%	12.2%	727,855	11.8%	623,106	11.8%	16.8%
PICKUP	133,725	25.8%	150,543	27.9%	-11.2%	674,947	26.0%	606,114	26.8%	11.4%	1,701,363	27.5%	1,469,416	27.7%	15.8%
TOTAL LIGHT TRUCK	517,614	100.0%	539,693	100.0%	-4.1%	2,594,369	100.0%	2,259,958	100.0%	14.8%	6,186,728	100.0%	5,296,722	100.0%	16.8%