



Morgan & Company, Inc.

Automotive Sales Analysis & Reporting

U.S. Auto Sales Analysis by Morgan & Company

Comprehensive automotive sales analysis widely utilized by the automakers, automotive suppliers, analysts and journalists.

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.

All reports include current versus year-ago totals for the month, calendar year-to-date, 12 month totals and model year-to-date. (model year-to-date not included in pdf format)

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

Sample report in Excel (xlsx) format - [click here](#).

Sample reports in Adobe Acrobat (pdf) format, by section, are below.

U.S. Light Vehicle Sales Analysis Report

Contents / Views / Worksheets:

One-Page 'Summary' Overview: [May, 2011 Sample Report](#)

Manufacturer Totals

Segment Totals for the Big Three, Asian and European Brands

This page is often posted on our website - see past summary pages below...

Overview: [May, 2011 Sample Report](#)

Car – Truck Splits

Car & Truck Sales by Source Region

Brand & Corporate Totals

Corporate – Brands: [May, 2011 Sample Report](#)

Brand Totals Within Corporation

Includes Car & Truck Sales / Market Share

Brand Ranking: [May, 2011 Sample Report](#)

Brand Ranking by Calendar Year-To-Date Percent Change

Brand Ranking by Calendar Year-To-Date Total Sales

Segment Overview: [May, 2011 Sample Report](#)

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: [May, 2011 Sample Report](#)

Sales - Seasonally Adjusted Annual Rates

Overall Rate
Rates by Brand, Corporation, Region and Market Segment

Full Service Subscribers Also Receive:

Detailed Sales: [May, 2011 Sample Report](#)

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: [May, 2011 Sample Report](#)

Nameplate Analysis Within Market Segments
Sorted by Volume and/or Brand

Model Ranking:

Car and Truck Nameplates Ranked by CYTD Sales [May, 2011 Sample Report](#)
Cars Only – Ranked by CYTD Sales [May, 2011 Sample Report](#)
Trucks Only – Ranked by CYTD Sales [May, 2011 Sample Report](#)
Rankings also provided by Month, MYTD and 12-Month Sales

Charts: [May, 2011 Sample Report](#)

Brand, Group, and Segment Charts are provided separately
A few are often posted on our website.
The full report and charts are delivered in Excel file format.

All monthly data is gathered directly from the automakers.
Each report is generally published and available to you on the 1st business day of the month. Annual subscription options include "Overview" or "Full Report & Charts."
For information, including samples, contact us directly or by e-mail. [Contact Form](#)

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.

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Automotive Research, Analysis & Forecast Services

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