



# U.S. AUTO SALES OVERVIEW

## January, 2010 (Month, CYTD, MYTD, 12-Month Totals)

Morgan & Company, Inc.

	Monthly Totals					Calendar Year-To-Date					12 Month Totals				
	January 2010	Share	January 2009	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>	<b>698,464</b>		<b>656,836</b>		<b>6.3%</b>	<b>698,464</b>		<b>656,836</b>		<b>6.3%</b>	<b>10,466,493</b>		<b>12,846,799</b>		<b>-18.5%</b>
<b>SAAR-Annual Rate</b>	<b>10,800,924</b>		<b>9,618,771</b>		<b>12.3%</b>	<b>10,800,924</b>		<b>9,618,771</b>		<b>12.3%</b>	<b>10,467,775</b>		<b>12,743,943</b>		<b>-17.9%</b>
<b>TRADITIONAL DOMESTIC BRAND TOTALS (Excludes Foreign Subsidiaries)*</b>															
<b>GENERAL MOTORS</b>	<b>145,804</b>	<b>20.9%</b>	<b>127,243</b>	<b>19.4%</b>	<b>14.6%</b>	<b>145,804</b>	<b>20.9%</b>	<b>127,243</b>	<b>19.4%</b>	<b>14.6%</b>	<b>2,081,630</b>	<b>19.9%</b>	<b>2,811,540</b>	<b>21.9%</b>	<b>-26.0%</b>
Car Total and Car Share	58,869	16.2%	43,319	13.7%	35.9%	58,869	16.2%	43,319	13.7%	35.9%	883,358	16.0%	1,180,073	17.8%	-25.1%
Truck Total and Truck Share	86,935	25.9%	83,924	24.6%	3.6%	86,935	25.9%	83,924	24.6%	3.6%	1,198,272	24.2%	1,631,467	26.2%	-26.6%
<b>FORD MOTOR</b>	<b>112,149</b>	<b>16.1%</b>	<b>90,131</b>	<b>13.7%</b>	<b>24.4%</b>	<b>112,149</b>	<b>16.1%</b>	<b>90,131</b>	<b>13.7%</b>	<b>24.4%</b>	<b>1,637,817</b>	<b>15.6%</b>	<b>1,850,278</b>	<b>14.4%</b>	<b>-11.5%</b>
Car Total and Car Share	41,050	11.3%	28,707	9.1%	43.0%	41,050	11.3%	28,707	9.1%	43.0%	608,014	11.0%	656,413	9.9%	-7.4%
Truck Total and Truck Share	71,099	21.2%	61,424	18.0%	15.8%	71,099	21.2%	61,424	18.0%	15.8%	1,029,803	20.8%	1,193,865	19.2%	-13.7%
<b>CHRYSLER GROUP LLC</b>	<b>57,143</b>	<b>8.2%</b>	<b>62,157</b>	<b>9.5%</b>	<b>-8.1%</b>	<b>57,143</b>	<b>8.2%</b>	<b>62,157</b>	<b>9.5%</b>	<b>-8.1%</b>	<b>926,388</b>	<b>8.9%</b>	<b>1,377,887</b>	<b>10.7%</b>	<b>-32.8%</b>
Car Total and Car Share	14,721	4.1%	15,719	5.0%	-6.3%	14,721	4.1%	15,719	5.0%	-6.3%	227,572	4.1%	370,671	5.6%	-38.6%
Truck Total and Truck Share	42,422	12.7%	46,438	13.6%	-8.6%	42,422	12.7%	46,438	13.6%	-8.6%	698,816	14.1%	1,007,216	16.2%	-30.6%
<b>TOTAL 'DETROIT 3'</b>	<b>315,096</b>	<b>45.1%</b>	<b>279,531</b>	<b>42.6%</b>	<b>12.7%</b>	<b>315,096</b>	<b>45.1%</b>	<b>279,531</b>	<b>42.6%</b>	<b>12.7%</b>	<b>4,645,835</b>	<b>44.4%</b>	<b>6,039,705</b>	<b>47.0%</b>	<b>-23.1%</b>
Car Total and Car Share	114,640	31.5%	87,745	27.8%	30.7%	114,640	31.5%	87,745	27.8%	30.7%	1,718,944	31.2%	2,207,157	33.3%	-22.1%
Truck Total and Truck Share	200,456	59.8%	191,786	56.1%	4.5%	200,456	59.8%	191,786	56.1%	4.5%	2,926,891	59.0%	3,832,548	61.6%	-23.6%
<b>IMPORT BRAND TOTALS</b>															
<b>JAPANESE BRANDS</b>	<b>266,362</b>	<b>38.1%</b>	<b>278,366</b>	<b>42.4%</b>	<b>-4.3%</b>	<b>266,362</b>	<b>38.1%</b>	<b>278,366</b>	<b>42.4%</b>	<b>-4.3%</b>	<b>4,196,297</b>	<b>40.1%</b>	<b>5,120,424</b>	<b>39.9%</b>	<b>-18.0%</b>
Car Total and Car Share	169,392	46.6%	162,398	51.5%	4.3%	169,392	46.6%	162,398	51.5%	4.3%	2,616,349	47.5%	3,182,808	48.1%	-17.8%
Truck Total and Truck Share	96,970	28.9%	115,968	33.9%	-16.4%	96,970	28.9%	115,968	33.9%	-16.4%	1,579,948	31.9%	1,937,616	31.1%	-18.5%
<b>EUROPEAN BRANDS</b>	<b>64,380</b>	<b>9.2%</b>	<b>52,331</b>	<b>8.0%</b>	<b>23.0%</b>	<b>64,380</b>	<b>9.2%</b>	<b>52,331</b>	<b>8.0%</b>	<b>23.0%</b>	<b>883,216</b>	<b>8.4%</b>	<b>1,007,730</b>	<b>7.8%</b>	<b>-12.4%</b>
Car Total and Car Share	47,170	13.0%	38,054	12.1%	24.0%	47,170	13.0%	38,385	12.2%	22.9%	661,852	12.0%	790,888	11.9%	-16.3%
Truck Total and Truck Share	17,210	5.1%	14,277	4.2%	20.5%	17,193	5.1%	13,946	4.1%	23.3%	221,364	4.5%	216,842	3.5%	2.1%
<b>KOREAN BRANDS</b>	<b>52,626</b>	<b>7.5%</b>	<b>46,608</b>	<b>7.1%</b>	<b>12.9%</b>	<b>52,626</b>	<b>7.5%</b>	<b>46,608</b>	<b>7.1%</b>	<b>12.9%</b>	<b>741,145</b>	<b>7.1%</b>	<b>678,940</b>	<b>5.3%</b>	<b>9.2%</b>
Car Total and Car Share	32,194	8.9%	26,962	8.6%	19.4%	32,194	8.9%	26,962	8.6%	19.4%	511,859	9.3%	446,083	6.7%	14.7%
Truck Total and Truck Share	20,432	6.1%	19,646	5.7%	4.0%	20,432	6.1%	19,646	5.7%	4.0%	229,286	4.6%	232,857	3.7%	-1.5%
<b>IMPORT TOTAL</b>	<b>383,368</b>	<b>54.9%</b>	<b>377,305</b>	<b>57.4%</b>	<b>1.6%</b>	<b>383,368</b>	<b>54.9%</b>	<b>377,305</b>	<b>57.4%</b>	<b>1.6%</b>	<b>5,820,658</b>	<b>55.6%</b>	<b>6,807,094</b>	<b>53.0%</b>	<b>-14.5%</b>
Car Total and Car Share	248,756	68.5%	227,414	72.2%	9.4%	248,773	68.5%	227,745	72.3%	9.2%	3,790,060	68.8%	4,419,779	66.7%	-14.2%
Truck Total and Truck Share	134,612	40.2%	149,891	43.9%	-10.2%	134,595	40.2%	149,560	43.8%	-10.0%	2,030,598	40.9%	2,387,315	38.4%	-14.9%
<b>BY REGION OF MANUFACTURE</b>															
<b>N. AMERICAN SOURCE</b>	<b>527,148</b>	<b>75.5%</b>	<b>470,991</b>	<b>71.7%</b>	<b>11.9%</b>	<b>527,148</b>	<b>75.5%</b>	<b>470,991</b>	<b>71.7%</b>	<b>11.9%</b>	<b>7,754,183</b>	<b>74.1%</b>	<b>9,561,922</b>	<b>74.4%</b>	<b>-18.9%</b>
<b>ASIAN SOURCE</b>	<b>124,777</b>	<b>17.9%</b>	<b>145,923</b>	<b>22.2%</b>	<b>-14.5%</b>	<b>124,777</b>	<b>17.9%</b>	<b>145,923</b>	<b>22.2%</b>	<b>-14.5%</b>	<b>2,035,605</b>	<b>19.4%</b>	<b>2,483,972</b>	<b>19.3%</b>	<b>-18.1%</b>
<b>EUROPEAN SOURCE</b>	<b>46,539</b>	<b>6.7%</b>	<b>39,922</b>	<b>6.1%</b>	<b>16.6%</b>	<b>46,539</b>	<b>6.7%</b>	<b>39,922</b>	<b>6.1%</b>	<b>16.6%</b>	<b>676,705</b>	<b>6.5%</b>	<b>800,905</b>	<b>6.2%</b>	<b>-15.5%</b>
<b>GRAND TOTAL</b>	<b>698,464</b>	<b>100.0%</b>	<b>656,836</b>	<b>100.0%</b>	<b>6.3%</b>	<b>698,464</b>	<b>100.0%</b>	<b>656,836</b>	<b>100.0%</b>	<b>6.3%</b>	<b>10,466,493</b>	<b>100.0%</b>	<b>12,846,799</b>	<b>100.0%</b>	<b>-18.5%</b>
<b>CAR - TRUCK SPLIT</b>															
<b>TOTAL CAR</b>	<b>363,396</b>	<b>52.0%</b>	<b>315,159</b>	<b>48.0%</b>	<b>15.3%</b>	<b>363,396</b>	<b>52.0%</b>	<b>315,159</b>	<b>48.0%</b>	<b>15.3%</b>	<b>5,507,100</b>	<b>52.6%</b>	<b>6,623,351</b>	<b>51.6%</b>	<b>-16.9%</b>
<b>TOTAL LIGHT TRUCK</b>	<b>335,068</b>	<b>48.0%</b>	<b>341,677</b>	<b>52.0%</b>	<b>-1.9%</b>	<b>335,068</b>	<b>48.0%</b>	<b>341,677</b>	<b>52.0%</b>	<b>-1.9%</b>	<b>4,959,393</b>	<b>47.4%</b>	<b>6,223,448</b>	<b>48.4%</b>	<b>-20.3%</b>
<b>GRAND TOTAL</b>	<b>698,464</b>	<b>100.0%</b>	<b>656,836</b>	<b>100.0%</b>	<b>6.3%</b>	<b>698,464</b>	<b>100.0%</b>	<b>656,836</b>	<b>100.0%</b>	<b>6.3%</b>	<b>10,466,493</b>	<b>100.0%</b>	<b>12,846,799</b>	<b>100.0%</b>	<b>-18.5%</b>



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### CARS BY SOURCE REGION

N. AMERICAN CAR	247,232	68.0%	202,398	64.2%	22.2%	247,232	68.0%	202,398	64.2%	22.2%	3,664,132	66.5%	4,409,199	66.6%	-16.9%
IMPORT CAR	116,164	32.0%	112,761	35.8%	3.0%	116,164	32.0%	112,761	35.8%	3.0%	1,842,968	33.5%	2,214,152	33.4%	-16.8%
<b>TOTAL CAR</b>	<b>363,396</b>	<b>100.0%</b>	<b>315,159</b>	<b>100.0%</b>	<b>15.3%</b>	<b>363,396</b>	<b>100.0%</b>	<b>315,159</b>	<b>100.0%</b>	<b>15.3%</b>	<b>5,507,100</b>	<b>100.0%</b>	<b>6,623,351</b>	<b>100.0%</b>	<b>-16.9%</b>

### TRUCKS BY SOURCE REGION

N. AMERICAN LT. TRUCK	279,916	83.5%	268,593	78.6%	4.2%	279,916	83.5%	268,593	78.6%	4.2%	4,090,051	82.5%	5,152,723	82.8%	-20.6%
IMPORT LIGHT TRUCK	55,152	16.5%	73,084	21.4%	-24.5%	55,152	16.5%	73,084	21.4%	-24.5%	869,342	17.5%	1,070,725	17.2%	-18.8%
<b>TOTAL LIGHT TRUCK</b>	<b>335,068</b>	<b>100.0%</b>	<b>341,677</b>	<b>100.0%</b>	<b>-1.9%</b>	<b>335,068</b>	<b>100.0%</b>	<b>341,677</b>	<b>100.0%</b>	<b>-1.9%</b>	<b>4,959,393</b>	<b>100.0%</b>	<b>6,223,448</b>	<b>100.0%</b>	<b>-20.3%</b>

### CORPORATE TOTALS

BMW	13,163	1.9%	12,232	1.9%	7.6%	13,163	1.9%	12,232	1.9%	7.6%	197,433	1.9%	246,870	1.9%	-20.0%
MINI	2,247	0.3%	2,082	0.3%	7.9%	2,247	0.3%	2,082	0.3%	7.9%	45,390	0.4%	53,699	0.4%	-15.5%
<b>BMW GROUP</b>	<b>15,410</b>	<b>2.2%</b>	<b>14,314</b>	<b>2.2%</b>	<b>7.7%</b>	<b>15,410</b>	<b>2.2%</b>	<b>14,314</b>	<b>2.2%</b>	<b>7.7%</b>	<b>242,823</b>	<b>2.3%</b>	<b>300,569</b>	<b>2.3%</b>	<b>-19.2%</b>
CHRYSLER	10,443	1.5%	10,685	1.6%	-2.3%	10,443	1.5%	10,685	1.6%	-2.3%	176,773	1.7%	311,421	2.4%	-43.2%
DODGE	30,985	4.4%	34,638	5.3%	-10.5%	30,985	4.4%	34,638	5.3%	-10.5%	519,033	5.0%	748,867	5.8%	-30.7%
JEEP	15,715	2.2%	16,834	2.6%	-6.6%	15,715	2.2%	16,834	2.6%	-6.6%	230,582	2.2%	317,599	2.5%	-27.4%
<b>CHRYSLER GROUP LLC</b>	<b>57,143</b>	<b>8.2%</b>	<b>62,157</b>	<b>9.5%</b>	<b>-2.4%</b>	<b>57,143</b>	<b>8.2%</b>	<b>62,157</b>	<b>9.5%</b>	<b>-2.4%</b>	<b>926,388</b>	<b>8.9%</b>	<b>1,377,887</b>	<b>10.7%</b>	<b>-30.0%</b>
FORD	99,631	14.3%	78,857	12.0%	26.3%	99,631	14.3%	78,857	12.0%	26.3%	1,461,427	14.0%	1,628,742	12.7%	-10.3%
LINCOLN	7,036	1.0%	6,091	0.9%	15.5%	7,036	1.0%	6,091	0.9%	15.5%	83,792	0.8%	105,401	0.8%	-20.5%
MERCURY	5,482	0.8%	5,183	0.8%	5.8%	5,482	0.8%	5,183	0.8%	5.8%	92,598	0.9%	116,135	0.9%	-20.3%
VOLVO	4,128	0.6%	2,910	0.4%	41.9%	4,128	0.6%	2,910	0.4%	41.9%	62,653	0.6%	67,976	0.5%	-7.8%
<b>FORD MOTOR</b>	<b>116,277</b>	<b>16.6%</b>	<b>93,041</b>	<b>14.2%</b>	<b>25.0%</b>	<b>116,277</b>	<b>16.6%</b>	<b>93,041</b>	<b>14.2%</b>	<b>25.0%</b>	<b>1,700,470</b>	<b>16.2%</b>	<b>1,918,254</b>	<b>14.9%</b>	<b>-11.4%</b>
BUICK	10,061	1.4%	6,969	1.1%	44.4%	10,061	1.4%	6,969	1.1%	44.4%	105,398	1.0%	131,417	1.0%	-19.8%
CADILLAC	8,440	1.2%	8,499	1.3%	-0.7%	8,440	1.2%	8,499	1.3%	-0.7%	109,033	1.0%	154,866	1.2%	-29.6%
CHEVROLET	105,099	15.0%	76,644	11.7%	37.1%	105,099	15.0%	76,644	11.7%	37.1%	1,367,067	13.1%	1,718,457	13.4%	-20.4%
OLDSMOBILE	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-
PONTIAC	389	0.1%	9,104	1.4%	-95.7%	389	0.1%	9,104	1.4%	-95.7%	169,585	1.6%	253,427	2.0%	-33.1%
GMC	20,988	3.0%	18,633	2.8%	12.6%	20,988	3.0%	18,633	2.8%	12.6%	255,408	2.4%	348,899	2.7%	-26.8%
HUMMER	265	0.0%	1,222	0.2%	-78.3%	265	0.0%	1,222	0.2%	-78.3%	8,089	0.1%	25,657	0.2%	-68.5%
SATURN	562	0.1%	6,172	0.9%	-90.9%	562	0.1%	6,172	0.9%	-90.9%	67,050	0.6%	178,817	1.4%	-62.5%
SAAB	511	0.1%	955	0.1%	-46.5%	511	0.1%	955	0.1%	-46.5%	8,236	0.1%	20,551	0.2%	-59.9%
<b>GENERAL MOTORS</b>	<b>146,315</b>	<b>20.9%</b>	<b>128,198</b>	<b>19.5%</b>	<b>14.1%</b>	<b>146,315</b>	<b>20.9%</b>	<b>128,198</b>	<b>19.5%</b>	<b>14.1%</b>	<b>2,089,866</b>	<b>20.0%</b>	<b>2,832,091</b>	<b>22.0%</b>	<b>-26.2%</b>
ACURA	7,132	1.0%	7,856	1.2%	-9.2%	7,132	1.0%	7,856	1.2%	-9.2%	104,999	1.0%	141,192	1.1%	-25.6%
HONDA	60,347	8.6%	63,175	9.6%	-4.5%	60,347	8.6%	63,175	9.6%	-4.5%	1,042,233	10.0%	1,260,093	9.8%	-17.3%
<b>HONDA MOTOR</b>	<b>67,479</b>	<b>9.7%</b>	<b>71,031</b>	<b>10.8%</b>	<b>-5.0%</b>	<b>67,479</b>	<b>9.7%</b>	<b>71,031</b>	<b>10.8%</b>	<b>-5.0%</b>	<b>1,147,232</b>	<b>11.0%</b>	<b>1,401,285</b>	<b>10.9%</b>	<b>-18.1%</b>
HYUNDAI	30,503	4.4%	24,512	3.7%	24.4%	30,503	4.4%	24,512	3.7%	24.4%	441,055	4.2%	404,802	3.2%	9.0%
ISUZU	0	0.0%	165	0.0%	-100.0%	0	0.0%	165	0.0%	-100.0%	0	0.0%	4,489	0.0%	-100.0%



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KIA	22,123	3.2%	22,096	3.4%	0.1%	22,123	3.2%	22,096	3.4%	0.1%	300,090	2.9%	274,138	2.1%	9.5%
MAZDA	15,694	2.2%	15,420	2.3%	1.8%	15,694	2.2%	15,420	2.3%	1.8%	208,041	2.0%	258,157	2.0%	-19.4%
MERCEDES / MAYBACH	15,441	2.2%	12,228	1.9%	26.3%	15,441	2.2%	12,228	1.9%	26.3%	208,412	2.0%	243,041	1.9%	-14.2%
MITSUBISHI	4,170	0.6%	4,730	0.7%	-11.8%	4,170	0.6%	4,730	0.7%	-11.8%	53,426	0.5%	94,761	0.7%	-43.6%
NISSAN	55,861	8.0%	46,769	7.1%	19.4%	55,861	8.0%	46,769	7.1%	19.4%	698,106	6.7%	817,169	6.4%	-14.6%
INFINITI	6,711	1.0%	7,115	1.1%	-5.7%	6,711	1.0%	7,115	1.1%	-5.7%	80,685	0.8%	111,461	0.9%	-27.6%
<b>NISSAN MOTOR</b>	<b>62,572</b>	<b>9.0%</b>	<b>53,884</b>	<b>8.2%</b>	<b>16.1%</b>	<b>62,572</b>	<b>9.0%</b>	<b>53,884</b>	<b>8.2%</b>	<b>16.1%</b>	<b>778,791</b>	<b>7.4%</b>	<b>928,630</b>	<b>7.2%</b>	<b>-16.1%</b>
PORSCHE	1,786	0.3%	1,658	0.3%	7.7%	1,786	0.3%	1,658	0.3%	7.7%	19,824	0.2%	25,098	0.2%	-21.0%
SUBARU	15,611	2.2%	12,194	1.9%	28.0%	15,611	2.2%	12,194	1.9%	28.0%	220,069	2.1%	188,604	1.5%	16.7%
SUZUKI	2,040	0.3%	3,655	0.6%	-44.2%	2,040	0.3%	3,655	0.6%	-44.2%	37,080	0.4%	81,400	0.6%	-54.4%
JAGUAR	625	0.1%	722	0.1%	-13.4%	625	0.1%	722	0.1%	-13.4%	11,858	0.1%	14,791	0.1%	-19.8%
LAND ROVER	1,950	0.3%	2,078	0.3%	-6.2%	1,950	0.3%	2,078	0.3%	-6.2%	26,178	0.3%	28,179	0.2%	-7.1%
<b>TATA MOTORS LTD</b>	<b>2,575</b>	<b>0.4%</b>	<b>2,800</b>	<b>0.4%</b>	<b>-8.0%</b>	<b>2,575</b>	<b>0.4%</b>	<b>2,800</b>	<b>0.4%</b>	<b>-8.0%</b>	<b>38,036</b>	<b>0.4%</b>	<b>42,970</b>	<b>0.3%</b>	<b>-11.5%</b>
TOYOTA	80,244	11.5%	98,642	15.0%	-18.7%	80,244	11.5%	98,642	15.0%	-18.7%	1,477,815	14.1%	1,798,633	14.0%	-17.8%
LEXUS	15,517	2.2%	14,722	2.2%	5.4%	15,517	2.2%	14,722	2.2%	5.4%	216,770	2.1%	254,510	2.0%	-14.8%
SCION	3,035	0.4%	3,923	0.6%	-22.6%	3,035	0.4%	3,923	0.6%	-22.6%	57,073	0.5%	109,955	0.9%	-48.1%
<b>TOYOTA MOTOR</b>	<b>98,796</b>	<b>14.1%</b>	<b>117,287</b>	<b>17.9%</b>	<b>-15.8%</b>	<b>98,796</b>	<b>14.1%</b>	<b>117,287</b>	<b>17.9%</b>	<b>-15.8%</b>	<b>1,751,658</b>	<b>16.7%</b>	<b>2,163,098</b>	<b>16.8%</b>	<b>-19.0%</b>
VOLKSWAGEN	18,019	2.6%	12,744	1.9%	41.4%	18,019	2.6%	12,744	1.9%	41.4%	218,728	2.1%	221,460	1.7%	-1.2%
AUDI	6,510	0.9%	4,722	0.7%	37.9%	6,510	0.9%	4,722	0.7%	37.9%	84,504	0.8%	86,065	0.7%	-1.8%
<b>VAG</b>	<b>24,529</b>	<b>3.5%</b>	<b>17,466</b>	<b>2.7%</b>	<b>40.4%</b>	<b>24,529</b>	<b>3.5%</b>	<b>17,466</b>	<b>2.7%</b>	<b>40.4%</b>	<b>303,232</b>	<b>2.9%</b>	<b>307,525</b>	<b>2.4%</b>	<b>-1.4%</b>
<b>GRAND TOTAL</b>	<b>698,464</b>	<b>100.0%</b>	<b>656,836</b>	<b>100.0%</b>	<b>6.3%</b>	<b>698,464</b>	<b>100.0%</b>	<b>656,836</b>	<b>100.0%</b>	<b>6.3%</b>	<b>10,466,493</b>	<b>100.0%</b>	<b>12,846,799</b>	<b>100.0%</b>	<b>-18.5%</b>

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.

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