



Morgan & Company, Inc.

Automotive Forecast Services

Home Page

Morgan & Company provides realistic forecasts and the intelligence to assess the implications that affect your organization's sales and market share. The forecasts provide a seven-year outlook by manufacturer, platform, segment and assembly plant location.

Auto News

Automotive Sales Analysis

The forecast is provided as follows:
 Single Issue -
 Annual Subscription - Quarterly Updates
 Annual Subscription - Monthly Updates

[Automotive Forecasts >](#)

Reports are distributed in Excel (xls) and Adobe (pdf) format.

Automotive Product Plans

See the Price List / Order Form for further details. [Adobe \(pdf\)](#) or [Excel \(xls\)](#) format.

Automotive Research

[North American Vehicle Forecast / Global Outlook Table of Contents:](#)

Automotive Links

[Executive Overview](#)

- Global - Notes / Commentary
- Global - Production Overview & Outlook
- Volume by Manufacturer - North America
- Volume by Market Segment - North America
- Volume by Assembly Location - North America

Morgan Profile

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[Sales & Production Charts](#)

Sales & Production Charts for each industry segment and every nameplate are provided in a separate file & book.

[Business Cycle & Economic Indicators](#)

[Vehicles by Manufacturer & Group](#)

[Vehicles by Platform Within Manufacturer](#)

[Vehicles by Market Segment](#)

[All Vehicles by Production/Assembly Plants](#)

- Nameplate Production
- Straight-Time Capacity
- Capacity Utilization Rates

[All Vehicles - Production by Month Within Years](#)

[Chart Book](#)

Sales & Production (15+ years) for each group and nameplate manufactured in North America

January 28, 2010 - Forecast versus Actuals for 2009

In January of 2009 our forecast for 2009 US auto sales was 10.675 million. Actual 2009 calendar year sales totaled 10.425 million for a variance of just 2.3%.

Our January, 2009 North American vehicle production outlook was 9,404,500 units. Actual calendar year 2009 production totaled 8,576,497 vehicles, for a variance of 8.8%.

In March of 2009 our final 1st quarter production forecast was revised to 8,572,304 for a variance to actual of only 4,193 units or just a fraction of one percent (0.05%).

Outlook for 2010:

Our forecast for US auto sales in 2010 is 11.375 million units.

Our forecast for North American vehicle production in 2010 is 9,948,750.

Year	Volume	% Change
2006	15,272,480	-3.3%
2007	15,078,508	-1.3%
2008	12,633,362	-16.2%
2009	8,576,497	-32.1%
2010	9,948,750	16.0%
2011	11,073,000	11.3%
2012	12,121,000	9.5%
2013	12,993,000	7.2%
2014	13,788,500	6.1%
2015	14,337,000	4.0%
2016	14,711,125	2.6%

Here is our latest Accuracy Report. This compares our original (January) forecast compared to actual year-end totals for the past 7 years:

Year	January Forecast	Actual Total	Variance	Variance %
2003	15,767,550	15,910,153	142,603	0.90%
2004	15,731,200	15,787,972	56,772	0.36%
2005	15,792,750	15,791,271	-1,479	-0.01%
2006	15,782,725	15,272,480	-510,245	-3.23%
2007	15,268,250	15,078,508	-189,742	-1.24%
2008	14,560,000	12,633,362	-1,926,638	-13.23%
2009	9,404,500	8,576,497	-828,003	-8.80%

For information, including samples, contact us directly or [online](#).

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