



U.S. AUTO SALES OVERVIEW

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

Morgan & Company, Inc.

	Monthly Totals					Calendar Year-To-Date					12 Month Totals				
	October 2011	Share	October 2010	Share	Vol. % Change	Current Total	Share	Year Ago Total	Share	Vol. % Change	Current Total	Share	Year Ago Total	Share	Vol. % Change
GRAND TOTAL	1,020,684		949,650		7.5%	10,534,159		9,566,206		10.1%	12,551,059		11,342,205		10.7%
SAAR-Annual Rate	13,251,370		12,177,732		8.8%	12,615,014		11,421,817		10.4%	12,577,651		11,348,908		10.8%
TRADITIONAL DOMESTIC BRAND TOTALS															
GENERAL MOTORS	186,895	18.3%	183,543	19.3%	1.8%	2,089,044	19.8%	1,818,274	19.0%	14.9%	2,481,861	19.8%	2,175,249	19.2%	14.1%
Car Total/Car Share	60,390	12.6%	58,126	13.1%	3.9%	824,586	15.9%	688,652	14.3%	19.7%	944,547	15.5%	825,026	14.5%	14.5%
Truck Total/Truck Share	126,505	23.3%	125,417	24.9%	0.9%	1,264,458	23.6%	1,129,622	23.7%	11.9%	1,537,314	23.8%	1,350,223	23.9%	13.9%
FORD MOTOR	167,502	16.4%	157,650	16.6%	6.2%	1,767,213	16.8%	1,594,387	16.7%	10.8%	2,104,360	16.8%	1,890,665	16.7%	11.3%
Car Total/Car Share	49,994	10.5%	54,430	12.2%	-8.1%	618,964	12.0%	579,075	12.0%	6.9%	736,807	12.1%	682,749	12.0%	7.9%
Truck Total/Truck Share	117,508	21.6%	103,220	20.5%	13.8%	1,148,249	21.4%	1,015,312	21.3%	13.1%	1,367,553	21.2%	1,207,916	21.4%	13.2%
CHRYSLER GROUP LLC	114,512	11.2%	90,137	9.5%	27.0%	1,123,923	10.7%	910,357	9.5%	23.5%	1,298,777	10.3%	1,060,440	9.3%	22.5%
Car Total/Car Share	32,582	6.8%	20,362	4.6%	60.0%	290,821	5.6%	256,831	5.3%	13.2%	318,276	5.2%	298,093	5.2%	6.8%
Truck Total/Truck Share	81,930	15.1%	69,775	13.8%	17.4%	833,102	15.6%	653,526	13.7%	27.5%	980,501	15.2%	762,347	13.5%	28.6%
TOTAL 'DETROIT 3'	468,909	45.9%	431,330	45.4%	8.7%	4,980,180	47.3%	4,323,018	45.2%	15.2%	5,884,998	46.9%	5,126,354	45.2%	14.8%
Car Total/Car Share	142,966	29.9%	132,918	29.9%	7.6%	1,734,371	33.5%	1,524,558	31.7%	13.8%	1,999,630	32.8%	1,805,868	31.7%	10.7%
Truck Total/Truck Share	325,943	60.0%	298,412	59.1%	9.2%	3,245,809	60.6%	2,798,460	58.8%	16.0%	3,885,368	60.2%	3,320,486	58.8%	17.0%
IMPORT BRAND TOTALS															
JAPANESE BRANDS	359,457	35.2%	361,945	38.1%	-0.7%	3,660,881	34.8%	3,686,146	38.5%	-0.7%	4,450,443	35.5%	4,401,821	38.8%	1.1%
Car Total/Car Share	199,913	41.9%	202,513	45.5%	-1.3%	2,113,525	40.8%	2,187,102	45.5%	-3.4%	2,554,260	41.9%	2,613,048	45.9%	-2.2%
Truck Total/Truck Share	159,544	29.4%	159,432	31.6%	0.1%	1,547,356	28.9%	1,499,044	31.5%	3.2%	1,896,183	29.4%	1,788,773	31.7%	6.0%
EUROPEAN BRANDS	102,226	10.0%	82,520	8.7%	23.9%	942,687	8.9%	805,115	8.4%	17.1%	1,122,637	8.9%	961,258	8.5%	16.8%
Car Total/Car Share	69,557	14.6%	59,297	13.3%	17.3%	660,048	12.7%	588,448	12.2%	12.2%	783,357	12.8%	699,672	12.3%	12.0%
Truck Total/Truck Share	32,669	6.0%	23,223	4.6%	40.7%	282,639	5.3%	216,667	4.6%	30.4%	339,280	5.3%	261,586	4.6%	29.7%
KOREAN BRANDS	90,092	8.8%	73,855	7.8%	22.0%	950,411	9.0%	751,927	7.9%	26.4%	1,092,981	8.7%	852,772	7.5%	28.2%
Car Total/Car Share	65,119	13.6%	50,304	11.3%	29.5%	669,237	12.9%	507,345	10.6%	31.9%	763,270	12.5%	576,138	10.1%	32.5%
Truck Total/Truck Share	24,973	4.6%	23,551	4.7%	6.0%	281,174	5.2%	244,582	5.1%	15.0%	329,711	5.1%	276,634	4.9%	19.2%
IMPORT TOTAL	551,775	54.1%	518,320	54.6%	6.5%	5,553,979	52.7%	5,243,188	54.8%	5.9%	6,666,061	53.1%	6,215,851	54.8%	7.2%
Car Total/Car Share	334,589	70.1%	312,114	70.1%	7.2%	3,442,810	66.5%	3,282,895	68.3%	4.9%	4,100,887	67.2%	3,888,858	68.3%	5.5%
Truck Total/Truck Share	217,186	40.0%	206,206	40.9%	5.3%	2,111,169	39.4%	1,960,293	41.2%	7.7%	2,565,174	39.8%	2,326,993	41.2%	10.2%
BY REGION OF MANUFACTURE															
N. AMERICAN SOURCE	795,962	78.0%	715,523	75.3%	11.2%	8,178,012	77.6%	7,296,964	76.3%	12.1%	9,711,948	77.4%	8,659,435	76.3%	12.2%
ASIAN SOURCE	156,160	15.3%	174,058	18.3%	-10.3%	1,691,549	16.1%	1,666,070	17.4%	1.5%	2,043,671	16.3%	1,959,872	17.3%	4.3%
EUROPEAN SOURCE	68,562	6.7%	60,069	6.3%	14.1%	664,598	6.3%	603,172	6.3%	10.2%	795,440	6.3%	722,898	6.4%	10.0%
GRAND TOTAL	1,020,684	100.0%	949,650	100.0%	7.5%	10,534,159	100.0%	9,566,206	100.0%	10.1%	12,551,059	100.0%	11,342,205	100.0%	10.7%
CAR - TRUCK SPLIT															
TOTAL CAR	477,555	46.8%	445,032	46.9%	7.3%	5,177,181	49.1%	4,807,453	50.3%	7.7%	6,100,517	48.6%	5,694,726	50.2%	7.1%
TOTAL LIGHT TRUCK	543,129	53.2%	504,618	53.1%	7.6%	5,356,978	50.9%	4,758,753	49.7%	12.6%	6,450,542	51.4%	5,647,479	49.8%	14.2%
GRAND TOTAL	1,020,684	100.0%	949,650	100.0%	7.5%	10,534,159	100.0%	9,566,206	100.0%	10.1%	12,551,059	100.0%	11,342,205	100.0%	10.7%



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CARS BY SOURCE REGION

N. AMERICAN CAR	330,252	69.2%	288,397	64.8%	14.5%	3,624,470	70.0%	3,274,531	68.1%	10.7%	4,237,015	69.5%	3,888,509	68.3%	9.0%
IMPORT CAR	147,303	30.8%	156,635	35.2%	-6.0%	1,552,711	30.0%	1,532,922	31.9%	1.3%	1,863,502	30.5%	1,806,217	31.7%	3.2%
TOTAL CAR	477,555	100.0%	445,032	100.0%	7.3%	5,177,181	100.0%	4,807,453	100.0%	7.7%	6,100,517	100.0%	5,694,726	100.0%	7.1%

TRUCKS BY SOURCE REGION

NA LIGHT TRUCK	465,710	85.7%	427,126	84.6%	9.0%	4,553,542	85.0%	4,022,433	84.5%	13.2%	5,474,933	84.9%	4,770,926	84.5%	14.8%
IMPORT LIGHT TRUCK	77,419	14.3%	77,492	15.4%	-0.1%	803,436	15.0%	736,320	15.5%	9.1%	975,609	15.1%	876,553	15.5%	11.3%
TOTAL LIGHT TRUCK	543,129	100.0%	504,618	100.0%	7.6%	5,356,978	100.0%	4,758,753	100.0%	12.6%	6,450,542	100.0%	5,647,479	100.0%	14.2%

CORPORATE TOTALS

BMW	21,873	2.1%	19,272	2.0%	13.5%	199,552	1.9%	176,736	1.8%	12.9%	242,929	1.9%	212,572	1.9%	14.3%
MINI	5,415	0.5%	3,950	0.4%	37.1%	47,050	0.4%	38,538	0.4%	22.1%	54,156	0.4%	44,591	0.4%	21.5%
BMW GROUP	27,288	2.7%	23,222	2.4%	17.5%	246,602	2.3%	215,274	2.3%	14.6%	297,085	2.4%	257,163	2.3%	15.5%
CHRYSLER	21,244	2.1%	16,547	1.7%	28.4%	178,795	1.7%	174,650	1.8%	2.4%	201,591	1.6%	205,316	1.8%	-1.8%
DODGE	55,570	5.4%	45,110	4.8%	23.2%	589,776	5.6%	499,681	5.2%	18.0%	686,722	5.5%	582,949	5.1%	17.8%
FIAT	1,965	0.2%	0	0.0%	-	15,826	0.2%	0	0.0%	-	15,826	0.1%	0	0.0%	-
JEEP	35,733	3.5%	28,480	3.0%	25.5%	339,526	3.2%	236,026	2.5%	43.9%	394,638	3.1%	272,175	2.4%	45.0%
CHRYSLER GROUP LLC	114,512	11.2%	90,137	9.5%	26.8%	1,123,923	10.7%	910,357	9.5%	21.3%	1,298,777	10.3%	1,060,440	9.3%	20.4%
FORD	161,408	15.8%	143,339	15.1%	12.6%	1,696,030	16.1%	1,445,611	15.1%	17.3%	2,002,930	16.0%	1,708,638	15.1%	17.2%
LINCOLN	6,094	0.6%	6,834	0.7%	-10.8%	70,935	0.7%	70,120	0.7%	1.2%	86,643	0.7%	86,996	0.8%	-0.4%
MERCURY	0	0.0%	7,477	0.8%	-100.0%	248	0.0%	78,656	0.8%	-99.7%	14,787	0.1%	95,031	0.8%	-84.4%
FORD MOTOR	167,502	16.4%	157,650	16.6%	6.2%	1,767,213	16.8%	1,594,387	16.7%	10.8%	2,104,360	16.8%	1,890,665	16.7%	11.3%
BUICK	11,687	1.1%	12,569	1.3%	-7.0%	151,779	1.4%	126,569	1.3%	19.9%	180,599	1.4%	147,433	1.3%	22.5%
CADILLAC	11,795	1.2%	13,393	1.4%	-11.9%	124,985	1.2%	118,406	1.2%	5.6%	153,504	1.2%	142,872	1.3%	7.4%
CHEVROLET	131,804	12.9%	124,214	13.1%	6.1%	1,485,737	14.1%	1,298,393	13.6%	14.4%	1,751,225	14.0%	1,533,185	13.5%	14.2%
OLDSMOBILE	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-
PONTIAC	0	0.0%	83	0.0%	-100.0%	0	0.0%	1,045	0.0%	-100.0%	137	0.0%	16,881	0.1%	-99.2%
GMC	31,609	3.1%	33,000	3.5%	-4.2%	326,543	3.1%	263,502	2.8%	23.9%	396,245	3.2%	315,152	2.8%	25.7%
HUMMER	0	0.0%	242	0.0%	-100.0%	0	0.0%	3,749	0.0%	-100.0%	63	0.0%	4,295	0.0%	-98.5%
SATURN	0	0.0%	42	0.0%	-100.0%	0	0.0%	6,610	0.1%	-100.0%	88	0.0%	15,431	0.1%	-99.4%
GENERAL MOTORS	186,895	18.3%	183,543	19.3%	1.8%	2,089,044	19.8%	1,818,274	19.0%	14.9%	2,481,861	19.8%	2,175,249	19.2%	14.1%
ACURA	11,115	1.1%	11,011	1.2%	0.9%	100,261	1.0%	107,399	1.1%	-6.6%	126,468	1.0%	126,743	1.1%	-0.2%
HONDA	87,218	8.5%	87,800	9.2%	-0.7%	857,869	8.1%	903,848	9.4%	-5.1%	1,050,895	8.4%	1,065,650	9.4%	-1.4%
HONDA MOTOR	98,333	9.6%	98,811	10.4%	-0.5%	958,130	9.1%	1,011,247	10.6%	-5.3%	1,177,363	9.4%	1,192,393	10.5%	-1.3%



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HYUNDAI	52,402	5.1%	42,656	4.5%	22.8%	545,316	5.2%	452,703	4.7%	20.5%	630,841	5.0%	514,545	4.5%	22.6%
ISUZU	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-
KIA	37,690	3.7%	31,199	3.3%	20.8%	405,095	3.8%	299,224	3.1%	35.4%	462,140	3.7%	338,227	3.0%	36.6%
MAZDA	18,326	1.8%	18,013	1.9%	1.7%	209,641	2.0%	192,783	2.0%	8.7%	246,424	2.0%	225,293	2.0%	9.4%
MERCEDES / MAYBACH	24,454	2.4%	19,449	2.0%	25.7%	210,764	2.0%	189,635	2.0%	11.1%	252,062	2.0%	228,000	2.0%	10.6%
MINI	4,378	0.4%	5,111	0.5%	-14.3%	70,253	0.7%	46,503	0.5%	51.1%	79,433	0.6%	53,783	0.5%	47.7%
NISSAN	75,484	7.4%	61,843	6.5%	22.1%	777,382	7.4%	660,747	6.9%	17.7%	921,794	7.3%	775,687	6.8%	18.8%
INFINITI	6,862	0.7%	7,930	0.8%	-13.5%	79,043	0.8%	82,727	0.9%	-4.5%	99,727	0.8%	97,479	0.9%	2.3%
NISSAN MOTOR	82,346	8.1%	69,773	7.3%	18.0%	856,425	8.1%	743,474	7.8%	15.2%	1,021,521	8.1%	873,166	7.7%	17.0%
PORSCHE	2,270	0.2%	2,647	0.3%	-14.2%	24,934	0.2%	20,336	0.2%	22.6%	29,917	0.2%	24,080	0.2%	24.2%
SAAB / SPYKER	337	0.0%	741	0.1%	-54.5%	4,951	0.0%	3,974	0.0%	24.6%	6,422	0.1%	5,213	0.0%	23.2%
SUBARU	20,081	2.0%	22,720	2.4%	-11.6%	215,631	2.0%	216,334	2.3%	-0.3%	263,117	2.1%	256,396	2.3%	2.6%
SUZUKI	1,947	0.2%	2,043	0.2%	-4.7%	22,231	0.2%	19,015	0.2%	16.9%	27,210	0.2%	22,440	0.2%	21.3%
JAGUAR	1,125	0.1%	1,295	0.1%	-13.1%	10,440	0.1%	11,043	0.1%	-5.5%	12,737	0.1%	13,442	0.1%	-5.2%
LAND ROVER	3,600	0.4%	2,958	0.3%	21.7%	29,250	0.3%	25,247	0.3%	15.9%	35,867	0.3%	31,008	0.3%	15.7%
TATA MOTORS LTD (est)	4,725	0.5%	4,253	0.4%	11.1%	39,690	0.4%	36,290	0.4%	9.4%	48,604	0.4%	44,450	0.4%	9.3%
TOYOTA	112,002	11.0%	119,729	12.6%	-6.5%	1,133,272	10.8%	1,235,373	12.9%	-8.3%	1,386,487	11.0%	1,503,017	13.3%	-7.8%
LEXUS	18,092	1.8%	21,091	2.2%	-14.2%	153,739	1.5%	183,529	1.9%	-16.2%	199,539	1.6%	230,594	2.0%	-13.5%
SCION	3,952	0.4%	4,654	0.5%	-15.1%	41,559	0.4%	37,888	0.4%	9.7%	49,349	0.4%	44,739	0.4%	10.3%
TOYOTA MOTOR	134,046	13.1%	145,474	15.3%	-7.9%	1,328,570	12.6%	1,456,790	15.2%	-8.8%	1,635,375	13.0%	1,778,350	15.7%	-8.0%
VOLKSWAGEN	28,028	2.7%	20,084	2.1%	39.6%	263,486	2.5%	212,774	2.2%	23.8%	307,542	2.5%	249,411	2.2%	23.3%
AUDI	10,225	1.0%	8,128	0.9%	25.8%	95,206	0.9%	81,718	0.9%	16.5%	115,117	0.9%	97,558	0.9%	18.0%
VAG	38,253	3.7%	28,212	3.0%	35.6%	358,692	3.4%	294,492	3.1%	21.8%	422,659	3.4%	346,969	3.1%	21.8%
VOLVO / GEELY	4,899	0.5%	3,996	0.4%	22.6%	57,054	0.5%	45,114	0.5%	26.5%	65,888	0.5%	55,383	0.5%	19.0%
GRAND TOTAL	1,020,684	100.0%	949,650	100.0%	7.5%	10,534,159	100.0%	9,566,206	100.0%	10.1%	12,551,059	100.0%	11,342,205	100.0%	10.7%

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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