



U.S. AUTO SALES OVERVIEW

March, 2008 (Month, CYTD, MYTD, 12-Month Totals)

Morgan & Company, Inc.

	Monthly Totals				Calendar Year-To-Date					12 Month Totals					
	March 2008	Share	March 2007	Share	Vol. % Change	Current Total	Share	Year Ago Total	Share	Vol. % Change	Current Total	Share	Year Ago Total	Share	Vol. % Change
GRAND TOTAL	1,356,163		1,541,368		-12.0%	3,575,305		3,885,906		-8.0%	15,829,383		16,500,956		-4.1%
SAAR-Annual Rate	15,099,055		16,249,467		-7.1%	15,264,291		16,378,116		-6.8%	15,857,212		16,447,209		-3.6%
TRADITIONAL DOMESTIC BRAND TOTALS (Excludes Foreign Subsidiaries)*															
GENERAL MOTORS	277,751	20.5%	342,581	22.2%	-18.9%	793,908	22.2%	891,023	22.9%	-10.9%	3,692,786	23.3%	3,977,920	24.1%	-7.2%
Car Total and Car Share	114,928	16.8%	134,468	18.7%	-14.5%	324,231	18.7%	343,750	19.2%	-5.7%	1,442,197	19.2%	1,562,175	20.2%	-7.7%
Truck Total and Truck Share	162,823	24.2%	208,113	25.3%	-21.8%	469,677	25.5%	547,273	26.1%	-14.2%	2,250,589	27.1%	2,415,745	27.6%	-6.8%
FORD MOTOR	212,379	15.7%	247,445	16.1%	-14.2%	544,769	15.2%	597,720	15.4%	-8.9%	2,334,006	14.7%	2,622,315	15.9%	-11.0%
Car Total and Car Share	73,296	10.7%	81,479	11.3%	-10.0%	176,140	10.1%	196,297	11.0%	-10.3%	736,675	9.8%	944,063	12.2%	-22.0%
Truck Total and Truck Share	139,083	20.6%	165,966	20.2%	-16.2%	368,629	20.0%	401,423	19.1%	-8.2%	1,597,331	19.2%	1,678,252	19.2%	-4.8%
CHRYSLER LLC	166,386	12.3%	206,435	13.4%	-19.4%	453,871	12.7%	537,249	13.8%	-15.5%	1,993,272	12.6%	2,117,510	12.8%	-5.9%
Car Total and Car Share	47,031	6.9%	51,200	7.1%	-8.1%	139,692	8.0%	128,331	7.2%	8.9%	539,986	7.2%	478,930	6.2%	12.7%
Truck Total and Truck Share	119,355	17.7%	155,235	18.9%	-23.1%	314,179	17.1%	408,918	19.5%	-23.2%	1,453,286	17.5%	1,638,580	18.7%	-11.3%
TOTAL 'BIG 3'	656,516	48.4%	796,461	51.7%	-17.6%	1,792,548	50.1%	2,025,992	52.1%	-11.5%	8,020,064	50.7%	8,717,745	52.8%	-8.0%
Car Total and Car Share	235,255	34.5%	267,147	37.1%	-11.9%	640,063	36.9%	668,378	37.4%	-4.2%	2,718,858	36.1%	2,985,168	38.6%	-8.9%
Truck Total and Truck Share	421,261	62.5%	529,314	64.4%	-20.4%	1,152,485	62.7%	1,357,614	64.7%	-15.1%	5,301,206	63.8%	5,732,577	65.4%	-7.5%
IMPORT BRAND TOTALS															
JAPANESE BRANDS	534,942	39.4%	577,264	37.5%	-7.3%	1,368,122	38.3%	1,422,250	36.6%	-3.8%	5,907,683	37.3%	5,881,984	35.6%	0.4%
Car Total and Car Share	325,832	47.7%	337,209	46.9%	-3.4%	800,594	46.1%	822,825	46.0%	-2.7%	3,477,738	46.2%	3,411,373	44.1%	1.9%
Truck Total and Truck Share	209,110	31.0%	240,055	29.2%	-12.9%	567,528	30.9%	599,425	28.6%	-5.3%	2,429,945	29.3%	2,470,611	28.2%	-1.6%
EUROPEAN BRANDS	97,038	7.2%	98,092	6.4%	-1.1%	251,083	7.0%	259,856	6.7%	-3.4%	1,143,410	7.2%	1,144,419	6.9%	-0.1%
Car Total and Car Share	76,792	11.3%	73,114	10.2%	5.0%	193,997	11.2%	195,225	10.9%	-0.6%	877,670	11.7%	882,704	11.4%	-0.6%
Truck Total and Truck Share	20,246	3.0%	24,978	3.0%	-18.9%	57,086	3.1%	64,631	3.1%	-11.7%	265,740	3.2%	261,715	3.0%	1.5%
KOREAN BRANDS	67,667	5.0%	69,551	4.5%	-2.7%	163,552	4.6%	177,808	4.6%	-8.0%	758,226	4.8%	756,808	4.6%	0.2%
Car Total and Car Share	44,613	6.5%	41,978	5.8%	6.3%	103,155	5.9%	102,833	5.8%	0.3%	456,957	6.1%	467,922	6.0%	-2.3%
Truck Total and Truck Share	23,054	3.4%	27,573	3.4%	-16.4%	60,397	3.3%	74,975	3.6%	-19.4%	301,269	3.6%	288,886	3.3%	4.3%
IMPORT TOTAL	699,647	51.6%	744,907	48.3%	-6.1%	1,782,757	49.9%	1,859,914	47.9%	-4.1%	7,809,319	49.3%	7,783,211	47.2%	0.3%
Car Total and Car Share	447,237	65.5%	452,301	62.9%	-1.1%	1,097,746	63.2%	1,120,883	62.7%	-2.1%	4,812,365	63.9%	4,761,999	61.5%	1.1%
Truck Total and Truck Share	252,410	37.5%	292,606	35.6%	-13.7%	685,011	37.3%	739,031	35.2%	-7.3%	2,996,954	36.1%	3,021,212	34.5%	-0.8%
BY REGION OF MANUFACTURE															
N. AMERICAN SOURCE	1,013,712	74.7%	1,173,681	76.1%	-13.6%	2,719,845	76.1%	2,978,778	76.7%	-8.7%	12,130,242	76.6%	12,694,029	76.9%	-4.4%
ASIAN SOURCE	263,382	19.4%	288,490	18.7%	-8.7%	654,999	18.3%	699,217	18.0%	-6.3%	2,782,999	17.6%	2,891,329	17.5%	-3.7%
EUROPEAN SOURCE	79,069	5.8%	79,197	5.1%	-0.2%	200,461	5.6%	207,911	5.4%	-3.6%	916,142	5.8%	915,598	5.5%	0.1%
GRAND TOTAL	1,356,163	100.0%	1,541,368	100.0%	-12.0%	3,575,305	100.0%	3,885,906	100.0%	-8.0%	15,829,383	100.0%	16,500,956	100.0%	-4.1%
CAR - TRUCK SPLIT															
TOTAL CAR	682,492	50.3%	719,448	46.7%	-5.1%	1,736,451	48.6%	1,787,889	46.0%	-2.9%	7,525,980	47.5%	7,741,305	46.9%	-2.8%
TOTAL LIGHT TRUCK	673,671	49.7%	821,920	53.3%	-18.0%	1,838,854	51.4%	2,098,017	54.0%	-12.4%	8,303,403	52.5%	8,759,651	53.1%	-5.2%
GRAND TOTAL	1,356,163	100.0%	1,541,368	100.0%	-12.0%	3,575,305	100.0%	3,885,906	100.0%	-8.0%	15,829,383	100.0%	16,500,956	100.0%	-4.1%



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CARS BY SOURCE REGION

N. AMERICAN CAR	454,052	66.5%	486,589	67.6%	-6.7%	1,191,501	68.6%	1,222,478	68.4%	-2.5%	5,178,870	68.8%	5,313,915	68.6%	-2.5%
IMPORT CAR	228,440	33.5%	232,859	32.4%	-1.9%	544,950	31.4%	565,411	31.6%	-3.6%	2,347,110	31.2%	2,427,390	31.4%	-3.3%
TOTAL CAR	682,492	100.0%	719,448	100.0%	-5.1%	1,736,451	100.0%	1,787,889	100.0%	-2.9%	7,525,980	100.0%	7,741,305	100.0%	-2.8%

TRUCKS BY SOURCE REGION

N. AMERICAN LT. TRUCK	559,660	83.1%	687,092	83.6%	-18.5%	1,528,344	83.1%	1,756,300	83.7%	-13.0%	6,951,372	83.7%	7,380,114	84.3%	-5.8%
IMPORT LIGHT TRUCK	114,011	16.9%	134,828	16.4%	-15.4%	310,510	16.9%	341,717	16.3%	-9.1%	1,352,031	16.3%	1,379,537	15.7%	-2.0%
TOTAL LIGHT TRUCK	673,671	100.0%	821,920	100.0%	-18.0%	1,838,854	100.0%	2,098,017	100.0%	-12.4%	8,303,403	100.0%	8,759,651	100.0%	-5.2%

CORPORATE TOTALS

BMW	23,115	1.7%	25,325	1.6%	-8.7%	58,365	1.6%	67,360	1.7%	-13.4%	284,800	1.8%	278,689	1.7%	2.2%
MINI	4,289	0.3%	3,655	0.2%	17.3%	10,164	0.3%	8,073	0.2%	25.9%	44,136	0.3%	37,759	0.2%	16.9%
BMW GROUP	27,404	2.0%	28,980	1.9%	-5.4%	68,529	1.9%	75,433	1.9%	-9.2%	328,936	2.1%	316,448	1.9%	3.9%
CHRYSLER	40,539	3.0%	51,874	3.4%	-21.9%	116,620	3.3%	139,472	3.6%	-16.4%	520,159	3.3%	581,458	3.5%	-10.5%
DODGE	85,906	6.3%	109,226	7.1%	-21.4%	231,931	6.5%	279,305	7.2%	-17.0%	1,011,028	6.4%	1,070,479	6.5%	-5.6%
JEEP	39,941	2.9%	45,335	2.9%	-11.9%	105,320	2.9%	118,472	3.0%	-11.1%	462,085	2.9%	465,573	2.8%	-0.7%
CHRYSLER LLC	166,386	12.3%	206,435	13.4%	-17.2%	453,871	12.7%	537,249	13.8%	-13.2%	1,993,272	12.6%	2,117,510	12.8%	-5.0%
FORD	187,133	13.8%	215,249	14.0%	-13.1%	481,863	13.5%	518,720	13.3%	-7.1%	2,050,191	13.0%	2,322,141	14.1%	-11.7%
LINCOLN	10,913	0.8%	14,770	1.0%	-26.1%	28,471	0.8%	35,127	0.9%	-18.9%	124,831	0.8%	123,099	0.7%	1.4%
MERCURY	14,333	1.1%	17,426	1.1%	-17.7%	34,435	1.0%	43,873	1.1%	-21.5%	158,984	1.0%	177,075	1.1%	-10.2%
JAGUAR	1,752	0.1%	1,667	0.1%	5.1%	3,479	0.1%	4,248	0.1%	-18.1%	14,914	0.1%	19,807	0.1%	-24.7%
VOLVO	9,263	0.7%	10,661	0.7%	-13.1%	24,804	0.7%	26,922	0.7%	-7.9%	104,095	0.7%	114,364	0.7%	-9.0%
LAND ROVER	3,054	0.2%	3,663	0.2%	-16.6%	8,732	0.2%	10,202	0.3%	-14.4%	48,080	0.3%	46,677	0.3%	3.0%
FORD MOTOR	226,448	16.7%	263,436	17.1%	-14.0%	581,784	16.3%	639,092	16.4%	-9.0%	2,501,095	15.8%	2,803,163	17.0%	-10.8%
BUICK	12,317	0.9%	16,222	1.1%	-24.1%	37,834	1.1%	43,343	1.1%	-12.7%	180,282	1.1%	222,126	1.3%	-18.8%
CADILLAC	17,453	1.3%	18,944	1.2%	-7.9%	46,665	1.3%	46,826	1.2%	-0.3%	214,566	1.4%	222,911	1.4%	-3.7%
CHEVROLET	163,491	12.1%	211,754	13.7%	-22.8%	477,461	13.4%	545,039	14.0%	-12.4%	2,182,774	13.8%	2,376,018	14.4%	-8.1%
OLDSMOBILE	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-
PONTIAC	25,417	1.9%	30,448	2.0%	-16.5%	72,377	2.0%	79,071	2.0%	-8.5%	351,328	2.2%	389,999	2.4%	-9.9%
GMC	37,476	2.8%	39,243	2.5%	-4.5%	101,402	2.8%	106,687	2.7%	-5.0%	479,647	3.0%	463,375	2.8%	3.5%
HUMMER	3,451	0.3%	4,847	0.3%	-28.8%	9,863	0.3%	13,004	0.3%	-24.2%	52,845	0.3%	67,544	0.4%	-21.8%
SATURN	18,146	1.3%	21,123	1.4%	-14.1%	48,306	1.4%	57,053	1.5%	-15.3%	231,344	1.5%	235,947	1.4%	-2.0%
SAAB	2,962	0.2%	2,837	0.2%	4.4%	6,468	0.2%	7,420	0.2%	-12.8%	31,759	0.2%	35,547	0.2%	-10.7%
GENERAL MOTORS	280,713	20.7%	345,418	22.4%	-18.7%	800,376	22.4%	898,443	23.1%	-10.9%	3,724,545	23.5%	4,013,467	24.3%	-7.2%
ACURA	13,288	1.0%	16,986	1.1%	-21.8%	37,540	1.0%	43,661	1.1%	-14.0%	173,983	1.1%	199,233	1.2%	-12.7%
HONDA	125,446	9.3%	126,406	8.2%	-0.8%	315,102	8.8%	310,547	8.0%	1.5%	1,375,993	8.7%	1,330,489	8.1%	3.4%
HONDA MOTOR	138,734	10.2%	143,392	9.3%	-3.2%	352,642	9.9%	354,208	9.1%	-0.4%	1,549,976	9.8%	1,529,722	9.3%	1.3%
HYUNDAI	42,796	3.2%	41,984	2.7%	1.9%	95,338	2.7%	104,205	2.7%	-8.5%	458,142	2.9%	453,737	2.7%	1.0%



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ISUZU	683	0.1%	743	0.0%	-8.1%	1,906	0.1%	1,802	0.0%	5.8%	7,202	0.0%	7,965	0.0%	-9.6%
KIA	24,871	1.8%	27,567	1.8%	-9.8%	68,214	1.9%	73,603	1.9%	-7.3%	300,084	1.9%	303,071	1.8%	-1.0%
MAZDA	32,929	2.4%	37,742	2.4%	-12.8%	77,689	2.2%	79,074	2.0%	-1.8%	294,725	1.9%	280,589	1.7%	5.0%
MERCEDES / MAYBACH	22,562	1.7%	21,631	1.4%	4.3%	61,183	1.7%	56,042	1.4%	9.2%	258,555	1.6%	252,801	1.5%	2.3%
MITSUBISHI	10,750	0.8%	12,536	0.8%	-14.2%	27,081	0.8%	31,645	0.8%	-14.4%	124,429	0.8%	124,508	0.8%	-0.1%
NISSAN	93,100	6.9%	97,242	6.3%	-4.3%	237,212	6.6%	246,436	6.3%	-3.7%	931,976	5.9%	910,499	5.5%	2.4%
INFINITI	13,821	1.0%	13,877	0.9%	-0.4%	32,533	0.9%	32,545	0.8%	0.0%	127,025	0.8%	124,504	0.8%	2.0%
NISSAN MOTOR	106,921	7.9%	111,119	7.2%	-3.8%	269,745	7.5%	278,981	7.2%	-3.3%	1,059,001	6.7%	1,035,003	6.3%	2.3%
PORSCHE	2,467	0.2%	3,278	0.2%	-24.7%	6,777	0.2%	8,229	0.2%	-17.6%	33,241	0.2%	33,339	0.2%	-0.3%
SUBARU	16,685	1.2%	18,027	1.2%	-7.4%	40,881	1.1%	42,891	1.1%	-4.7%	185,111	1.2%	198,523	1.2%	-6.8%
SUZUKI	10,510	0.8%	11,030	0.7%	-4.7%	26,430	0.7%	27,794	0.7%	-4.9%	100,520	0.6%	102,145	0.6%	-1.6%
TOYOTA	181,660	13.4%	202,842	13.2%	-10.4%	477,347	13.4%	503,426	13.0%	-5.2%	2,135,388	13.5%	2,110,365	12.8%	1.2%
LEXUS	24,939	1.8%	28,855	1.9%	-13.6%	66,515	1.9%	73,491	1.9%	-9.5%	322,202	2.0%	327,548	2.0%	-1.6%
SCION	11,131	0.8%	10,978	0.7%	1.4%	27,886	0.8%	28,938	0.7%	-3.6%	129,129	0.8%	165,616	1.0%	-22.0%
TOYOTA MOTOR	217,730	16.1%	242,675	15.7%	-10.3%	571,748	16.0%	605,855	15.6%	-5.6%	2,586,719	16.3%	2,603,529	15.8%	-0.6%
VOLKSWAGEN	19,587	1.4%	17,355	1.1%	12.9%	50,554	1.4%	50,332	1.3%	0.4%	230,793	1.5%	232,176	1.4%	-0.6%
AUDI	7,987	0.6%	8,020	0.5%	-0.4%	20,557	0.6%	21,028	0.5%	-2.2%	93,037	0.6%	93,260	0.6%	-0.2%
VAG	27,574	2.0%	25,375	1.6%	8.7%	71,111	2.0%	71,360	1.8%	-0.3%	323,830	2.0%	325,436	2.0%	-0.5%
GRAND TOTAL	1,356,163	100.0%	1,541,368	100.0%	-12.0%	3,575,305	100.0%	3,885,906	100.0%	-8.0%	15,829,383	100.0%	16,500,956	100.0%	-4.1%

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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