



# U.S. AUTO SALES OVERVIEW

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

Morgan & Company, Inc.

	Monthly Totals					Calendar Year-To-Date					12 Month Totals				
	August 2011	Share	August 2010	Share	Vol. % Change	Current Total	Share	Year Ago Total	Share	Vol. % Change	Current Total	Share	Year Ago Total	Share	Vol. % Change
<b>GRAND TOTAL</b>	1,071,767		997,007		7.5%	8,460,341		7,658,098		10.5%	12,385,349		11,017,334		12.4%
<b>SAAR-Annual Rate</b>	12,124,538		11,547,589		5.0%	12,476,614		11,279,327		10.6%	12,381,512		10,998,651		12.6%
<b>TRADITIONAL DOMESTIC BRAND TOTALS</b>															
<b>GENERAL MOTORS</b>	218,479	20.4%	185,105	18.6%	18.0%	1,695,004	20.0%	1,461,700	19.1%	16.0%	2,444,395	19.7%	2,149,989	19.5%	13.7%
Car Total/Car Share	81,401	16.1%	68,725	13.8%	18.4%	695,301	16.5%	569,236	14.6%	22.1%	934,678	15.4%	837,132	14.9%	11.7%
Truck Total/Truck Share	137,078	24.2%	116,380	23.4%	17.8%	999,703	23.6%	892,464	23.7%	12.0%	1,509,717	23.9%	1,312,857	24.3%	15.0%
<b>FORD MOTOR</b>	174,800	16.3%	157,327	15.8%	11.1%	1,424,851	16.8%	1,276,362	16.7%	11.6%	2,080,023	16.8%	1,814,311	16.5%	14.6%
Car Total/Car Share	58,470	11.6%	56,487	11.3%	3.5%	519,094	12.3%	470,044	12.1%	10.4%	745,968	12.3%	657,833	11.7%	13.4%
Truck Total/Truck Share	116,330	20.5%	100,840	20.2%	15.4%	905,757	21.3%	806,318	21.4%	12.3%	1,334,055	21.1%	1,156,478	21.4%	15.4%
<b>CHRYSLER GROUP LLC</b>	130,119	12.1%	99,611	10.0%	30.6%	882,077	10.4%	720,143	9.4%	22.5%	1,247,145	10.1%	998,226	9.1%	24.9%
Car Total/Car Share	33,692	6.7%	27,341	5.5%	23.2%	225,022	5.3%	206,919	5.3%	8.7%	302,389	5.0%	283,543	5.1%	6.6%
Truck Total/Truck Share	96,427	17.0%	72,270	14.5%	33.4%	657,055	15.5%	513,224	13.6%	28.0%	944,756	14.9%	714,683	13.2%	32.2%
<b>TOTAL 'DETROIT 3'</b>	523,398	48.8%	442,043	44.3%	18.4%	4,001,932	47.3%	3,458,205	45.2%	15.7%	5,771,563	46.6%	4,962,526	45.0%	16.3%
Car Total/Car Share	173,563	34.3%	152,553	30.6%	13.8%	1,439,417	34.1%	1,246,199	32.0%	15.5%	1,983,035	32.7%	1,778,508	31.7%	11.5%
Truck Total/Truck Share	349,835	61.8%	289,490	58.1%	20.8%	2,562,515	60.4%	2,212,006	58.7%	15.8%	3,788,528	59.9%	3,184,018	58.8%	19.0%
<b>IMPORT BRAND TOTALS</b>															
<b>JAPANESE BRANDS</b>	357,208	33.3%	382,045	38.3%	-6.5%	2,943,193	34.8%	2,958,859	38.6%	-0.5%	4,460,042	36.0%	4,305,202	39.1%	3.6%
Car Total/Car Share	203,221	40.2%	221,607	44.4%	-8.3%	1,711,589	40.6%	1,771,594	45.5%	-3.4%	2,567,832	42.4%	2,586,019	46.1%	-0.7%
Truck Total/Truck Share	153,987	27.2%	160,438	32.2%	-4.0%	1,231,604	29.0%	1,187,265	31.5%	3.7%	1,892,210	29.9%	1,719,183	31.8%	10.1%
<b>EUROPEAN BRANDS</b>	91,468	8.5%	86,851	8.7%	5.3%	742,557	8.8%	639,589	8.4%	16.1%	1,088,033	8.8%	940,687	8.5%	15.7%
Car Total/Car Share	63,842	12.6%	63,892	12.8%	-0.1%	521,173	12.4%	469,493	12.1%	11.0%	763,437	12.6%	690,658	12.3%	10.5%
Truck Total/Truck Share	27,626	4.9%	22,959	4.6%	20.3%	221,384	5.2%	170,096	4.5%	30.2%	324,596	5.1%	250,029	4.6%	29.8%
<b>KOREAN BRANDS</b>	99,693	9.3%	86,068	8.6%	15.8%	772,659	9.1%	601,445	7.9%	28.5%	1,065,711	8.6%	808,919	7.3%	31.7%
Car Total/Car Share	65,041	12.9%	60,764	12.2%	7.0%	544,316	12.9%	403,782	10.4%	34.8%	741,912	12.3%	548,741	9.8%	35.2%
Truck Total/Truck Share	34,652	6.1%	25,304	5.1%	36.9%	228,343	5.4%	197,663	5.2%	15.5%	323,799	5.1%	260,178	4.8%	24.5%
<b>IMPORT TOTAL</b>	548,369	51.2%	554,964	55.7%	-1.2%	4,458,409	52.7%	4,199,893	54.8%	6.2%	6,613,786	53.4%	6,054,808	55.0%	9.2%
Car Total/Car Share	332,104	65.7%	346,263	69.4%	-4.1%	2,777,078	65.9%	2,644,869	68.0%	5.0%	4,073,181	67.3%	3,825,418	68.3%	6.5%
Truck Total/Truck Share	216,265	38.2%	208,701	41.9%	3.6%	1,681,331	39.6%	1,555,024	41.3%	8.1%	2,540,605	40.1%	2,229,390	41.2%	14.0%
<b>BY REGION OF MANUFACTURE</b>															
<b>N. AMERICAN SOURCE</b>	838,680	78.3%	743,381	74.6%	12.8%	6,556,771	77.5%	5,855,016	76.5%	12.0%	9,532,655	77.0%	8,407,263	76.3%	13.4%
<b>ASIAN SOURCE</b>	167,751	15.7%	187,420	18.8%	-10.5%	1,373,872	16.2%	1,320,745	17.2%	4.0%	2,071,319	16.7%	1,897,166	17.2%	9.2%
<b>EUROPEAN SOURCE</b>	65,336	6.1%	66,206	6.6%	-1.3%	529,698	6.3%	482,337	6.3%	9.8%	781,375	6.3%	712,905	6.5%	9.6%
<b>GRAND TOTAL</b>	1,071,767	100.0%	997,007	100.0%	7.5%	8,460,341	100.0%	7,658,098	100.0%	10.5%	12,385,349	100.0%	11,017,334	100.0%	12.4%
<b>CAR - TRUCK SPLIT</b>															
<b>TOTAL CAR</b>	505,667	47.2%	498,816	50.0%	1.4%	4,216,495	49.8%	3,891,068	50.8%	8.4%	6,056,216	48.9%	5,603,926	50.9%	8.1%
<b>TOTAL LIGHT TRUCK</b>	566,100	52.8%	498,191	50.0%	13.6%	4,243,846	50.2%	3,767,030	49.2%	12.7%	6,329,133	51.1%	5,413,408	49.1%	16.9%
<b>GRAND TOTAL</b>	1,071,767	100.0%	997,007	100.0%	7.5%	8,460,341	100.0%	7,658,098	100.0%	10.5%	12,385,349	100.0%	11,017,334	100.0%	12.4%



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### CARS BY SOURCE REGION

N. AMERICAN CAR	357,320	70.7%	327,051	65.6%	9.3%	2,953,995	70.1%	2,672,418	68.7%	10.5%	4,168,653	68.8%	3,842,145	68.6%	8.5%
IMPORT CAR	148,347	29.3%	171,765	34.4%	-13.6%	1,262,500	29.9%	1,218,650	31.3%	3.6%	1,887,563	31.2%	1,761,781	31.4%	7.1%
<b>TOTAL CAR</b>	<b>505,667</b>	<b>100.0%</b>	<b>498,816</b>	<b>100.0%</b>	<b>1.4%</b>	<b>4,216,495</b>	<b>100.0%</b>	<b>3,891,068</b>	<b>100.0%</b>	<b>8.4%</b>	<b>6,056,216</b>	<b>100.0%</b>	<b>5,603,926</b>	<b>100.0%</b>	<b>8.1%</b>

### TRUCKS BY SOURCE REGION

NA LIGHT TRUCK	481,360	85.0%	416,330	83.6%	15.6%	3,602,776	84.9%	3,182,598	84.5%	13.2%	5,364,002	84.8%	4,565,118	84.3%	17.5%
IMPORT LIGHT TRUCK	84,740	15.0%	81,861	16.4%	3.5%	641,070	15.1%	584,432	15.5%	9.7%	965,131	15.2%	848,290	15.7%	13.8%
<b>TOTAL LIGHT TRUCK</b>	<b>566,100</b>	<b>100.0%</b>	<b>498,191</b>	<b>100.0%</b>	<b>13.6%</b>	<b>4,243,846</b>	<b>100.0%</b>	<b>3,767,030</b>	<b>100.0%</b>	<b>12.7%</b>	<b>6,329,133</b>	<b>100.0%</b>	<b>5,413,408</b>	<b>100.0%</b>	<b>16.9%</b>

### CORPORATE TOTALS

BMW	20,815	1.9%	19,540	2.0%	6.5%	155,929	1.8%	139,236	1.8%	12.0%	236,806	1.9%	206,562	1.9%	14.6%
MINI	3,109	0.3%	4,425	0.4%	-29.7%	37,636	0.4%	29,704	0.4%	26.7%	53,576	0.4%	44,061	0.4%	21.6%
<b>BMW GROUP</b>	<b>23,924</b>	<b>2.2%</b>	<b>23,965</b>	<b>2.4%</b>	<b>-0.2%</b>	<b>193,565</b>	<b>2.3%</b>	<b>168,940</b>	<b>2.2%</b>	<b>14.6%</b>	<b>290,382</b>	<b>2.3%</b>	<b>250,623</b>	<b>2.3%</b>	<b>15.9%</b>
CHRYSLER	22,497	2.1%	17,937	1.8%	25.4%	133,992	1.6%	140,755	1.8%	-4.8%	190,683	1.5%	193,282	1.8%	-1.3%
DODGE	63,903	6.0%	55,968	5.6%	14.2%	468,769	5.5%	400,445	5.2%	17.1%	664,951	5.4%	559,065	5.1%	18.9%
FIAT	3,106	0.3%	0	0.0%	-	11,088	0.1%	0	0.0%	-	11,088	0.1%	0	0.0%	-
JEEP	40,613	3.8%	25,706	2.6%	58.0%	268,228	3.2%	178,943	2.3%	49.9%	380,423	3.1%	245,879	2.2%	54.7%
<b>CHRYSLER GROUP LLC</b>	<b>130,119</b>	<b>12.1%</b>	<b>99,611</b>	<b>10.0%</b>	<b>26.0%</b>	<b>882,077</b>	<b>10.4%</b>	<b>720,143</b>	<b>9.4%</b>	<b>20.2%</b>	<b>1,247,145</b>	<b>10.1%</b>	<b>998,226</b>	<b>9.1%</b>	<b>22.0%</b>
FORD	166,794	15.6%	143,859	14.4%	15.9%	1,366,780	16.2%	1,155,713	15.1%	18.3%	1,963,578	15.9%	1,635,577	14.8%	20.1%
LINCOLN	8,006	0.7%	6,428	0.6%	24.5%	57,823	0.7%	55,776	0.7%	3.7%	87,875	0.7%	85,367	0.8%	2.9%
MERCURY	0	0.0%	7,040	0.7%	-100.0%	248	0.0%	64,873	0.8%	-99.6%	28,570	0.2%	93,367	0.8%	-69.4%
<b>FORD MOTOR</b>	<b>174,800</b>	<b>16.3%</b>	<b>157,327</b>	<b>15.8%</b>	<b>11.1%</b>	<b>1,424,851</b>	<b>16.8%</b>	<b>1,276,362</b>	<b>16.7%</b>	<b>11.6%</b>	<b>2,080,023</b>	<b>16.8%</b>	<b>1,814,311</b>	<b>16.5%</b>	<b>14.6%</b>
BUICK	16,021	1.5%	14,294	1.4%	12.1%	126,493	1.5%	101,125	1.3%	25.1%	180,757	1.5%	140,497	1.3%	28.7%
CADILLAC	13,208	1.2%	12,689	1.3%	4.1%	100,449	1.2%	92,393	1.2%	8.7%	154,981	1.3%	139,800	1.3%	10.9%
CHEVROLET	152,779	14.3%	131,909	13.2%	15.8%	1,206,322	14.3%	1,052,773	13.7%	14.6%	1,717,430	13.9%	1,505,525	13.7%	14.1%
OLDSMOBILE	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-
PONTIAC	0	0.0%	7	0.0%	-100.0%	0	0.0%	954	0.0%	-100.0%	228	0.0%	38,515	0.3%	-99.4%
GMC	36,471	3.4%	25,958	2.6%	40.5%	261,740	3.1%	204,558	2.7%	28.0%	390,386	3.2%	299,039	2.7%	30.5%
HUMMER	0	0.0%	205	0.0%	-100.0%	0	0.0%	3,344	0.0%	-100.0%	468	0.0%	4,623	0.0%	-89.9%
SATURN	0	0.0%	43	0.0%	-100.0%	0	0.0%	6,553	0.1%	-100.0%	145	0.0%	21,990	0.2%	-99.3%
<b>GENERAL MOTORS</b>	<b>218,479</b>	<b>20.4%</b>	<b>185,105</b>	<b>18.6%</b>	<b>18.0%</b>	<b>1,695,004</b>	<b>20.0%</b>	<b>1,461,700</b>	<b>19.1%</b>	<b>16.0%</b>	<b>2,444,395</b>	<b>19.7%</b>	<b>2,149,989</b>	<b>19.5%</b>	<b>13.7%</b>
ACURA	9,054	0.8%	11,534	1.2%	-21.5%	79,136	0.9%	85,668	1.1%	-7.6%	127,074	1.0%	122,022	1.1%	4.1%
HONDA	73,267	6.8%	97,195	9.7%	-24.6%	691,129	8.2%	729,407	9.5%	-5.2%	1,058,596	8.5%	1,036,930	9.4%	2.1%
<b>HONDA MOTOR</b>	<b>82,321</b>	<b>7.7%</b>	<b>108,729</b>	<b>10.9%</b>	<b>-24.3%</b>	<b>770,265</b>	<b>9.1%</b>	<b>815,075</b>	<b>10.6%</b>	<b>-5.5%</b>	<b>1,185,670</b>	<b>9.6%</b>	<b>1,158,952</b>	<b>10.5%</b>	<b>2.3%</b>



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HYUNDAI	58,505	5.5%	53,603	5.4%	9.1%	440,863	5.2%	363,491	4.7%	21.3%	615,600	5.0%	487,849	4.4%	26.2%
ISUZU	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-
KIA	41,188	3.8%	32,465	3.3%	26.9%	331,796	3.9%	237,954	3.1%	39.4%	450,111	3.6%	321,070	2.9%	40.2%
MAZDA	22,632	2.1%	19,739	2.0%	14.7%	165,794	2.0%	156,190	2.0%	6.1%	239,170	1.9%	218,002	2.0%	9.7%
MERCEDES / MAYBACH	20,732	1.9%	20,128	2.0%	3.0%	162,408	1.9%	149,092	1.9%	8.9%	244,249	2.0%	224,135	2.0%	9.0%
MINI	7,985	0.7%	4,293	0.4%	86.0%	60,072	0.7%	36,431	0.5%	64.9%	79,324	0.6%	52,290	0.5%	51.7%
NISSAN	82,517	7.7%	67,399	6.8%	22.4%	617,413	7.3%	533,004	7.0%	15.8%	889,568	7.2%	750,391	6.8%	18.5%
INFINITI	9,024	0.8%	9,428	0.9%	-4.3%	63,702	0.8%	66,492	0.9%	-4.2%	100,621	0.8%	94,305	0.9%	6.7%
<b>NISSAN MOTOR</b>	<b>91,541</b>	<b>8.5%</b>	<b>76,827</b>	<b>7.7%</b>	<b>19.2%</b>	<b>681,115</b>	<b>8.1%</b>	<b>599,496</b>	<b>7.8%</b>	<b>13.6%</b>	<b>990,189</b>	<b>8.0%</b>	<b>844,696</b>	<b>7.7%</b>	<b>17.2%</b>
PORSCHE	2,184	0.2%	2,032	0.2%	7.5%	20,494	0.2%	15,718	0.2%	30.4%	30,095	0.2%	22,685	0.2%	32.7%
SAAB / SPYKER	363	0.0%	290	0.0%	25.2%	4,185	0.0%	2,106	0.0%	98.7%	7,524	0.1%	4,342	0.0%	73.3%
SUBARU	20,837	1.9%	22,239	2.2%	-6.3%	174,616	2.1%	172,182	2.2%	1.4%	266,254	2.1%	245,006	2.2%	8.7%
SUZUKI	2,409	0.2%	1,830	0.2%	31.6%	18,258	0.2%	15,331	0.2%	19.1%	26,921	0.2%	22,362	0.2%	20.4%
JAGUAR	810	0.1%	1,414	0.1%	-42.7%	8,204	0.1%	8,781	0.1%	-6.6%	12,763	0.1%	12,942	0.1%	-1.4%
LAND ROVER	2,807	0.3%	2,544	0.3%	10.3%	22,910	0.3%	19,800	0.3%	15.7%	34,974	0.3%	29,947	0.3%	16.8%
<b>TATA MOTORS LTD</b>	<b>3,617</b>	<b>0.3%</b>	<b>3,958</b>	<b>0.4%</b>	<b>-8.6%</b>	<b>31,114</b>	<b>0.4%</b>	<b>28,581</b>	<b>0.4%</b>	<b>8.9%</b>	<b>47,737</b>	<b>0.4%</b>	<b>42,889</b>	<b>0.4%</b>	<b>11.3%</b>
TOYOTA	107,731	10.1%	124,911	12.5%	-13.8%	918,652	10.9%	988,992	12.9%	-7.1%	1,418,248	11.5%	1,489,830	13.5%	-4.8%
LEXUS	18,103	1.7%	19,465	2.0%	-7.0%	120,652	1.4%	145,490	1.9%	-17.1%	204,491	1.7%	229,996	2.1%	-11.1%
SCION	3,649	0.3%	4,012	0.4%	-9.0%	33,769	0.4%	29,672	0.4%	13.8%	49,775	0.4%	44,068	0.4%	13.0%
<b>TOYOTA MOTOR</b>	<b>129,483</b>	<b>12.1%</b>	<b>148,388</b>	<b>14.9%</b>	<b>-12.7%</b>	<b>1,073,073</b>	<b>12.7%</b>	<b>1,164,154</b>	<b>15.2%</b>	<b>-7.8%</b>	<b>1,672,514</b>	<b>13.5%</b>	<b>1,763,894</b>	<b>16.0%</b>	<b>-5.2%</b>
VOLKSWAGEN	25,232	2.4%	22,855	2.3%	10.4%	208,422	2.5%	172,747	2.3%	20.7%	292,505	2.4%	243,779	2.2%	20.0%
AUDI	10,201	1.0%	9,182	0.9%	11.1%	75,256	0.9%	65,439	0.9%	15.0%	111,446	0.9%	95,846	0.9%	16.3%
<b>VAG</b>	<b>35,433</b>	<b>3.3%</b>	<b>32,037</b>	<b>3.2%</b>	<b>10.6%</b>	<b>283,678</b>	<b>3.4%</b>	<b>238,186</b>	<b>3.1%</b>	<b>19.1%</b>	<b>403,951</b>	<b>3.3%</b>	<b>339,625</b>	<b>3.1%</b>	<b>18.9%</b>
VOLVO / GEELY	5,215	0.5%	4,441	0.4%	17.4%	47,113	0.6%	36,966	0.5%	27.4%	64,095	0.5%	56,388	0.5%	13.7%
<b>GRAND TOTAL</b>	<b>1,071,767</b>	<b>100.0%</b>	<b>997,007</b>	<b>100.0%</b>	<b>7.5%</b>	<b>8,460,341</b>	<b>100.0%</b>	<b>7,658,098</b>	<b>100.0%</b>	<b>10.5%</b>	<b>12,385,349</b>	<b>100.0%</b>	<b>11,017,334</b>	<b>100.0%</b>	<b>12.4%</b>

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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