



U.S. AUTO SALES OVERVIEW

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

Morgan & Company, Inc.

	Monthly Totals				Calendar Year-To-Date					12 Month Totals				
	September 2011	September 2010	Share	Vol. % Change	Current Total	Year Ago Total	Share	Vol. % Change	Current Total	Year Ago Total	Share	Vol. % Change		
GRAND TOTAL	1,053,134	958,458		9.9%	9,513,475	8,616,556		10.4%	12,480,025	11,230,263		11.1%		
SAAR-Annual Rate	13,085,684	11,805,827		10.8%	12,544,318	11,337,827		10.6%	12,488,189	11,198,436		11.5%		
TRADITIONAL DOMESTIC BRAND TOTALS														
GENERAL MOTORS	207,145	173,031	18.1%	19.7%	1,902,149	1,634,731	19.0%	16.4%	2,478,509	2,167,825	19.3%	14.3%		
Car Total/Car Share	68,895	61,290	13.0%	12.4%	764,196	630,526	14.5%	21.2%	942,283	830,536	14.6%	13.5%		
Truck Total/Truck Share	138,250	111,741	22.9%	23.7%	1,137,953	1,004,205	23.6%	13.3%	1,536,226	1,337,289	24.1%	14.9%		
FORD MOTOR	174,860	160,375	16.7%	9.0%	1,599,711	1,436,737	16.7%	11.3%	2,094,508	1,865,161	16.6%	12.3%		
Car Total/Car Share	49,876	54,601	11.6%	-8.7%	568,970	524,645	12.0%	8.4%	741,243	673,544	11.9%	10.1%		
Truck Total/Truck Share	124,984	105,774	21.7%	18.2%	1,030,741	912,092	21.4%	13.0%	1,353,265	1,191,617	21.5%	13.6%		
CHRYSLER GROUP LLC	127,334	100,077	10.4%	27.2%	1,009,411	820,220	9.5%	23.1%	1,274,402	1,036,106	9.2%	23.0%		
Car Total/Car Share	33,217	29,550	6.3%	12.4%	258,239	236,469	5.4%	9.2%	306,056	295,287	5.2%	3.6%		
Truck Total/Truck Share	94,117	70,527	14.5%	33.4%	751,172	583,751	13.7%	28.7%	968,346	740,819	13.3%	30.7%		
TOTAL 'DETROIT 3'	509,339	433,483	45.2%	17.5%	4,511,271	3,891,688	45.2%	15.9%	5,847,419	5,069,092	45.1%	15.4%		
Car Total/Car Share	151,988	145,441	30.9%	4.5%	1,591,405	1,391,640	31.9%	14.4%	1,989,582	1,799,367	31.7%	10.6%		
Truck Total/Truck Share	357,351	288,042	59.1%	24.1%	2,919,866	2,500,048	58.8%	16.8%	3,857,837	3,269,725	58.9%	18.0%		
IMPORT BRAND TOTALS														
JAPANESE BRANDS	358,231	365,342	38.1%	-1.9%	3,301,424	3,324,201	38.6%	-0.7%	4,452,931	4,376,507	39.0%	1.7%		
Car Total/Car Share	202,023	212,995	45.2%	-5.2%	1,913,612	1,984,589	45.5%	-3.6%	2,556,860	2,618,095	46.1%	-2.3%		
Truck Total/Truck Share	156,208	152,347	31.3%	2.5%	1,387,812	1,339,612	31.5%	3.6%	1,896,071	1,758,412	31.7%	7.8%		
EUROPEAN BRANDS	97,904	83,006	8.7%	17.9%	840,461	722,595	8.4%	16.3%	1,102,931	952,252	8.5%	15.8%		
Car Total/Car Share	69,318	59,658	12.7%	16.2%	590,491	529,151	12.1%	11.6%	773,097	696,099	12.3%	11.1%		
Truck Total/Truck Share	28,586	23,348	4.8%	22.4%	249,970	193,444	4.5%	29.2%	329,834	256,153	4.6%	28.8%		
KOREAN BRANDS	87,660	76,627	8.0%	14.4%	860,319	678,072	7.9%	26.9%	1,076,744	832,412	7.4%	29.4%		
Car Total/Car Share	59,802	53,259	11.3%	12.3%	604,118	457,041	10.5%	32.2%	748,455	563,470	9.9%	32.8%		
Truck Total/Truck Share	27,858	23,368	4.8%	19.2%	256,201	221,031	5.2%	15.9%	328,289	268,942	4.8%	22.1%		
IMPORT TOTAL	543,795	524,975	54.8%	3.6%	5,002,204	4,724,868	54.8%	5.9%	6,632,606	6,161,171	54.9%	7.7%		
Car Total/Car Share	331,143	325,912	69.1%	1.6%	3,108,221	2,970,781	68.1%	4.6%	4,078,412	3,877,664	68.3%	5.2%		
Truck Total/Truck Share	212,652	199,063	40.9%	6.8%	1,893,983	1,754,087	41.2%	8.0%	2,554,194	2,283,507	41.1%	11.9%		
BY REGION OF MANUFACTURE														
N. AMERICAN SOURCE	825,612	726,425	75.8%	13.7%	7,381,783	6,581,441	76.4%	12.2%	9,631,242	8,577,910	76.4%	12.3%		
ASIAN SOURCE	161,184	171,267	17.9%	-5.9%	1,535,656	1,492,012	17.3%	2.9%	2,061,836	1,933,240	17.2%	6.7%		
EUROPEAN SOURCE	66,338	60,766	6.3%	9.2%	596,036	543,103	6.3%	9.7%	786,947	719,113	6.4%	9.4%		
GRAND TOTAL	1,053,134	958,458	100.0%	9.9%	9,513,475	8,616,556	100.0%	10.4%	12,480,025	11,230,263	100.0%	11.1%		
CAR - TRUCK SPLIT														
TOTAL CAR	483,131	471,353	49.2%	2.5%	4,699,626	4,362,421	50.6%	7.7%	6,067,994	5,677,031	50.6%	6.9%		
TOTAL LIGHT TRUCK	570,003	487,105	50.8%	17.0%	4,813,849	4,254,135	49.4%	13.2%	6,412,031	5,553,232	49.4%	15.5%		
GRAND TOTAL	1,053,134	958,458	100.0%	9.9%	9,513,475	8,616,556	100.0%	10.4%	12,480,025	11,230,263	100.0%	11.1%		



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	September 2011	September 2010	Vol. % Change	Current Total	Year Ago Total	Vol. % Change	Current Total	Year Ago Total	Vol. % Change				

CARS BY SOURCE REGION

N. AMERICAN CAR	340,556	70.5%	313,716	66.6%	8.6%	3,293,951	70.1%	2,986,134	68.5%	10.3%	4,194,893	69.1%	3,888,135	68.5%	7.9%
IMPORT CAR	142,575	29.5%	157,637	33.4%	-9.6%	1,405,675	29.9%	1,376,287	31.5%	2.1%	1,873,101	30.9%	1,788,896	31.5%	4.7%
TOTAL CAR	483,131	100.0%	471,353	100.0%	2.5%	4,699,626	100.0%	4,362,421	100.0%	7.7%	6,067,994	100.0%	5,677,031	100.0%	6.9%

TRUCKS BY SOURCE REGION

NA LIGHT TRUCK	485,056	85.1%	412,709	84.7%	17.5%	4,087,832	84.9%	3,595,307	84.5%	13.7%	5,436,349	84.8%	4,689,775	84.5%	15.9%
IMPORT LIGHT TRUCK	84,947	14.9%	74,396	15.3%	14.2%	726,017	15.1%	658,828	15.5%	10.2%	975,682	15.2%	863,457	15.5%	13.0%
TOTAL LIGHT TRUCK	570,003	100.0%	487,105	100.0%	17.0%	4,813,849	100.0%	4,254,135	100.0%	13.2%	6,412,031	100.0%	5,553,232	100.0%	15.5%

CORPORATE TOTALS

BMW	21,750	2.1%	18,228	1.9%	19.3%	177,679	1.9%	157,464	1.8%	12.8%	240,328	1.9%	209,743	1.9%	14.6%
MINI	3,999	0.4%	4,884	0.5%	-18.1%	41,635	0.4%	34,588	0.4%	20.4%	52,691	0.4%	44,817	0.4%	17.6%
BMW GROUP	25,749	2.4%	23,112	2.4%	11.4%	219,314	2.3%	192,052	2.2%	14.2%	293,019	2.3%	254,560	2.3%	15.1%
CHRYSLER	23,559	2.2%	17,348	1.8%	35.8%	157,551	1.7%	158,103	1.8%	-0.3%	196,894	1.6%	201,584	1.8%	-2.3%
DODGE	65,437	6.2%	54,126	5.6%	20.9%	534,206	5.6%	454,571	5.3%	17.5%	676,262	5.4%	577,327	5.1%	17.1%
FIAT	2,773	0.3%	0	0.0%	-	13,861	0.1%	0	0.0%	-	13,861	0.1%	0	0.0%	-
JEEP	35,565	3.4%	28,603	3.0%	24.3%	303,793	3.2%	207,546	2.4%	46.4%	387,385	3.1%	257,195	2.3%	50.6%
CHRYSLER GROUP LLC	127,334	12.1%	100,077	10.4%	24.8%	1,009,411	10.6%	820,220	9.5%	20.7%	1,274,402	10.2%	1,036,106	9.2%	20.4%
FORD	167,842	15.9%	146,559	15.3%	14.5%	1,534,622	16.1%	1,302,272	15.1%	17.8%	1,984,861	15.9%	1,684,034	15.0%	17.9%
LINCOLN	7,018	0.7%	7,510	0.8%	-6.6%	64,841	0.7%	63,286	0.7%	2.5%	87,383	0.7%	86,897	0.8%	0.6%
MERCURY	0	0.0%	6,306	0.7%	-100.0%	248	0.0%	71,179	0.8%	-99.7%	22,264	0.2%	94,230	0.8%	-76.4%
FORD MOTOR	174,860	16.6%	160,375	16.7%	9.0%	1,599,711	16.8%	1,436,737	16.7%	11.3%	2,094,508	16.8%	1,865,161	16.6%	12.3%
BUICK	13,599	1.3%	12,875	1.3%	5.6%	140,092	1.5%	114,000	1.3%	22.9%	181,481	1.5%	143,917	1.3%	26.1%
CADILLAC	12,741	1.2%	12,620	1.3%	1.0%	113,190	1.2%	105,013	1.2%	7.8%	155,102	1.2%	141,081	1.3%	9.9%
CHEVROLET	147,611	14.0%	121,406	12.7%	21.6%	1,353,933	14.2%	1,174,179	13.6%	15.3%	1,743,635	14.0%	1,524,879	13.6%	14.3%
OLDSMOBILE	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-
PONTIAC	0	0.0%	8	0.0%	-100.0%	0	0.0%	962	0.0%	-100.0%	220	0.0%	27,444	0.2%	-99.2%
GMC	33,194	3.2%	25,944	2.7%	27.9%	294,934	3.1%	230,502	2.7%	28.0%	397,636	3.2%	307,132	2.7%	29.5%
HUMMER	0	0.0%	163	0.0%	-100.0%	0	0.0%	3,507	0.0%	-100.0%	305	0.0%	4,360	0.0%	-93.0%
SATURN	0	0.0%	15	0.0%	-100.0%	0	0.0%	6,568	0.1%	-100.0%	130	0.0%	19,012	0.2%	-99.3%
GENERAL MOTORS	207,145	19.7%	173,031	18.1%	19.7%	1,902,149	20.0%	1,634,731	19.0%	16.4%	2,478,509	19.9%	2,167,825	19.3%	14.3%
ACURA	10,010	1.0%	10,720	1.1%	-6.6%	89,146	0.9%	96,388	1.1%	-7.5%	126,364	1.0%	125,483	1.1%	0.7%
HONDA	79,522	7.6%	86,641	9.0%	-8.2%	770,651	8.1%	816,048	9.5%	-5.6%	1,051,477	8.4%	1,053,601	9.4%	-0.2%
HONDA MOTOR	89,532	8.5%	97,361	10.2%	-8.0%	859,797	9.0%	912,436	10.6%	-5.8%	1,177,841	9.4%	1,179,084	10.5%	-0.1%



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HYUNDAI	52,051	4.9%	46,556	4.9%	11.8%	492,914	5.2%	410,047	4.8%	20.2%	621,095	5.0%	502,894	4.5%	23.5%
ISUZU	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-
KIA	35,609	3.4%	30,071	3.1%	18.4%	367,405	3.9%	268,025	3.1%	37.1%	455,649	3.7%	329,518	2.9%	38.3%
MAZDA	25,521	2.4%	18,580	1.9%	37.4%	191,315	2.0%	174,770	2.0%	9.5%	246,111	2.0%	222,348	2.0%	10.7%
MERCEDES / MAYBACH	23,902	2.3%	21,094	2.2%	13.3%	186,310	2.0%	170,186	2.0%	9.5%	247,057	2.0%	227,417	2.0%	8.6%
MITSUBISHI	5,803	0.6%	4,961	0.5%	17.0%	65,875	0.7%	41,392	0.5%	59.1%	80,166	0.6%	52,539	0.5%	52.6%
NISSAN	84,485	8.0%	65,900	6.9%	28.2%	701,898	7.4%	598,904	7.0%	17.2%	908,153	7.3%	767,508	6.8%	18.3%
INFINITI	8,479	0.8%	8,305	0.9%	2.1%	72,181	0.8%	74,797	0.9%	-3.5%	100,795	0.8%	96,000	0.9%	5.0%
NISSAN MOTOR	92,964	8.8%	74,205	7.7%	25.3%	774,079	8.1%	673,701	7.8%	14.9%	1,008,948	8.1%	863,508	7.7%	16.8%
PORSCHE	2,170	0.2%	1,971	0.2%	10.1%	22,664	0.2%	17,689	0.2%	28.1%	30,294	0.2%	23,075	0.2%	31.3%
SAAB / SPYKER	429	0.0%	1,127	0.1%	-61.9%	4,614	0.0%	3,233	0.0%	42.7%	6,826	0.1%	4,985	0.0%	36.9%
SUBARU	20,934	2.0%	21,432	2.2%	-2.3%	195,550	2.1%	193,614	2.2%	1.0%	265,756	2.1%	251,845	2.2%	5.5%
SUZUKI	2,026	0.2%	1,641	0.2%	23.5%	20,284	0.2%	16,972	0.2%	19.5%	27,306	0.2%	22,142	0.2%	23.3%
JAGUAR	1,111	0.1%	967	0.1%	14.9%	9,315	0.1%	9,748	0.1%	-4.4%	12,907	0.1%	13,029	0.1%	-0.9%
LAND ROVER	2,740	0.3%	2,489	0.3%	10.1%	25,650	0.3%	22,289	0.3%	15.1%	35,225	0.3%	30,210	0.3%	16.6%
TATA MOTORS LTD	3,851	0.4%	3,456	0.4%	11.4%	34,965	0.4%	32,037	0.4%	9.1%	48,132	0.4%	43,239	0.4%	11.3%
TOYOTA	102,618	9.7%	126,652	13.2%	-19.0%	1,021,270	10.7%	1,115,644	12.9%	-8.5%	1,394,214	11.2%	1,512,089	13.5%	-7.8%
LEXUS	14,995	1.4%	16,948	1.8%	-11.5%	135,647	1.4%	162,438	1.9%	-16.5%	202,538	1.6%	229,005	2.0%	-11.6%
SCION	3,838	0.4%	3,562	0.4%	7.7%	37,607	0.4%	33,234	0.4%	13.2%	50,051	0.4%	43,947	0.4%	13.9%
TOYOTA MOTOR	121,451	11.5%	147,162	15.4%	-17.5%	1,194,524	12.6%	1,311,316	15.2%	-8.9%	1,646,803	13.2%	1,785,041	15.9%	-7.7%
VOLKSWAGEN	27,036	2.6%	19,943	2.1%	35.6%	235,458	2.5%	192,690	2.2%	22.2%	299,598	2.4%	246,364	2.2%	21.6%
AUDI	9,725	0.9%	8,151	0.9%	19.3%	84,981	0.9%	73,590	0.9%	15.5%	113,020	0.9%	96,788	0.9%	16.8%
VAG	36,761	3.5%	28,094	2.9%	30.9%	320,439	3.4%	266,280	3.1%	20.3%	412,618	3.3%	343,152	3.1%	20.2%
VOLVO / GEELY	5,042	0.5%	4,152	0.4%	21.4%	52,155	0.5%	41,118	0.5%	26.8%	64,985	0.5%	55,824	0.5%	16.4%
GRAND TOTAL	1,053,134	100.0%	958,458	100.0%	9.9%	9,513,475	100.0%	8,616,556	100.0%	10.4%	12,480,025	100.0%	11,230,263	100.0%	11.1%

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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