



# Morgan & Company, Inc.

## Automotive Forecast Services

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.

The forecast is provided as follows:

- Single Issue - \$700
- Annual Subscription - Quarterly Updates - \$2,400
- Annual Subscription - Monthly Updates - \$3,600

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

### North American Vehicle Forecast / Global Outlook Table of Contents:

#### *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

#### *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 (19+ years) for each group and nameplate manufactured in North America

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### January 30, 2012 - Morgan & Company, Inc

Our original forecast for 2011 US Auto Sales (January, 2011) was 12.475 million. 2011 ended up at 12.771 million, a variance of only 2.37%.

Our original forecast for 2011 NA Light Vehicle Production (January, 2011) was 12.7 million. 2011 ended up at 13.1 million, a variance of 3.1%. We forecast North American Light Vehicle Production will total 13.8 million in 2012,

an increase of 5.3%.

Light Vehicle Production excludes Heavy & Medium Commercial Trucks.

For information, including samples, contact us directly or by e-mail. [Contact Information](#)

**Morgan & Company, Inc.**  
**Automotive Research, Analysis & Forecast Services**

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