

ORANGE COUNTY AUTO OUTLOOK™

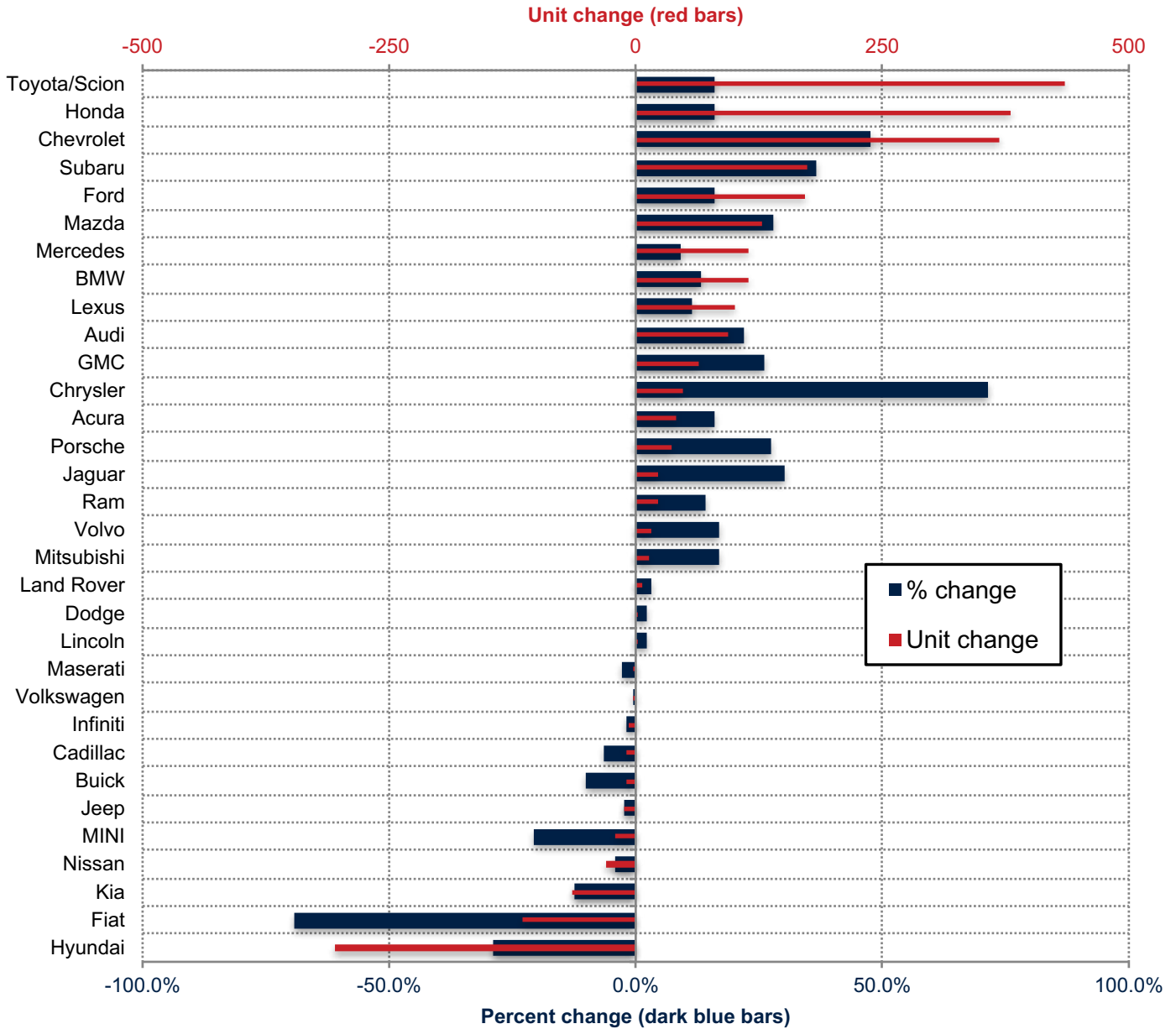
2018

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

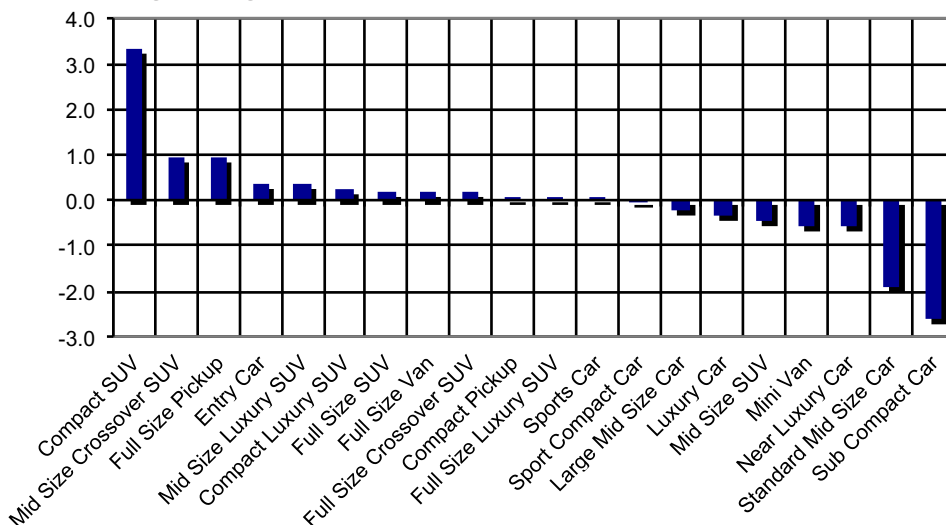
Orange County New Retail Car and Light Truck Registrations												
	January			Three Month Period Nov. '17 thru Jan. '18			Annual Totals			Annual Market Share (%)		
	Orange County			Orange County			Orange County			Orange County		
	2017	2018	% chg.	Previous	Current	% chg.	2016	2017	% chg.	2016	2017	Chg.
MARKET SUMMARY												
TOTAL	17,262	19,181	11.1%	47,759	50,001	4.7%	191,910	185,107	-3.5%			
Cars	8,859	8,811	-0.5%	24,798	23,716	-4.4%	102,491	93,202	-9.1%	53.4	50.4	-3.1
Light Trucks	8,403	10,370	23.4%	22,961	26,285	14.5%	89,419	91,905	2.8%	46.6	49.7	3.1
Domestic	3,633	4,367	20.2%	10,185	10,910	7.1%	43,323	40,125	-7.4%	22.6	21.7	-0.9
European	3,888	4,207	8.2%	10,126	10,537	4.1%	36,995	35,485	-4.1%	19.3	19.2	-0.1
Japanese	8,172	9,406	15.1%	23,045	24,866	7.9%	94,267	94,297	0.0%	49.1	50.9	1.8
Korean	1,569	1,201	-23.5%	4,403	3,688	-16.2%	17,325	15,200	-12.3%	9.0	8.2	-0.8
BRAND REGISTRATIONS												
Acura	259	300	15.8%	679	771	13.5%	2,640	2,774	5.1%	1.4	1.5	0.1
Audi	420	513	22.1%	1,146	1,271	10.9%	4,059	4,410	8.6%	2.1	2.4	0.3
BMW	880	995	13.1%	2,145	2,308	7.6%	8,220	7,153	-13.0%	4.3	3.9	-0.4
Buick	100	90	-10.0%	230	216	-6.1%	825	780	-5.5%	0.4	0.4	0.0
Cadillac	137	128	-6.6%	382	327	-14.4%	1,337	1,106	-17.3%	0.7	0.6	-0.1
Chevrolet	774	1,142	47.5%	2,403	2,999	24.8%	10,211	10,498	2.8%	5.3	5.7	0.4
C/D/J/R	817	878	7.5%	2,406	2,364	-1.7%	9,970	9,626	-3.5%	5.2	5.2	0.0
Chrysler	66	113	71.2%	203	277	36.5%	617	809	31.1%	0.3	0.4	0.1
Dodge	135	138	2.2%	480	374	-22.1%	2,081	1,827	-12.2%	1.1	1.0	-0.1
Jeep	462	451	-2.4%	1,280	1,209	-5.5%	5,277	5,165	-2.1%	2.7	2.8	0.1
Ram	154	176	14.3%	443	504	13.8%	1,995	1,825	-8.5%	1.0	1.0	0.0
Fiat	165	51	-69.1%	479	198	-58.7%	1,451	1,359	-6.3%	0.8	0.7	-0.1
Ford	1,078	1,250	16.0%	3,310	3,150	-4.8%	15,103	12,612	-16.5%	7.9	6.8	-1.1
GMC	244	308	26.2%	657	831	26.5%	2,843	2,549	-10.3%	1.5	1.4	-0.1
Honda	2,346	2,726	16.2%	6,548	7,137	9.0%	26,980	27,985	3.7%	14.1	15.1	1.0
Hyundai	1,058	754	-28.7%	2,910	2,417	-16.9%	10,548	9,743	-7.6%	5.5	5.3	-0.2
Infiniti	302	296	-2.0%	764	726	-5.0%	2,539	2,575	1.4%	1.3	1.4	0.1
Jaguar	76	99	30.3%	243	274	12.8%	725	1,059	46.1%	0.4	0.6	0.2
Kia	511	447	-12.5%	1,493	1,271	-14.9%	6,777	5,457	-19.5%	3.5	2.9	-0.6
Land Rover	211	218	3.3%	552	551	-0.2%	1,990	2,086	4.8%	1.0	1.1	0.1
Lexus	894	994	11.2%	2,364	2,410	1.9%	8,337	8,141	-2.4%	4.3	4.4	0.1
Lincoln	83	85	2.4%	190	184	-3.2%	652	630	-3.4%	0.3	0.3	0.0
Maserati	68	66	-2.9%	209	165	-21.1%	546	568	4.0%	0.3	0.3	0.0
Mazda	458	586	27.9%	1,240	1,529	23.3%	6,138	5,486	-10.6%	3.2	3.0	-0.2
Mercedes	1,239	1,354	9.3%	3,206	3,394	5.9%	11,721	10,650	-9.1%	6.1	5.8	-0.3
MINI	96	76	-20.8%	270	227	-15.9%	1,135	966	-14.9%	0.6	0.5	-0.1
Mitsubishi	76	89	17.1%	214	294	37.4%	884	996	12.7%	0.5	0.5	0.0
Nissan	686	657	-4.2%	2,222	1,917	-13.7%	9,795	8,398	-14.3%	5.1	4.5	-0.6
Porsche	132	168	27.3%	374	486	29.9%	1,557	1,586	1.9%	0.8	0.9	0.1
smart	14	7	-50.0%	28	16	-42.9%	97	85	-12.4%	0.1	0.0	-0.1
Subaru	471	644	36.7%	1,320	1,581	19.8%	4,889	5,735	17.3%	2.5	3.1	0.6
Toyota/Scion	2,680	3,114	16.2%	7,694	8,501	10.5%	32,065	32,207	0.4%	16.7	17.4	0.7
Volkswagen	463	460	-0.6%	1,151	1,127	-2.1%	4,261	4,122	-3.3%	2.2	2.2	0.0
Volvo	94	110	17.0%	229	284	24.0%	856	850	-0.7%	0.4	0.5	0.1
Other	430	576	34.0%	701	1,075	53.4%	2,759	2,915	5.7%	1.4	1.6	0.2

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 (January 2018 vs. January 2017)



Change in Segment Market Share - January 2018 vs. January 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.