



U.S. AUTO SALES OVERVIEW

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

Morgan & Company, Inc.

	Monthly Totals				Calendar Year-To-Date					12 Month Totals					
	April 2011	Share	April 2010	Share	Vol. % Change	Current Total	Share	Year Ago Total	Share	Vol. % Change	Current Total	Share	Year Ago Total	Share	Vol. % Change
GRAND TOTAL	1,157,292		981,664		17.9%	4,215,738		3,525,775		19.6%	12,273,069		10,928,848		12.3%
SAAR-Annual Rate	13,167,140		11,260,548		16.9%	13,080,501		11,069,301		18.2%	12,244,283		10,938,182		11.9%
TRADITIONAL DOMESTIC BRAND TOTALS															
GENERAL MOTORS	232,538	20.1%	183,614	18.7%	26.6%	825,083	19.6%	658,867	18.7%	25.2%	2,377,307	19.4%	2,143,908	19.6%	10.9%
Car Total/Car Share	108,610	17.9%	72,495	14.5%	49.8%	340,382	15.9%	264,541	14.7%	28.7%	884,454	14.6%	896,589	15.6%	-1.4%
Truck Total/Truck Share	123,928	22.6%	111,119	23.1%	11.5%	484,701	23.3%	394,326	22.9%	22.9%	1,492,853	24.0%	1,247,319	24.0%	19.7%
FORD MOTOR	189,284	16.4%	162,737	16.6%	16.3%	684,792	16.2%	590,439	16.7%	16.0%	2,025,887	16.5%	1,766,193	16.2%	14.7%
Car Total/Car Share	72,946	12.0%	57,849	11.5%	26.1%	251,490	11.8%	223,155	12.4%	12.7%	725,253	12.0%	656,511	11.5%	10.5%
Truck Total/Truck Share	116,338	21.2%	104,888	21.8%	10.9%	433,302	20.9%	367,284	21.4%	18.0%	1,300,634	20.9%	1,109,682	21.3%	17.2%
CHRYSLER GROUP LLC	117,225	10.1%	95,703	9.7%	22.5%	404,175	9.6%	329,918	9.4%	22.5%	1,159,468	9.4%	937,430	8.6%	23.7%
Car Total/Car Share	36,075	5.9%	30,527	6.1%	18.2%	99,653	4.7%	94,187	5.2%	5.8%	289,752	4.8%	249,072	4.3%	16.3%
Truck Total/Truck Share	81,150	14.8%	65,176	13.6%	24.5%	304,522	14.7%	235,731	13.7%	29.2%	869,716	14.0%	688,358	13.2%	26.3%
TOTAL 'DETROIT 3'	539,047	46.6%	442,054	45.0%	21.9%	1,914,050	45.4%	1,579,224	44.8%	21.2%	5,562,662	45.3%	4,847,531	44.4%	14.8%
Car Total/Car Share	217,631	35.8%	160,871	32.1%	35.3%	691,525	32.3%	581,883	32.2%	18.8%	1,899,459	31.3%	1,802,172	31.4%	5.4%
Truck Total/Truck Share	321,416	58.5%	281,183	58.5%	14.3%	1,222,525	58.9%	997,341	58.0%	22.6%	3,663,203	59.0%	3,045,359	58.6%	20.3%
IMPORT BRAND TOTALS															
JAPANESE BRANDS	411,478	35.6%	382,920	39.0%	7.5%	1,597,623	37.9%	1,385,966	39.3%	15.3%	4,687,365	38.2%	4,391,377	40.2%	6.7%
Car Total/Car Share	241,114	39.7%	228,590	45.6%	5.5%	946,384	44.2%	837,447	46.4%	13.0%	2,736,774	45.1%	2,715,004	47.4%	0.8%
Truck Total/Truck Share	170,364	31.0%	154,330	32.1%	10.4%	651,239	31.4%	548,519	31.9%	18.7%	1,950,591	31.4%	1,676,373	32.2%	16.4%
EUROPEAN BRANDS	97,939	8.5%	82,631	8.4%	18.5%	347,843	8.3%	298,320	8.5%	16.6%	1,034,588	8.4%	916,853	8.4%	12.8%
Car Total/Car Share	69,836	11.5%	61,092	12.2%	14.3%	245,187	11.5%	218,444	12.1%	12.2%	738,500	12.2%	681,327	11.9%	8.4%
Truck Total/Truck Share	28,103	5.1%	21,539	4.5%	30.5%	102,656	4.9%	79,876	4.6%	28.5%	296,088	4.8%	235,526	4.5%	25.7%
KOREAN BRANDS	108,828	9.4%	74,059	7.5%	46.9%	356,222	8.4%	262,265	7.4%	35.8%	988,454	8.1%	773,087	7.1%	27.9%
Car Total/Car Share	79,391	13.1%	50,710	10.1%	56.6%	255,762	12.0%	167,736	9.3%	52.5%	689,404	11.4%	531,938	9.3%	29.6%
Truck Total/Truck Share	29,437	5.4%	23,349	4.9%	26.1%	100,460	4.8%	94,529	5.5%	6.3%	299,050	4.8%	241,149	4.6%	24.0%
IMPORT TOTAL	618,245	53.4%	539,610	55.0%	14.6%	2,301,688	54.6%	1,946,551	55.2%	18.2%	6,710,407	54.7%	6,081,317	55.6%	10.3%
Car Total/Car Share	390,341	64.2%	340,392	67.9%	14.7%	1,447,333	67.7%	1,223,627	67.8%	18.3%	4,164,678	68.7%	3,928,269	68.6%	6.0%
Truck Total/Truck Share	227,904	41.5%	199,218	41.5%	14.4%	854,355	41.1%	722,924	42.0%	18.2%	2,545,729	41.0%	2,153,048	41.4%	18.2%
BY REGION OF MANUFACTURE															
N. AMERICAN SOURCE	897,462	77.5%	761,289	77.6%	17.9%	3,237,297	76.8%	2,704,529	76.7%	19.7%	9,363,668	76.3%	8,215,415	75.2%	14.0%
ASIAN SOURCE	188,810	16.3%	158,555	16.2%	19.1%	729,565	17.3%	598,460	17.0%	21.9%	2,149,297	17.5%	2,020,047	18.5%	6.4%
EUROPEAN SOURCE	71,020	6.1%	61,820	6.3%	14.9%	248,876	5.9%	222,786	6.3%	11.7%	760,104	6.2%	693,386	6.3%	9.6%
GRAND TOTAL	1,157,292	100.0%	981,664	100.0%	17.9%	4,215,738	100.0%	3,525,775	100.0%	19.6%	12,273,069	100.0%	10,928,848	100.0%	12.3%
CAR - TRUCK SPLIT															
TOTAL CAR	607,972	52.5%	501,263	51.1%	21.3%	2,138,858	50.7%	1,805,510	51.2%	18.5%	6,064,137	49.4%	5,730,441	52.4%	5.8%
TOTAL LIGHT TRUCK	549,320	47.5%	480,401	48.9%	14.3%	2,076,880	49.3%	1,720,265	48.8%	20.7%	6,208,932	50.6%	5,198,407	47.6%	19.4%
GRAND TOTAL	1,157,292	100.0%	981,664	100.0%	17.9%	4,215,738	100.0%	3,525,775	100.0%	19.6%	12,273,069	100.0%	10,928,848	100.0%	12.3%



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CARS BY SOURCE REGION

N. AMERICAN CAR	429,902	70.7%	351,165	70.1%	22.4%	1,493,747	69.8%	1,260,451	69.8%	18.5%	4,120,372	67.9%	3,885,314	67.8%	6.0%
IMPORT CAR	178,070	29.3%	150,098	29.9%	18.6%	645,111	30.2%	545,059	30.2%	18.4%	1,943,765	32.1%	1,845,127	32.2%	5.3%
TOTAL CAR	607,972	100.0%	501,263	100.0%	21.3%	2,138,858	100.0%	1,805,510	100.0%	18.5%	6,064,137	100.0%	5,730,441	100.0%	5.8%

TRUCKS BY SOURCE REGION

NA LIGHT TRUCK	467,560	85.1%	410,124	85.4%	14.0%	1,743,550	84.0%	1,444,078	83.9%	20.7%	5,243,296	84.4%	4,330,101	83.3%	21.1%
IMPORT LIGHT TRUCK	81,760	14.9%	70,277	14.6%	16.3%	333,330	16.0%	276,187	16.1%	20.7%	965,636	15.6%	868,306	16.7%	11.2%
TOTAL LIGHT TRUCK	549,320	100.0%	480,401	100.0%	14.3%	2,076,880	100.0%	1,720,265	100.0%	20.7%	6,208,932	100.0%	5,198,407	100.0%	19.4%

CORPORATE TOTALS

BMW	18,801	1.6%	17,268	1.8%	8.9%	71,417	1.7%	63,591	1.8%	12.3%	227,939	1.9%	201,657	1.8%	13.0%
MINI	6,446	0.6%	3,843	0.4%	67.7%	18,787	0.4%	12,571	0.4%	49.4%	51,860	0.4%	45,626	0.4%	13.7%
BMW GROUP	25,247	2.2%	21,111	2.2%	19.6%	90,204	2.1%	76,162	2.2%	18.4%	279,799	2.3%	247,283	2.3%	13.1%
CHRYSLER	20,379	1.8%	22,386	2.3%	-9.0%	63,175	1.5%	69,534	2.0%	-9.1%	191,087	1.6%	186,969	1.7%	2.2%
DODGE	63,580	5.5%	53,672	5.5%	18.5%	222,381	5.3%	177,292	5.0%	25.4%	641,716	5.2%	517,884	4.7%	23.9%
FIAT	882	0.1%	0	0.0%	-	1,382	0.0%	0	0.0%	-	1,382	0.0%	0	0.0%	-
JEEP	32,384	2.8%	19,645	2.0%	64.8%	117,237	2.8%	83,092	2.4%	41.1%	325,283	2.7%	232,577	2.1%	39.9%
CHRYSLER GROUP LLC	117,225	10.1%	95,703	9.7%	19.4%	404,175	9.6%	329,918	9.4%	20.0%	1,159,468	9.4%	937,430	8.6%	21.2%
FORD	182,048	15.7%	146,330	14.9%	24.4%	657,301	15.6%	528,198	15.0%	24.4%	1,881,614	15.3%	1,580,954	14.5%	19.0%
LINCOLN	7,236	0.6%	7,279	0.7%	-0.6%	27,243	0.6%	29,689	0.8%	-8.2%	83,382	0.7%	87,529	0.8%	-4.7%
MERCURY	0	0.0%	9,128	0.9%	-100.0%	248	0.0%	32,552	0.9%	-99.2%	60,891	0.5%	97,710	0.9%	-37.7%
FORD MOTOR	189,284	16.4%	162,737	16.6%	16.3%	684,792	16.2%	590,439	16.7%	16.0%	2,025,887	16.5%	1,766,193	16.2%	14.7%
BUICK	18,413	1.6%	12,181	1.2%	51.2%	63,152	1.5%	44,317	1.3%	42.5%	174,224	1.4%	117,161	1.1%	48.7%
CADILLAC	13,127	1.1%	11,317	1.2%	16.0%	53,639	1.3%	40,669	1.2%	31.9%	159,895	1.3%	117,678	1.1%	35.9%
CHEVROLET	169,794	14.7%	135,173	13.8%	25.6%	586,299	13.9%	472,958	13.4%	24.0%	1,677,222	13.7%	1,450,833	13.3%	15.6%
OLDSMOBILE	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-
PONTIAC	0	0.0%	52	0.0%	-100.0%	0	0.0%	634	0.0%	-100.0%	548	0.0%	127,209	1.2%	-99.6%
GMC	31,204	2.7%	24,037	2.4%	29.8%	121,993	2.9%	92,656	2.6%	31.7%	362,541	3.0%	272,917	2.5%	32.8%
HUMMER	0	0.0%	481	0.0%	-100.0%	0	0.0%	1,336	0.0%	-100.0%	2,476	0.0%	6,363	0.1%	-61.1%
SATURN	0	0.0%	373	0.0%	-100.0%	0	0.0%	6,297	0.2%	-100.0%	401	0.0%	51,747	0.5%	-99.2%
GENERAL MOTORS	232,538	20.1%	183,614	18.7%	26.6%	825,083	19.6%	658,867	18.7%	25.2%	2,377,307	19.4%	2,143,908	19.6%	10.9%
ACURA	11,604	1.0%	10,719	1.1%	8.3%	42,972	1.0%	38,512	1.1%	11.6%	138,066	1.1%	110,902	1.0%	24.5%
HONDA	113,195	9.8%	102,978	10.5%	9.9%	389,805	9.2%	331,597	9.4%	17.6%	1,155,082	9.4%	1,077,977	9.9%	7.2%
HONDA MOTOR	124,799	10.8%	113,697	11.6%	9.8%	432,777	10.3%	370,109	10.5%	16.9%	1,293,148	10.5%	1,188,879	10.9%	8.8%



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HYUNDAI	61,754	5.3%	44,023	4.5%	40.3%	204,374	4.8%	155,532	4.4%	31.4%	587,070	4.8%	460,790	4.2%	27.4%
ISUZU	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-
KIA	47,074	4.1%	30,036	3.1%	56.7%	151,848	3.6%	106,733	3.0%	42.3%	401,384	3.3%	312,297	2.9%	28.5%
MAZDA	20,638	1.8%	18,935	1.9%	9.0%	85,197	2.0%	74,876	2.1%	13.8%	239,887	2.0%	212,709	1.9%	12.8%
MERCEDES / MAYBACH	19,629	1.7%	18,913	1.9%	3.8%	76,906	1.8%	70,893	2.0%	8.5%	236,946	1.9%	214,944	2.0%	10.2%
MITSUBISHI	8,081	0.7%	3,932	0.4%	105.5%	28,248	0.7%	17,555	0.5%	60.9%	66,376	0.5%	53,788	0.5%	23.4%
NISSAN	64,765	5.6%	56,558	5.8%	14.5%	322,287	7.6%	261,093	7.4%	23.4%	866,353	7.1%	753,798	6.9%	14.9%
INFINITI	6,761	0.6%	7,211	0.7%	-6.2%	34,597	0.8%	30,905	0.9%	11.9%	107,103	0.9%	86,346	0.8%	24.0%
NISSAN MOTOR	71,526	6.2%	63,769	6.5%	12.2%	356,884	8.5%	291,998	8.3%	22.2%	973,456	7.9%	840,144	7.7%	15.9%
PORSCHE	3,172	0.3%	1,747	0.2%	81.6%	10,179	0.2%	6,969	0.2%	46.1%	28,529	0.2%	19,887	0.2%	43.5%
SAAB / SPYKER	696	0.1%	215	0.0%	223.7%	2,730	0.1%	956	0.0%	185.6%	7,219	0.1%	5,812	0.1%	24.2%
SUBARU	24,762	2.1%	23,198	2.4%	6.7%	92,219	2.2%	80,692	2.3%	14.3%	275,347	2.2%	240,163	2.2%	14.7%
SUZUKI	2,132	0.2%	1,950	0.2%	9.3%	8,834	0.2%	7,611	0.2%	16.1%	25,217	0.2%	28,632	0.3%	-11.9%
JAGUAR	1,249	0.1%	896	0.1%	39.4%	3,750	0.1%	3,271	0.1%	14.6%	13,819	0.1%	11,196	0.1%	23.4%
LAND ROVER	2,982	0.3%	2,749	0.3%	8.5%	11,249	0.3%	9,465	0.3%	18.8%	33,648	0.3%	27,881	0.3%	20.7%
TATA MOTORS LTD	4,231	0.4%	3,645	0.4%	16.1%	14,999	0.4%	12,736	0.4%	17.8%	47,467	0.4%	39,077	0.4%	21.5%
TOYOTA	136,254	11.8%	135,503	13.8%	0.6%	510,063	12.1%	462,093	13.1%	10.4%	1,536,558	12.5%	1,545,085	14.1%	-0.6%
LEXUS	17,576	1.5%	18,359	1.9%	-4.3%	64,932	1.5%	67,882	1.9%	-4.3%	226,379	1.8%	227,593	2.1%	-0.5%
SCION	5,710	0.5%	3,577	0.4%	59.6%	18,469	0.4%	13,150	0.4%	40.4%	50,997	0.4%	54,384	0.5%	-6.2%
TOYOTA MOTOR	159,540	13.8%	157,439	16.0%	1.3%	593,464	14.1%	543,125	15.4%	9.3%	1,813,934	14.8%	1,827,062	16.7%	-0.7%
VOLKSWAGEN	28,542	2.5%	23,135	2.4%	23.4%	95,580	2.3%	81,418	2.3%	17.4%	270,992	2.2%	236,458	2.2%	14.6%
AUDI	10,018	0.9%	9,319	0.9%	7.5%	35,401	0.8%	30,634	0.9%	15.6%	106,396	0.9%	90,532	0.8%	17.5%
VAG	38,560	3.3%	32,454	3.3%	18.8%	130,981	3.1%	112,052	3.2%	16.9%	377,388	3.1%	326,990	3.0%	15.4%
VOLVO / GEELY	6,404	0.6%	4,546	0.5%	40.9%	21,844	0.5%	18,552	0.5%	17.7%	57,240	0.5%	62,860	0.6%	-8.9%
GRAND TOTAL	1,157,292	100.0%	981,664	100.0%	17.9%	4,215,738	100.0%	3,525,775	100.0%	19.6%	12,273,069	100.0%	10,928,848	100.0%	12.3%

Source: Morgan & Company, Inc. Ph: 616-842-0031 Email: augie@morgancom.com Web: www.morgancom.com

SAAR is Seasonally Adjusted Annual Rate.
 Model Year is October 1 through September 30.
 Table includes light vehicle sales as reported by the automakers, and may differ from information provided by other sources.

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