



U.S. AUTO SALES OVERVIEW

July, 2007 (Month, CYTD, MYTD, 12-Month Totals)

Morgan & Company, Inc.

	Monthly Totals					Calendar Year-To-Date					12 Month Totals				
	July 2007	Share	July 2006	Share	Vol. % Change	Current Total	Share	Year Ago Total	Share	Vol. % Change	Current Total	Share	Year Ago Total	Share	Vol. % Change
GRAND TOTAL	1,308,001		1,492,485		-12.4%	9,549,222		9,862,021		-3.2%	16,235,460		16,468,887		-1.4%
SAAR-Annual Rate	15,531,111		17,177,073		-9.6%	16,167,422		16,699,814		-3.2%	16,233,100		16,522,281		-1.8%
TRADITIONAL DOMESTIC BRAND TOTALS (Excludes Foreign Subsidiaries)*															
GENERAL MOTORS	312,623	23.9%	402,640	27.0%	-22.4%	2,193,341	23.0%	2,420,986	24.5%	-9.4%	3,801,347	23.4%	4,019,627	24.4%	-5.4%
Car Total and Car Share	117,173	18.9%	158,640	22.2%	-26.1%	862,906	19.1%	958,258	20.4%	-10.0%	1,495,661	19.7%	1,609,691	20.8%	-7.1%
Truck Total and Truck Share	195,450	28.4%	244,000	31.4%	-19.9%	1,330,435	26.5%	1,462,728	28.3%	-9.0%	2,305,686	26.7%	2,409,936	27.6%	-4.3%
FORD MOTOR	179,218	13.7%	224,130	15.0%	-20.0%	1,464,660	15.3%	1,673,127	17.0%	-12.5%	2,507,916	15.4%	2,772,100	16.8%	-9.5%
Car Total and Car Share	53,062	8.6%	81,211	11.4%	-34.7%	479,977	10.6%	633,016	13.5%	-24.2%	851,463	11.2%	968,778	12.5%	-12.1%
Truck Total and Truck Share	126,156	18.3%	142,919	18.4%	-11.7%	984,683	19.6%	1,040,111	20.1%	-5.3%	1,656,453	19.2%	1,803,322	20.7%	-8.1%
CHRYSLER GROUP	137,728	10.5%	150,349	10.1%	-8.4%	1,250,821	13.1%	1,279,895	13.0%	-2.3%	2,113,431	13.0%	2,156,697	13.1%	-2.0%
Car Total and Car Share	31,688	5.1%	28,465	4.0%	11.3%	317,687	7.0%	317,877	6.8%	-0.1%	497,542	6.5%	523,700	6.8%	-5.0%
Truck Total and Truck Share	106,040	15.4%	121,884	15.7%	-13.0%	933,134	18.6%	962,018	18.6%	-3.0%	1,615,889	18.7%	1,632,997	18.7%	-1.0%
TOTAL 'BIG 3'	629,569	48.1%	777,119	52.1%	-19.0%	4,908,822	51.4%	5,374,008	54.5%	-8.7%	8,422,694	51.9%	8,948,424	54.3%	-5.9%
Car Total and Car Share	201,923	32.6%	268,316	37.5%	-24.7%	1,660,570	36.7%	1,909,151	40.7%	-13.0%	2,844,666	37.4%	3,102,169	40.0%	-8.3%
Truck Total and Truck Share	427,646	62.0%	508,803	65.4%	-16.0%	3,248,252	64.6%	3,464,857	67.0%	-6.3%	5,578,028	64.6%	5,846,255	67.1%	-4.6%
IMPORT BRAND TOTALS															
JAPANESE BRANDS	513,150	39.2%	544,168	36.5%	-5.7%	3,520,989	36.9%	3,377,469	34.2%	4.2%	5,912,299	36.4%	5,628,650	34.2%	5.0%
Car Total and Car Share	301,998	48.8%	321,654	45.0%	-6.1%	2,084,782	46.1%	1,960,186	41.8%	6.4%	3,439,736	45.2%	3,259,671	42.1%	5.5%
Truck Total and Truck Share	211,152	30.6%	222,514	28.6%	-5.1%	1,436,207	28.6%	1,417,283	27.4%	1.3%	2,472,563	28.7%	2,368,979	27.2%	4.4%
EUROPEAN BRANDS	95,081	7.3%	97,564	6.5%	-2.5%	658,223	6.9%	656,298	6.7%	0.3%	1,143,704	7.0%	1,144,710	7.0%	-0.1%
Car Total and Car Share	72,425	11.7%	76,831	10.7%	-5.7%	505,041	11.2%	518,848	11.1%	-2.7%	875,876	11.5%	898,246	11.6%	-2.5%
Truck Total and Truck Share	22,656	3.3%	20,733	2.7%	9.3%	153,182	3.0%	137,450	2.7%	11.4%	267,828	3.1%	246,464	2.8%	8.7%
KOREAN BRANDS	70,201	5.4%	73,634	4.9%	-4.7%	461,188	4.8%	454,246	4.6%	1.5%	756,763	4.7%	747,103	4.5%	1.3%
Car Total and Car Share	42,451	6.9%	48,080	6.7%	-11.7%	277,416	6.1%	302,397	6.5%	-8.3%	451,281	5.9%	495,516	6.4%	-8.9%
Truck Total and Truck Share	27,750	4.0%	25,554	3.3%	8.6%	183,772	3.7%	151,849	2.9%	21.0%	305,482	3.5%	251,587	2.9%	21.4%
IMPORT TOTAL	678,432	51.9%	715,366	47.9%	-5.2%	4,640,400	48.6%	4,488,013	45.5%	3.4%	7,812,766	48.1%	7,520,463	45.7%	3.9%
Car Total and Car Share	416,874	67.4%	446,565	62.5%	-6.6%	2,867,239	63.4%	2,781,431	59.3%	3.1%	4,766,893	62.7%	4,653,433	60.0%	2.4%
Truck Total and Truck Share	261,558	38.0%	268,801	34.6%	-2.7%	1,773,161	35.3%	1,706,582	33.0%	3.9%	3,045,873	35.3%	2,867,030	32.9%	6.2%
BY REGION OF MANUFACTURE															
N. AMERICAN SOURCE	992,468	75.9%	1,144,839	76.7%	-13.3%	7,318,918	76.6%	7,724,164	78.3%	-5.2%	12,449,489	76.7%	12,953,417	78.7%	-3.9%
ASIAN SOURCE	238,116	18.2%	271,848	18.2%	-12.4%	1,700,317	17.8%	1,611,258	16.3%	5.5%	2,863,950	17.6%	2,593,788	15.7%	10.4%
EUROPEAN SOURCE	77,417	5.9%	75,798	5.1%	2.1%	529,987	5.6%	526,599	5.3%	0.6%	922,021	5.7%	921,682	5.6%	0.0%
GRAND TOTAL	1,308,001	100.0%	1,492,485	100.0%	-12.4%	9,549,222	100.0%	9,862,021	100.0%	-3.2%	16,235,460	100.0%	16,468,887	100.0%	-1.4%
CAR - TRUCK SPLIT															
TOTAL CAR	618,797	47.3%	714,881	47.9%	-13.4%	4,524,550	47.4%	4,687,161	47.5%	-3.5%	7,605,932	46.8%	7,750,957	47.1%	-1.9%
TOTAL LIGHT TRUCK	689,204	52.7%	777,604	52.1%	-11.4%	5,024,672	52.6%	5,174,860	52.5%	-2.9%	8,629,528	53.2%	8,717,930	52.9%	-1.0%
GRAND TOTAL	1,308,001	100.0%	1,492,485	100.0%	-12.4%	9,549,222	100.0%	9,862,021	100.0%	-3.2%	16,235,460	100.0%	16,468,887	100.0%	-1.4%



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CARS BY SOURCE REGION

N. AMERICAN CAR	416,493	67.3%	484,936	67.8%	-14.1%	3,098,970	68.5%	3,322,202	70.9%	-6.7%	5,200,310	68.4%	5,496,765	70.9%	-5.4%
IMPORT CAR	202,304	32.7%	229,945	32.2%	-12.0%	1,425,580	31.5%	1,364,959	29.1%	4.4%	2,405,622	31.6%	2,254,192	29.1%	6.7%
TOTAL CAR	618,797	100.0%	714,881	100.0%	-13.4%	4,524,550	100.0%	4,687,161	100.0%	-3.5%	7,605,932	100.0%	7,750,957	100.0%	-1.9%

TRUCKS BY SOURCE REGION

N. AMERICAN LT. TRUCK	575,975	83.6%	659,903	84.9%	-12.7%	4,219,948	84.0%	4,401,962	85.1%	-4.1%	7,249,179	84.0%	7,456,652	85.5%	-2.8%
IMPORT LIGHT TRUCK	113,229	16.4%	117,701	15.1%	-3.8%	804,724	16.0%	772,898	14.9%	4.1%	1,380,349	16.0%	1,261,278	14.5%	9.4%
TOTAL LIGHT TRUCK	689,204	100.0%	777,604	100.0%	-11.4%	5,024,672	100.0%	5,174,860	100.0%	-2.9%	8,629,528	100.0%	8,717,930	100.0%	-1.0%

CORPORATE TOTALS

BMW	24,295	1.9%	20,083	1.3%	21.0%	168,874	1.8%	157,303	1.6%	7.4%	286,003	1.8%	277,461	1.7%	3.1%
MINI	4,069	0.3%	3,528	0.2%	15.3%	23,828	0.2%	23,554	0.2%	1.2%	39,445	0.2%	38,733	0.2%	1.8%
BMW GROUP	28,364	2.2%	23,611	1.6%	20.1%	192,702	2.0%	180,857	1.8%	6.5%	325,448	2.0%	316,194	1.9%	2.9%
CHRYSLER / PLYMOUTH	34,631	2.6%	38,124	2.6%	-9.2%	326,359	3.4%	360,657	3.7%	-9.5%	570,576	3.5%	604,373	3.7%	-5.6%
DODGE	65,742	5.0%	76,394	5.1%	-13.9%	639,965	6.7%	665,491	6.7%	-3.8%	1,052,053	6.5%	1,109,294	6.7%	-5.2%
JEEP	37,355	2.9%	35,831	2.4%	4.3%	284,497	3.0%	253,747	2.6%	12.1%	490,802	3.0%	443,030	2.7%	10.8%
MERCEDES / MAYBACH	18,586	1.4%	21,617	1.4%	-14.0%	136,826	1.4%	136,709	1.4%	0.1%	248,197	1.5%	241,482	1.5%	2.8%
DAIMLERCHRYSLER	156,314	12.0%	171,966	11.5%	-9.1%	1,387,647	14.5%	1,416,604	14.4%	-2.0%	2,361,628	14.5%	2,398,179	14.6%	-1.5%
FORD	159,437	12.2%	198,370	13.3%	-19.6%	1,276,354	13.4%	1,482,090	15.0%	-13.9%	2,209,323	13.6%	2,466,155	15.0%	-10.4%
LINCOLN	8,929	0.7%	9,125	0.6%	-2.1%	82,262	0.9%	73,153	0.7%	12.5%	129,585	0.8%	122,264	0.7%	6.0%
MERCURY	10,852	0.8%	16,635	1.1%	-34.8%	106,044	1.1%	117,884	1.2%	-10.0%	169,008	1.0%	183,681	1.1%	-8.0%
JAGUAR	1,136	0.1%	1,997	0.1%	-43.1%	9,597	0.1%	13,646	0.1%	-29.7%	16,634	0.1%	24,555	0.1%	-32.3%
VOLVO	9,549	0.7%	10,323	0.7%	-7.5%	63,357	0.7%	69,415	0.7%	-8.7%	109,749	0.7%	115,562	0.7%	-5.0%
LAND ROVER	4,189	0.3%	3,524	0.2%	18.9%	27,031	0.3%	26,387	0.3%	2.4%	48,418	0.3%	49,611	0.3%	-2.4%
FORD MOTOR	194,092	14.8%	239,974	16.1%	-19.1%	1,564,645	16.4%	1,782,575	18.1%	-12.2%	2,682,717	16.5%	2,961,828	18.0%	-9.4%
BUICK	16,654	1.3%	23,609	1.6%	-29.5%	106,837	1.1%	148,725	1.5%	-28.2%	198,769	1.2%	244,541	1.5%	-18.7%
CADILLAC	17,412	1.3%	19,124	1.3%	-9.0%	115,104	1.2%	129,744	1.3%	-11.3%	212,374	1.3%	217,715	1.3%	-2.5%
CHEVROLET	182,214	13.9%	242,861	16.3%	-25.0%	1,316,061	13.8%	1,465,053	14.9%	-10.2%	2,247,540	13.8%	2,412,267	14.6%	-6.8%
OLDSMOBILE	0	0.0%	0	0.0%	-	0	0.0%	96	0.0%	-100.0%	0	0.0%	421	0.0%	-100.0%
PONTIAC	30,023	2.3%	40,933	2.7%	-26.7%	205,448	2.2%	244,870	2.5%	-16.1%	370,807	2.3%	426,490	2.6%	-13.1%
GMC	41,057	3.1%	46,606	3.1%	-11.9%	271,899	2.8%	266,735	2.7%	1.9%	461,729	2.8%	435,815	2.6%	5.9%
HUMMER	4,895	0.4%	6,991	0.5%	-30.0%	32,003	0.3%	39,786	0.4%	-19.6%	63,741	0.4%	71,669	0.4%	-11.1%
SATURN	20,368	1.6%	22,516	1.5%	-9.5%	145,989	1.5%	125,977	1.3%	15.9%	246,387	1.5%	210,709	1.3%	16.9%
SAAB	3,247	0.2%	3,658	0.2%	-11.2%	20,250	0.2%	21,349	0.2%	-5.1%	35,250	0.2%	32,255	0.2%	9.3%
GENERAL MOTORS	315,870	24.1%	406,298	27.2%	-22.3%	2,213,591	23.2%	2,442,335	24.8%	-9.4%	3,836,597	23.6%	4,051,882	24.6%	-5.3%
ACURA	14,381	1.1%	18,203	1.2%	-21.0%	105,921	1.1%	114,504	1.2%	-7.5%	192,640	1.2%	199,260	1.2%	-3.3%
HONDA	126,668	9.7%	133,601	9.0%	-5.2%	802,057	8.4%	778,527	7.9%	3.0%	1,331,665	8.2%	1,320,662	8.0%	0.8%
HONDA MOTOR	141,049	10.8%	151,804	10.2%	-7.1%	907,978	9.5%	893,031	9.1%	1.7%	1,524,305	9.4%	1,519,922	9.2%	0.3%



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HYUNDAI	43,511	3.3%	47,205	3.2%	-7.8%	280,106	2.9%	281,240	2.9%	-0.4%	454,386	2.8%	467,384	2.8%	-2.8%
ISUZU	586	0.0%	712	0.0%	-17.7%	4,363	0.0%	5,430	0.1%	-19.7%	7,547	0.0%	9,163	0.1%	-17.6%
KIA	26,690	2.0%	26,429	1.8%	1.0%	181,082	1.9%	173,006	1.8%	4.7%	302,377	1.9%	279,719	1.7%	8.1%
MAZDA	25,853	2.0%	25,963	1.7%	-0.4%	178,536	1.9%	166,667	1.7%	7.1%	280,655	1.7%	265,198	1.6%	5.8%
MINI	10,347	0.8%	10,502	0.7%	-1.5%	80,704	0.8%	68,863	0.7%	17.2%	130,399	0.8%	116,729	0.7%	11.7%
NISSAN	78,351	6.0%	75,860	5.1%	3.3%	549,935	5.8%	529,737	5.4%	3.8%	918,301	5.7%	899,804	5.5%	2.1%
INFINITI	9,525	0.7%	10,548	0.7%	-9.7%	73,321	0.8%	68,439	0.7%	7.1%	126,028	0.8%	125,021	0.8%	0.8%
NISSAN MOTOR	87,876	6.7%	86,408	5.8%	1.7%	623,256	6.5%	598,176	6.1%	4.2%	1,044,329	6.4%	1,024,825	6.2%	1.9%
PORSCHE	3,230	0.2%	3,202	0.2%	0.9%	21,089	0.2%	21,803	0.2%	-3.3%	33,513	0.2%	34,806	0.2%	-3.7%
SUBARU	15,438	1.2%	18,923	1.3%	-18.4%	105,589	1.1%	114,945	1.2%	-8.1%	191,343	1.2%	199,685	1.2%	-4.2%
SUZUKI	7,943	0.6%	8,030	0.5%	-1.1%	65,431	0.7%	64,989	0.7%	0.7%	101,432	0.6%	97,951	0.6%	3.6%
TOYOTA	185,277	14.2%	196,459	13.2%	-5.7%	1,295,145	13.6%	1,183,520	12.0%	9.4%	2,158,682	13.3%	1,912,667	11.6%	12.9%
LEXUS	27,141	2.1%	26,959	1.8%	0.7%	187,343	2.0%	177,700	1.8%	5.4%	332,077	2.0%	312,027	1.9%	6.4%
SCION	11,640	0.9%	18,408	1.2%	-36.8%	72,644	0.8%	104,148	1.1%	-30.2%	141,530	0.9%	170,483	1.0%	-17.0%
TOYOTA MOTOR	224,058	17.1%	241,826	16.2%	-7.3%	1,555,132	16.3%	1,465,368	14.9%	6.1%	2,632,289	16.2%	2,395,177	14.5%	9.9%
VOLKSWAGEN	19,653	1.5%	22,627	1.5%	-13.1%	134,533	1.4%	138,672	1.4%	-3.0%	231,001	1.4%	244,610	1.5%	-5.6%
AUDI	7,127	0.5%	7,005	0.5%	1.7%	52,838	0.6%	47,460	0.5%	11.3%	95,494	0.6%	85,635	0.5%	11.5%
VAG	26,780	2.0%	29,632	2.0%	-9.6%	187,371	2.0%	186,132	1.9%	0.7%	326,495	2.0%	330,245	2.0%	-1.1%
GRAND TOTAL	1,308,001	100.0%	1,492,485	100.0%	-12.4%	9,549,222	100.0%	9,862,021	100.0%	-3.2%	16,235,460	100.0%	16,468,887	100.0%	-1.4%

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

* General Motors excluding Saab; Ford Motor excluding Jaguar, Land Rover and Volvo; Chrysler Group is DaimlerChrysler excluding Mercedes-Ben.

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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