



U.S. AUTO SALES OVERVIEW

December, 2013 (Month, CYTD, 12-Month Totals, MYTD)

Morgan & Company, Inc.

	Monthly Totals					Calendar Year-To-Date					12 Month Totals				
	December 2013	Share	December 2012	Share	Vol. % Change	Current Total	Share	Year Ago Total	Share	Vol. % Change	Current Total	Share	Year Ago Total	Share	Vol. % Change
GRAND TOTAL	1,356,948		1,355,183		0.1%	15,569,893		14,483,588		7.5%	15,569,893		14,483,588		7.5%
SAAR-Annual Rate	15,341,375		15,215,287		0.8%	15,529,404		14,483,543		7.2%	15,529,404		14,483,543		7.2%
TRADITIONAL DOMESTIC BRAND TOTALS															
GENERAL MOTORS	230,157	17.0%	245,733	18.1%	-6.3%	2,786,078	17.9%	2,595,717	17.9%	7.3%	2,786,078	17.9%	2,595,717	17.9%	7.3%
Car Total/Car Share	79,077	12.9%	80,444	12.7%	-1.7%	1,066,934	14.1%	1,030,858	14.2%	3.5%	1,066,934	14.1%	1,030,858	14.2%	3.5%
Truck Total/Truck Share	151,080	20.3%	165,289	22.8%	-8.6%	1,719,144	21.5%	1,564,859	21.6%	9.9%	1,719,144	21.5%	1,564,859	21.6%	9.9%
FORD MOTOR	216,592	16.0%	212,902	15.7%	1.7%	2,485,236	16.0%	2,243,009	15.5%	10.8%	2,485,236	16.0%	2,243,009	15.5%	10.8%
Car Total/Car Share	61,516	10.1%	67,828	10.7%	-9.3%	836,433	11.1%	760,646	10.5%	10.0%	836,433	11.1%	760,646	10.5%	10.0%
Truck Total/Truck Share	155,076	20.8%	145,074	20.0%	6.9%	1,648,803	20.6%	1,482,363	20.5%	11.2%	1,648,803	20.6%	1,482,363	20.5%	11.2%
CHRYSLER GROUP LLC	161,007	11.9%	152,367	11.2%	5.7%	1,800,368	11.6%	1,651,787	11.4%	9.0%	1,800,368	11.6%	1,651,787	11.4%	9.0%
Car Total/Car Share	37,749	6.2%	45,289	7.2%	-16.6%	551,104	7.3%	498,095	6.9%	10.6%	551,104	7.3%	498,095	6.9%	10.6%
Truck Total/Truck Share	123,258	16.5%	107,078	14.8%	15.1%	1,249,264	15.6%	1,153,692	15.9%	8.3%	1,249,264	15.6%	1,153,692	15.9%	8.3%
TOTAL 'DETROIT 3'	607,756	44.8%	611,002	45.1%	-0.5%	7,071,682	45.4%	6,490,513	44.8%	9.0%	7,071,682	45.4%	6,490,513	44.8%	9.0%
Car Total/Car Share	178,342	29.1%	193,561	30.7%	-7.9%	2,454,471	32.4%	2,289,599	31.6%	7.2%	2,454,471	32.4%	2,289,599	31.6%	7.2%
Truck Total/Truck Share	429,414	57.6%	417,441	57.6%	2.9%	4,617,211	57.7%	4,200,914	58.0%	9.9%	4,617,211	57.7%	4,200,914	58.0%	9.9%
IMPORT BRAND TOTALS															
JAPANESE BRANDS	505,415	37.2%	496,170	36.6%	1.9%	5,786,595	37.2%	5,343,547	36.9%	8.3%	5,786,595	37.2%	5,343,547	36.9%	8.3%
Car Total/Car Share	258,133	42.2%	264,405	41.9%	-2.4%	3,134,907	41.4%	3,025,861	41.8%	3.6%	3,134,907	41.4%	3,025,861	41.8%	3.6%
Truck Total/Truck Share	247,282	33.2%	231,765	32.0%	6.7%	2,651,688	33.1%	2,317,686	32.0%	14.4%	2,651,688	33.1%	2,317,686	32.0%	14.4%
EUROPEAN BRANDS	147,141	10.8%	149,398	11.0%	-1.5%	1,455,654	9.3%	1,388,922	9.6%	4.8%	1,455,654	9.3%	1,388,922	9.6%	4.8%
Car Total/Car Share	101,401	16.6%	98,959	15.7%	2.5%	998,283	13.2%	966,417	13.3%	3.3%	998,283	13.2%	966,417	13.3%	3.3%
Truck Total/Truck Share	45,740	6.1%	50,439	7.0%	-9.3%	457,371	5.7%	422,505	5.8%	8.3%	457,371	5.7%	422,505	5.8%	8.3%
KOREAN BRANDS	96,636	7.1%	98,613	7.3%	-2.0%	1,255,962	8.1%	1,260,606	8.7%	-0.4%	1,255,962	8.1%	1,260,606	8.7%	-0.4%
Car Total/Car Share	74,163	12.1%	74,157	11.8%	0.0%	979,344	12.9%	959,014	13.2%	2.1%	979,344	12.9%	959,014	13.2%	2.1%
Truck Total/Truck Share	22,473	3.0%	24,456	3.4%	-8.1%	276,618	3.5%	301,592	4.2%	-8.3%	276,618	3.5%	301,592	4.2%	-8.3%
IMPORT TOTAL	749,192	55.2%	744,181	54.9%	0.7%	8,498,211	54.6%	7,993,075	55.2%	6.3%	8,498,211	54.6%	7,993,075	55.2%	6.3%
Car Total/Car Share	433,697	70.9%	437,521	69.3%	-0.9%	5,112,534	67.6%	4,951,292	68.4%	3.3%	5,112,534	67.6%	4,951,292	68.4%	3.3%
Truck Total/Truck Share	315,495	42.4%	306,660	42.4%	2.9%	3,385,677	42.3%	3,041,783	42.0%	11.3%	3,385,677	42.3%	3,041,783	42.0%	11.3%
BY REGION OF MANUFACTURE															
N. AMERICAN SOURCE	1,045,700	77.1%	1,067,227	78.8%	-2.0%	12,159,946	78.1%	11,307,320	78.1%	7.5%	12,159,946	78.1%	11,307,320	78.1%	7.5%
ASIAN SOURCE	203,542	15.0%	191,707	14.1%	6.2%	2,412,837	15.5%	2,266,434	15.6%	6.5%	2,412,837	15.5%	2,266,434	15.6%	6.5%
EUROPEAN SOURCE	107,706	7.9%	96,249	7.1%	11.9%	997,110	6.4%	909,834	6.3%	9.6%	997,110	6.4%	909,834	6.3%	9.6%
GRAND TOTAL	1,356,948	100.0%	1,355,183	100.0%	0.1%	15,569,893	100.0%	14,483,588	100.0%	7.5%	15,569,893	100.0%	14,483,588	100.0%	7.5%
CAR - TRUCK SPLIT															
TOTAL CAR	612,039	45.1%	631,082	46.6%	-3.0%	7,567,005	48.6%	7,240,891	50.0%	4.5%	7,567,005	48.6%	7,240,891	50.0%	4.5%
TOTAL LIGHT TRUCK	744,909	54.9%	724,101	53.4%	2.9%	8,002,888	51.4%	7,242,697	50.0%	10.5%	8,002,888	51.4%	7,242,697	50.0%	10.5%
GRAND TOTAL	1,356,948	100.0%	1,355,183	100.0%	0.1%	15,569,893	100.0%	14,483,588	100.0%	7.5%	15,569,893	100.0%	14,483,588	100.0%	7.5%



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	December 2013	December 2012	Vol. % Change	Current Total	Year Ago Total	Vol. % Change	Current Total	Year Ago Total	Vol. % Change				

CARS BY SOURCE REGION

N. AMERICAN CAR	416,712	68.1%	445,454	70.6%	-6.5%	5,386,993	71.2%	5,122,915	70.7%	5.2%	5,386,993	71.2%	5,122,915	70.7%	5.2%
IMPORT CAR	195,327	31.9%	185,628	29.4%	5.2%	2,180,012	28.8%	2,117,976	29.3%	2.9%	2,180,012	28.8%	2,117,976	29.3%	2.9%
TOTAL CAR	612,039	100.0%	631,082	100.0%	-3.0%	7,567,005	100.0%	7,240,891	100.0%	4.5%	7,567,005	100.0%	7,240,891	100.0%	4.5%

TRUCKS BY SOURCE REGION

NA LIGHT TRUCK	628,988	84.4%	621,773	85.9%	1.2%	6,772,953	84.6%	6,184,405	85.4%	9.5%	6,772,953	84.6%	6,184,405	85.4%	9.5%
IMPORT LIGHT TRUCK	115,921	15.6%	102,328	14.1%	13.3%	1,229,935	15.4%	1,058,292	14.6%	16.2%	1,229,935	15.4%	1,058,292	14.6%	16.2%
TOTAL LIGHT TRUCK	744,909	100.0%	724,101	100.0%	2.9%	8,002,888	100.0%	7,242,697	100.0%	10.5%	8,002,888	100.0%	7,242,697	100.0%	10.5%

CORPORATE TOTALS

BMW	37,389	2.8%	37,399	2.8%	0.0%	309,280	2.0%	281,460	1.9%	9.9%	309,280	2.0%	281,460	1.9%	9.9%
MINI	6,592	0.5%	6,456	0.5%	2.1%	66,502	0.4%	66,123	0.5%	0.6%	66,502	0.4%	66,123	0.5%	0.6%
BMW GROUP	43,981	3.2%	43,855	3.2%	0.3%	375,782	2.4%	347,583	2.4%	8.1%	375,782	2.4%	347,583	2.4%	8.1%
CHRYSLER	20,270	1.5%	25,513	1.9%	-20.6%	302,492	1.9%	307,967	2.1%	-1.8%	302,492	1.9%	307,967	2.1%	-1.8%
DODGE	83,717	6.2%	83,276	6.1%	0.5%	964,186	6.2%	825,917	5.7%	16.7%	964,186	6.2%	825,917	5.7%	16.7%
FIAT	3,745	0.3%	3,707	0.3%	1.0%	43,236	0.3%	43,772	0.3%	-1.2%	43,236	0.3%	43,772	0.3%	-1.2%
JEEP	53,275	3.9%	39,871	2.9%	33.6%	490,454	3.2%	474,131	3.3%	3.4%	490,454	3.2%	474,131	3.3%	3.4%
CHRYSLER GROUP LLC	161,007	11.9%	152,367	11.2%	7.6%	1,800,368	11.6%	1,651,787	11.4%	9.6%	1,800,368	11.6%	1,651,787	11.4%	9.6%
FORD	208,608	15.4%	205,518	15.2%	1.5%	2,403,542	15.4%	2,160,859	14.9%	11.2%	2,403,542	15.4%	2,160,859	14.9%	11.2%
LINCOLN	7,984	0.6%	7,384	0.5%	8.1%	81,694	0.5%	82,150	0.6%	-0.6%	81,694	0.5%	82,150	0.6%	-0.6%
MERCURY	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-
FORD MOTOR	216,592	16.0%	212,902	15.7%	1.7%	2,485,236	16.0%	2,243,009	15.5%	10.8%	2,485,236	16.0%	2,243,009	15.5%	10.8%
BUICK	15,379	1.1%	16,473	1.2%	-6.6%	205,509	1.3%	180,408	1.2%	13.9%	205,509	1.3%	180,408	1.2%	13.9%
CADILLAC	18,165	1.3%	18,248	1.3%	-0.5%	182,543	1.2%	149,782	1.0%	21.9%	182,543	1.2%	149,782	1.0%	21.9%
CHEVROLET	153,493	11.3%	167,091	12.3%	-8.1%	1,947,125	12.5%	1,851,646	12.8%	5.2%	1,947,125	12.5%	1,851,646	12.8%	5.2%
OLDSMOBILE	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-
PONTIAC	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-
GMC	43,120	3.2%	43,921	3.2%	-1.8%	450,901	2.9%	413,881	2.9%	8.9%	450,901	2.9%	413,881	2.9%	8.9%
HUMMER	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-
SATURN	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-
GENERAL MOTORS	230,157	17.0%	245,733	18.1%	-6.3%	2,786,078	17.9%	2,595,717	17.9%	7.3%	2,786,078	17.9%	2,595,717	17.9%	7.3%
ACURA	15,751	1.2%	16,034	1.2%	-1.8%	165,452	1.1%	156,216	1.1%	5.9%	165,452	1.1%	156,216	1.1%	5.9%
HONDA	119,504	8.8%	116,740	8.6%	2.4%	1,359,876	8.7%	1,266,569	8.7%	7.4%	1,359,876	8.7%	1,266,569	8.7%	7.4%
HONDA MOTOR	135,255	10.0%	132,774	9.8%	1.9%	1,525,328	9.8%	1,422,785	9.8%	7.2%	1,525,328	9.8%	1,422,785	9.8%	7.2%



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HYUNDAI	63,005	4.6%	59,435	4.4%	6.0%	720,783	4.6%	703,007	4.9%	2.5%	720,783	4.6%	703,007	4.9%	2.5%
ISUZU	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-
KIA	33,631	2.5%	39,178	2.9%	-14.2%	535,179	3.4%	557,599	3.8%	-4.0%	535,179	3.4%	557,599	3.8%	-4.0%
MAZDA	22,964	1.7%	27,251	2.0%	-15.7%	283,946	1.8%	277,048	1.9%	2.5%	283,946	1.8%	277,048	1.9%	2.5%
MERCEDES / MAYBACH	36,690	2.7%	31,372	2.3%	17.0%	343,588	2.2%	305,052	2.1%	12.6%	343,588	2.2%	305,052	2.1%	12.6%
MITSUBISHI	6,423	0.5%	4,113	0.3%	56.2%	62,227	0.4%	57,790	0.4%	7.7%	62,227	0.4%	57,790	0.4%	7.7%
NISSAN	96,526	7.1%	86,663	6.4%	11.4%	1,131,965	7.3%	1,021,779	7.1%	10.8%	1,131,965	7.3%	1,021,779	7.1%	10.8%
INFINITI	13,232	1.0%	12,627	0.9%	4.8%	116,455	0.7%	119,877	0.8%	-2.9%	116,455	0.7%	119,877	0.8%	-2.9%
NISSAN MOTOR	109,758	8.1%	99,290	7.3%	10.5%	1,248,420	8.0%	1,141,656	7.9%	9.4%	1,248,420	8.0%	1,141,656	7.9%	9.4%
PORSCHE	3,246	0.2%	2,952	0.2%	10.0%	42,324	0.3%	35,043	0.2%	20.8%	42,324	0.3%	35,043	0.2%	20.8%
SAAB / SPYKER	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-
SUBARU	40,172	3.0%	36,653	2.7%	9.6%	424,683	2.7%	336,441	2.3%	26.2%	424,683	2.7%	336,441	2.3%	26.2%
SUZUKI	0	0.0%	1,946	0.1%	-100.0%	5,949	0.0%	25,358	0.2%	-76.5%	5,949	0.0%	25,358	0.2%	-76.5%
JAGUAR	1,544	0.1%	1,049	0.1%	47.2%	16,952	0.1%	12,011	0.1%	41.1%	16,952	0.1%	12,011	0.1%	41.1%
LAND ROVER	5,764	0.4%	5,174	0.4%	11.4%	50,010	0.3%	43,664	0.3%	14.5%	50,010	0.3%	43,664	0.3%	14.5%
TATA MOTORS LTD	7,308	0.5%	6,223	0.5%	17.4%	66,962	0.4%	55,675	0.4%	20.3%	66,962	0.4%	55,675	0.4%	20.3%
TOYOTA	151,763	11.2%	158,014	11.7%	-4.0%	1,893,874	12.2%	1,764,806	12.2%	7.3%	1,893,874	12.2%	1,764,806	12.2%	7.3%
LEXUS	34,757	2.6%	30,607	2.3%	13.6%	273,847	1.8%	244,162	1.7%	12.2%	273,847	1.8%	244,162	1.7%	12.2%
SCION	4,323	0.3%	5,522	0.4%	-21.7%	68,321	0.4%	73,501	0.5%	-7.0%	68,321	0.4%	73,501	0.5%	-7.0%
TOYOTA MOTOR	190,843	14.1%	194,143	14.3%	-1.7%	2,236,042	14.4%	2,082,469	14.4%	7.4%	2,236,042	14.4%	2,082,469	14.4%	7.4%
VOLKSWAGEN	34,015	2.5%	44,005	3.2%	-22.7%	407,704	2.6%	438,134	3.0%	-6.9%	407,704	2.6%	438,134	3.0%	-6.9%
AUDI	17,013	1.3%	14,841	1.1%	14.6%	158,061	1.0%	139,310	1.0%	13.5%	158,061	1.0%	139,310	1.0%	13.5%
VAG	51,028	3.8%	58,846	4.3%	-13.3%	565,765	3.6%	577,444	4.0%	-2.0%	565,765	3.6%	577,444	4.0%	-2.0%
VOLVO / GEELY	4,888	0.4%	6,150	0.5%	-20.5%	61,233	0.4%	68,125	0.5%	-10.1%	61,233	0.4%	68,125	0.5%	-10.1%
GRAND TOTAL	1,356,948	100.0%	1,355,183	100.0%	0.1%	15,569,893	100.0%	14,483,588	100.0%	7.5%	15,569,893	100.0%	14,483,588	100.0%	7.5%

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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