

## ORANGE COUNTY AUTO OUTLOOK™

2018

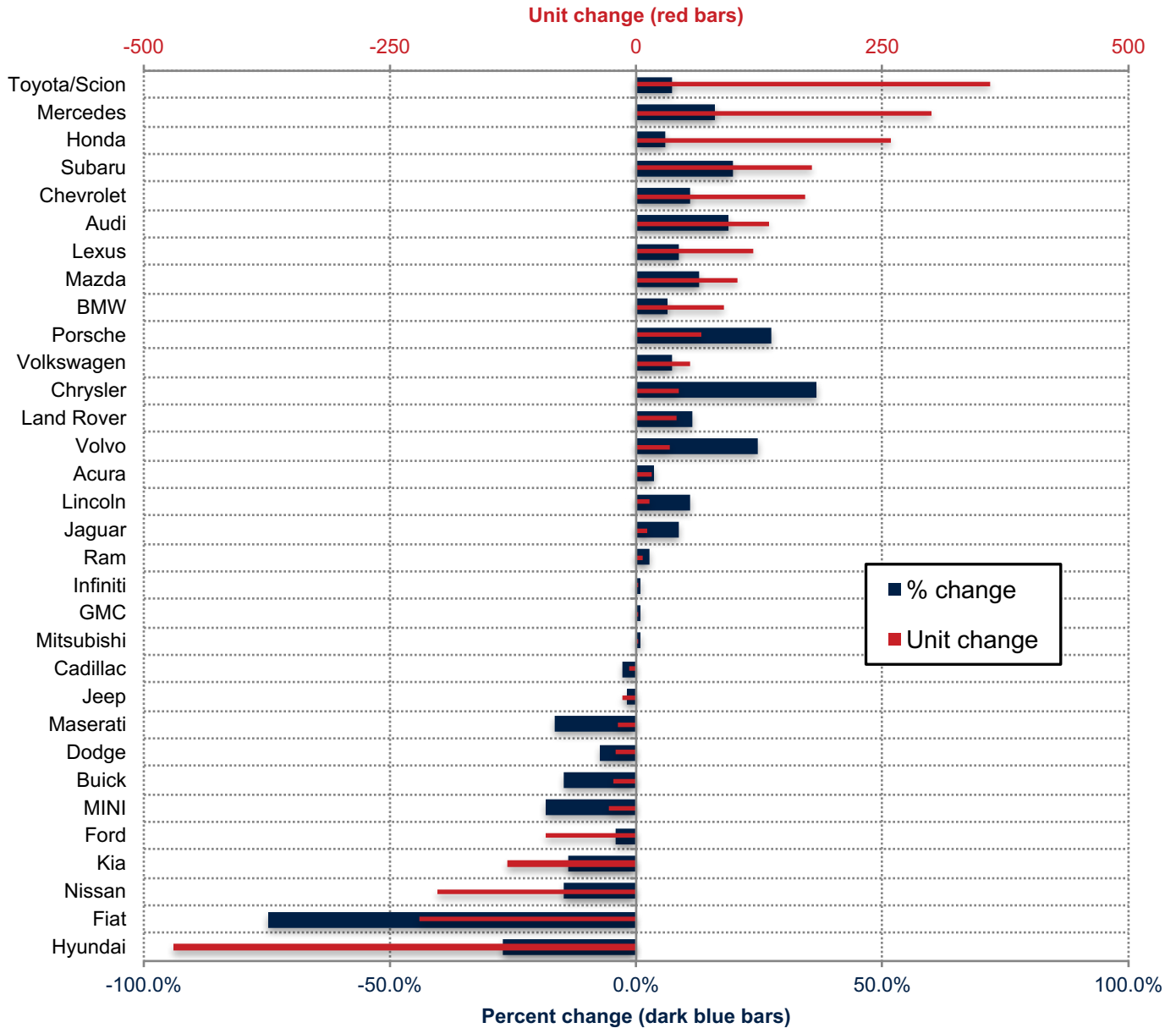
Orange County New Retail Automotive Market Data - Retail Sales \*Does Not Include Fleet Sales

### Orange County New Retail Car and Light Truck Registrations

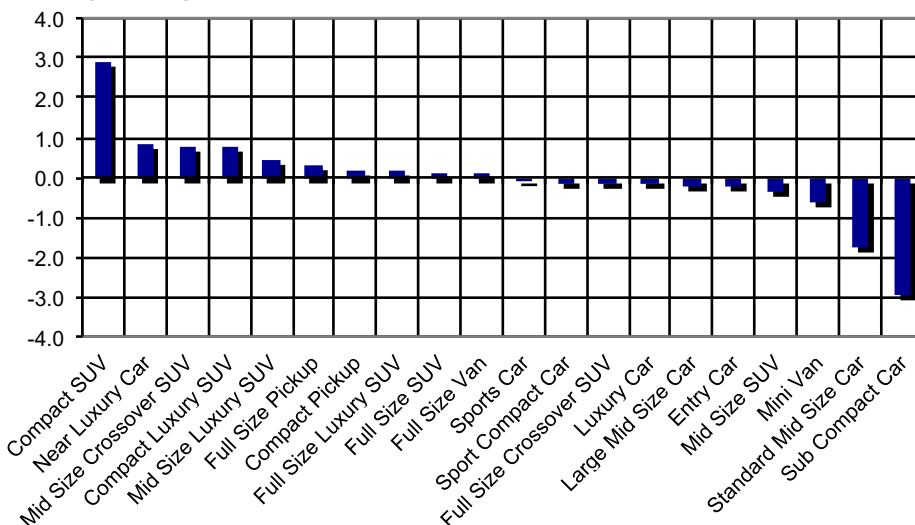
|                            | February      |        |        | Three Month Period<br>Dec. '17 thru Feb. '18 |         |        | Year to date thru February |        |        | YTD<br>Market Share (%) |      |      |
|----------------------------|---------------|--------|--------|--|---------|--------|----------------------------|--------|--------|-------------------------|------|------|
|                            | Orange County |        |        | Orange County                                |         |        | Orange County              |        |        | Orange County           |      |      |
|                            | 2017          | 2018   | % chg. | Previous                                     | Current | % chg. | 2017                       | 2018   | % chg. | 2017                    | 2018 | Chg. |
| <b>MARKET SUMMARY</b>      |               |        |        |  |         |        |                            |        |        |                         |      |      |
| TOTAL                      | 12,947        | 12,213 | -5.7%  | 45,531                                       | 46,709  | 2.6%   | 30,209                     | 31,394 | 3.9%   |                         |      |      |
| Cars                       | 6,622         | 5,834  | -11.9% | 23,466                                       | 22,131  | -5.7%  | 15,481                     | 14,659 | -5.3%  | 51.2                    | 46.7 | -4.6 |
| Light Trucks               | 6,325         | 6,379  | 0.9%   | 22,065                                       | 24,578  | 11.4%  | 14,728                     | 16,735 | 13.6%  | 48.8                    | 53.3 | 4.6  |
| Domestic                   | 2,948         | 2,597  | -11.9% | 9,827  | 10,207  | 3.9%   | 6,581                      | 6,964  | 5.8%   | 21.8                    | 22.2 | 0.4  |
| European                   | 2,285         | 2,531  | 10.8%  | 9,199  | 9,937   | 8.0%   | 6,173                      | 6,738  | 9.2%   | 20.4                    | 21.5 | 1.0  |
| Japanese                   | 6,598         | 6,202  | -6.0%  | 22,278                                       | 23,181  | 4.1%   | 14,770                     | 15,608 | 5.7%   | 48.9                    | 49.7 | 0.8  |
| Korean                     | 1,116         | 883    | -20.9% | 4,227  | 3,384   | -19.9% | 2,685                      | 2,084  | -22.4% | 8.9                     | 6.6  | -2.3 |
| <b>BRAND REGISTRATIONS</b> |               |        |        |  |         |        |                            |        |        |                         |      |      |
| Acura                      | 165           | 140    | -15.2% | 651  | 692     | 6.3%   | 424                        | 440    | 3.8%   | 1.4                     | 1.4  | 0.0  |
| Audi                       | 294           | 336    | 14.3%  | 1,071  | 1,217   | 13.6%  | 714                        | 849    | 18.9%  | 2.4                     | 2.7  | 0.3  |
| BMW                        | 474           | 447    | -5.7%  | 1,949  | 2,145   | 10.1%  | 1,354                      | 1,442  | 6.5%   | 4.5                     | 4.6  | 0.1  |
| Buick                      | 55            | 42     | -23.6% | 221  | 190     | -14.0% | 155                        | 132    | -14.8% | 0.5                     | 0.4  | -0.1 |
| Cadillac                   | 87            | 90     | 3.4%   | 348  | 313     | -10.1% | 224                        | 218    | -2.7%  | 0.7                     | 0.7  | 0.0  |
| Chevrolet                  | 816           | 620    | -24.0% | 2,356  | 2,702   | 14.7%  | 1,590                      | 1,762  | 10.8%  | 5.3                     | 5.6  | 0.3  |
| C/D/J/R                    | 658           | 613    | -6.8%  | 2,272  | 2,195   | -3.4%  | 1,475                      | 1,491  | 1.1%   | 4.9                     | 4.7  | -0.2 |
| Chrysler                   | 51            | 47     | -7.8%  | 189  | 235     | 24.3%  | 117                        | 160    | 36.8%  | 0.4                     | 0.5  | 0.1  |
| Dodge                      | 135           | 112    | -17.0% | 415  | 373     | -10.1% | 270                        | 250    | -7.4%  | 0.9                     | 0.8  | -0.1 |
| Jeep                       | 359           | 356    | -0.8%  | 1,254  | 1,163   | -7.3%  | 821                        | 807    | -1.7%  | 2.7                     | 2.6  | -0.1 |
| Ram                        | 113           | 98     | -13.3% | 414  | 424     | 2.4%   | 267                        | 274    | 2.6%   | 0.9                     | 0.9  | 0.0  |
| Fiat                       | 129           | 23     | -82.2% | 457  | 154     | -66.3% | 294                        | 74     | -74.8% | 1.0                     | 0.2  | -0.8 |
| Ford                       | 1,007         | 744    | -26.1% | 3,190  | 2,913   | -8.7%  | 2,085                      | 1,994  | -4.4%  | 6.9                     | 6.4  | -0.5 |
| GMC                        | 190           | 129    | -32.1% | 633  | 680     | 7.4%   | 434                        | 437    | 0.7%   | 1.4                     | 1.4  | 0.0  |
| Honda                      | 2,044         | 1,923  | -5.9%  | 6,516  | 6,804   | 4.4%   | 4,390                      | 4,649  | 5.9%   | 14.5                    | 14.8 | 0.3  |
| Hyundai                    | 693           | 526    | -24.1% | 2,801  | 2,221   | -20.7% | 1,751                      | 1,280  | -26.9% | 5.8                     | 4.1  | -1.7 |
| Infiniti                   | 163           | 172    | 5.5%   | 712  | 678     | -4.8%  | 465                        | 468    | 0.6%   | 1.5                     | 1.5  | 0.0  |
| Jaguar                     | 66            | 55     | -16.7% | 230  | 229     | -0.4%  | 142                        | 154    | 8.5%   | 0.5                     | 0.5  | 0.0  |
| Kia                        | 423           | 357    | -15.6% | 1,426  | 1,163   | -18.4% | 934                        | 804    | -13.9% | 3.1                     | 2.6  | -0.5 |
| Land Rover                 | 153           | 187    | 22.2%  | 518  | 546     | 5.4%   | 364                        | 405    | 11.3%  | 1.2                     | 1.3  | 0.1  |
| Lexus                      | 453           | 472    | 4.2%   | 2,117  | 2,141   | 1.1%   | 1,347                      | 1,466  | 8.8%   | 4.5                     | 4.7  | 0.2  |
| Lincoln                    | 47            | 59     | 25.5%  | 183  | 199     | 8.7%   | 130                        | 144    | 10.8%  | 0.4                     | 0.5  | 0.1  |
| Maserati                   | 46            | 29     | -37.0% | 181  | 125     | -30.9% | 114                        | 95     | -16.7% | 0.4                     | 0.3  | -0.1 |
| Mazda                      | 368           | 344    | -6.5%  | 1,237  | 1,411   | 14.1%  | 826                        | 930    | 12.6%  | 2.7                     | 3.0  | 0.3  |
| Mercedes                   | 615           | 800    | 30.1%  | 2,805  | 3,224   | 14.9%  | 1,854                      | 2,154  | 16.2%  | 6.1                     | 6.9  | 0.8  |
| MINI                       | 57            | 49     | -14.0% | 219  | 215     | -1.8%  | 153                        | 125    | -18.3% | 0.5                     | 0.4  | -0.1 |
| Mitsubishi                 | 67            | 55     | -17.9% | 198  | 236     | 19.2%  | 143                        | 144    | 0.7%   | 0.5                     | 0.5  | 0.0  |
| Nissan                     | 693           | 521    | -24.8% | 2,124  | 1,751   | -17.6% | 1,379                      | 1,178  | -14.6% | 4.6                     | 3.8  | -0.8 |
| Porsche                    | 107           | 137    | 28.0%  | 360  | 452     | 25.6%  | 239                        | 305    | 27.6%  | 0.8                     | 1.0  | 0.2  |
| smart                      | 10            | 6      | -40.0% | 31   | 19      | -38.7% | 24                         | 13     | -45.8% | 0.1                     | 0.0  | -0.1 |
| Subaru                     | 437           | 442    | 1.1%   | 1,282  | 1,562   | 21.8%  | 908                        | 1,086  | 19.6%  | 3.0                     | 3.5  | 0.5  |
| Toyota/Scion               | 2,208         | 2,133  | -3.4%  | 7,441  | 7,906   | 6.2%   | 4,888                      | 5,247  | 7.3%   | 16.2                    | 16.7 | 0.5  |
| Volkswagen                 | 271           | 329    | 21.4%  | 1,105  | 1,123   | 1.6%   | 734                        | 789    | 7.5%   | 2.4                     | 2.5  | 0.1  |
| Volvo                      | 44            | 62     | 40.9%  | 203  | 255     | 25.6%  | 138                        | 172    | 24.6%  | 0.5                     | 0.5  | 0.0  |
| Other                      | 107           | 371    | 246.7% | 694  | 1,248   | 79.8%  | 537                        | 947    | 76.4%  | 1.8                     | 3.0  | 1.2  |

The table shows new retail light vehicle registrations in Orange County. Monthly registration figures can be subject to fluctuations. This usually occurs due to processing delays by governmental agencies. For this reason, the year-to-date figures will typically be more reflective of market results. The top 10 ranked brands are shaded green. Source: AutoCount data from Experian.

**Change in New Retail Light Vehicle Registrations (YTD 2018 thru February vs. YTD 2017)**



**Change in Segment Market Share - YTD 2018 thru February vs. YTD 2017**



This report is sponsored by the Orange County Automobile Dealers Association and produced by Auto Outlook. For questions or comments regarding this report, please contact the Association (949-428-5050) or Auto Outlook (800-206-0102).

Exclusive source for new vehicle registration data is AutoCount data from Experian.