

# U.S. AUTO SALES OVERVIEW

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

	Monthly Totals					Calendar Year Totals					12 Month Totals				
	March 2011	Share	March 2010	Share	Vol. % Change	Current Total	Share	Year Ago Total	Share	Vol. % Change	Current Total	Share	Year Ago Total	Share	Vol. % Change
<b>Morgan &amp; Company, Inc.</b>															
<b>GRAND TOTAL</b>	1,246,043		1,065,695		16.9%	3,058,446		2,544,111		20.2%	12,097,441		10,766,210		12.4%
<b>SAAR-Annual Rate</b>	13,105,579		11,722,489		11.8%	13,051,621		11,005,552		18.6%	12,085,400		10,781,036		12.1%
<b>TRADITIONAL DOMESTIC BRAND TOTALS</b>															
<b>GENERAL MOTORS</b>	206,621	16.6%	188,011	17.6%	9.9%	592,545	19.4%	475,253	18.7%	24.7%	2,328,383	19.2%	2,131,552	19.8%	9.2%
Car Total/Car Share	81,890	12.5%	71,885	13.3%	13.9%	231,772	15.1%	192,046	14.7%	20.7%	848,339	14.2%	895,179	15.8%	-5.2%
Truck Total/Truck Share	124,731	21.0%	116,126	22.1%	7.4%	360,773	23.6%	283,207	22.8%	27.4%	1,480,044	24.1%	1,236,373	24.2%	19.7%
<b>FORD MOTOR</b>	212,295	17.0%	178,188	16.7%	19.1%	495,508	16.2%	427,702	16.8%	15.9%	1,999,340	16.5%	1,732,932	16.1%	15.4%
Car Total/Car Share	80,255	12.3%	71,015	13.1%	13.0%	178,544	11.7%	165,306	12.7%	8.0%	710,156	11.9%	651,125	11.5%	9.1%
Truck Total/Truck Share	132,040	22.3%	107,173	20.4%	23.2%	316,964	20.7%	262,396	21.2%	20.8%	1,289,184	21.0%	1,081,807	21.2%	19.2%
<b>CHRYSLER GROUP LLC</b>	121,730	9.8%	92,623	8.7%	31.4%	286,950	9.4%	234,215	9.2%	22.5%	1,137,946	9.4%	918,409	8.5%	23.9%
Car Total/Car Share	33,643	5.2%	23,055	4.3%	45.9%	63,578	4.2%	63,660	4.9%	-0.1%	284,204	4.8%	234,103	4.1%	21.4%
Truck Total/Truck Share	88,087	14.8%	69,568	13.3%	26.6%	223,372	14.6%	170,555	13.8%	31.0%	853,742	13.9%	684,306	13.4%	24.8%
<b>TOTAL 'DETROIT 3'</b>	540,646	43.4%	458,822	43.1%	17.8%	1,375,003	45.0%	1,137,170	44.7%	20.9%	5,465,669	45.2%	4,782,893	44.4%	14.3%
Car Total/Car Share	195,788	30.0%	165,955	30.7%	18.0%	473,894	31.0%	421,012	32.3%	12.6%	1,842,699	30.9%	1,780,407	31.5%	3.5%
Truck Total/Truck Share	344,858	58.1%	292,867	55.9%	17.8%	901,109	59.0%	716,158	57.8%	25.8%	3,622,970	59.0%	3,002,486	58.8%	20.7%
<b>IMPORT BRAND TOTALS</b>															
<b>JAPANESE BRANDS</b>	498,891	40.0%	445,251	41.8%	12.0%	1,186,145	38.8%	1,003,046	39.4%	18.3%	4,658,807	38.5%	4,321,466	40.1%	7.8%
Car Total/Car Share	307,455	47.1%	264,020	48.8%	16.5%	705,270	46.1%	608,857	46.7%	15.8%	2,724,250	45.7%	2,682,934	47.4%	1.5%
Truck Total/Truck Share	191,436	32.3%	181,231	34.6%	5.6%	480,875	31.5%	394,189	31.8%	22.0%	1,934,557	31.5%	1,638,532	32.1%	18.1%
<b>EUROPEAN BRANDS</b>	100,454	8.1%	84,098	7.9%	19.4%	249,904	8.2%	215,689	8.5%	15.9%	1,019,280	8.4%	903,265	8.4%	12.8%
Car Total/Car Share	72,092	11.0%	61,733	11.4%	16.8%	175,351	11.5%	157,352	12.1%	11.4%	729,756	12.2%	670,286	11.8%	8.9%
Truck Total/Truck Share	28,362	4.8%	22,365	4.3%	26.8%	74,553	4.9%	58,337	4.7%	27.8%	289,524	4.7%	232,979	4.6%	24.3%
<b>KOREAN BRANDS</b>	106,052	8.5%	77,524	7.3%	36.8%	247,394	8.1%	188,206	7.4%	31.4%	953,685	7.9%	758,586	7.0%	25.7%
Car Total/Car Share	77,515	11.9%	49,640	9.2%	56.2%	176,371	11.5%	117,026	9.0%	50.7%	660,723	11.1%	525,222	9.3%	25.8%
Truck Total/Truck Share	28,537	4.8%	27,884	5.3%	2.3%	71,023	4.6%	71,180	5.7%	-0.2%	292,962	4.8%	233,364	4.6%	25.5%
<b>IMPORT TOTAL</b>	705,397	56.6%	606,873	56.9%	16.2%	1,683,443	55.0%	1,406,941	55.3%	19.7%	6,631,772	54.8%	5,983,317	55.6%	10.8%
Car Total/Car Share	457,062	70.0%	375,393	69.3%	21.8%	1,056,992	69.0%	883,235	67.7%	19.7%	4,114,729	69.1%	3,878,442	68.5%	6.1%
Truck Total/Truck Share	248,335	41.9%	231,480	44.1%	7.3%	626,451	41.0%	523,706	42.2%	19.6%	2,517,043	41.0%	2,104,875	41.2%	19.6%
<b>BY REGION OF MANUFACTURE</b>															
<b>N. AMERICAN SOURCE</b>	949,498	76.2%	814,155	76.4%	16.6%	2,339,835	76.5%	1,943,240	76.4%	20.4%	9,227,495	76.3%	8,061,355	74.9%	14.5%
<b>ASIAN SOURCE</b>	224,644	18.0%	187,116	17.6%	20.1%	540,755	17.7%	439,905	17.3%	22.9%	2,119,042	17.5%	2,019,525	18.8%	4.9%
<b>EUROPEAN SOURCE</b>	71,901	5.8%	64,424	6.0%	11.6%	177,856	5.8%	160,966	6.3%	10.5%	750,904	6.2%	685,330	6.4%	9.6%
<b>GRAND TOTAL</b>	1,246,043	100.0%	1,065,695	100.0%	16.9%	3,058,446	100.0%	2,544,111	100.0%	20.2%	12,097,441	100.0%	10,766,210	100.0%	12.4%
<b>CAR - TRUCK SPLIT</b>															
<b>TOTAL CAR</b>	652,850	52.4%	541,348	50.8%	20.6%	1,530,886	50.1%	1,304,247	51.3%	17.4%	5,957,428	49.2%	5,658,849	52.6%	5.3%
<b>TOTAL LIGHT TRUCK</b>	593,193	47.6%	524,347	49.2%	13.1%	1,527,560	49.9%	1,239,864	48.7%	23.2%	6,140,013	50.8%	5,107,361	47.4%	20.2%
<b>GRAND TOTAL</b>	1,246,043	100.0%	1,065,695	100.0%	16.9%	3,058,446	100.0%	2,544,111	100.0%	20.2%	12,097,441	100.0%	10,766,210	100.0%	12.4%

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### CARS BY SOURCE REGION

N. AMERICAN CAR	456,159	69.9%	383,018	70.8%	19.1%	1,063,845	69.5%	909,286	69.7%	17.0%	4,041,635	67.8%	3,816,970	67.5%	5.9%
IMPORT CAR	196,691	30.1%	158,330	29.2%	24.2%	467,041	30.5%	394,961	30.3%	18.2%	1,915,793	32.2%	1,841,879	32.5%	4.0%
<b>TOTAL CAR</b>	<b>652,850</b>	<b>100.0%</b>	<b>541,348</b>	<b>100.0%</b>	<b>20.6%</b>	<b>1,530,886</b>	<b>100.0%</b>	<b>1,304,247</b>	<b>100.0%</b>	<b>17.4%</b>	<b>5,957,428</b>	<b>100.0%</b>	<b>5,658,849</b>	<b>100.0%</b>	<b>5.3%</b>

### TRUCKS BY SOURCE REGION

NA LIGHT TRUCK	493,339	83.2%	431,137	82.2%	14.4%	1,275,990	83.5%	1,033,954	83.4%	23.4%	5,185,860	84.5%	4,244,385	83.1%	22.2%
IMPORT LIGHT TRUCK	99,854	16.8%	93,210	17.8%	7.1%	251,570	16.5%	205,910	16.6%	22.2%	954,153	15.5%	862,976	16.9%	10.6%
<b>TOTAL LIGHT TRUCK</b>	<b>593,193</b>	<b>100.0%</b>	<b>524,347</b>	<b>100.0%</b>	<b>13.1%</b>	<b>1,527,560</b>	<b>100.0%</b>	<b>1,239,864</b>	<b>100.0%</b>	<b>23.2%</b>	<b>6,140,013</b>	<b>100.0%</b>	<b>5,107,361</b>	<b>100.0%</b>	<b>20.2%</b>

### CORPORATE TOTALS

BMW	20,295	1.6%	18,060	1.7%	12.4%	52,616	1.7%	46,323	1.8%	13.6%	226,406	1.9%	200,094	1.9%	13.1%
MINI	6,087	0.5%	3,610	0.3%	68.6%	12,341	0.4%	8,728	0.3%	41.4%	49,257	0.4%	45,440	0.4%	8.4%
<b>BMW GROUP</b>	<b>26,382</b>	<b>2.1%</b>	<b>21,670</b>	<b>2.0%</b>	<b>21.7%</b>	<b>64,957</b>	<b>2.1%</b>	<b>55,051</b>	<b>2.2%</b>	<b>18.0%</b>	<b>275,663</b>	<b>2.3%</b>	<b>245,534</b>	<b>2.3%</b>	<b>12.3%</b>
CHRYSLER	20,463	1.6%	19,780	1.9%	3.5%	42,796	1.4%	47,148	1.9%	-9.2%	193,094	1.6%	178,457	1.7%	8.2%
DODGE	67,612	5.4%	48,450	4.5%	39.6%	158,801	5.2%	123,620	4.9%	28.5%	631,808	5.2%	507,350	4.7%	24.5%
FIAT	500	0.0%	0	0.0%	-	500	0.0%	0	0.0%	-	500	0.0%	0	0.0%	-
JEEP	33,155	2.7%	24,393	2.3%	35.9%	84,853	2.8%	63,447	2.5%	33.7%	312,544	2.6%	232,602	2.2%	34.4%
<b>CHRYSLER GROUP LLC</b>	<b>121,730</b>	<b>9.8%</b>	<b>92,623</b>	<b>8.7%</b>	<b>27.7%</b>	<b>286,950</b>	<b>9.4%</b>	<b>234,215</b>	<b>9.2%</b>	<b>20.3%</b>	<b>1,137,946</b>	<b>9.4%</b>	<b>918,409</b>	<b>8.5%</b>	<b>21.6%</b>
FORD	203,794	16.4%	159,009	14.9%	28.2%	475,253	15.5%	381,868	15.0%	24.5%	1,845,896	15.3%	1,550,465	14.4%	19.1%
LINCOLN	8,501	0.7%	8,693	0.8%	-2.2%	20,007	0.7%	22,410	0.9%	-10.7%	83,425	0.7%	86,223	0.8%	-3.2%
MERCURY	0	0.0%	10,486	1.0%	-100.0%	248	0.0%	23,424	0.9%	-98.9%	70,019	0.6%	96,244	0.9%	-27.2%
<b>FORD MOTOR</b>	<b>212,295</b>	<b>17.0%</b>	<b>178,188</b>	<b>16.7%</b>	<b>19.1%</b>	<b>495,508</b>	<b>16.2%</b>	<b>427,702</b>	<b>16.8%</b>	<b>15.9%</b>	<b>1,999,340</b>	<b>16.5%</b>	<b>1,732,932</b>	<b>16.1%</b>	<b>15.4%</b>
BUICK	15,663	1.3%	12,954	1.2%	20.9%	44,739	1.5%	32,136	1.3%	39.2%	167,992	1.4%	113,908	1.1%	47.5%
CADILLAC	12,164	1.0%	11,639	1.1%	4.5%	40,512	1.3%	29,352	1.2%	38.0%	158,085	1.3%	114,698	1.1%	37.8%
CHEVROLET	148,197	11.9%	132,889	12.5%	11.5%	416,505	13.6%	337,785	13.3%	23.3%	1,642,601	13.6%	1,430,547	13.3%	14.8%
OLDSMOBILE	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-
PONTIAC	0	0.0%	109	0.0%	-100.0%	0	0.0%	582	0.0%	-100.0%	600	0.0%	137,995	1.3%	-99.6%
GMC	30,597	2.5%	27,389	2.6%	11.7%	90,789	3.0%	68,619	2.7%	32.3%	355,374	2.9%	268,868	2.5%	32.2%
HUMMER	0	0.0%	294	0.0%	-100.0%	0	0.0%	855	0.0%	-100.0%	2,957	0.0%	6,795	0.1%	-56.5%
SATURN	0	0.0%	2,737	0.3%	-100.0%	0	0.0%	5,924	0.2%	-100.0%	774	0.0%	58,741	0.5%	-98.7%
<b>GENERAL MOTORS</b>	<b>206,621</b>	<b>16.6%</b>	<b>188,011</b>	<b>17.6%</b>	<b>9.9%</b>	<b>592,545</b>	<b>19.4%</b>	<b>475,253</b>	<b>18.7%</b>	<b>24.7%</b>	<b>2,328,383</b>	<b>19.2%</b>	<b>2,131,552</b>	<b>19.8%</b>	<b>9.2%</b>
ACURA	12,611	1.0%	11,722	1.1%	7.6%	31,368	1.0%	27,793	1.1%	12.9%	137,181	1.1%	108,996	1.0%	25.9%
HONDA	121,039	9.7%	96,540	9.1%	25.4%	276,610	9.0%	228,619	9.0%	21.0%	1,144,865	9.5%	1,067,215	9.9%	7.3%

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<b>HONDA MOTOR</b>	133,650	10.7%	108,262	10.2%	23.5%	307,978	10.1%	256,412	10.1%	20.1%	1,282,046	10.6%	1,176,211	10.9%	9.0%
HYUNDAI	61,873	5.0%	47,002	4.4%	31.6%	142,620	4.7%	111,509	4.4%	27.9%	569,339	4.7%	450,719	4.2%	26.3%
ISUZU	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-
KIA	44,179	3.5%	30,522	2.9%	44.7%	104,774	3.4%	76,697	3.0%	36.6%	384,346	3.2%	307,867	2.9%	24.8%
MAZDA	30,905	2.5%	23,193	2.2%	33.3%	64,559	2.1%	55,941	2.2%	15.4%	238,184	2.0%	209,913	1.9%	13.5%
MERCEDES / MAYBACH	22,976	1.8%	20,707	1.9%	11.0%	57,277	1.9%	51,980	2.0%	10.2%	236,230	2.0%	211,956	2.0%	11.5%
MITSUBISHI	7,560	0.6%	5,434	0.5%	39.1%	20,167	0.7%	13,623	0.5%	48.0%	62,227	0.5%	53,775	0.5%	15.7%
NISSAN	109,854	8.8%	85,526	8.0%	28.4%	257,522	8.4%	204,535	8.0%	25.9%	858,146	7.1%	739,498	6.9%	16.0%
INFINITI	11,287	0.9%	9,942	0.9%	13.5%	27,836	0.9%	23,694	0.9%	17.5%	107,553	0.9%	84,067	0.8%	27.9%
<b>NISSAN MOTOR</b>	<b>121,141</b>	<b>9.7%</b>	<b>95,468</b>	<b>9.0%</b>	<b>26.9%</b>	<b>285,358</b>	<b>9.3%</b>	<b>228,229</b>	<b>9.0%</b>	<b>25.0%</b>	<b>965,699</b>	<b>8.0%</b>	<b>823,565</b>	<b>7.6%</b>	<b>17.3%</b>
PORSCHE	2,588	0.2%	1,905	0.2%	35.9%	7,007	0.2%	5,222	0.2%	34.2%	27,104	0.2%	19,993	0.2%	35.6%
SAAB / SPYKER	830	0.1%	133	0.0%	524.1%	2,034	0.1%	741	0.0%	174.5%	6,738	0.1%	6,489	0.1%	3.8%
SUBARU	26,916	2.2%	23,785	2.2%	13.2%	67,457	2.2%	57,494	2.3%	17.3%	273,783	2.3%	232,614	2.2%	17.7%
SUZUKI	2,497	0.2%	2,246	0.2%	11.2%	6,702	0.2%	5,661	0.2%	18.4%	25,035	0.2%	29,225	0.3%	-14.3%
JAGUAR	874	0.1%	983	0.1%	-11.1%	2,501	0.1%	2,375	0.1%	5.3%	13,466	0.1%	11,472	0.1%	17.4%
LAND ROVER	3,441	0.3%	2,726	0.3%	26.2%	8,267	0.3%	6,716	0.3%	23.1%	33,415	0.3%	27,169	0.3%	23.0%
<b>TATA MOTORS LTD</b>	<b>4,315</b>	<b>0.3%</b>	<b>3,709</b>	<b>0.3%</b>	<b>16.3%</b>	<b>10,768</b>	<b>0.4%</b>	<b>9,091</b>	<b>0.4%</b>	<b>18.4%</b>	<b>46,881</b>	<b>0.4%</b>	<b>38,641</b>	<b>0.4%</b>	<b>21.3%</b>
TOYOTA	150,000	12.0%	163,133	15.3%	-8.1%	373,809	12.2%	326,590	12.8%	14.5%	1,535,807	12.7%	1,517,485	14.1%	1.2%
LEXUS	20,682	1.7%	20,219	1.9%	2.3%	47,356	1.5%	49,523	1.9%	-4.4%	227,162	1.9%	223,429	2.1%	1.7%
SCION	5,540	0.4%	3,511	0.3%	57.8%	12,759	0.4%	9,573	0.4%	33.3%	48,864	0.4%	55,249	0.5%	-11.6%
<b>TOYOTA MOTOR</b>	<b>176,222</b>	<b>14.1%</b>	<b>186,863</b>	<b>17.5%</b>	<b>-5.7%</b>	<b>433,924</b>	<b>14.2%</b>	<b>385,686</b>	<b>15.2%</b>	<b>12.5%</b>	<b>1,811,833</b>	<b>15.0%</b>	<b>1,796,163</b>	<b>16.7%</b>	<b>0.9%</b>
VOLKSWAGEN	27,176	2.2%	22,148	2.1%	22.7%	67,038	2.2%	58,283	2.3%	15.0%	265,585	2.2%	229,612	2.1%	15.7%
AUDI	9,818	0.8%	8,589	0.8%	14.3%	25,383	0.8%	21,315	0.8%	19.1%	105,697	0.9%	88,223	0.8%	19.8%
<b>VAG</b>	<b>36,994</b>	<b>3.0%</b>	<b>30,737</b>	<b>2.9%</b>	<b>20.4%</b>	<b>92,421</b>	<b>3.0%</b>	<b>79,598</b>	<b>3.1%</b>	<b>16.1%</b>	<b>371,282</b>	<b>3.1%</b>	<b>317,835</b>	<b>3.0%</b>	<b>16.8%</b>
VOLVO / GEELY	6,369	0.5%	5,237	0.5%	21.6%	15,440	0.5%	14,006	0.6%	10.2%	55,382	0.5%	62,817	0.6%	-11.8%
<b>GRAND TOTAL</b>	<b>1,246,043</b>	<b>100.0%</b>	<b>1,065,695</b>	<b>100.0%</b>	<b>16.9%</b>	<b>3,058,446</b>	<b>100.0%</b>	<b>2,544,111</b>	<b>100.0%</b>	<b>20.2%</b>	<b>12,097,441</b>	<b>100.0%</b>	<b>10,766,210</b>	<b>100.0%</b>	<b>12.4%</b>

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