



U.S. AUTO SALES OVERVIEW

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

Morgan & Company, Inc.

	Monthly Totals				Calendar Year-To-Date					12 Month Totals					
	November 2011	Share	November 2010	Share	Vol. % Change	Current Total	Share	Year Ago Total	Share	Vol. % Change	Current Total	Share	Year Ago Total	Share	Vol. % Change
GRAND TOTAL	994,177		872,757		13.9%	11,528,406		10,438,963		10.4%	12,672,549		11,468,445		10.5%
SAAR-Annual Rate	13,641,176		12,283,791		11.1%	12,708,448		11,500,178		10.5%	12,690,900		11,466,193		10.7%
TRADITIONAL DOMESTIC BRAND TOTALS															
GENERAL MOTORS	180,402	18.1%	168,670	19.3%	7.0%	2,269,446	19.7%	1,986,944	19.0%	14.2%	2,493,593	19.7%	2,193,614	19.1%	13.7%
Car Total/Car Share	57,346	12.5%	56,943	14.1%	0.7%	881,932	15.6%	745,595	14.3%	18.3%	944,950	15.3%	824,226	14.4%	14.6%
Truck Total/Truck Share	123,056	23.0%	111,727	23.8%	10.1%	1,387,514	23.6%	1,241,349	23.7%	11.8%	1,548,643	23.8%	1,369,388	23.8%	13.1%
FORD MOTOR	166,441	16.7%	146,956	16.8%	13.3%	1,933,654	16.8%	1,741,343	16.7%	11.0%	2,123,845	16.8%	1,919,406	16.7%	10.7%
Car Total/Car Share	48,322	10.5%	52,985	13.1%	-8.8%	667,286	11.8%	632,060	12.1%	5.6%	732,144	11.9%	693,255	12.1%	5.6%
Truck Total/Truck Share	118,119	22.1%	93,971	20.0%	25.7%	1,266,368	21.5%	1,109,283	21.2%	14.2%	1,391,701	21.4%	1,226,151	21.3%	13.5%
CHRYSLER GROUP LLC	107,172	10.8%	74,152	8.5%	44.5%	1,231,095	10.7%	984,509	9.4%	25.0%	1,331,797	10.5%	1,071,032	9.3%	24.3%
Car Total/Car Share	28,694	6.2%	13,112	3.2%	118.8%	319,515	5.7%	269,943	5.2%	18.4%	333,858	5.4%	296,773	5.2%	12.5%
Truck Total/Truck Share	78,478	14.7%	61,040	13.0%	28.6%	911,580	15.5%	714,566	13.7%	27.6%	997,939	15.3%	774,259	13.5%	28.9%
TOTAL 'DETROIT 3'	454,015	45.7%	389,778	44.7%	16.5%	5,434,195	47.1%	4,712,796	45.1%	15.3%	5,949,235	46.9%	5,184,052	45.2%	14.8%
Car Total/Car Share	134,362	29.2%	123,040	30.5%	9.2%	1,868,733	33.2%	1,647,598	31.6%	13.4%	2,010,952	32.7%	1,814,254	31.7%	10.8%
Truck Total/Truck Share	319,653	59.8%	266,738	56.8%	19.8%	3,565,462	60.5%	3,065,198	58.6%	16.3%	3,938,283	60.4%	3,369,798	58.7%	16.9%
IMPORT BRAND TOTALS															
JAPANESE BRANDS	348,713	35.1%	333,034	38.2%	4.7%	4,009,594	34.8%	4,019,180	38.5%	-0.2%	4,466,122	35.2%	4,435,156	38.7%	0.7%
Car Total/Car Share	193,912	42.2%	180,236	44.7%	7.6%	2,307,437	40.9%	2,367,338	45.4%	-2.5%	2,567,936	41.7%	2,614,846	45.7%	-1.8%
Truck Total/Truck Share	154,801	29.0%	152,798	32.6%	1.3%	1,702,157	28.9%	1,651,842	31.6%	3.0%	1,898,186	29.1%	1,820,310	31.7%	4.3%
EUROPEAN BRANDS	104,832	10.5%	82,621	9.5%	26.9%	1,047,589	9.1%	887,736	8.5%	18.0%	1,144,918	9.0%	975,141	8.5%	17.4%
Car Total/Car Share	70,447	15.3%	56,937	14.1%	23.7%	730,279	13.0%	645,385	12.4%	13.2%	796,651	12.9%	706,960	12.4%	12.7%
Truck Total/Truck Share	34,385	6.4%	25,684	5.5%	33.9%	317,310	5.4%	242,351	4.6%	30.9%	348,267	5.3%	268,181	4.7%	29.9%
KOREAN BRANDS	86,617	8.7%	67,324	7.7%	28.7%	1,037,028	9.0%	819,251	7.8%	26.6%	1,112,274	8.8%	874,096	7.6%	27.2%
Car Total/Car Share	61,058	13.3%	43,295	10.7%	41.0%	730,295	13.0%	550,640	10.6%	32.6%	781,033	12.7%	587,484	10.3%	32.9%
Truck Total/Truck Share	25,559	4.8%	24,029	5.1%	6.4%	306,733	5.2%	268,611	5.1%	14.2%	331,241	5.1%	286,612	5.0%	15.6%
IMPORT TOTAL	540,162	54.3%	482,979	55.3%	11.8%	6,094,211	52.9%	5,726,167	54.9%	6.4%	6,723,314	53.1%	6,284,393	54.8%	7.0%
Car Total/Car Share	325,417	70.8%	280,468	69.5%	16.0%	3,768,011	66.8%	3,563,363	68.4%	5.7%	4,145,620	67.3%	3,909,290	68.3%	6.0%
Truck Total/Truck Share	214,745	40.2%	202,511	43.2%	6.0%	2,326,200	39.5%	2,162,804	41.4%	7.6%	2,577,694	39.6%	2,375,103	41.3%	8.5%
BY REGION OF MANUFACTURE															
N. AMERICAN SOURCE	774,878	77.9%	656,267	75.2%	18.1%	8,955,466	77.7%	7,953,231	76.2%	12.6%	9,833,135	77.6%	8,747,077	76.3%	12.4%
ASIAN SOURCE	151,712	15.3%	156,449	17.9%	-3.0%	1,840,685	16.0%	1,822,519	17.5%	1.0%	2,036,358	16.1%	1,991,584	17.4%	2.2%
EUROPEAN SOURCE	67,587	6.8%	60,041	6.9%	12.6%	732,255	6.4%	663,213	6.4%	10.4%	803,056	6.3%	729,784	6.4%	10.0%
GRAND TOTAL	994,177	100.0%	872,757	100.0%	13.9%	11,528,406	100.0%	10,438,963	100.0%	10.4%	12,672,549	100.0%	11,468,445	100.0%	10.5%
CAR - TRUCK SPLIT															
TOTAL CAR	459,779	46.2%	403,508	46.2%	13.9%	5,636,744	48.9%	5,210,961	49.9%	8.2%	6,156,572	48.6%	5,723,544	49.9%	7.6%
TOTAL LIGHT TRUCK	534,398	53.8%	469,249	53.8%	13.9%	5,891,662	51.1%	5,228,002	50.1%	12.7%	6,515,977	51.4%	5,744,901	50.1%	13.4%
GRAND TOTAL	994,177	100.0%	872,757	100.0%	13.9%	11,528,406	100.0%	10,438,963	100.0%	10.4%	12,672,549	100.0%	11,468,445	100.0%	10.5%



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CARS BY SOURCE REGION

N. AMERICAN CAR	318,749	69.3%	264,058	65.4%	20.7%	3,945,795	70.0%	3,538,589	67.9%	11.5%	4,294,282	69.8%	3,897,382	68.1%	10.2%
IMPORT CAR	141,030	30.7%	139,450	34.6%	1.1%	1,690,949	30.0%	1,672,372	32.1%	1.1%	1,862,290	30.2%	1,826,162	31.9%	2.0%
TOTAL CAR	459,779	100.0%	403,508	100.0%	13.9%	5,636,744	100.0%	5,210,961	100.0%	8.2%	6,156,572	100.0%	5,723,544	100.0%	7.6%

TRUCKS BY SOURCE REGION

NA LIGHT TRUCK	456,129	85.4%	392,209	83.6%	16.3%	5,009,671	85.0%	4,414,642	84.4%	13.5%	5,538,853	85.0%	4,849,695	84.4%	14.2%
IMPORT LIGHT TRUCK	78,269	14.6%	77,040	16.4%	1.6%	881,991	15.0%	813,360	15.6%	8.4%	977,124	15.0%	895,206	15.6%	9.2%
TOTAL LIGHT TRUCK	534,398	100.0%	469,249	100.0%	13.9%	5,891,662	100.0%	5,228,002	100.0%	12.7%	6,515,977	100.0%	5,744,901	100.0%	13.4%

CORPORATE TOTALS

BMW	21,521	2.2%	20,097	2.3%	7.1%	221,073	1.9%	196,833	1.9%	12.3%	244,353	1.9%	216,961	1.9%	12.6%
MINI	4,750	0.5%	2,786	0.3%	70.5%	51,800	0.4%	41,324	0.4%	25.4%	56,120	0.4%	44,813	0.4%	25.2%
BMW GROUP	26,271	2.6%	22,883	2.6%	14.8%	272,873	2.4%	238,157	2.3%	14.6%	300,473	2.4%	261,774	2.3%	14.8%
CHRYSLER	18,577	1.9%	9,664	1.1%	92.2%	197,372	1.7%	184,314	1.8%	7.1%	210,504	1.7%	202,436	1.8%	4.0%
DODGE	50,731	5.1%	40,286	4.6%	25.9%	640,507	5.6%	539,967	5.2%	18.6%	697,167	5.5%	587,558	5.1%	18.7%
FIAT	1,618	0.2%	0	0.0%	-	17,444	0.2%	0	0.0%	-	17,444	0.1%	0	0.0%	-
JEEP	36,246	3.6%	24,202	2.8%	49.8%	375,772	3.3%	260,228	2.5%	44.4%	406,682	3.2%	281,038	2.5%	44.7%
CHRYSLER GROUP LLC	107,172	10.8%	74,152	8.5%	45.0%	1,231,095	10.7%	984,509	9.4%	23.2%	1,331,797	10.5%	1,071,032	9.3%	22.5%
FORD	160,136	16.1%	133,162	15.3%	20.3%	1,856,166	16.1%	1,578,773	15.1%	17.6%	2,029,904	16.0%	1,736,988	15.1%	16.9%
LINCOLN	6,305	0.6%	7,648	0.9%	-17.6%	77,240	0.7%	77,768	0.7%	-0.7%	85,300	0.7%	88,235	0.8%	-3.3%
MERCURY	0	0.0%	6,146	0.7%	-100.0%	248	0.0%	84,802	0.8%	-99.7%	8,641	0.1%	94,183	0.8%	-90.8%
FORD MOTOR	166,441	16.7%	146,956	16.8%	13.3%	1,933,654	16.8%	1,741,343	16.7%	11.0%	2,123,845	16.8%	1,919,406	16.7%	10.7%
BUICK	10,880	1.1%	11,725	1.3%	-7.2%	162,659	1.4%	138,294	1.3%	17.6%	179,754	1.4%	150,531	1.3%	19.4%
CADILLAC	11,145	1.1%	11,801	1.4%	-5.6%	136,130	1.2%	130,207	1.2%	4.5%	152,848	1.2%	144,952	1.3%	5.4%
CHEVROLET	128,907	13.0%	117,550	13.5%	9.7%	1,614,644	14.0%	1,415,943	13.6%	14.0%	1,762,582	13.9%	1,551,072	13.5%	13.6%
OLDSMOBILE	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-
PONTIAC	0	0.0%	7	0.0%	-100.0%	0	0.0%	1,052	0.0%	-100.0%	130	0.0%	9,462	0.1%	-98.6%
GMC	29,470	3.0%	27,559	3.2%	6.9%	356,013	3.1%	291,061	2.8%	22.3%	398,156	3.1%	321,801	2.8%	23.7%
HUMMER	0	0.0%	25	0.0%	-100.0%	0	0.0%	3,774	0.0%	-100.0%	38	0.0%	4,099	0.0%	-99.1%
SATURN	0	0.0%	3	0.0%	-100.0%	0	0.0%	6,613	0.1%	-100.0%	85	0.0%	11,697	0.1%	-99.3%
GENERAL MOTORS	180,402	18.1%	168,670	19.3%	7.0%	2,269,446	19.7%	1,986,944	19.0%	14.2%	2,493,593	19.7%	2,193,614	19.1%	13.7%
ACURA	9,909	1.0%	10,718	1.2%	-7.5%	110,170	1.0%	118,117	1.1%	-6.7%	125,659	1.0%	128,692	1.1%	-2.4%
HONDA	74,016	7.4%	78,899	9.0%	-6.2%	931,885	8.1%	982,747	9.4%	-5.2%	1,046,012	8.3%	1,079,315	9.4%	-3.1%
HONDA MOTOR	83,925	8.4%	89,617	10.3%	-6.4%	1,042,055	9.0%	1,100,864	10.5%	-5.3%	1,171,671	9.2%	1,208,007	10.5%	-3.0%



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HYUNDAI	49,610	5.0%	40,723	4.7%	21.8%	594,926	5.2%	493,426	4.7%	20.6%	639,728	5.0%	527,223	4.6%	21.3%
ISUZU	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-
KIA	37,007	3.7%	26,601	3.0%	39.1%	442,102	3.8%	325,825	3.1%	35.7%	472,546	3.7%	346,873	3.0%	36.2%
MAZDA	18,432	1.9%	15,304	1.8%	20.4%	228,073	2.0%	208,087	2.0%	9.6%	249,552	2.0%	226,342	2.0%	10.3%
MERCEDES / MAYBACH	28,259	2.8%	19,254	2.2%	46.8%	239,023	2.1%	208,889	2.0%	14.4%	261,067	2.1%	229,795	2.0%	13.6%
MITSUBISHI	3,735	0.4%	4,306	0.5%	-13.3%	73,988	0.6%	50,809	0.5%	45.6%	78,862	0.6%	55,164	0.5%	43.0%
NISSAN	76,754	7.7%	63,184	7.2%	21.5%	854,136	7.4%	723,931	6.9%	18.0%	935,364	7.4%	788,227	6.9%	18.7%
INFINITI	8,428	0.8%	8,182	0.9%	3.0%	87,471	0.8%	90,909	0.9%	-3.8%	99,973	0.8%	100,017	0.9%	0.0%
NISSAN MOTOR	85,182	8.6%	71,366	8.2%	19.4%	941,607	8.2%	814,840	7.8%	15.6%	1,035,337	8.2%	888,244	7.7%	16.6%
PORSCHE	2,255	0.2%	2,416	0.3%	-6.7%	27,189	0.2%	22,752	0.2%	19.5%	29,756	0.2%	24,870	0.2%	19.6%
SAAB / SPYKER	356	0.0%	397	0.0%	-10.3%	5,307	0.0%	4,371	0.0%	21.4%	6,381	0.1%	5,239	0.0%	21.8%
SUBARU	17,657	1.8%	20,792	2.4%	-15.1%	233,288	2.0%	237,126	2.3%	-1.6%	259,982	2.1%	260,200	2.3%	-0.1%
SUZUKI	1,822	0.2%	2,332	0.3%	-21.9%	24,053	0.2%	21,347	0.2%	12.7%	26,700	0.2%	23,232	0.2%	14.9%
JAGUAR	915	0.1%	1,117	0.1%	-18.1%	11,139	0.1%	12,160	0.1%	-8.4%	12,319	0.1%	13,406	0.1%	-8.1%
LAND ROVER	3,820	0.4%	2,922	0.3%	30.7%	33,356	0.3%	28,169	0.3%	18.4%	37,051	0.3%	31,764	0.3%	16.6%
TATA MOTORS LTD	4,735	0.5%	4,039	0.5%	17.2%	44,495	0.4%	40,329	0.4%	10.3%	49,370	0.4%	45,170	0.4%	9.3%
TOYOTA	114,949	11.6%	107,243	12.3%	7.2%	1,248,221	10.8%	1,342,616	12.9%	-7.0%	1,394,193	11.0%	1,498,140	13.1%	-6.9%
LEXUS	19,458	2.0%	18,240	2.1%	6.7%	173,197	1.5%	201,769	1.9%	-14.2%	200,757	1.6%	230,334	2.0%	-12.8%
SCION	3,553	0.4%	3,834	0.4%	-7.3%	45,112	0.4%	41,722	0.4%	8.1%	49,068	0.4%	45,493	0.4%	7.9%
TOYOTA MOTOR	137,960	13.9%	129,317	14.8%	6.7%	1,466,530	12.7%	1,586,107	15.2%	-7.5%	1,644,018	13.0%	1,773,967	15.5%	-7.3%
VOLKSWAGEN	28,412	2.9%	20,189	2.3%	40.7%	291,898	2.5%	232,963	2.2%	25.3%	315,765	2.5%	253,350	2.2%	24.6%
AUDI	9,700	1.0%	9,365	1.1%	3.6%	104,906	0.9%	91,083	0.9%	15.2%	115,452	0.9%	100,113	0.9%	15.3%
VAG	38,112	3.8%	29,554	3.4%	29.0%	396,804	3.4%	324,046	3.1%	22.5%	431,217	3.4%	353,463	3.1%	22.0%
VOLVO / GEELY	4,844	0.5%	4,078	0.5%	18.8%	61,898	0.5%	49,192	0.5%	25.8%	66,654	0.5%	54,830	0.5%	21.6%
GRAND TOTAL	994,177	100.0%	872,757	100.0%	13.9%	11,528,406	100.0%	10,438,963	100.0%	10.4%	12,672,549	100.0%	11,468,445	100.0%	10.5%

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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