



U.S. AUTO SALES OVERVIEW

August, 2007 (Month, CYTD, MYTD, 12-Month Totals)

Morgan & Company, Inc.

	Monthly Totals					Calendar Year-To-Date					12 Month Totals				
	August 2007	Share	August 2006	Share	Vol. % Change	Current Total	Share	Year Ago Total	Share	Vol. % Change	Current Total	Share	Year Ago Total	Share	Vol. % Change
GRAND TOTAL	1,477,522		1,486,732		-0.6%	11,026,744		11,348,753		-2.8%	16,226,250		16,472,427		-1.5%
SAAR-Annual Rate	16,272,159		16,151,906		0.7%	16,159,171		16,618,234		-2.8%	16,242,529		16,460,878		-1.3%
TRADITIONAL DOMESTIC BRAND TOTALS (Excludes Foreign Subsidiaries)*															
GENERAL MOTORS	382,518	25.9%	360,353	24.2%	6.2%	2,575,859	23.4%	2,781,339	24.5%	-7.4%	3,823,512	23.6%	4,032,900	24.5%	-5.2%
Car Total and Car Share	141,936	20.8%	153,792	21.4%	-7.7%	1,004,842	19.3%	1,112,050	20.6%	-9.6%	1,483,805	19.6%	1,615,473	20.8%	-8.2%
Truck Total and Truck Share	240,582	30.2%	206,561	26.9%	16.5%	1,571,017	27.0%	1,669,289	28.1%	-5.9%	2,339,707	27.0%	2,417,427	27.8%	-3.2%
FORD MOTOR	201,839	13.7%	237,737	16.0%	-15.1%	1,666,499	15.1%	1,910,864	16.8%	-12.8%	2,472,018	15.2%	2,740,712	16.6%	-9.8%
Car Total and Car Share	57,812	8.5%	90,024	12.5%	-35.8%	537,789	10.3%	723,040	13.4%	-25.6%	819,251	10.8%	977,924	12.6%	-16.2%
Truck Total and Truck Share	144,027	18.1%	147,713	19.2%	-2.5%	1,128,710	19.4%	1,187,824	20.0%	-5.0%	1,652,767	19.1%	1,762,788	20.3%	-6.2%
CHRYSLER LLC	168,203	11.4%	179,165	12.1%	-6.1%	1,419,024	12.9%	1,459,060	12.9%	-2.7%	2,102,469	13.0%	2,148,777	13.0%	-2.2%
Car Total and Car Share	40,203	5.9%	33,801	4.7%	18.9%	357,890	6.9%	351,678	6.5%	1.8%	503,944	6.7%	517,460	6.7%	-2.6%
Truck Total and Truck Share	128,000	16.1%	145,364	18.9%	-11.9%	1,061,134	18.2%	1,107,382	18.6%	-4.2%	1,598,525	18.5%	1,631,317	18.8%	-2.0%
TOTAL 'BIG 3'	752,560	50.9%	777,255	52.3%	-3.2%	5,661,382	51.3%	6,151,263	54.2%	-8.0%	8,397,999	51.8%	8,922,389	54.2%	-5.9%
Car Total and Car Share	239,951	35.2%	277,617	38.6%	-13.6%	1,900,521	36.5%	2,186,768	40.5%	-13.1%	2,807,000	37.1%	3,110,857	40.0%	-9.8%
Truck Total and Truck Share	512,609	64.4%	499,638	65.0%	2.6%	3,760,861	64.6%	3,964,495	66.7%	-5.1%	5,590,999	64.6%	5,811,532	66.8%	-3.8%
IMPORT BRAND TOTALS															
JAPANESE BRANDS	551,217	37.3%	541,370	36.4%	1.8%	4,072,206	36.9%	3,918,839	34.5%	3.9%	5,922,146	36.5%	5,657,676	34.3%	4.7%
Car Total and Car Share	324,567	47.6%	319,122	44.4%	1.7%	2,409,349	46.3%	2,279,308	42.2%	5.7%	3,445,181	45.5%	3,271,494	42.1%	5.3%
Truck Total and Truck Share	226,650	28.5%	222,248	28.9%	2.0%	1,662,857	28.6%	1,639,531	27.6%	1.4%	2,476,965	28.6%	2,386,182	27.4%	3.8%
EUROPEAN BRANDS	101,784	6.9%	98,358	6.6%	3.5%	760,007	6.9%	754,656	6.6%	0.7%	1,147,130	7.1%	1,141,443	6.9%	0.5%
Car Total and Car Share	77,199	11.3%	76,140	10.6%	1.4%	582,674	11.2%	595,483	11.0%	-2.2%	876,874	11.6%	896,546	11.5%	-2.2%
Truck Total and Truck Share	24,585	3.1%	22,218	2.9%	10.7%	177,333	3.0%	159,173	2.7%	11.4%	270,256	3.1%	244,897	2.8%	10.4%
KOREAN BRANDS	71,961	4.9%	69,749	4.7%	3.2%	533,149	4.8%	523,995	4.6%	1.7%	758,975	4.7%	750,919	4.6%	1.1%
Car Total and Car Share	39,669	5.8%	45,672	6.4%	-13.1%	317,085	6.1%	348,069	6.4%	-8.9%	445,278	5.9%	498,662	6.4%	-10.7%
Truck Total and Truck Share	32,292	4.1%	24,077	3.1%	34.1%	216,064	3.7%	175,926	3.0%	22.8%	313,697	3.6%	252,257	2.9%	24.4%
IMPORT TOTAL	724,962	49.1%	709,477	47.7%	2.2%	5,365,362	48.7%	5,197,490	45.8%	3.2%	7,828,251	48.2%	7,550,038	45.8%	3.7%
Car Total and Car Share	441,435	64.8%	440,934	61.4%	0.1%	3,309,108	63.6%	3,222,860	59.6%	2.7%	4,767,333	63.0%	4,666,702	60.0%	2.2%
Truck Total and Truck Share	283,527	35.6%	268,543	35.0%	5.6%	2,056,254	35.3%	1,974,630	33.2%	4.1%	3,060,918	35.4%	2,883,336	33.1%	6.2%
BY REGION OF MANUFACTURE															
N. AMERICAN SOURCE	1,146,473	77.6%	1,145,441	77.0%	0.1%	8,465,391	76.8%	8,869,605	78.2%	-4.6%	12,450,521	76.7%	12,925,977	78.5%	-3.7%
ASIAN SOURCE	249,485	16.9%	265,086	17.8%	-5.9%	1,949,802	17.7%	1,876,344	16.5%	3.9%	2,848,349	17.6%	2,630,601	16.0%	8.3%
EUROPEAN SOURCE	81,564	5.5%	76,205	5.1%	7.0%	611,551	5.5%	602,804	5.3%	1.5%	927,380	5.7%	915,849	5.6%	1.3%
GRAND TOTAL	1,477,522	100.0%	1,486,732	100.0%	-0.6%	11,026,744	100.0%	11,348,753	100.0%	-2.8%	16,226,250	100.0%	16,472,427	100.0%	-1.5%
CAR - TRUCK SPLIT															
TOTAL CAR	681,386	46.1%	718,551	48.3%	-5.2%	5,205,936	47.2%	5,405,712	47.6%	-3.7%	7,568,767	46.6%	7,772,725	47.2%	-2.6%
TOTAL LIGHT TRUCK	796,136	53.9%	768,181	51.7%	3.6%	5,820,808	52.8%	5,943,041	52.4%	-2.1%	8,657,483	53.4%	8,699,702	52.8%	-0.5%
GRAND TOTAL	1,477,522	100.0%	1,486,732	100.0%	-0.6%	11,026,744	100.0%	11,348,753	100.0%	-2.8%	16,226,250	100.0%	16,472,427	100.0%	-1.5%



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CARS BY SOURCE REGION

N. AMERICAN CAR	473,954	69.6%	492,230	68.5%	-3.7%	3,572,924	68.6%	3,814,432	70.6%	-6.3%	5,182,034	68.5%	5,490,516	70.6%	-5.6%
IMPORT CAR	207,432	30.4%	226,321	31.5%	-8.3%	1,633,012	31.4%	1,591,280	29.4%	2.6%	2,386,733	31.5%	2,282,209	29.4%	4.6%
TOTAL CAR	681,386	100.0%	718,551	100.0%	-5.2%	5,205,936	100.0%	5,405,712	100.0%	-3.7%	7,568,767	100.0%	7,772,725	100.0%	-2.6%

TRUCKS BY SOURCE REGION

N. AMERICAN LT. TRUCK	672,519	84.5%	653,211	85.0%	3.0%	4,892,467	84.1%	5,055,173	85.1%	-3.2%	7,268,487	84.0%	7,435,461	85.5%	-2.2%
IMPORT LIGHT TRUCK	123,617	15.5%	114,970	15.0%	7.5%	928,341	15.9%	887,868	14.9%	4.6%	1,388,996	16.0%	1,264,241	14.5%	9.9%
TOTAL LIGHT TRUCK	796,136	100.0%	768,181	100.0%	3.6%	5,820,808	100.0%	5,943,041	100.0%	-2.1%	8,657,483	100.0%	8,699,702	100.0%	-0.5%

CORPORATE TOTALS

BMW	26,562	1.8%	22,421	1.5%	18.5%	195,436	1.8%	179,724	1.6%	8.7%	290,144	1.8%	274,345	1.7%	5.8%
MINI	4,077	0.3%	3,252	0.2%	25.4%	27,905	0.3%	26,806	0.2%	4.1%	40,270	0.2%	38,643	0.2%	4.2%
BMW GROUP	30,639	2.1%	25,673	1.7%	19.3%	223,341	2.0%	206,530	1.8%	8.1%	330,414	2.0%	312,988	1.9%	5.6%
CHRYSLER	43,650	3.0%	47,132	3.2%	-7.4%	370,009	3.4%	407,789	3.6%	-9.3%	567,094	3.5%	607,226	3.7%	-6.6%
DODGE	82,841	5.6%	89,790	6.0%	-7.7%	722,806	6.6%	755,281	6.7%	-4.3%	1,045,104	6.4%	1,096,937	6.7%	-4.7%
JEEP	41,712	2.8%	42,243	2.8%	-1.3%	326,209	3.0%	295,990	2.6%	10.2%	490,271	3.0%	444,614	2.7%	10.3%
CHRYSLER LLC	168,203	11.4%	179,165	12.1%	-5.3%	1,419,024	12.9%	1,459,060	12.9%	-2.4%	2,102,469	13.0%	2,148,777	13.0%	-1.7%
FORD	179,120	12.1%	213,341	14.3%	-16.0%	1,455,474	13.2%	1,695,431	14.9%	-14.2%	2,175,102	13.4%	2,437,957	14.8%	-10.8%
LINCOLN	10,423	0.7%	8,979	0.6%	16.1%	92,685	0.8%	82,132	0.7%	12.8%	131,029	0.8%	121,325	0.7%	8.0%
MERCURY	12,296	0.8%	15,417	1.0%	-20.2%	118,340	1.1%	133,301	1.2%	-11.2%	165,887	1.0%	181,430	1.1%	-8.6%
JAGUAR	1,359	0.1%	1,704	0.1%	-20.2%	10,956	0.1%	15,350	0.1%	-28.6%	16,289	0.1%	23,625	0.1%	-31.1%
VOLVO	9,119	0.6%	10,582	0.7%	-13.8%	72,476	0.7%	79,997	0.7%	-9.4%	108,286	0.7%	115,338	0.7%	-6.1%
LAND ROVER	4,853	0.3%	3,671	0.2%	32.2%	31,884	0.3%	30,058	0.3%	6.1%	49,600	0.3%	48,728	0.3%	1.8%
FORD MOTOR	217,170	14.7%	253,694	17.1%	-14.4%	1,781,815	16.2%	2,036,269	17.9%	-12.5%	2,646,193	16.3%	2,928,403	17.8%	-9.6%
BUICK	19,324	1.3%	22,853	1.5%	-15.4%	126,161	1.1%	171,578	1.5%	-26.5%	195,240	1.2%	244,300	1.5%	-20.1%
CADILLAC	19,481	1.3%	20,036	1.3%	-2.8%	134,585	1.2%	149,780	1.3%	-10.1%	211,819	1.3%	218,489	1.3%	-3.1%
CHEVROLET	227,987	15.4%	209,417	14.1%	8.9%	1,544,048	14.0%	1,674,470	14.8%	-7.8%	2,266,110	14.0%	2,422,697	14.7%	-6.5%
OLDSMOBILE	0	0.0%	0	0.0%	-	0	0.0%	96	0.0%	-100.0%	0	0.0%	328	0.0%	-100.0%
PONTIAC	39,324	2.7%	39,711	2.7%	-1.0%	244,772	2.2%	284,581	2.5%	-14.0%	370,420	2.3%	422,718	2.6%	-12.4%
GMC	49,608	3.4%	39,575	2.7%	25.4%	321,507	2.9%	306,310	2.7%	5.0%	471,762	2.9%	439,758	2.7%	7.3%
HUMMER	5,677	0.4%	6,711	0.5%	-15.4%	37,680	0.3%	46,497	0.4%	-19.0%	62,707	0.4%	72,013	0.4%	-12.9%
SATURN	21,117	1.4%	22,050	1.5%	-4.2%	167,106	1.5%	148,027	1.3%	12.9%	245,454	1.5%	212,597	1.3%	15.5%
SAAB	3,011	0.2%	3,168	0.2%	-5.0%	23,261	0.2%	24,517	0.2%	-5.1%	35,093	0.2%	32,697	0.2%	7.3%
GENERAL MOTORS	385,529	26.1%	363,521	24.5%	6.1%	2,599,120	23.6%	2,805,856	24.7%	-7.4%	3,858,605	23.8%	4,065,597	24.7%	-5.1%
ACURA	16,436	1.1%	18,263	1.2%	-10.0%	122,357	1.1%	132,767	1.2%	-7.8%	190,813	1.2%	198,302	1.2%	-3.8%
HONDA	141,906	9.6%	132,990	8.9%	6.7%	943,963	8.6%	911,517	8.0%	3.6%	1,340,581	8.3%	1,316,700	8.0%	1.8%
HONDA MOTOR	158,342	10.7%	151,253	10.2%	4.7%	1,066,320	9.7%	1,044,284	9.2%	2.1%	1,531,394	9.4%	1,515,002	9.2%	1.1%
HYUNDAI	45,087	3.1%	44,635	3.0%	1.0%	325,193	2.9%	325,875	2.9%	-0.2%	454,838	2.8%	469,906	2.9%	-3.2%



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ISUZU	606	0.0%	618	0.0%	-1.9%	4,969	0.0%	6,048	0.1%	-17.8%	7,535	0.0%	9,059	0.1%	-16.8%
KIA	26,874	1.8%	25,114	1.7%	7.0%	207,956	1.9%	198,120	1.7%	5.0%	304,137	1.9%	281,013	1.7%	8.2%
MAZDA	24,762	1.7%	22,311	1.5%	11.0%	203,298	1.8%	188,978	1.7%	7.6%	283,106	1.7%	265,374	1.6%	6.7%
MERCEDES / MAYBACH	20,980	1.4%	20,628	1.4%	1.7%	157,806	1.4%	157,337	1.4%	0.3%	248,549	1.5%	242,813	1.5%	2.4%
MITSUBISHI	13,020	0.9%	10,954	0.7%	18.9%	93,724	0.8%	79,817	0.7%	17.4%	132,465	0.8%	116,738	0.7%	13.5%
NISSAN	85,275	5.8%	80,419	5.4%	6.0%	635,210	5.8%	610,156	5.4%	4.1%	923,157	5.7%	900,197	5.5%	2.6%
INFINITI	10,252	0.7%	9,429	0.6%	8.7%	83,573	0.8%	77,868	0.7%	7.3%	126,851	0.8%	122,111	0.7%	3.9%
NISSAN MOTOR	95,527	6.5%	89,848	6.0%	6.3%	718,783	6.5%	688,024	6.1%	4.5%	1,050,008	6.5%	1,022,308	6.2%	2.7%
PORSCHE	2,548	0.2%	2,397	0.2%	6.3%	23,637	0.2%	24,200	0.2%	-2.3%	33,664	0.2%	34,468	0.2%	-2.3%
SUBARU	16,573	1.1%	17,809	1.2%	-6.9%	122,162	1.1%	132,754	1.2%	-8.0%	190,107	1.2%	200,068	1.2%	-5.0%
SUZUKI	8,916	0.6%	8,399	0.6%	6.2%	74,347	0.7%	73,388	0.6%	1.3%	101,949	0.6%	99,134	0.6%	2.8%
TOYOTA	186,499	12.6%	189,852	12.8%	-1.8%	1,481,644	13.4%	1,373,372	12.1%	7.9%	2,155,329	13.3%	1,940,510	11.8%	11.1%
LEXUS	32,199	2.2%	31,074	2.1%	3.6%	219,542	2.0%	208,774	1.8%	5.2%	333,202	2.1%	314,976	1.9%	5.8%
SCION	14,773	1.0%	19,252	1.3%	-23.3%	87,417	0.8%	123,400	1.1%	-29.2%	137,051	0.8%	174,507	1.1%	-21.5%
TOYOTA MOTOR	233,471	15.8%	240,178	16.2%	-2.8%	1,788,603	16.2%	1,705,546	15.0%	4.9%	2,625,582	16.2%	2,429,993	14.8%	8.0%
VOLKSWAGEN	21,655	1.5%	23,420	1.6%	-7.5%	156,188	1.4%	162,092	1.4%	-3.6%	229,236	1.4%	244,947	1.5%	-6.4%
AUDI	7,620	0.5%	7,115	0.5%	7.1%	60,458	0.5%	54,575	0.5%	10.8%	95,999	0.6%	85,839	0.5%	11.8%
VAG	29,275	2.0%	30,535	2.1%	-4.1%	216,646	2.0%	216,667	1.9%	0.0%	325,235	2.0%	330,786	2.0%	-1.7%
GRAND TOTAL	1,477,522	100.0%	1,486,732	100.0%	-0.6%	11,026,744	100.0%	11,348,753	100.0%	-2.8%	16,226,250	100.0%	16,472,427	100.0%	-1.5%

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

* Traditional Big 3 (the Detroit 3) excluding foreign subsidiaries and affiliates.

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.