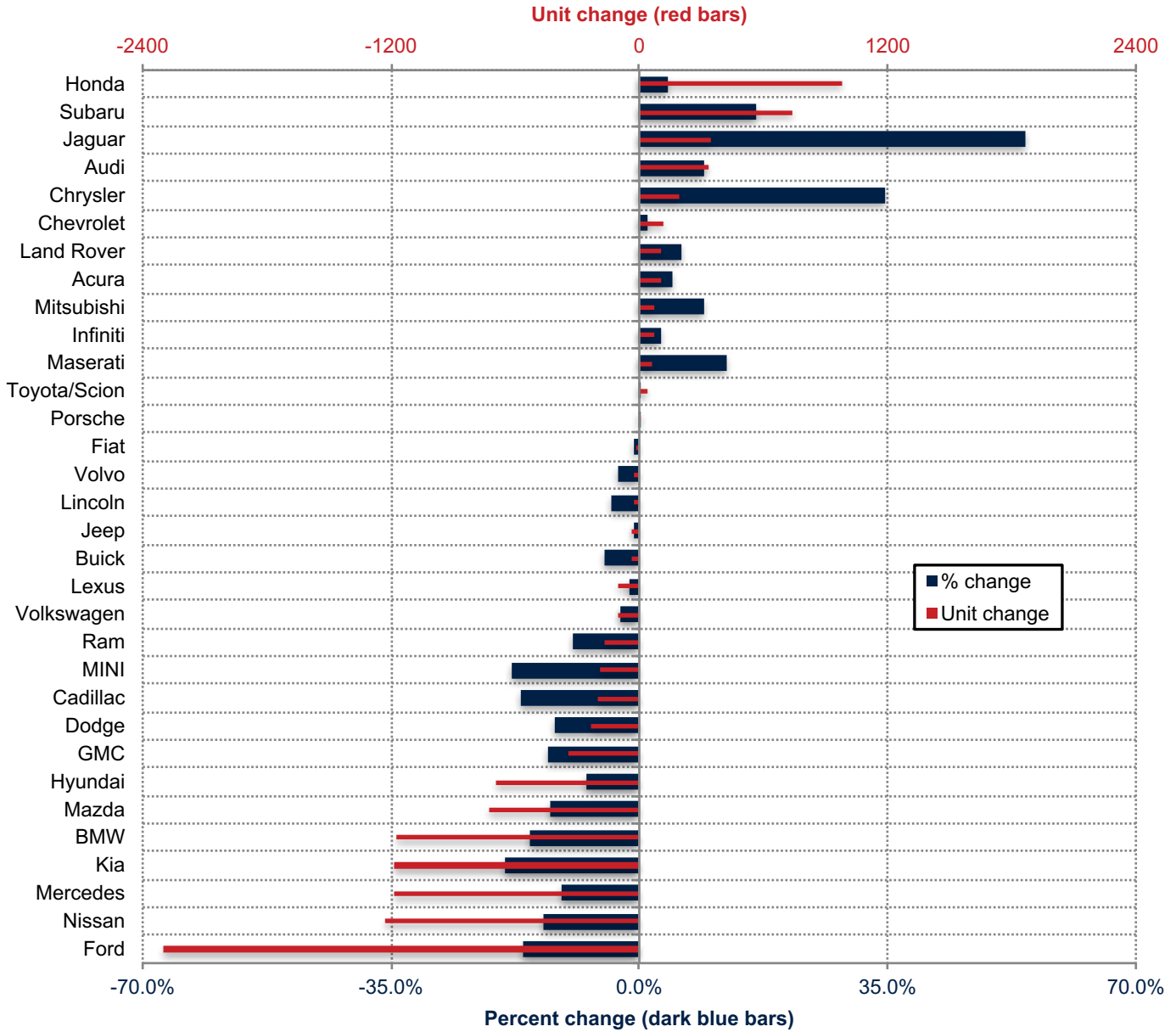


Orange County New Retail Automotive Market Data - Retail Sales *Does Not Include Fleet Sales

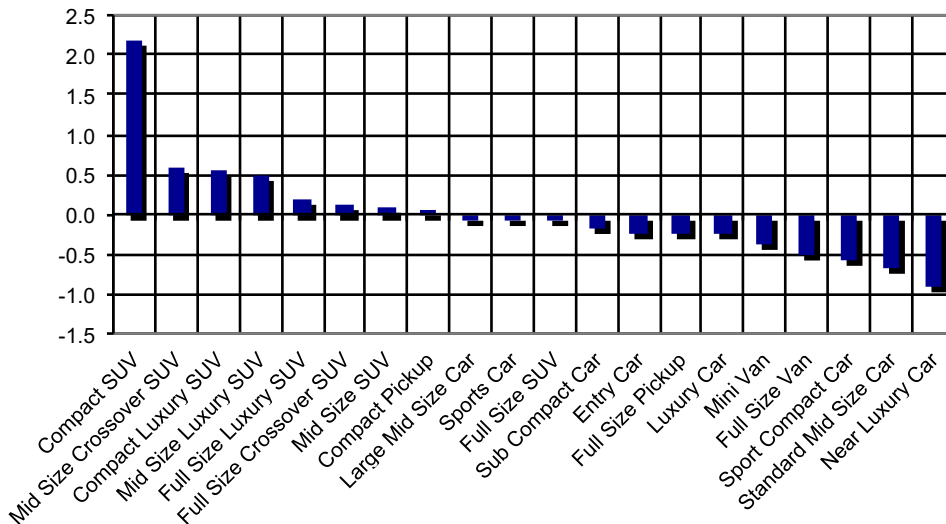
Orange County New Retail Car and Light Truck Registrations												
	November			Three Month Period Sep. '17 thru Nov. '17			Year-to-date thru November			YTD Market Share (%)		
	Orange County			Orange County			Orange County			Orange County		
	2016	2017	% chg.	2016	2017	% chg.	2016	2017	% chg.	2016	2017	Chg.
MARKET SUMMARY												
TOTAL	15,175	15,505	2.2%	46,271	44,542	-3.7%	176,588	169,792	-3.8%			
Cars	7,954	7,434	-6.5%	24,433	21,740	-11.0%	94,506	85,731	-9.3%	53.5	50.5	-3.0
Light Trucks	7,221	8,071	11.8%	21,838	22,802	4.4%	82,082	84,061	2.4%	46.5	49.5	3.0
Domestic	3,306	3,300	-0.2%	10,451	9,778	-6.4%	40,077	36,882	-8.0%	22.7	21.7	-1.0
European	3,212	3,131	-2.5%	9,306	8,542	-8.2%	33,969	32,286	-5.0%	19.2	19.0	-0.2
Japanese	7,365	7,887	7.1%	22,510	22,884	1.7%	86,759	86,724	0.0%	49.1	51.1	1.9
Korean	1,292	1,187	-8.1%	4,004	3,338	-16.6%	15,783	13,900	-11.9%	8.9	8.2	-0.8
BRAND REGISTRATIONS												
Acura	193	219	13.5%	557	639	14.7%	2,413	2,522	4.5%	1.4	1.5	0.1
Audi	369	390	5.7%	979	1,066	8.9%	3,702	4,042	9.2%	2.1	2.4	0.3
BMW	670	610	-9.0%	2,079	1,679	-19.2%	7,625	6,450	-15.4%	4.3	3.8	-0.5
Buick	64	68	6.3%	150	185	23.3%	759	722	-4.9%	0.4	0.4	0.0
Cadillac	121	104	-14.0%	333	292	-12.3%	1,213	1,011	-16.7%	0.7	0.6	-0.1
Chevrolet	863	917	6.3%	2,576	2,606	1.2%	9,445	9,558	1.2%	5.3	5.6	0.3
C/D/J/R	792	782	-1.3%	2,401	2,316	-3.5%	9,173	8,922	-2.7%	5.2	5.3	0.1
Chrysler	65	89	36.9%	171	212	24.0%	545	734	34.7%	0.3	0.4	0.1
Dodge	200	113	-43.5%	515	434	-15.7%	1,936	1,704	-12.0%	1.1	1.0	-0.1
Jeep	385	402	4.4%	1,198	1,198	0.0%	4,844	4,809	-0.7%	2.7	2.8	0.1
Ram	142	178	25.4%	517	472	-8.7%	1,848	1,675	-9.4%	1.0	1.0	0.0
Fiat	151	67	-55.6%	514	224	-56.4%	1,288	1,279	-0.7%	0.7	0.8	0.1
Ford	1,127	981	-13.0%	3,520	2,915	-17.2%	13,998	11,693	-16.5%	7.9	6.9	-1.0
GMC	214	280	30.8%	647	687	6.2%	2,644	2,306	-12.8%	1.5	1.4	-0.1
Honda	2,076	2,256	8.7%	6,382	6,642	4.1%	24,854	25,830	3.9%	14.1	15.2	1.1
Hyundai	802	722	-10.0%	2,472	2,092	-15.4%	9,498	8,802	-7.3%	5.4	5.2	-0.2
Infiniti	215	220	2.3%	637	562	-11.8%	2,292	2,365	3.2%	1.3	1.4	0.1
Jaguar	79	100	26.6%	228	252	10.5%	637	984	54.5%	0.4	0.6	0.2
Kia	490	465	-5.1%	1,532	1,246	-18.7%	6,285	5,098	-18.9%	3.6	3.0	-0.6
Land Rover	187	192	2.7%	495	537	8.5%	1,836	1,945	5.9%	1.0	1.1	0.1
Lexus	700	741	5.9%	1,990	2,045	2.8%	7,567	7,466	-1.3%	4.3	4.4	0.1
Lincoln	54	44	-18.5%	159	125	-21.4%	599	575	-4.0%	0.3	0.3	0.0
Maserati	74	69	-6.8%	164	165	0.6%	479	538	12.3%	0.3	0.3	0.0
Mazda	371	462	24.5%	1,436	1,412	-1.7%	5,727	5,005	-12.6%	3.2	2.9	-0.3
Mercedes	1,016	970	-4.5%	2,833	2,506	-11.5%	10,770	9,580	-11.0%	6.1	5.6	-0.5
MINI	108	61	-43.5%	292	197	-32.5%	1,069	876	-18.1%	0.6	0.5	-0.1
Mitsubishi	83	113	36.1%	217	254	17.1%	829	904	9.0%	0.5	0.5	0.0
Nissan	791	687	-13.1%	2,272	1,932	-15.0%	9,050	7,825	-13.5%	5.1	4.6	-0.5
Porsche	121	171	41.3%	390	426	9.2%	1,436	1,439	0.2%	0.8	0.8	0.0
smart	7	3	-57.1%	14	9	-35.7%	90	79	-12.2%	0.1	0.0	-0.1
Subaru	475	461	-2.9%	1,257	1,370	9.0%	4,515	5,259	16.5%	2.6	3.1	0.5
Toyota/Scion	2,461	2,728	10.8%	7,762	8,028	3.4%	29,512	29,548	0.1%	16.7	17.4	0.7
Volkswagen	317	333	5.0%	994	1,043	4.9%	3,890	3,788	-2.6%	2.2	2.2	0.0
Volvo	70	91	30.0%	205	252	22.9%	791	767	-3.0%	0.4	0.5	0.1
Other	114	198	73.7%	784	838	6.9%	2,602	2,614	0.5%	1.5	1.5	0.0

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 2017 thru November vs. YTD 2016)



Change in Segment Market Share - YTD 2017 thru November vs. YTD 2016



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.