



Morgan & Company, Inc.

Automotive Sales Analysis & Reporting

Home Page	U.S. Auto Sales Analysis by Morgan & Company
Auto News	Comprehensive automotive sales analysis widely utilized by the automakers, automotive suppliers, analysts and journalists.
Automotive Sales Analysis >	Each monthly report contains unique, in-depth information that is e-mailed directly to your desktop. Not only do you receive the most thorough reports available, but you will have the complete analysis days before even cursory information is included in trade publications. Reports are provided in Excel file format.
Automotive Forecasts	All reports include current versus year-ago totals for the month, calendar year-to-date, model year-to-date and 12 month totals.
Automotive Product Plans	See the Price List / Order Form for further details. Adobe (pdf) or Excel (xls) format.
Automotive Research	U.S. Light Vehicle Sales Analysis Report
Automotive Links	Contents / Views / Worksheets: One-Page 'Summary' Overview:
Morgan Profile	Manufacturer Totals
	Segment Totals for the Big Three, Asian and European Brands
Contact	This page is often posted on our website - see past summary pages below...
	Overview:
	Car – Truck Splits
	Car & Truck Sales by Source Region
	Brand & Corporate Totals
	Corporate – Brands:
	Brand Totals Within Corporation
	Includes Car & Truck Sales / Market Share
	Brand Ranking:
	Brand Ranking by Calendar Year-To-Date Percent Change
	Brand Ranking by Calendar Year-To-Date Total Sales
	Segment Overview:
	Small Car (Lower / Upper / Specialty)
	Midsize Car (Lower, Upper, Specialty)
	Luxury Car (Lower, Middle, Upper, Sport, Specialty)
	SUV (Small, Mid-Low, Mid-Upper, Large/Luxury)
	Cross-Over SUV (Lower, Upper)
	Pickups (Small, Full-Size)
	Vans (Minivan, Large)
	SAAR Overview:
	Sales - Seasonally Adjusted Annual Rates

Overall Rate
Rates by Brand, Corporation, Region and Market Segment
Full Service Subscribers Also Receive:
Detailed Sales:
Nameplate Analysis Within Brand and Group
Each Brand and Group Includes Subtotals For:
Domestic Car, Import Car, Subtotal Car
Domestic Truck, Import Truck, Subtotal Truck
Share of Market – Market Share Points Gained / Lost
Detailed Segment Analysis:
Nameplate Analysis Within Market Segments
Sorted by Volume and/or Brand
Model Ranking:
Car and Truck Nameplates Ranked by Monthly Sales
Cars Only – Ranked by Monthly Sales
Trucks Only – Ranked by Monthly Sales
Rankings also provided by CYTD, MYTD and 12-Month Sales
Charts:
Brand, Group, and Segment Charts are provided separately
A few are often posted on our website.
The full report and charts are delivered in MS Excel format.
All monthly data is gathered directly from the automakers.
Each report is generally published and available to you by the 1st business day of the month. Annual subscription options include "Overview" or "Full Report & Charts."
For information, including samples, contact us directly or online. Contact Form
US Auto Sales - Monthly Summary Pages in PDF Format:
December, 2007
December, 2008
December, 2009
January, 2010
February, 2010
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Automotive Research, Analysis & Forecast Services
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