

ORANGE COUNTY AUTO OUTLOOK™

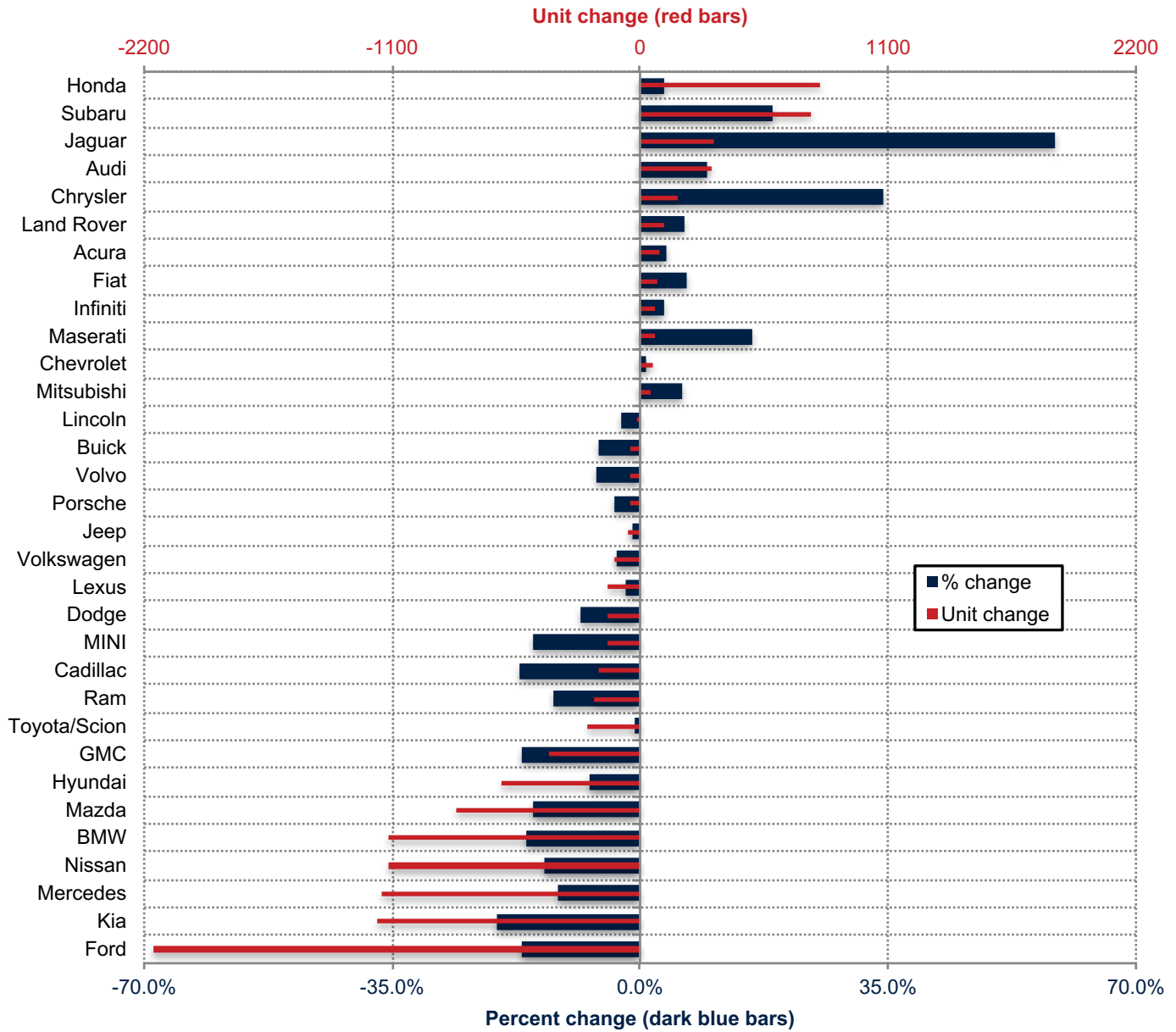
2017

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

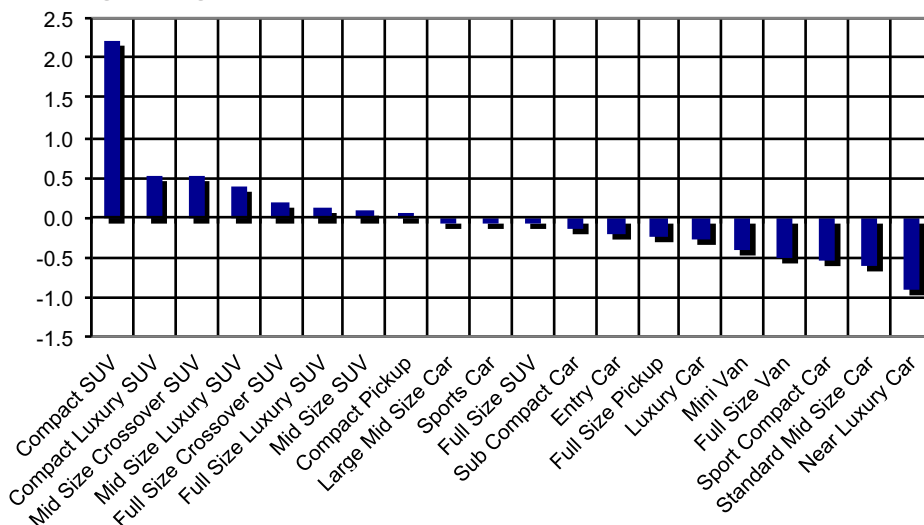
Orange County New Retail Car and Light Truck Registrations												
	October			Three Month Period Aug. '17 thru Oct. '17			Year-to-date thru October			YTD Market Share (%)		
	Orange County			Orange County			Orange County			Orange County		
	2016	2017	% chg.	2016	2017	% chg.	2016	2017	% chg.	2016	2017	Chg.
MARKET SUMMARY												
TOTAL	14,053	14,092	0.3%	49,600	46,422	-6.4%	161,413	154,287	-4.4%			
Cars	7,604	6,941	-8.7%	26,233	22,936	-12.6%	86,552	78,297	-9.5%	53.6	50.7	-2.9
Light Trucks	6,449	7,151	10.9%	23,367	23,486	0.5%	74,861	75,990	1.5%	46.4	49.3	2.9
Domestic	3,138	3,145	0.2%	11,172	10,007	-10.4%	36,771	33,582	-8.7%	22.8	21.8	-1.0
European	2,728	2,679	-1.8%	9,755	8,487	-13.0%	30,757	29,155	-5.2%	19.1	18.9	-0.2
Japanese	6,921	7,218	4.3%	24,266	24,322	0.2%	79,394	78,837	-0.7%	49.2	51.1	1.9
Korean	1,266	1,050	-17.1%	4,407	3,606	-18.2%	14,491	12,713	-12.3%	9.0	8.2	-0.7
BRAND REGISTRATIONS												
Acura	164	206	25.6%	625	749	19.8%	2,220	2,303	3.7%	1.4	1.5	0.1
Audi	269	349	29.7%	995	1,050	5.5%	3,333	3,652	9.6%	2.1	2.4	0.3
BMW	601	527	-12.3%	2,310	1,599	-30.8%	6,955	5,840	-16.0%	4.3	3.8	-0.5
Buick	38	60	57.9%	165	168	1.8%	695	654	-5.9%	0.4	0.4	0.0
Cadillac	92	89	-3.3%	331	281	-15.1%	1,092	907	-16.9%	0.7	0.6	-0.1
Chevrolet	748	849	13.5%	2,664	2,606	-2.2%	8,582	8,641	0.7%	5.3	5.6	0.3
C/D/J/R	727	756	4.0%	2,526	2,493	-1.3%	8,381	8,140	-2.9%	5.2	5.3	0.1
Chrysler	51	60	17.6%	169	205	21.3%	480	645	34.4%	0.3	0.4	0.1
Dodge	140	148	5.7%	487	502	3.1%	1,736	1,591	-8.4%	1.1	1.0	-0.1
Jeep	368	392	6.5%	1,305	1,332	2.1%	4,459	4,407	-1.2%	2.8	2.9	0.1
Ram	168	156	-7.1%	565	454	-19.6%	1,706	1,497	-12.3%	1.1	1.0	-0.1
Fiat	199	57	-71.4%	443	255	-42.4%	1,137	1,212	6.6%	0.7	0.8	0.1
Ford	937	825	-12.0%	3,854	3,111	-19.3%	12,871	10,712	-16.8%	8.0	6.9	-1.1
GMC	171	203	18.7%	683	599	-12.3%	2,430	2,026	-16.6%	1.5	1.3	-0.2
Honda	2,067	2,175	5.2%	6,928	7,244	4.6%	22,778	23,574	3.5%	14.1	15.3	1.2
Hyundai	818	693	-15.3%	2,708	2,347	-13.3%	8,696	8,080	-7.1%	5.4	5.2	-0.2
Infiniti	213	149	-30.0%	638	543	-14.9%	2,077	2,145	3.3%	1.3	1.4	0.1
Jaguar	67	76	13.4%	255	250	-2.0%	558	884	58.4%	0.3	0.6	0.3
Kia	448	357	-20.3%	1,699	1,259	-25.9%	5,795	4,633	-20.1%	3.6	3.0	-0.6
Land Rover	138	160	15.9%	504	571	13.3%	1,649	1,753	6.3%	1.0	1.1	0.1
Lexus	517	551	6.6%	2,072	2,168	4.6%	6,867	6,725	-2.1%	4.3	4.4	0.1
Lincoln	48	30	-37.5%	156	135	-13.5%	545	531	-2.6%	0.3	0.3	0.0
Maserati	47	46	-2.1%	133	149	12.0%	405	469	15.8%	0.3	0.3	0.0
Mazda	421	469	11.4%	1,728	1,453	-15.9%	5,356	4,543	-15.2%	3.3	2.9	-0.4
Mercedes	828	841	1.6%	2,952	2,466	-16.5%	9,754	8,610	-11.7%	6.0	5.6	-0.4
MINI	93	55	-40.9%	294	246	-16.3%	961	815	-15.2%	0.6	0.5	-0.1
Mitsubishi	80	75	-6.3%	222	250	12.6%	746	791	6.0%	0.5	0.5	0.0
Nissan	740	655	-11.5%	2,435	2,064	-15.2%	8,259	7,138	-13.6%	5.1	4.6	-0.5
Porsche	120	152	26.7%	421	385	-8.6%	1,315	1,268	-3.6%	0.8	0.8	0.0
smart	2	2	0.0%	12	9	-25.0%	83	76	-8.4%	0.1	0.0	-0.1
Subaru	356	434	21.9%	1,296	1,544	19.1%	4,040	4,798	18.8%	2.5	3.1	0.6
Toyota/Scion	2,363	2,504	6.0%	8,322	8,307	-0.2%	27,051	26,820	-0.9%	16.8	17.4	0.6
Volkswagen	270	283	4.8%	1,092	1,086	-0.5%	3,573	3,455	-3.3%	2.2	2.2	0.0
Volvo	59	86	45.8%	230	232	0.9%	721	676	-6.2%	0.4	0.4	0.0
Other	412	378	-8.3%	907	803	-11.5%	2,488	2,416	-2.9%	1.5	1.6	0.1

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 October vs. YTD 2016)



Change in Segment Market Share - YTD 2017 thru October 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.