



U.S. AUTO SALES OVERVIEW

May, 2011 (Month, CYTD, 12-Month Totals, MYTD)

Morgan & Company, Inc.

	Monthly Totals				Calendar Year-To-Date					12 Month Totals					
	May 2011	Share	May 2010	Share	Vol. % Change	Current Total	Share	Year Ago Total	Share	Vol. % Change	Current Total	Share	Year Ago Total	Share	Vol. % Change
GRAND TOTAL	1,061,122		1,102,473		-3.8%	5,276,860		4,628,248		14.0%	12,231,718		11,105,908		10.1%
SAAR-Annual Rate	11,790,159		11,644,378		1.3%	12,822,423		11,184,317		14.6%	12,256,427		11,081,237		10.6%
TRADITIONAL DOMESTIC BRAND TOTALS															
GENERAL MOTORS	221,192	20.8%	223,410	20.3%	-1.0%	1,046,275	19.8%	882,277	19.1%	18.6%	2,375,089	19.4%	2,177,220	19.6%	9.1%
Car Total/Car Share	98,027	18.0%	87,027	15.5%	12.6%	438,409	16.3%	351,568	14.8%	24.7%	895,454	14.8%	903,208	15.5%	-0.9%
Truck Total/Truck Share	123,165	23.8%	136,383	25.3%	-9.7%	607,866	23.4%	530,709	23.5%	14.5%	1,479,635	23.9%	1,274,012	24.1%	16.1%
FORD MOTOR	191,529	18.0%	192,012	17.4%	-0.3%	876,321	16.6%	782,451	16.9%	12.0%	2,025,404	16.6%	1,802,585	16.2%	12.4%
Car Total/Car Share	75,331	13.9%	69,208	12.3%	8.8%	326,821	12.2%	292,363	12.3%	11.8%	731,376	12.1%	662,022	11.4%	10.5%
Truck Total/Truck Share	116,198	22.4%	122,804	22.8%	-5.4%	549,500	21.2%	490,088	21.7%	12.1%	1,294,028	20.9%	1,140,563	21.5%	13.5%
CHRYSLER GROUP LLC	115,363	10.9%	104,819	9.5%	10.1%	519,538	9.8%	434,737	9.4%	19.5%	1,170,012	9.6%	963,239	8.7%	21.5%
Car Total/Car Share	32,258	5.9%	33,597	6.0%	-4.0%	131,911	4.9%	127,784	5.4%	3.2%	288,413	4.8%	264,631	4.6%	9.0%
Truck Total/Truck Share	83,105	16.1%	71,222	13.2%	16.7%	387,627	14.9%	306,953	13.6%	26.3%	881,599	14.2%	698,608	13.2%	26.2%
TOTAL 'DETROIT 3'	528,084	49.8%	520,241	47.2%	1.5%	2,442,134	46.3%	2,099,465	45.4%	16.3%	5,570,505	45.5%	4,943,044	44.5%	12.7%
Car Total/Car Share	205,616	37.8%	189,832	33.7%	8.3%	897,141	33.4%	771,715	32.6%	16.3%	1,915,243	31.7%	1,829,861	31.5%	4.7%
Truck Total/Truck Share	322,468	62.3%	330,409	61.2%	-2.4%	1,544,993	59.6%	1,327,750	58.8%	16.4%	3,655,262	59.1%	3,113,183	58.8%	17.4%
IMPORT BRAND TOTALS															
JAPANESE BRANDS	323,077	30.4%	416,662	37.8%	-22.5%	1,920,700	36.4%	1,802,628	38.9%	6.5%	4,593,780	37.6%	4,448,463	40.1%	3.3%
Car Total/Car Share	189,459	34.9%	254,357	45.2%	-25.5%	1,135,843	42.3%	1,091,804	46.1%	4.0%	2,671,876	44.2%	2,750,233	47.3%	-2.8%
Truck Total/Truck Share	133,618	25.8%	162,305	30.1%	-17.7%	784,857	30.3%	710,824	31.5%	10.4%	1,921,904	31.1%	1,698,230	32.1%	13.2%
EUROPEAN BRANDS	102,535	9.7%	85,094	7.7%	20.5%	450,378	8.5%	383,414	8.3%	17.5%	1,052,029	8.6%	923,835	8.3%	13.9%
Car Total/Car Share	71,758	13.2%	62,500	11.1%	14.8%	317,070	11.8%	280,944	11.9%	12.9%	747,883	12.4%	684,983	11.8%	9.2%
Truck Total/Truck Share	30,777	5.9%	22,594	4.2%	36.2%	133,308	5.1%	102,470	4.5%	30.1%	304,146	4.9%	238,852	4.5%	27.3%
KOREAN BRANDS	107,426	10.1%	80,476	7.3%	33.5%	463,648	8.8%	342,741	7.4%	35.3%	1,015,404	8.3%	790,566	7.1%	28.4%
Car Total/Car Share	76,675	14.1%	56,091	10.0%	36.7%	332,437	12.4%	223,827	9.5%	48.5%	709,988	11.7%	544,109	9.4%	30.5%
Truck Total/Truck Share	30,751	5.9%	24,385	4.5%	26.1%	131,211	5.1%	118,914	5.3%	10.3%	305,416	4.9%	246,457	4.7%	23.9%
IMPORT TOTAL	533,038	50.2%	582,232	52.8%	-8.4%	2,834,726	53.7%	2,528,783	54.6%	12.1%	6,661,213	54.5%	6,162,864	55.5%	8.1%
Car Total/Car Share	337,892	62.2%	372,948	66.3%	-9.4%	1,785,350	66.6%	1,596,575	67.4%	11.8%	4,129,747	68.3%	3,979,325	68.5%	3.8%
Truck Total/Truck Share	195,146	37.7%	209,284	38.8%	-6.8%	1,049,376	40.4%	932,208	41.2%	12.6%	2,531,466	40.9%	2,183,539	41.2%	15.9%
BY REGION OF MANUFACTURE															
N. AMERICAN SOURCE	830,056	78.2%	857,999	77.8%	-3.3%	4,066,699	77.1%	3,562,528	77.0%	14.2%	9,335,071	76.3%	8,389,079	75.5%	11.3%
ASIAN SOURCE	156,923	14.8%	180,696	16.4%	-13.2%	887,088	16.8%	779,156	16.8%	13.9%	2,126,124	17.4%	2,019,632	18.2%	5.3%
EUROPEAN SOURCE	74,143	7.0%	63,778	5.8%	16.3%	323,073	6.1%	286,564	6.2%	12.7%	770,523	6.3%	697,197	6.3%	10.5%
GRAND TOTAL	1,061,122	100.0%	1,102,473	100.0%	-3.8%	5,276,860	100.0%	4,628,248	100.0%	14.0%	12,231,718	100.0%	11,105,908	100.0%	10.1%
CAR - TRUCK SPLIT															
TOTAL CAR	543,508	51.2%	562,780	51.0%	-3.4%	2,682,491	50.8%	2,368,290	51.2%	13.3%	6,044,990	49.4%	5,809,186	52.3%	4.1%
TOTAL LIGHT TRUCK	517,614	48.8%	539,693	49.0%	-4.1%	2,594,369	49.2%	2,259,958	48.8%	14.8%	6,186,728	50.6%	5,296,722	47.7%	16.8%
GRAND TOTAL	1,061,122	100.0%	1,102,473	100.0%	-3.8%	5,276,860	100.0%	4,628,248	100.0%	14.0%	12,231,718	100.0%	11,105,908	100.0%	10.1%



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CARS BY SOURCE REGION

N. AMERICAN CAR	383,800	70.6%	397,274	70.6%	-3.4%	1,876,947	70.0%	1,657,725	70.0%	13.2%	4,106,298	67.9%	3,964,669	68.2%	3.6%
IMPORT CAR	159,708	29.4%	165,506	29.4%	-3.5%	805,544	30.0%	710,565	30.0%	13.4%	1,938,692	32.1%	1,844,517	31.8%	5.1%
TOTAL CAR	543,508	100.0%	562,780	100.0%	-3.4%	2,682,491	100.0%	2,368,290	100.0%	13.3%	6,044,990	100.0%	5,809,186	100.0%	4.1%

TRUCKS BY SOURCE REGION

NA LIGHT TRUCK	446,256	86.2%	460,725	85.4%	-3.1%	2,189,752	84.4%	1,904,803	84.3%	15.0%	5,228,773	84.5%	4,424,410	83.5%	18.2%
IMPORT LIGHT TRUCK	71,358	13.8%	78,968	14.6%	-9.6%	404,617	15.6%	355,155	15.7%	13.9%	957,955	15.5%	872,312	16.5%	9.8%
TOTAL LIGHT TRUCK	517,614	100.0%	539,693	100.0%	-4.1%	2,594,369	100.0%	2,259,958	100.0%	14.8%	6,186,728	100.0%	5,296,722	100.0%	16.8%

CORPORATE TOTALS

BMW	20,651	1.9%	17,859	1.6%	15.6%	92,068	1.7%	81,450	1.8%	13.0%	230,731	1.9%	201,133	1.8%	14.7%
MINI	5,801	0.5%	4,233	0.4%	37.0%	24,588	0.5%	16,804	0.4%	46.3%	53,428	0.4%	45,249	0.4%	18.1%
BMW GROUP	26,452	2.5%	22,092	2.0%	19.7%	116,656	2.2%	98,254	2.1%	18.7%	284,159	2.3%	246,382	2.2%	15.3%
CHRYSLER	16,364	1.5%	20,699	1.9%	-20.9%	79,539	1.5%	90,233	1.9%	-11.9%	186,752	1.5%	191,681	1.7%	-2.6%
DODGE	61,667	5.8%	61,172	5.5%	0.8%	284,048	5.4%	238,464	5.2%	19.1%	642,211	5.3%	537,657	4.8%	19.4%
FIAT	1,759	0.2%	0	0.0%	-	3,141	0.1%	0	0.0%	-	3,141	0.0%	0	0.0%	-
JEEP	35,573	3.4%	22,948	2.1%	55.0%	152,810	2.9%	106,040	2.3%	44.1%	337,908	2.8%	233,901	2.1%	44.5%
CHRYSLER GROUP LLC	115,363	10.9%	104,819	9.5%	9.2%	519,538	9.8%	434,737	9.4%	17.5%	1,170,012	9.6%	963,239	8.7%	19.1%
FORD	184,130	17.4%	175,129	15.9%	5.1%	841,431	15.9%	703,327	15.2%	19.6%	1,890,615	15.5%	1,619,250	14.6%	16.8%
LINCOLN	7,399	0.7%	7,755	0.7%	-4.6%	34,642	0.7%	37,444	0.8%	-7.5%	83,026	0.7%	86,718	0.8%	-4.3%
MERCURY	0	0.0%	9,128	0.8%	-100.0%	248	0.0%	41,680	0.9%	-99.4%	51,763	0.4%	96,617	0.9%	-46.4%
FORD MOTOR	191,529	18.0%	192,012	17.4%	-0.3%	876,321	16.6%	782,451	16.9%	12.0%	2,025,404	16.6%	1,802,585	16.2%	12.4%
BUICK	15,579	1.5%	12,582	1.1%	23.8%	78,731	1.5%	56,899	1.2%	38.4%	177,221	1.4%	120,583	1.1%	47.0%
CADILLAC	11,623	1.1%	12,328	1.1%	-5.7%	65,262	1.2%	52,997	1.1%	23.1%	159,190	1.3%	121,979	1.1%	30.5%
CHEVROLET	161,401	15.2%	167,023	15.1%	-3.4%	747,700	14.2%	639,981	13.8%	16.8%	1,671,600	13.7%	1,490,786	13.4%	12.1%
OLDSMOBILE	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-
PONTIAC	0	0.0%	181	0.0%	-100.0%	0	0.0%	815	0.0%	-100.0%	367	0.0%	114,061	1.0%	-99.7%
GMC	32,589	3.1%	29,960	2.7%	8.8%	154,582	2.9%	122,616	2.6%	26.1%	365,170	3.0%	279,505	2.5%	30.6%
HUMMER	0	0.0%	1,290	0.1%	-100.0%	0	0.0%	2,626	0.1%	-100.0%	1,186	0.0%	6,559	0.1%	-81.9%
SATURN	0	0.0%	46	0.0%	-100.0%	0	0.0%	6,343	0.1%	-100.0%	355	0.0%	43,747	0.4%	-99.2%
GENERAL MOTORS	221,192	20.8%	223,410	20.3%	-1.0%	1,046,275	19.8%	882,277	19.1%	18.6%	2,375,089	19.4%	2,177,220	19.6%	9.1%
ACURA	9,000	0.8%	11,766	1.1%	-23.5%	51,972	1.0%	50,278	1.1%	3.4%	135,300	1.1%	113,199	1.0%	19.5%
HONDA	81,773	7.7%	105,407	9.6%	-22.4%	471,578	8.9%	437,004	9.4%	7.9%	1,131,448	9.3%	1,094,509	9.9%	3.4%
HONDA MOTOR	90,773	8.6%	117,173	10.6%	-22.5%	523,550	9.9%	487,282	10.5%	7.4%	1,266,748	10.4%	1,207,708	10.9%	4.9%



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HYUNDAI	59,214	5.6%	49,045	4.4%	20.7%	263,588	5.0%	204,577	4.4%	28.8%	597,239	4.9%	472,898	4.3%	26.3%
ISUZU	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-
KIA	48,212	4.5%	31,431	2.9%	53.4%	200,060	3.8%	138,164	3.0%	44.8%	418,165	3.4%	317,668	2.9%	31.6%
MAZDA	17,875	1.7%	22,605	2.1%	-20.9%	103,072	2.0%	97,481	2.1%	5.7%	235,157	1.9%	218,596	2.0%	7.6%
MERCEDES / MAYBACH	20,803	2.0%	19,877	1.8%	4.7%	97,709	1.9%	90,770	2.0%	7.6%	237,872	1.9%	218,503	2.0%	8.9%
MITSUBISHI	7,568	0.7%	4,737	0.4%	59.8%	35,816	0.7%	22,292	0.5%	60.7%	69,207	0.6%	54,173	0.5%	27.8%
NISSAN	69,759	6.6%	75,673	6.9%	-7.8%	392,046	7.4%	336,766	7.3%	16.4%	860,439	7.0%	768,478	6.9%	12.0%
INFINITI	6,389	0.6%	8,091	0.7%	-21.0%	40,986	0.8%	38,996	0.8%	5.1%	105,401	0.9%	87,941	0.8%	19.9%
NISSAN MOTOR	76,148	7.2%	83,764	7.6%	-9.1%	433,032	8.2%	375,762	8.1%	15.2%	965,840	7.9%	856,419	7.7%	12.8%
PORSCHE	2,817	0.3%	1,873	0.2%	50.4%	12,996	0.2%	8,842	0.2%	47.0%	29,473	0.2%	19,781	0.2%	49.0%
SAAB / SPYKER	385	0.0%	174	0.0%	121.3%	3,115	0.1%	1,130	0.0%	175.7%	7,430	0.1%	5,203	0.0%	42.8%
SUBARU	20,036	1.9%	23,667	2.1%	-15.3%	112,255	2.1%	104,359	2.3%	7.6%	271,716	2.2%	246,325	2.2%	10.3%
SUZUKI	2,290	0.2%	1,903	0.2%	20.3%	11,124	0.2%	9,514	0.2%	16.9%	25,604	0.2%	27,950	0.3%	-8.4%
JAGUAR	1,271	0.1%	962	0.1%	32.1%	5,021	0.1%	4,233	0.1%	18.6%	14,128	0.1%	10,990	0.1%	28.6%
LAND ROVER	2,891	0.3%	2,709	0.2%	6.7%	14,140	0.3%	12,174	0.3%	16.1%	33,830	0.3%	28,367	0.3%	19.3%
TATA MOTORS LTD	4,162	0.4%	3,671	0.3%	13.4%	19,161	0.4%	16,407	0.4%	16.8%	47,958	0.4%	39,357	0.4%	21.9%
TOYOTA	91,386	8.6%	136,485	12.4%	-33.0%	601,449	11.4%	598,578	12.9%	0.5%	1,491,459	12.2%	1,551,004	14.0%	-3.8%
LEXUS	12,305	1.2%	22,216	2.0%	-44.6%	77,237	1.5%	90,098	1.9%	-14.3%	216,468	1.8%	232,887	2.1%	-7.1%
SCION	4,696	0.4%	4,112	0.4%	14.2%	23,165	0.4%	17,262	0.4%	34.2%	51,581	0.4%	53,401	0.5%	-3.4%
TOYOTA MOTOR	108,387	10.2%	162,813	14.8%	-33.4%	701,851	13.3%	705,938	15.3%	-0.6%	1,759,508	14.4%	1,837,292	16.5%	-4.2%
VOLKSWAGEN	30,100	2.8%	23,543	2.1%	27.9%	125,680	2.4%	104,961	2.3%	19.7%	277,549	2.3%	240,433	2.2%	15.4%
AUDI	10,457	1.0%	9,205	0.8%	13.6%	45,858	0.9%	39,839	0.9%	15.1%	107,648	0.9%	92,234	0.8%	16.7%
VAG	40,557	3.8%	32,748	3.0%	23.8%	171,538	3.3%	144,800	3.1%	18.5%	385,197	3.1%	332,667	3.0%	15.8%
VOLVO / GEELY	7,359	0.7%	4,659	0.4%	58.0%	29,203	0.6%	23,211	0.5%	25.8%	59,940	0.5%	61,942	0.6%	-3.2%
GRAND TOTAL	1,061,122	100.0%	1,102,473	100.0%	-3.8%	5,276,860	100.0%	4,628,248	100.0%	14.0%	12,231,718	100.0%	11,105,908	100.0%	10.1%

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.

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