



Morgan & Company, Inc.
Summary Page

U.S. AUTO SALES SUMMARY

April, 2018 (Month, CYTD, 12-Month Totals, MYTD)

	Monthly Totals					Calendar Year-To-Date					12 Month Totals				
	April 2018	Share	April 2017	Share	Vol. % Change	Current Total	Share	Year Ago Total	Share	Vol. % Change	Current Total	Share	Year Ago Total	Share	Vol. % Change
TRADITIONAL DOMESTIC BRAND TOTALS															
General Motors	224,023	16.8%	244,406	17.2%	-8.3%	939,817	17.3%	933,927	17.2%	0.6%	3,008,131	17.5%	3,033,447	17.5%	-0.8%
Ford Motor	203,856	15.3%	213,436	15.0%	-4.5%	800,650	14.7%	826,981	15.2%	-3.2%	2,548,869	14.9%	2,554,866	14.7%	-0.2%
FCA US	184,149	13.8%	176,176	12.4%	4.5%	698,918	12.9%	686,974	12.6%	1.7%	2,071,320	12.1%	2,184,146	12.6%	-5.2%
TOTAL 'DETROIT THREE'	612,028	45.8%	634,018	44.6%	-3.5%	2,439,385	44.9%	2,447,882	45.0%	-0.3%	7,628,320	44.4%	7,772,459	44.8%	-1.9%
Honda / Acura	125,701	9.4%	138,386	9.7%	-9.2%	488,192	9.0%	503,679	9.3%	-3.1%	1,625,942	9.5%	1,635,089	9.4%	-0.6%
Hyundai / Genesis	56,063	4.2%	63,050	4.4%	-11.1%	204,941	3.8%	231,842	4.3%	-11.6%	658,654	3.8%	771,304	4.4%	-14.6%
Isuzu	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-
Kia	50,585	3.8%	53,358	3.8%	-5.2%	177,530	3.3%	181,086	3.3%	-2.0%	586,112	3.4%	625,855	3.6%	-6.4%
Mazda	23,056	1.7%	24,164	1.7%	-4.6%	107,051	2.0%	93,235	1.7%	14.8%	303,286	1.8%	300,170	1.7%	1.0%
Mitsubishi	7,990	0.6%	8,375	0.6%	-4.6%	43,762	0.8%	37,522	0.7%	16.6%	109,926	0.6%	98,903	0.6%	11.1%
Nissan / Infiniti	87,764	6.6%	121,998	8.6%	-28.1%	503,767	9.3%	538,889	9.9%	-6.5%	1,558,342	9.1%	1,579,247	9.1%	-1.3%
Subaru	53,170	4.0%	52,368	3.7%	1.5%	202,873	3.7%	196,618	3.6%	3.2%	654,211	3.8%	628,973	3.6%	4.0%
Suzuki	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-
Toyota / Lexus / Scion	192,353	14.4%	201,926	14.2%	-4.7%	764,386	14.1%	734,537	13.5%	4.1%	2,464,360	14.4%	2,403,920	13.9%	2.5%
ASIAN BRANDS	596,682	44.7%	663,625	46.7%	-10.1%	2,492,502	45.9%	2,517,408	46.3%	-1.0%	7,960,833	46.4%	8,043,461	46.4%	-1.0%
BMW / Mini	27,213	2.0%	26,105	1.8%	4.2%	111,581	2.1%	108,038	2.0%	3.3%	356,330	2.1%	362,043	2.1%	-1.6%
Jaguar (Tata Motors)	2,019	0.2%	3,230	0.2%	-37.5%	10,068	0.2%	14,606	0.3%	-31.1%	35,056	0.2%	39,765	0.2%	-11.8%
Land Rover (Tata Motors)	6,448	0.5%	5,211	0.4%	23.7%	30,694	0.6%	25,086	0.5%	22.4%	80,347	0.5%	72,954	0.4%	10.1%
Daimler (Mercedes-Benz)	30,115	2.3%	29,490	2.1%	2.1%	117,096	2.2%	117,125	2.2%	0.0%	375,282	2.2%	381,277	2.2%	-1.6%
Porsche	5,570	0.4%	5,529	0.4%	0.7%	19,524	0.4%	18,247	0.3%	7.0%	56,697	0.3%	54,879	0.3%	3.3%
Saab (Spyker)	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-	0	0.0%	0	0.0%	-
Volvo (Geely)	8,333	0.6%	7,121	0.5%	17.0%	28,416	0.5%	20,600	0.4%	37.9%	89,323	0.5%	80,663	0.5%	10.7%
Volkswagen / Audi (VAG)	47,898	3.6%	46,268	3.3%	3.5%	181,902	3.3%	168,205	3.1%	8.1%	580,102	3.4%	545,179	3.1%	6.4%
EUROPEAN BRANDS	127,596	9.5%	122,954	8.7%	3.8%	499,281	9.2%	471,907	8.7%	5.8%	1,573,137	9.2%	1,536,760	8.9%	2.4%
TOTAL AUTO SALES	1,336,306		1,420,597		-5.9%	5,431,168		5,437,197		-0.1%	17,162,290		17,352,680		-1.1%
SAAR-Annual Rate	16,933,236		16,997,325		-0.4%	17,105,894		17,114,079		0.0%	17,199,121		17,395,816		-1.1%

Source: Morgan & Company, Inc. Ph: 616-842-0031 Email: info@morgancom.com Web: www.morgancom.com

GM sales estimated for current month. GM has now decided to only report sales quarterly.

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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