

# U.S. AUTO SALES OVERVIEW

## January, 2011 (Month, CYTD, 12-Month Totals, MYTD)

Morgan & Company, Inc.	Monthly Totals				Calendar Year Totals					12 Month Totals					
	January 2011	Share	January 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>	<b>819,216</b>		<b>698,478</b>		<b>17.3%</b>	<b>819,216</b>		<b>698,478</b>		<b>17.3%</b>	<b>11,703,844</b>		<b>10,466,507</b>	
<b>SAAR-Annual Rate</b>	<b>12,620,208</b>		<b>10,771,219</b>		<b>17.2%</b>	<b>12,620,208</b>		<b>10,771,219</b>		<b>17.2%</b>	<b>11,728,119</b>		<b>10,517,452</b>		<b>11.5%</b>
<b>TRADITIONAL DOMESTIC BRAND TOTALS</b>															
<b>GENERAL MOTORS</b>	<b>178,896</b>	<b>21.8%</b>	<b>145,804</b>	<b>20.9%</b>	<b>22.7%</b>	<b>178,896</b>	<b>21.8%</b>	<b>145,804</b>	<b>20.9%</b>	<b>22.7%</b>	<b>2,244,183</b>	<b>19.2%</b>	<b>2,081,630</b>	<b>19.9%</b>	<b>7.8%</b>
Car Total and Car Share	66,878	17.2%	58,869	16.3%	13.6%	66,878	17.2%	58,869	16.3%	13.6%	816,622	14.2%	883,358	16.1%	-7.6%
Truck Total and Truck Share	112,018	26.0%	86,935	25.8%	28.9%	112,018	26.0%	86,935	25.8%	28.9%	1,427,561	24.0%	1,198,272	24.1%	19.1%
<b>FORD MOTOR</b>	<b>126,981</b>	<b>15.5%</b>	<b>112,149</b>	<b>16.1%</b>	<b>13.2%</b>	<b>126,981</b>	<b>15.5%</b>	<b>112,149</b>	<b>16.1%</b>	<b>13.2%</b>	<b>1,946,366</b>	<b>16.6%</b>	<b>1,637,817</b>	<b>15.6%</b>	<b>18.8%</b>
Car Total and Car Share	40,905	10.5%	41,050	11.4%	-0.4%	40,905	10.5%	41,050	11.4%	-0.4%	696,773	12.1%	608,014	11.0%	14.6%
Truck Total and Truck Share	86,076	20.0%	71,099	21.1%	21.1%	86,076	20.0%	71,099	21.1%	21.1%	1,249,593	21.0%	1,029,803	20.7%	21.3%
<b>CHRYSLER GROUP LLC</b>	<b>70,118</b>	<b>8.6%</b>	<b>57,143</b>	<b>8.2%</b>	<b>22.7%</b>	<b>70,118</b>	<b>8.6%</b>	<b>57,143</b>	<b>8.2%</b>	<b>22.7%</b>	<b>1,098,186</b>	<b>9.4%</b>	<b>926,388</b>	<b>8.9%</b>	<b>18.5%</b>
Car Total and Car Share	12,190	3.1%	14,721	4.1%	-17.2%	12,190	3.1%	14,721	4.1%	-17.2%	281,755	4.9%	227,572	4.1%	23.8%
Truck Total and Truck Share	57,928	13.4%	42,422	12.6%	36.6%	57,928	13.4%	42,422	12.6%	36.6%	816,431	13.7%	698,816	14.1%	16.8%
<b>TOTAL 'DETROIT 3'</b>	<b>375,995</b>	<b>45.9%</b>	<b>315,096</b>	<b>45.1%</b>	<b>19.3%</b>	<b>375,995</b>	<b>45.9%</b>	<b>315,096</b>	<b>45.1%</b>	<b>19.3%</b>	<b>5,288,735</b>	<b>45.2%</b>	<b>4,645,835</b>	<b>44.4%</b>	<b>13.8%</b>
Car Total and Car Share	119,973	30.9%	114,640	31.7%	4.7%	119,973	30.9%	114,640	31.7%	4.7%	1,795,150	31.2%	1,718,944	31.2%	4.4%
Truck Total and Truck Share	256,022	59.4%	200,456	59.5%	27.7%	256,022	59.4%	200,456	59.5%	27.7%	3,493,585	58.8%	2,926,891	59.0%	19.4%
<b>IMPORT BRAND TOTALS</b>															
<b>JAPANESE BRANDS</b>	<b>305,373</b>	<b>37.3%</b>	<b>266,362</b>	<b>38.1%</b>	<b>14.6%</b>	<b>305,373</b>	<b>37.3%</b>	<b>266,362</b>	<b>38.1%</b>	<b>14.6%</b>	<b>4,514,719</b>	<b>38.6%</b>	<b>4,196,297</b>	<b>40.1%</b>	<b>7.6%</b>
Car Total and Car Share	172,431	44.4%	167,655	46.4%	2.8%	172,431	44.4%	167,655	46.4%	2.8%	2,632,613	45.7%	2,612,048	47.5%	0.8%
Truck Total and Truck Share	132,942	30.8%	98,707	29.3%	34.7%	132,942	30.8%	98,707	29.3%	34.7%	1,882,106	31.7%	1,584,249	31.9%	18.8%
<b>EUROPEAN BRANDS</b>	<b>72,845</b>	<b>8.9%</b>	<b>64,394</b>	<b>9.2%</b>	<b>13.1%</b>	<b>72,845</b>	<b>8.9%</b>	<b>64,394</b>	<b>9.2%</b>	<b>13.1%</b>	<b>993,516</b>	<b>8.5%</b>	<b>883,230</b>	<b>8.4%</b>	<b>12.5%</b>
Car Total and Car Share	51,004	13.1%	47,176	13.0%	8.1%	51,004	13.1%	47,193	13.0%	8.1%	715,670	12.4%	661,858	12.0%	8.1%
Truck Total and Truck Share	21,841	5.1%	17,218	5.1%	26.8%	21,841	5.1%	17,201	5.1%	27.0%	277,846	4.7%	221,372	4.5%	25.5%
<b>KOREAN BRANDS</b>	<b>65,003</b>	<b>7.9%</b>	<b>52,626</b>	<b>7.5%</b>	<b>23.5%</b>	<b>65,003</b>	<b>7.9%</b>	<b>52,626</b>	<b>7.5%</b>	<b>23.5%</b>	<b>906,874</b>	<b>7.7%</b>	<b>741,145</b>	<b>7.1%</b>	<b>22.4%</b>
Car Total and Car Share	44,815	11.5%	32,194	8.9%	39.2%	44,815	11.5%	32,194	8.9%	39.2%	613,999	10.7%	511,859	9.3%	20.0%
Truck Total and Truck Share	20,188	4.7%	20,432	6.1%	-1.2%	20,188	4.7%	20,432	6.1%	-1.2%	292,875	4.9%	229,286	4.6%	27.7%
<b>IMPORT TOTAL</b>	<b>443,221</b>	<b>54.1%</b>	<b>383,382</b>	<b>54.9%</b>	<b>15.6%</b>	<b>443,221</b>	<b>54.1%</b>	<b>383,382</b>	<b>54.9%</b>	<b>15.6%</b>	<b>6,415,109</b>	<b>54.8%</b>	<b>5,820,672</b>	<b>55.6%</b>	<b>10.2%</b>
Car Total and Car Share	268,250	69.1%	247,025	68.3%	8.6%	268,250	69.1%	247,042	68.3%	8.6%	3,962,282	68.8%	3,785,765	68.8%	4.7%
Truck Total and Truck Share	174,971	40.6%	136,357	40.5%	28.3%	174,971	40.6%	136,340	40.5%	28.3%	2,452,827	41.2%	2,034,907	41.0%	20.5%
<b>BY REGION OF MANUFACTURE</b>															
<b>N. AMERICAN SOURCE</b>	<b>617,828</b>	<b>75.4%</b>	<b>527,148</b>	<b>75.5%</b>	<b>17.2%</b>	<b>617,828</b>	<b>75.4%</b>	<b>527,148</b>	<b>75.5%</b>	<b>17.2%</b>	<b>8,916,880</b>	<b>76.2%</b>	<b>7,754,183</b>	<b>74.1%</b>	<b>15.0%</b>
<b>ASIAN SOURCE</b>	<b>149,870</b>	<b>18.3%</b>	<b>124,777</b>	<b>17.9%</b>	<b>20.1%</b>	<b>149,870</b>	<b>18.3%</b>	<b>124,777</b>	<b>17.9%</b>	<b>20.1%</b>	<b>2,047,985</b>	<b>17.5%</b>	<b>2,035,605</b>	<b>19.4%</b>	<b>0.6%</b>
<b>EUROPEAN SOURCE</b>	<b>51,518</b>	<b>6.3%</b>	<b>46,553</b>	<b>6.7%</b>	<b>10.7%</b>	<b>51,518</b>	<b>6.3%</b>	<b>46,553</b>	<b>6.7%</b>	<b>10.7%</b>	<b>738,979</b>	<b>6.3%</b>	<b>676,719</b>	<b>6.5%</b>	<b>9.2%</b>
<b>GRAND TOTAL</b>	<b>819,216</b>	<b>100.0%</b>	<b>698,478</b>	<b>100.0%</b>	<b>17.3%</b>	<b>819,216</b>	<b>100.0%</b>	<b>698,478</b>	<b>100.0%</b>	<b>17.3%</b>	<b>11,703,844</b>	<b>100.0%</b>	<b>10,466,507</b>	<b>100.0%</b>	<b>11.8%</b>
<b>CAR - TRUCK SPLIT</b>															
<b>TOTAL CAR</b>	<b>388,223</b>	<b>47.4%</b>	<b>361,665</b>	<b>51.8%</b>	<b>7.3%</b>	<b>388,223</b>	<b>47.4%</b>	<b>361,665</b>	<b>51.8%</b>	<b>7.3%</b>	<b>5,757,347</b>	<b>49.2%</b>	<b>5,502,805</b>	<b>52.6%</b>	<b>4.6%</b>
<b>TOTAL LIGHT TRUCK</b>	<b>430,993</b>	<b>52.6%</b>	<b>336,813</b>	<b>48.2%</b>	<b>28.0%</b>	<b>430,993</b>	<b>52.6%</b>	<b>336,813</b>	<b>48.2%</b>	<b>28.0%</b>	<b>5,946,497</b>	<b>50.8%</b>	<b>4,963,702</b>	<b>47.4%</b>	<b>19.8%</b>
<b>GRAND TOTAL</b>	<b>819,216</b>	<b>100.0%</b>	<b>698,478</b>	<b>100.0%</b>	<b>17.3%</b>	<b>819,216</b>	<b>100.0%</b>	<b>698,478</b>	<b>100.0%</b>	<b>17.3%</b>	<b>11,703,844</b>	<b>100.0%</b>	<b>10,466,507</b>	<b>100.0%</b>	<b>11.8%</b>

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### CARS BY SOURCE REGION

N. AMERICAN CAR	257,317	66.3%	245,495	67.9%	4.8%	257,317	66.3%	245,495	67.9%	4.8%	3,894,198	67.6%	3,659,831	66.5%	6.4%
IMPORT CAR	130,906	33.7%	116,170	32.1%	12.7%	130,906	33.7%	116,170	32.1%	12.7%	1,863,149	32.4%	1,842,974	33.5%	1.1%
<b>TOTAL CAR</b>	<b>388,223</b>	<b>100.0%</b>	<b>361,665</b>	<b>100.0%</b>	<b>7.3%</b>	<b>388,223</b>	<b>100.0%</b>	<b>361,665</b>	<b>100.0%</b>	<b>7.3%</b>	<b>5,757,347</b>	<b>100.0%</b>	<b>5,502,805</b>	<b>100.0%</b>	<b>4.6%</b>

### TRUCKS BY SOURCE REGION

N. AMERICAN LT. TRUCK	360,511	83.6%	281,653	83.6%	28.0%	360,511	83.6%	281,653	83.6%	28.0%	5,022,682	84.5%	4,094,352	82.5%	22.7%
IMPORT LIGHT TRUCK	70,482	16.4%	55,160	16.4%	27.8%	70,482	16.4%	55,160	16.4%	27.8%	923,815	15.5%	869,350	17.5%	6.3%
<b>TOTAL LIGHT TRUCK</b>	<b>430,993</b>	<b>100.0%</b>	<b>336,813</b>	<b>100.0%</b>	<b>28.0%</b>	<b>430,993</b>	<b>100.0%</b>	<b>336,813</b>	<b>100.0%</b>	<b>28.0%</b>	<b>5,946,497</b>	<b>100.0%</b>	<b>4,963,702</b>	<b>100.0%</b>	<b>19.8%</b>

### CORPORATE TOTALS

BMW	15,905	1.9%	13,163	1.9%	20.8%	15,905	1.9%	13,163	1.9%	20.8%	222,855	1.9%	197,433	1.9%	12.9%
MINI	2,751	0.3%	2,247	0.3%	22.4%	2,751	0.3%	2,247	0.3%	22.4%	46,148	0.4%	45,390	0.4%	1.7%
<b>BMW GROUP</b>	<b>18,656</b>	<b>2.3%</b>	<b>15,410</b>	<b>2.2%</b>	<b>21.1%</b>	<b>18,656</b>	<b>2.3%</b>	<b>15,410</b>	<b>2.2%</b>	<b>21.1%</b>	<b>269,003</b>	<b>2.3%</b>	<b>242,823</b>	<b>2.3%</b>	<b>10.8%</b>
CHRYSLER	9,705	1.2%	10,443	1.5%	-7.1%	9,705	1.2%	10,443	1.5%	-7.1%	196,708	1.7%	176,773	1.7%	11.3%
DODGE	37,334	4.6%	30,985	4.4%	20.5%	37,334	4.6%	30,985	4.4%	20.5%	602,976	5.2%	519,033	5.0%	16.2%
JEEP	23,079	2.8%	15,715	2.2%	46.9%	23,079	2.8%	15,715	2.2%	46.9%	298,502	2.6%	230,582	2.2%	29.5%
<b>CHRYSLER GROUP LLC</b>	<b>70,118</b>	<b>8.6%</b>	<b>57,143</b>	<b>8.2%</b>	<b>20.9%</b>	<b>70,118</b>	<b>8.6%</b>	<b>57,143</b>	<b>8.2%</b>	<b>20.9%</b>	<b>1,098,186</b>	<b>9.4%</b>	<b>926,388</b>	<b>8.9%</b>	<b>17.3%</b>
FORD	121,175	14.8%	99,631	14.3%	21.6%	121,175	14.8%	99,631	14.3%	21.6%	1,774,055	15.2%	1,461,427	14.0%	21.4%
LINCOLN	5,558	0.7%	7,036	1.0%	-21.0%	5,558	0.7%	7,036	1.0%	-21.0%	84,350	0.7%	83,792	0.8%	0.7%
MERCURY	248	0.0%	5,482	0.8%	-95.5%	248	0.0%	5,482	0.8%	-95.5%	87,961	0.8%	92,598	0.9%	-5.0%
<b>FORD MOTOR</b>	<b>126,981</b>	<b>15.5%</b>	<b>112,149</b>	<b>16.1%</b>	<b>13.2%</b>	<b>126,981</b>	<b>15.5%</b>	<b>112,149</b>	<b>16.1%</b>	<b>13.2%</b>	<b>1,946,366</b>	<b>16.6%</b>	<b>1,637,817</b>	<b>15.6%</b>	<b>18.8%</b>
BUICK	13,269	1.6%	10,061	1.4%	31.9%	13,269	1.6%	10,061	1.4%	31.9%	158,597	1.4%	105,398	1.0%	50.5%
CADILLAC	12,580	1.5%	8,440	1.2%	49.1%	12,580	1.5%	8,440	1.2%	49.1%	151,065	1.3%	109,033	1.0%	38.5%
CHEVROLET	125,389	15.3%	105,099	15.0%	19.3%	125,389	15.3%	105,099	15.0%	19.3%	1,584,171	13.5%	1,367,067	13.1%	15.9%
OLDSMOBILE	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-
PONTIAC	0	0.0%	389	0.1%	-100.0%	0	0.0%	389	0.1%	-100.0%	793	0.0%	169,585	1.6%	-99.5%
GMC	27,658	3.4%	20,988	3.0%	31.8%	27,658	3.4%	20,988	3.0%	31.8%	339,874	2.9%	255,408	2.4%	33.1%
HUMMER	0	0.0%	265	0.0%	-100.0%	0	0.0%	265	0.0%	-100.0%	3,547	0.0%	8,089	0.1%	-56.2%
SATURN	0	0.0%	562	0.1%	-100.0%	0	0.0%	562	0.1%	-100.0%	6,136	0.1%	67,050	0.6%	-90.8%
<b>GENERAL MOTORS</b>	<b>178,896</b>	<b>21.8%</b>	<b>145,804</b>	<b>20.9%</b>	<b>22.7%</b>	<b>178,896</b>	<b>21.8%</b>	<b>145,804</b>	<b>20.9%</b>	<b>22.7%</b>	<b>2,244,183</b>	<b>19.2%</b>	<b>2,081,630</b>	<b>19.9%</b>	<b>7.8%</b>
ACURA	7,961	1.0%	7,132	1.0%	11.6%	7,961	1.0%	7,132	1.0%	11.6%	134,435	1.1%	104,999	1.0%	28.0%
HONDA	68,308	8.3%	60,347	8.6%	13.2%	68,308	8.3%	60,347	8.6%	13.2%	1,104,835	9.4%	1,042,233	10.0%	6.0%
<b>HONDA MOTOR</b>	<b>76,269</b>	<b>9.3%</b>	<b>67,479</b>	<b>9.7%</b>	<b>13.0%</b>	<b>76,269</b>	<b>9.3%</b>	<b>67,479</b>	<b>9.7%</b>	<b>13.0%</b>	<b>1,239,270</b>	<b>10.6%</b>	<b>1,147,232</b>	<b>11.0%</b>	<b>8.0%</b>
HYUNDAI	37,214	4.5%	30,503	4.4%	22.0%	37,214	4.5%	30,503	4.4%	22.0%	544,939	4.7%	441,055	4.2%	23.6%
ISUZU	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-
KIA	27,789	3.4%	22,123	3.2%	25.6%	27,789	3.4%	22,123	3.2%	25.6%	361,935	3.1%	300,090	2.9%	20.6%

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MAZDA	14,267	1.7%	15,694	2.2%	-9.1%	14,267	1.7%	15,694	2.2%	-9.1%	228,139	1.9%	208,041	2.0%	9.7%
MERCEDES / MAYBACH	17,636	2.2%	15,441	2.2%	14.2%	17,636	2.2%	15,441	2.2%	14.2%	233,128	2.0%	208,412	2.0%	11.9%
MINI	5,714	0.7%	4,170	0.6%	37.0%	5,714	0.7%	4,170	0.6%	37.0%	57,227	0.5%	53,426	0.5%	7.1%
NISSAN	64,442	7.9%	55,861	8.0%	15.4%	64,442	7.9%	55,861	8.0%	15.4%	813,740	7.0%	698,106	6.7%	16.6%
INFINITI	7,405	0.9%	6,711	1.0%	10.3%	7,405	0.9%	6,711	1.0%	10.3%	104,105	0.9%	80,685	0.8%	29.0%
<b>NISSAN MOTOR</b>	<b>71,847</b>	<b>8.8%</b>	<b>62,572</b>	<b>9.0%</b>	<b>14.8%</b>	<b>71,847</b>	<b>8.8%</b>	<b>62,572</b>	<b>9.0%</b>	<b>14.8%</b>	<b>917,845</b>	<b>7.8%</b>	<b>778,791</b>	<b>7.4%</b>	<b>17.9%</b>
PORSCHE (est)	2,200	0.3%	1,786	0.3%	23.2%	2,200	0.3%	1,786	0.3%	23.2%	25,733	0.2%	19,824	0.2%	29.8%
SAAB / SPYKER	658	0.1%	511	0.1%	28.8%	658	0.1%	511	0.1%	28.8%	5,592	0.0%	8,236	0.1%	-32.1%
SUBARU	18,858	2.3%	15,611	2.2%	20.8%	18,858	2.3%	15,611	2.2%	20.8%	267,067	2.3%	220,069	2.1%	21.4%
SUZUKI	2,562	0.3%	2,040	0.3%	25.6%	2,562	0.3%	2,040	0.3%	25.6%	24,516	0.2%	37,080	0.4%	-33.9%
JAGUAR	935	0.1%	631	0.1%	48.2%	935	0.1%	631	0.1%	48.2%	13,644	0.1%	11,864	0.1%	15.0%
LAND ROVER	2,271	0.3%	1,958	0.3%	16.0%	2,271	0.3%	1,958	0.3%	16.0%	32,177	0.3%	26,186	0.3%	22.9%
<b>TATA MOTORS LTD</b>	<b>3,206</b>	<b>0.4%</b>	<b>2,589</b>	<b>0.4%</b>	<b>23.8%</b>	<b>3,206</b>	<b>0.4%</b>	<b>2,589</b>	<b>0.4%</b>	<b>23.8%</b>	<b>45,821</b>	<b>0.4%</b>	<b>38,050</b>	<b>0.4%</b>	<b>20.4%</b>
TOYOTA	99,721	12.2%	80,244	11.5%	24.3%	99,721	12.2%	80,244	11.5%	24.3%	1,508,065	12.9%	1,477,815	14.1%	2.0%
LEXUS	12,860	1.6%	15,517	2.2%	-17.1%	12,860	1.6%	15,517	2.2%	-17.1%	226,672	1.9%	216,770	2.1%	4.6%
SCION	3,275	0.4%	3,035	0.4%	7.9%	3,275	0.4%	3,035	0.4%	7.9%	45,918	0.4%	57,073	0.5%	-19.5%
<b>TOYOTA MOTOR</b>	<b>115,856</b>	<b>14.1%</b>	<b>98,796</b>	<b>14.1%</b>	<b>17.3%</b>	<b>115,856</b>	<b>14.1%</b>	<b>98,796</b>	<b>14.1%</b>	<b>17.3%</b>	<b>1,780,655</b>	<b>15.2%</b>	<b>1,751,658</b>	<b>16.7%</b>	<b>1.7%</b>
VOLKSWAGEN	18,401	2.2%	18,019	2.6%	2.1%	18,401	2.2%	18,019	2.6%	2.1%	257,212	2.2%	218,728	2.1%	17.6%
AUDI	7,812	1.0%	6,510	0.9%	20.0%	7,812	1.0%	6,510	0.9%	20.0%	102,931	0.9%	84,504	0.8%	21.8%
<b>VAG</b>	<b>26,213</b>	<b>3.2%</b>	<b>24,529</b>	<b>3.5%</b>	<b>6.9%</b>	<b>26,213</b>	<b>3.2%</b>	<b>24,529</b>	<b>3.5%</b>	<b>6.9%</b>	<b>360,143</b>	<b>3.1%</b>	<b>303,232</b>	<b>2.9%</b>	<b>18.8%</b>
VOLVO / GEELY	4,276	0.5%	4,128	0.6%	3.6%	4,276	0.5%	4,128	0.6%	3.6%	54,096	0.5%	62,653	0.6%	-13.7%
<b>GRAND TOTAL</b>	<b>819,216</b>	<b>100.0%</b>	<b>698,478</b>	<b>100.0%</b>	<b>17.3%</b>	<b>819,216</b>	<b>100.0%</b>	<b>698,478</b>	<b>100.0%</b>	<b>17.3%</b>	<b>11,703,844</b>	<b>100.0%</b>	<b>10,466,507</b>	<b>100.0%</b>	<b>11.8%</b>

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