



U.S. AUTO SALES OVERVIEW

December, 2016 (Month, CYTD, 12-Month Totals, MYTD)

Morgan & Company, Inc.

	Monthly Totals				Calendar Year-To-Date					12 Month Totals				
	December 2016	December 2015	Share	Vol. % Change	Current Total	Year Ago Total	Share	Vol. % Change	Current Total	Year Ago Total	Share	Vol. % Change		

GRAND TOTAL	1,683,524	1,634,328		3.0%	17,499,387	17,430,566		0.4%	17,499,387	17,430,566		0.4%
SAAR-Annual Rate	18,311,105	17,445,779		5.0%	17,482,455	17,431,718		0.3%	17,482,455	17,431,718		0.3%

TRADITIONAL DOMESTIC BRAND TOTALS

GENERAL MOTORS	319,108	19.0%	290,230	17.8%	10.0%	3,042,775	17.4%	3,082,366	17.7%	-1.3%	3,042,775	17.4%	3,082,366	17.7%	-1.3%
Car Total/Car Share	89,927	15.0%	74,399	11.8%	20.9%	890,716	13.0%	930,792	12.4%	-4.3%	890,716	13.0%	930,792	12.4%	-4.3%
Truck Total/Truck Share	229,181	21.1%	215,831	21.5%	6.2%	2,152,059	20.2%	2,151,574	21.6%	0.0%	2,152,059	20.2%	2,151,574	21.6%	0.0%
FORD MOTOR	237,785	14.1%	237,606	14.5%	0.1%	2,599,211	14.9%	2,603,082	14.9%	-0.1%	2,599,211	14.9%	2,603,082	14.9%	-0.1%
Car Total/Car Share	51,205	8.5%	57,989	9.2%	-11.7%	694,046	10.1%	797,817	10.7%	-13.0%	694,046	10.1%	797,817	10.7%	-13.0%
Truck Total/Truck Share	186,580	17.2%	179,617	17.9%	3.9%	1,905,165	17.9%	1,805,265	18.2%	5.5%	1,905,165	17.9%	1,805,265	18.2%	5.5%
FCA US	192,519	11.4%	213,923	13.1%	-10.0%	2,252,580	12.9%	2,246,372	12.9%	0.3%	2,252,580	12.9%	2,246,372	12.9%	0.3%
Car Total/Car Share	22,963	3.8%	38,442	6.1%	-40.3%	355,815	5.2%	516,481	6.9%	-31.1%	355,815	5.2%	516,481	6.9%	-31.1%
Truck Total/Truck Share	169,556	15.6%	175,481	17.5%	-3.4%	1,896,765	17.8%	1,729,891	17.4%	9.6%	1,896,765	17.8%	1,729,891	17.4%	9.6%
TOTAL 'DETROIT 3'	749,412	44.5%	741,759	45.4%	1.0%	7,894,566	45.1%	7,931,820	45.5%	-0.5%	7,894,566	45.1%	7,931,820	45.5%	-0.5%
Car Total/Car Share	164,095	27.4%	170,830	27.1%	-3.9%	1,940,577	28.3%	2,245,090	30.0%	-13.6%	1,940,577	28.3%	2,245,090	30.0%	-13.6%
Truck Total/Truck Share	585,317	54.0%	570,929	56.9%	2.5%	5,953,989	56.0%	5,686,730	57.2%	4.7%	5,953,989	56.0%	5,686,730	57.2%	4.7%

IMPORT BRAND TOTALS

JAPANESE BRANDS	655,763	39.0%	621,998	38.1%	5.4%	6,661,124	38.1%	6,567,983	37.7%	1.4%	6,661,124	38.1%	6,567,983	37.7%	1.4%
Car Total/Car Share	270,067	45.0%	300,283	47.7%	-10.1%	3,108,313	45.3%	3,291,453	43.9%	-5.6%	3,108,313	45.3%	3,291,453	43.9%	-5.6%
Truck Total/Truck Share	385,696	35.6%	321,715	32.0%	19.9%	3,552,811	33.4%	3,276,530	33.0%	8.4%	3,552,811	33.4%	3,276,530	33.0%	8.4%
EUROPEAN BRANDS	161,691	9.6%	152,822	9.4%	5.8%	1,521,094	8.7%	1,543,235	8.9%	-1.4%	1,521,094	8.7%	1,543,235	8.9%	-1.4%
Car Total/Car Share	89,221	14.9%	83,902	13.3%	6.3%	866,468	12.6%	966,012	12.9%	-10.3%	866,468	12.6%	966,012	12.9%	-10.3%
Truck Total/Truck Share	72,470	6.7%	68,920	6.9%	5.2%	654,626	6.2%	577,223	5.8%	13.4%	654,626	6.2%	577,223	5.8%	13.4%
KOREAN BRANDS	116,658	6.9%	117,749	7.2%	-0.9%	1,422,603	8.1%	1,387,528	8.0%	2.5%	1,422,603	8.1%	1,387,528	8.0%	2.5%
Car Total/Car Share	77,103	12.9%	78,688	12.5%	-2.0%	961,562	14.0%	999,060	13.3%	-3.8%	961,562	14.0%	999,060	13.3%	-3.8%
Truck Total/Truck Share	39,555	3.6%	39,061	3.9%	1.3%	461,041	4.3%	388,468	3.9%	18.7%	461,041	4.3%	388,468	3.9%	18.7%
IMPORT TOTAL	934,112	55.5%	892,569	54.6%	4.7%	9,604,821	54.9%	9,498,746	54.5%	1.1%	9,604,821	54.9%	9,498,746	54.5%	1.1%
Car Total/Car Share	436,391	72.8%	462,873	73.5%	-5.7%	4,936,343	71.9%	5,256,525	70.2%	-6.1%	4,936,343	71.9%	5,256,525	70.2%	-6.1%
Truck Total/Truck Share	497,721	45.9%	429,696	42.8%	15.8%	4,668,478	43.9%	4,242,221	42.7%	10.0%	4,668,478	43.9%	4,242,221	42.7%	10.0%

BY REGION OF MANUFACTURE

N. AMERICAN SOURCE	1,304,646	77.5%	1,278,049	78.2%	2.1%	13,715,028	78.4%	13,803,118	79.2%	-0.6%	13,715,028	78.4%	13,803,118	79.2%	-0.6%
ASIAN SOURCE	262,029	15.6%	240,842	14.7%	8.8%	2,657,131	15.2%	2,557,872	14.7%	3.9%	2,657,131	15.2%	2,557,872	14.7%	3.9%
EUROPEAN SOURCE	116,849	6.9%	115,437	7.1%	1.2%	1,127,228	6.4%	1,069,576	6.1%	5.4%	1,127,228	6.4%	1,069,576	6.1%	5.4%
GRAND TOTAL	1,683,524	100.0%	1,634,328	100.0%	3.0%	17,499,387	100.0%	17,430,566	100.0%	0.4%	17,499,387	100.0%	17,430,566	100.0%	0.4%

CAR - TRUCK SPLIT

TOTAL CAR	599,643	35.6%	630,131	38.6%	-4.8%	6,864,321	39.2%	7,490,237	43.0%	-8.4%	6,864,321	39.2%	7,490,237	43.0%	-8.4%
TOTAL LIGHT TRUCK	1,083,881	64.4%	1,004,197	61.4%	7.9%	10,635,066	60.8%	9,940,329	57.0%	7.0%	10,635,066	60.8%	9,940,329	57.0%	7.0%
GRAND TOTAL	1,683,524	100.0%	1,634,328	100.0%	3.0%	17,499,387	100.0%	17,430,566	100.0%	0.4%	17,499,387	100.0%	17,430,566	100.0%	0.4%



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	December 2016	December 2015	Vol. % Change	Current Total	Year Ago Total	Vol. % Change	Current Total	Year Ago Total	Vol. % Change	Current Total	Year Ago Total	Vol. % Change	

CARS BY SOURCE REGION

N. AMERICAN CAR	445,558	74.3%	466,959	74.1%	-4.6%	5,130,789	74.7%	5,560,747	74.2%	-7.7%	5,130,789	74.7%	5,560,747	74.2%	-7.7%
IMPORT CAR	154,085	25.7%	163,172	25.9%	-5.6%	1,733,532	25.3%	1,929,490	25.8%	-10.2%	1,733,532	25.3%	1,929,490	25.8%	-10.2%
TOTAL CAR	599,643	100.0%	630,131	100.0%	-4.8%	6,864,321	100.0%	7,490,237	100.0%	-8.4%	6,864,321	100.0%	7,490,237	100.0%	-8.4%

TRUCKS BY SOURCE REGION

NA LIGHT TRUCK	859,088	79.3%	811,090	80.8%	5.9%	8,584,239	80.7%	8,242,371	82.9%	4.1%	8,584,239	80.7%	8,242,371	82.9%	4.1%
IMPORT LIGHT TRUCK	224,793	20.7%	193,107	19.2%	16.4%	2,050,827	19.3%	1,697,958	17.1%	20.8%	2,050,827	19.3%	1,697,958	17.1%	20.8%
TOTAL LIGHT TRUCK	1,083,881	100.0%	1,004,197	100.0%	7.9%	10,635,066	100.0%	9,940,329	100.0%	7.0%	10,635,066	100.0%	9,940,329	100.0%	7.0%

CORPORATE TOTALS

BMW	32,835	2.0%	34,625	2.1%	-5.2%	313,174	1.8%	346,023	2.0%	-9.5%	313,174	1.8%	346,023	2.0%	-9.5%
MINI	4,658	0.3%	5,009	0.3%	-7.0%	52,030	0.3%	58,514	0.3%	-11.1%	52,030	0.3%	58,514	0.3%	-11.1%
BMW GROUP	37,493	2.2%	39,634	2.4%	-5.4%	365,204	2.1%	404,537	2.3%	-9.7%	365,204	2.1%	404,537	2.3%	-9.7%
CHRYSLER	16,776	1.0%	24,554	1.5%	-31.7%	239,492	1.4%	317,578	1.8%	-24.6%	239,492	1.4%	317,578	1.8%	-24.6%
DODGE / RAM	89,926	5.3%	94,826	5.8%	-5.2%	1,049,337	6.0%	1,011,448	5.8%	3.7%	1,049,337	6.0%	1,011,448	5.8%	3.7%
ALFA / FIAT	2,658	0.2%	5,675	0.3%	-53.2%	34,305	0.2%	45,219	0.3%	-24.1%	34,305	0.2%	45,219	0.3%	-24.1%
JEEP	83,159	4.9%	88,868	5.4%	-11.3%	929,446	5.3%	872,127	5.0%	1.4%	929,446	5.3%	872,127	5.0%	1.4%
FCA US	192,519	11.4%	213,923	13.1%	-9.2%	2,252,580	12.9%	2,246,372	12.9%	0.2%	2,252,580	12.9%	2,246,372	12.9%	0.2%
FORD	224,994	13.4%	226,746	13.9%	-0.8%	2,487,487	14.2%	2,501,855	14.4%	-0.6%	2,487,487	14.2%	2,501,855	14.4%	-0.6%
LINCOLN	12,791	0.8%	10,860	0.7%	17.8%	111,724	0.6%	101,227	0.6%	10.4%	111,724	0.6%	101,227	0.6%	10.4%
MERCURY	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-
FORD MOTOR	237,785	14.1%	237,606	14.5%	0.1%	2,599,211	14.9%	2,603,082	14.9%	-0.1%	2,599,211	14.9%	2,603,082	14.9%	-0.1%
BUICK	21,288	1.3%	20,708	1.3%	2.8%	229,631	1.3%	223,055	1.3%	2.9%	229,631	1.3%	223,055	1.3%	2.9%
CADILLAC	21,446	1.3%	20,787	1.3%	3.2%	170,006	1.0%	175,267	1.0%	-3.0%	170,006	1.0%	175,267	1.0%	-3.0%
CHEVROLET	212,959	12.6%	188,794	11.6%	12.8%	2,096,510	12.0%	2,125,347	12.2%	-1.4%	2,096,510	12.0%	2,125,347	12.2%	-1.4%
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	63,415	3.8%	59,941	3.7%	5.8%	546,628	3.1%	558,697	3.2%	-2.2%	546,628	3.1%	558,697	3.2%	-2.2%
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	319,108	19.0%	290,230	17.8%	10.0%	3,042,775	17.4%	3,082,366	17.7%	-1.3%	3,042,775	17.4%	3,082,366	17.7%	-1.3%
ACURA	17,148	1.0%	16,823	1.0%	1.9%	161,360	0.9%	177,165	1.0%	-8.9%	161,360	0.9%	177,165	1.0%	-8.9%
HONDA	143,329	8.5%	134,070	8.2%	6.9%	1,476,582	8.4%	1,409,386	8.1%	4.8%	1,476,582	8.4%	1,409,386	8.1%	4.8%
HONDA MOTOR	160,477	9.5%	150,893	9.2%	6.4%	1,637,942	9.4%	1,586,551	9.1%	3.2%	1,637,942	9.4%	1,586,551	9.1%	3.2%



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HYUNDAI	62,305	3.7%	63,508	3.9%	-1.9%	775,005	4.4%	761,710	4.4%	1.7%	775,005	4.4%	761,710	4.4%	1.7%
ISUZU	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-
KIA	54,353	3.2%	54,241	3.3%	0.2%	647,598	3.7%	625,818	3.6%	3.5%	647,598	3.7%	625,818	3.6%	3.5%
MAZDA	28,754	1.7%	29,294	1.8%	-1.8%	297,773	1.7%	319,184	1.8%	-6.7%	297,773	1.7%	319,184	1.8%	-6.7%
MERCEDES / MAYBACH	37,057	2.2%	38,918	2.4%	-4.8%	380,752	2.2%	380,461	2.2%	0.1%	380,752	2.2%	380,461	2.2%	0.1%
MITSUBISHI	7,383	0.4%	7,887	0.5%	-6.4%	96,267	0.6%	95,342	0.5%	1.0%	96,267	0.6%	95,342	0.5%	1.0%
NISSAN	134,545	8.0%	124,207	7.6%	8.3%	1,426,130	8.1%	1,351,420	7.8%	5.5%	1,426,130	8.1%	1,351,420	7.8%	5.5%
INFINITI	18,198	1.1%	15,093	0.9%	20.6%	138,293	0.8%	133,498	0.8%	3.6%	138,293	0.8%	133,498	0.8%	3.6%
NISSAN MOTOR	152,743	9.1%	139,300	8.5%	9.7%	1,564,423	8.9%	1,484,918	8.5%	5.4%	1,564,423	8.9%	1,484,918	8.5%	5.4%
PORSCHE	4,015	0.2%	3,936	0.2%	2.0%	54,280	0.3%	51,756	0.3%	4.9%	54,280	0.3%	51,756	0.3%	4.9%
SAAB / SPYKER	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-
SUBARU	63,177	3.8%	56,274	3.4%	12.3%	615,132	3.5%	582,675	3.3%	5.6%	615,132	3.5%	582,675	3.3%	5.6%
SUZUKI	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-
JAGUAR	4,294	0.3%	1,197	0.1%	258.7%	31,243	0.2%	14,466	0.1%	116.0%	31,243	0.2%	14,466	0.1%	116.0%
LAND ROVER	8,279	0.5%	8,441	0.5%	-1.9%	73,861	0.4%	70,582	0.4%	4.6%	73,861	0.4%	70,582	0.4%	4.6%
TATA MOTORS LTD	12,573	0.7%	9,638	0.6%	30.5%	105,104	0.6%	85,048	0.5%	23.6%	105,104	0.6%	85,048	0.5%	23.6%
TOYOTA	197,584	11.7%	191,457	11.7%	3.2%	2,053,168	11.7%	2,098,545	12.0%	-2.2%	2,053,168	11.7%	2,098,545	12.0%	-2.2%
LEXUS	41,182	2.4%	41,380	2.5%	-0.5%	331,228	1.9%	344,601	2.0%	-3.9%	331,228	1.9%	344,601	2.0%	-3.9%
SCION	4,463	0.3%	5,513	0.3%	-19.0%	65,191	0.4%	56,167	0.3%	16.1%	65,191	0.4%	56,167	0.3%	16.1%
TOYOTA MOTOR	243,229	14.4%	238,350	14.6%	2.0%	2,449,587	14.0%	2,499,313	14.3%	-2.0%	2,449,587	14.0%	2,499,313	14.3%	-2.0%
VOLKSWAGEN	37,229	2.2%	30,956	1.9%	20.3%	322,948	1.8%	349,440	2.0%	-7.6%	322,948	1.8%	349,440	2.0%	-7.6%
AUDI	23,195	1.4%	20,399	1.2%	13.7%	210,213	1.2%	202,202	1.2%	4.0%	210,213	1.2%	202,202	1.2%	4.0%
VAG	60,424	3.6%	51,355	3.1%	17.7%	533,161	3.0%	551,642	3.2%	-3.4%	533,161	3.0%	551,642	3.2%	-3.4%
VOLVO / GEELY	10,129	0.6%	9,341	0.6%	8.4%	82,593	0.5%	69,791	0.4%	18.3%	82,593	0.5%	69,791	0.4%	18.3%
GRAND TOTAL	1,683,524	100.0%	1,634,328	100.0%	3.0%	17,499,387	100.0%	17,430,566	100.0%	0.4%	17,499,387	100.0%	17,430,566	100.0%	0.4%

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