



U.S. AUTO SALES OVERVIEW

February, 2010 (Month, CYTD, MYTD, 12-Month Totals)

Morgan & Company, Inc.

	Monthly Totals				Calendar Year-To-Date					12 Month Totals					
	February 2010	Share	February 2009	Share	Vol. % Change	Current Total	Share	Year Ago Total	Share	Vol. % Change	Current Total	Share	Year Ago Total	Share	Vol. % Change
GRAND TOTAL	779,934		688,698		13.2%	1,478,412		1,345,534		9.9%	10,557,743		12,360,297		-14.6%
SAAR-Annual Rate	10,363,707		9,163,502		13.1%	10,582,468		9,391,136		12.7%	10,567,561		12,219,605		-13.5%
TRADITIONAL DOMESTIC BRAND TOTALS (Excludes Foreign Subsidiaries)*															
GENERAL MOTORS	141,438	18.1%	125,458	18.2%	12.7%	287,242	19.4%	252,701	18.8%	13.7%	2,097,610	19.9%	2,669,995	21.6%	-21.4%
Car Total and Car Share	61,292	15.3%	53,331	15.6%	14.9%	120,161	15.8%	96,650	14.7%	24.3%	891,319	16.0%	1,127,107	17.6%	-20.9%
Truck Total and Truck Share	80,146	21.2%	72,127	20.7%	11.1%	167,081	23.4%	156,051	22.6%	7.1%	1,206,291	24.2%	1,542,888	25.9%	-21.8%
FORD MOTOR	137,365	17.6%	95,694	13.9%	43.5%	249,514	16.9%	185,825	13.8%	34.3%	1,679,488	15.9%	1,761,299	14.2%	-4.6%
Car Total and Car Share	53,241	13.3%	34,678	10.2%	53.5%	94,291	12.4%	63,385	9.7%	48.8%	626,577	11.3%	632,506	9.9%	-0.9%
Truck Total and Truck Share	84,124	22.2%	61,016	17.5%	37.9%	155,223	21.7%	122,440	17.8%	26.8%	1,052,911	21.1%	1,128,793	19.0%	-6.7%
CHRYSLER GROUP LLC	84,449	10.8%	84,050	12.2%	0.5%	141,592	9.6%	146,207	10.9%	-3.2%	926,787	8.8%	1,311,844	10.6%	-29.4%
Car Total and Car Share	25,884	6.5%	18,761	5.5%	38.0%	40,605	5.3%	34,480	5.3%	17.8%	234,695	4.2%	339,938	5.3%	-31.0%
Truck Total and Truck Share	58,565	15.5%	65,289	18.8%	-10.3%	100,987	14.1%	111,727	16.2%	-9.6%	692,092	13.9%	971,906	16.3%	-28.8%
TOTAL 'DETROIT 3'	363,252	46.6%	305,202	44.3%	19.0%	678,348	45.9%	584,733	43.5%	16.0%	4,703,885	44.6%	5,743,138	46.5%	-18.1%
Car Total and Car Share	140,417	35.0%	106,770	31.3%	31.5%	255,057	33.4%	194,515	29.7%	31.1%	1,752,591	31.5%	2,099,551	32.8%	-16.5%
Truck Total and Truck Share	222,835	58.8%	198,432	57.0%	12.3%	423,291	59.2%	390,218	56.6%	8.5%	2,951,294	59.1%	3,643,587	61.2%	-19.0%
IMPORT BRAND TOTALS															
JAPANESE BRANDS	291,429	37.4%	272,876	39.6%	6.8%	557,791	37.7%	551,242	41.0%	1.2%	4,214,850	39.9%	4,954,365	40.1%	-14.9%
Car Total and Car Share	177,199	44.2%	161,591	47.4%	9.7%	344,854	45.2%	323,989	49.4%	6.4%	2,627,656	47.2%	3,095,752	48.3%	-15.1%
Truck Total and Truck Share	114,230	30.2%	111,285	32.0%	2.6%	212,937	29.8%	227,253	33.0%	-6.3%	1,587,194	31.8%	1,858,613	31.2%	-14.6%
EUROPEAN BRANDS	67,197	8.6%	57,926	8.4%	16.0%	131,591	8.9%	110,257	8.2%	19.3%	892,501	8.5%	984,238	8.0%	-9.3%
Car Total and Car Share	48,445	12.1%	44,549	13.1%	8.7%	95,643	12.5%	83,164	12.7%	15.0%	665,529	12.0%	773,499	12.1%	-14.0%
Truck Total and Truck Share	18,752	5.0%	13,377	3.8%	40.2%	35,948	5.0%	27,093	3.9%	32.7%	226,972	4.5%	210,739	3.5%	7.7%
KOREAN BRANDS	58,056	7.4%	52,694	7.7%	10.2%	110,682	7.5%	99,302	7.4%	11.5%	746,507	7.1%	678,556	5.5%	10.0%
Car Total and Car Share	35,192	8.8%	27,940	8.2%	26.0%	67,386	8.8%	54,902	8.4%	22.7%	519,111	9.3%	442,122	6.9%	17.4%
Truck Total and Truck Share	22,864	6.0%	24,754	7.1%	-7.6%	43,296	6.1%	44,400	6.4%	-2.5%	227,396	4.6%	236,434	4.0%	-3.8%
IMPORT TOTAL	416,682	53.4%	383,496	55.7%	8.7%	800,064	54.1%	760,801	56.5%	5.2%	5,853,858	55.4%	6,617,159	53.5%	-11.5%
Car Total and Car Share	260,836	65.0%	234,080	68.7%	11.4%	507,883	66.6%	462,055	70.4%	9.9%	3,812,296	68.5%	4,311,373	67.3%	-11.6%
Truck Total and Truck Share	155,846	41.2%	149,416	43.0%	4.3%	292,181	40.8%	298,746	43.3%	-2.2%	2,041,562	40.9%	2,305,786	38.7%	-11.5%
BY REGION OF MANUFACTURE															
N. AMERICAN SOURCE	602,007	77.2%	492,828	71.6%	22.2%	1,129,155	76.4%	963,819	71.6%	17.2%	7,863,362	74.5%	9,147,251	74.0%	-14.0%
ASIAN SOURCE	127,936	16.4%	149,352	21.7%	-14.3%	252,713	17.1%	295,275	21.9%	-14.4%	2,014,189	19.1%	2,430,037	19.7%	-17.1%
EUROPEAN SOURCE	49,991	6.4%	46,518	6.8%	7.5%	96,544	6.5%	86,440	6.4%	11.7%	680,192	6.4%	783,009	6.3%	-13.1%
GRAND TOTAL	779,934	100.0%	688,698	100.0%	13.2%	1,478,412	100.0%	1,345,534	100.0%	9.9%	10,557,743	100.0%	12,360,297	100.0%	-14.6%
CAR - TRUCK SPLIT															
TOTAL CAR	401,253	51.4%	340,850	49.5%	17.7%	762,918	51.6%	656,009	48.8%	16.3%	5,563,208	52.7%	6,407,548	51.8%	-13.2%
TOTAL LIGHT TRUCK	378,681	48.6%	347,848	50.5%	8.9%	715,494	48.4%	689,525	51.2%	3.8%	4,994,535	47.3%	5,952,749	48.2%	-16.1%
GRAND TOTAL	779,934	100.0%	688,698	100.0%	13.2%	1,478,412	100.0%	1,345,534	100.0%	9.9%	10,557,743	100.0%	12,360,297	100.0%	-14.6%



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CARS BY SOURCE REGION

N. AMERICAN CAR	280,845	70.0%	219,882	64.5%	27.7%	526,340	69.0%	422,280	64.4%	24.6%	3,720,794	66.9%	4,239,168	66.2%	-12.2%
IMPORT CAR	120,408	30.0%	120,968	35.5%	-0.5%	236,578	31.0%	233,729	35.6%	1.2%	1,842,414	33.1%	2,168,380	33.8%	-15.0%
TOTAL CAR	401,253	100.0%	340,850	100.0%	17.7%	762,918	100.0%	656,009	100.0%	16.3%	5,563,208	100.0%	6,407,548	100.0%	-13.2%

TRUCKS BY SOURCE REGION

N. AMERICAN LT. TRUCK	321,162	84.8%	272,946	78.5%	17.7%	602,815	84.3%	541,539	78.5%	11.3%	4,142,568	82.9%	4,908,083	82.5%	-15.6%
IMPORT LIGHT TRUCK	57,519	15.2%	74,902	21.5%	-23.2%	112,679	15.7%	147,986	21.5%	-23.9%	851,967	17.1%	1,044,666	17.5%	-18.4%
TOTAL LIGHT TRUCK	378,681	100.0%	347,848	100.0%	8.9%	715,494	100.0%	689,525	100.0%	3.8%	4,994,535	100.0%	5,952,749	100.0%	-16.1%

CORPORATE TOTALS

BMW	15,100	1.9%	12,979	1.9%	16.3%	28,263	1.9%	25,211	1.9%	12.1%	199,554	1.9%	239,074	1.9%	-16.5%
MINI	2,871	0.4%	2,826	0.4%	1.6%	5,118	0.3%	4,908	0.4%	4.3%	45,435	0.4%	53,110	0.4%	-14.5%
BMW GROUP	17,971	2.3%	15,805	2.3%	13.7%	33,381	2.3%	30,119	2.2%	10.8%	244,989	2.3%	292,184	2.4%	-16.2%
CHRYSLER	16,925	2.2%	15,519	2.3%	9.1%	27,368	1.9%	26,204	1.9%	4.4%	178,179	1.7%	285,231	2.3%	-37.5%
DODGE	44,185	5.7%	46,590	6.8%	-5.2%	75,170	5.1%	81,228	6.0%	-7.5%	516,628	4.9%	719,316	5.8%	-28.2%
JEEP	23,339	3.0%	21,941	3.2%	6.4%	39,054	2.6%	38,775	2.9%	0.7%	231,980	2.2%	307,297	2.5%	-24.5%
CHRYSLER GROUP LLC	84,449	10.8%	84,050	12.2%	0.6%	141,592	9.6%	146,207	10.9%	-0.7%	926,787	8.8%	1,311,844	10.6%	-26.8%
FORD	123,228	15.8%	84,072	12.2%	46.6%	222,859	15.1%	162,929	12.1%	36.8%	1,500,583	14.2%	1,548,520	12.5%	-3.1%
LINCOLN	6,681	0.9%	5,633	0.8%	18.6%	13,717	0.9%	11,724	0.9%	17.0%	84,840	0.8%	101,461	0.8%	-16.4%
MERCURY	7,456	1.0%	5,989	0.9%	24.5%	12,938	0.9%	11,172	0.8%	15.8%	94,065	0.9%	111,318	0.9%	-15.5%
VOLVO	4,641	0.6%	3,356	0.5%	38.3%	8,769	0.6%	6,266	0.5%	39.9%	63,938	0.6%	63,827	0.5%	0.2%
FORD MOTOR	142,006	18.2%	99,050	14.4%	43.4%	258,283	17.5%	192,091	14.3%	34.5%	1,743,426	16.5%	1,825,126	14.8%	-4.5%
BUICK	9,121	1.2%	6,196	0.9%	47.2%	19,182	1.3%	13,165	1.0%	45.7%	108,323	1.0%	124,845	1.0%	-13.2%
CADILLAC	9,273	1.2%	7,038	1.0%	31.8%	17,713	1.2%	15,537	1.2%	14.0%	111,268	1.1%	147,484	1.2%	-24.6%
CHEVROLET	99,797	12.8%	75,025	10.9%	33.0%	204,896	13.9%	151,669	11.3%	35.1%	1,391,839	13.2%	1,628,218	13.2%	-14.5%
OLDSMOBILE	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-
PONTIAC	84	0.0%	14,200	2.1%	-99.4%	473	0.0%	23,304	1.7%	-98.0%	155,469	1.5%	243,692	2.0%	-36.2%
GMC	20,242	2.6%	15,608	2.3%	29.7%	41,230	2.8%	34,241	2.5%	20.4%	260,042	2.5%	332,054	2.7%	-21.7%
HUMMER	296	0.0%	1,053	0.2%	-71.9%	561	0.0%	2,275	0.2%	-75.3%	7,332	0.1%	23,348	0.2%	-68.6%
SATURN	2,625	0.3%	6,338	0.9%	-58.6%	3,187	0.2%	12,510	0.9%	-74.5%	63,337	0.6%	170,354	1.4%	-62.8%
SAAB	97	0.0%	712	0.1%	-86.4%	608	0.0%	1,667	0.1%	-63.5%	7,621	0.1%	19,529	0.2%	-61.0%
GENERAL MOTORS	141,535	18.1%	126,170	18.3%	12.2%	287,850	19.5%	254,368	18.9%	13.2%	2,105,231	19.9%	2,689,524	21.8%	-21.7%
ACURA	8,939	1.1%	7,659	1.1%	16.7%	16,071	1.1%	15,515	1.2%	3.6%	106,279	1.0%	135,767	1.1%	-21.7%
HONDA	71,732	9.2%	63,916	9.3%	12.2%	132,079	8.9%	127,091	9.4%	3.9%	1,050,049	9.9%	1,221,696	9.9%	-14.0%
HONDA MOTOR	80,671	10.3%	71,575	10.4%	12.7%	148,150	10.0%	142,606	10.6%	3.9%	1,156,328	11.0%	1,357,463	11.0%	-14.8%
HYUNDAI	34,004	4.4%	30,621	4.4%	11.0%	64,507	4.4%	55,133	4.1%	17.0%	444,438	4.2%	404,333	3.3%	9.9%
ISUZU	0	0.0%	0	0.0%	-	0	0.0%	165	0.0%	-100.0%	0	0.0%	3,699	0.0%	-100.0%



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KIA	24,052	3.1%	22,073	3.2%	9.0%	46,175	3.1%	44,169	3.3%	4.5%	302,069	2.9%	274,223	2.2%	10.2%
MAZDA	17,054	2.2%	16,401	2.4%	4.0%	32,748	2.2%	31,821	2.4%	2.9%	208,694	2.0%	251,010	2.0%	-16.9%
MERCEDES / MAYBACH	15,832	2.0%	15,632	2.3%	1.3%	31,273	2.1%	27,860	2.1%	12.3%	208,612	2.0%	238,989	1.9%	-12.7%
MITSUBISHI	4,019	0.5%	4,484	0.7%	-10.4%	8,189	0.6%	9,214	0.7%	-11.1%	52,961	0.5%	90,140	0.7%	-41.2%
NISSAN	63,148	8.1%	47,890	7.0%	31.9%	119,009	8.0%	94,659	7.0%	25.7%	713,364	6.8%	788,908	6.4%	-9.6%
INFINITI	7,041	0.9%	6,359	0.9%	10.7%	13,752	0.9%	13,474	1.0%	2.1%	81,367	0.8%	107,752	0.9%	-24.5%
NISSAN MOTOR	70,189	9.0%	54,249	7.9%	29.4%	132,761	9.0%	108,133	8.0%	22.8%	794,731	7.5%	896,660	7.3%	-11.4%
PORSCHE	1,531	0.2%	1,518	0.2%	0.9%	3,317	0.2%	3,176	0.2%	4.4%	19,837	0.2%	24,901	0.2%	-20.3%
SUBARU	18,098	2.3%	13,089	1.9%	38.3%	33,709	2.3%	25,283	1.9%	33.3%	225,078	2.1%	188,786	1.5%	19.2%
SUZUKI	1,371	0.2%	3,495	0.5%	-60.8%	3,411	0.2%	7,150	0.5%	-52.3%	34,956	0.3%	76,095	0.6%	-54.1%
JAGUAR	761	0.1%	863	0.1%	-11.8%	1,392	0.1%	1,585	0.1%	-12.2%	11,762	0.1%	14,591	0.1%	-19.4%
LAND ROVER	2,032	0.3%	1,727	0.3%	17.7%	3,990	0.3%	3,805	0.3%	4.9%	26,491	0.3%	27,087	0.2%	-2.2%
TATA MOTORS LTD	2,793	0.4%	2,590	0.4%	7.8%	5,382	0.4%	5,390	0.4%	-0.1%	38,253	0.4%	41,678	0.3%	-8.2%
TOYOTA	83,213	10.7%	92,776	13.5%	-10.3%	163,457	11.1%	191,418	14.2%	-14.6%	1,468,252	13.9%	1,739,400	14.1%	-15.6%
LEXUS	13,787	1.8%	13,108	1.9%	5.2%	29,304	2.0%	27,830	2.1%	5.3%	217,449	2.1%	246,341	2.0%	-11.7%
SCION	3,027	0.4%	3,699	0.5%	-18.2%	6,062	0.4%	7,622	0.6%	-20.5%	56,401	0.5%	104,771	0.8%	-46.2%
TOYOTA MOTOR	100,027	12.8%	109,583	15.9%	-8.7%	198,823	13.4%	226,870	16.9%	-12.4%	1,742,102	16.5%	2,090,512	16.9%	-16.7%
VOLKSWAGEN	18,116	2.3%	13,660	2.0%	32.6%	36,135	2.4%	26,404	2.0%	36.9%	223,184	2.1%	218,564	1.8%	2.1%
AUDI	6,216	0.8%	4,653	0.7%	33.6%	12,726	0.9%	9,375	0.7%	35.7%	86,067	0.8%	84,566	0.7%	1.8%
VAG	24,332	3.1%	18,313	2.7%	32.9%	48,861	3.3%	35,779	2.7%	36.6%	309,251	2.9%	303,130	2.5%	2.0%
GRAND TOTAL	779,934	100.0%	688,698	100.0%	13.2%	1,478,412	100.0%	1,345,534	100.0%	9.9%	10,557,743	100.0%	12,360,297	100.0%	-14.6%

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

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