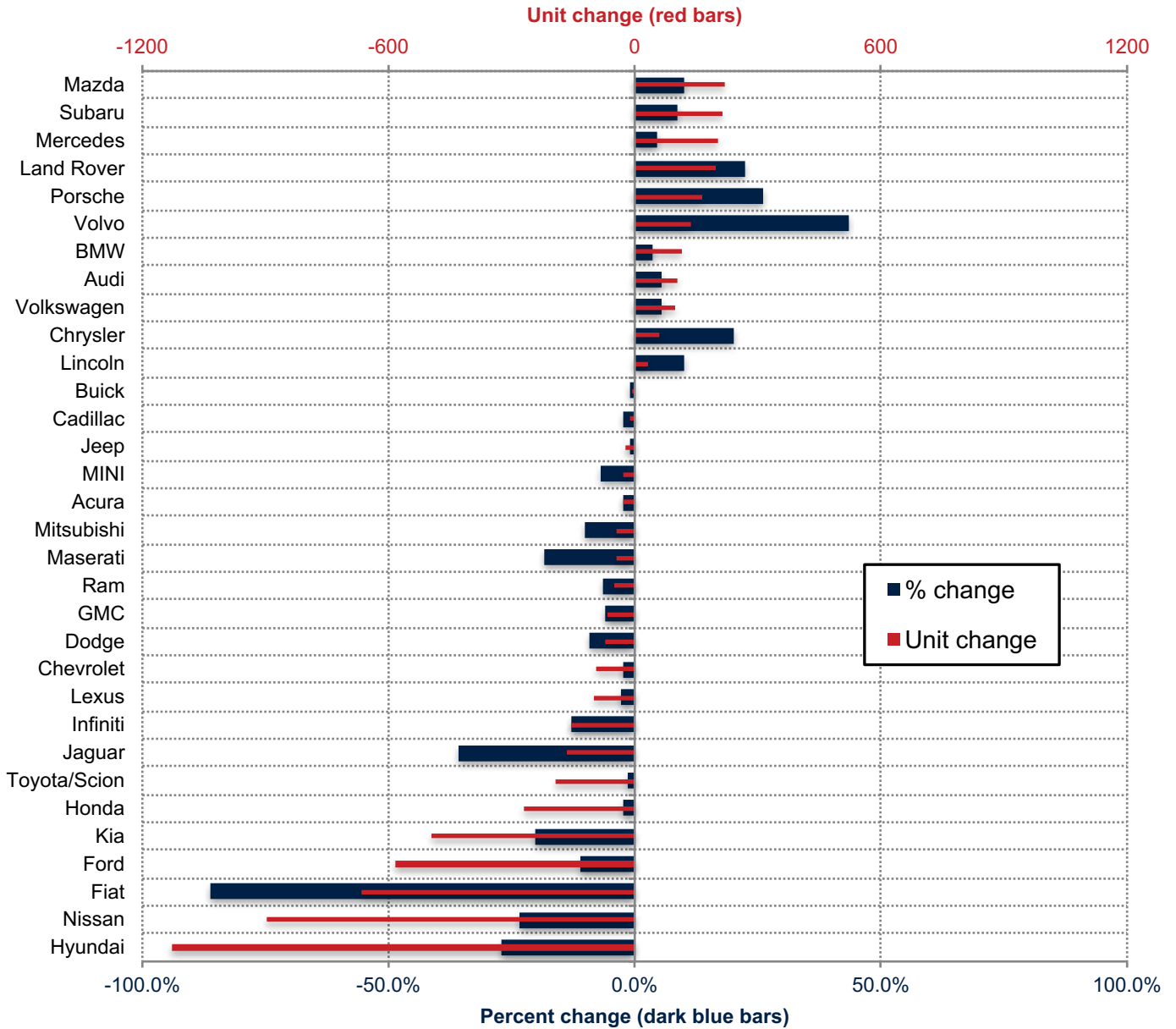


Orange County New Retail Automotive Market Data - Retail Sales *Does Not Include Fleet Sales

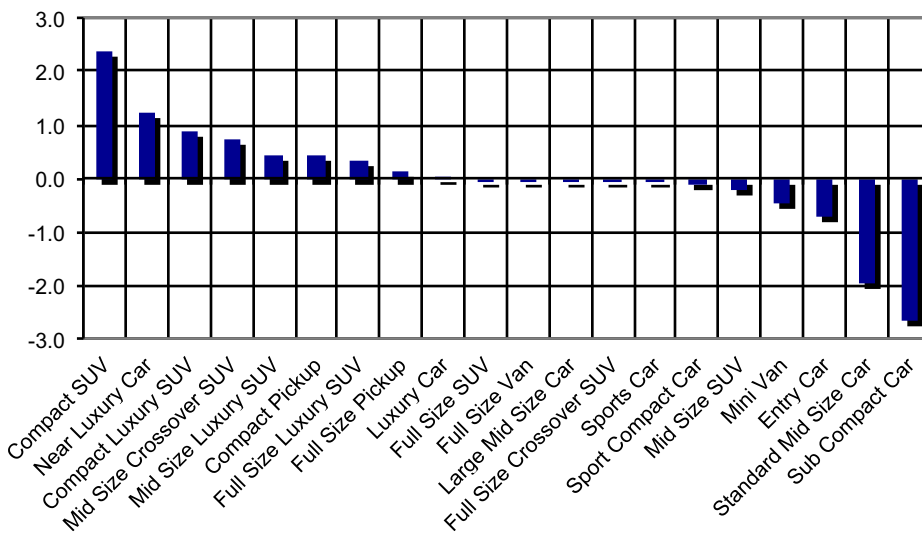
Orange County New Retail Car and Light Truck Registrations												
	May			Three Month Period Mar. '18 thru May '18			Year to date thru May			YTD Market Share (%)		
	Orange County			Orange County			Orange County			Orange County		
	2017	2018	% chg.	Previous	Current	% chg.	2017	2018	% chg.	2017	2018	Chg.
MARKET SUMMARY												
TOTAL	16,736	17,345	3.6%	48,034	44,637	-7.1%	78,243	76,031	-2.8%			
Cars	8,677	8,339	-3.9%	24,869	21,211	-14.7%	40,350	35,869	-11.1%	51.6	47.2	-4.4
Light Trucks	8,059	9,006	11.8%	23,165	23,426	1.1%	37,893	40,162	6.0%	48.4	52.8	4.4
Domestic	3,483	3,959	13.7%	10,397	10,348	-0.5%	16,978	17,312	2.0%	21.7	22.8	1.1
European	3,157	3,404	7.8%	9,109	8,867	-2.7%	15,282	15,605	2.1%	19.5	20.5	1.0
Japanese	8,718	8,815	1.1%	24,556	22,475	-8.5%	39,326	38,083	-3.2%	50.3	50.1	-0.2
Korean	1,378	1,167	-15.3%	3,972	2,947	-25.8%	6,657	5,031	-24.4%	8.5	6.6	-1.9
BRAND REGISTRATIONS												
Acura	264	240	-9.1%	662	620	-6.3%	1,086	1,060	-2.4%	1.4	1.4	0.0
Audi	389	477	22.6%	1,163	1,134	-2.5%	1,877	1,983	5.6%	2.4	2.6	0.2
BMW	642	734	14.3%	1,841	1,866	1.4%	3,195	3,308	3.5%	4.1	4.4	0.3
Buick	78	73	-6.4%	198	218	10.1%	353	350	-0.8%	0.5	0.5	0.0
Cadillac	89	105	18.0%	251	245	-2.4%	475	463	-2.5%	0.6	0.6	0.0
Chevrolet	915	885	-3.3%	2,778	2,513	-9.5%	4,368	4,275	-2.1%	5.6	5.6	0.0
C/D/J/R	938	1,009	7.6%	2,587	2,490	-3.7%	4,062	3,981	-2.0%	5.2	5.2	0.0
Chrysler	81	83	2.5%	194	213	9.8%	311	373	19.9%	0.4	0.5	0.1
Dodge	199	203	2.0%	536	483	-9.9%	806	733	-9.1%	1.0	1.0	0.0
Jeep	482	534	10.8%	1,371	1,365	-0.4%	2,192	2,172	-0.9%	2.8	2.9	0.1
Ram	176	189	7.4%	486	429	-11.7%	753	703	-6.6%	1.0	0.9	-0.1
Fiat	107	11	-89.7%	478	34	-92.9%	772	108	-86.0%	1.0	0.1	-0.9
Ford	1,086	1,011	-6.9%	3,282	2,788	-15.1%	5,367	4,782	-10.9%	6.9	6.3	-0.6
GMC	207	205	-1.0%	627	560	-10.7%	1,061	997	-6.0%	1.4	1.3	-0.1
Honda	2,584	2,738	6.0%	7,234	6,706	-7.3%	11,624	11,355	-2.3%	14.9	14.9	0.0
Hyundai	869	736	-15.3%	2,452	1,794	-26.8%	4,203	3,074	-26.9%	5.4	4.0	-1.4
Infiniti	205	172	-16.1%	737	579	-21.4%	1,202	1,047	-12.9%	1.5	1.4	-0.1
Jaguar	107	46	-57.0%	326	146	-55.2%	468	300	-35.9%	0.6	0.4	-0.2
Kia	509	431	-15.3%	1,520	1,153	-24.1%	2,454	1,957	-20.3%	3.1	2.6	-0.5
Land Rover	194	218	12.4%	529	687	29.9%	893	1,092	22.3%	1.1	1.4	0.3
Lexus	706	682	-3.4%	2,004	1,785	-10.9%	3,351	3,251	-3.0%	4.3	4.3	0.0
Lincoln	54	65	20.4%	165	181	9.7%	295	325	10.2%	0.4	0.4	0.0
Maserati	45	40	-11.1%	128	103	-19.5%	242	198	-18.2%	0.3	0.3	0.0
Mazda	439	545	24.1%	1,349	1,466	8.7%	2,175	2,396	10.2%	2.8	3.2	0.4
Mercedes	975	980	0.5%	2,693	2,597	-3.6%	4,547	4,751	4.5%	5.8	6.2	0.4
MINI	80	80	0.0%	218	220	0.9%	371	345	-7.0%	0.5	0.5	0.0
Mitsubishi	83	85	2.4%	277	234	-15.5%	420	378	-10.0%	0.5	0.5	0.0
Nissan	821	649	-21.0%	2,420	1,726	-28.7%	3,799	2,904	-23.6%	4.9	3.8	-1.1
Porsche	152	193	27.0%	403	504	25.1%	642	809	26.0%	0.8	1.1	0.3
smart	13	1	-92.3%	33	9	-72.7%	57	22	-61.4%	0.1	0.0	-0.1
Subaru	534	593	11.0%	1,538	1,575	2.4%	2,446	2,661	8.8%	3.1	3.5	0.4
Toyota/Scion	3,082	3,111	0.9%	8,335	7,784	-6.6%	13,223	13,031	-1.5%	16.9	17.1	0.2
Volkswagen	351	406	15.7%	1,001	1,044	4.3%	1,735	1,833	5.6%	2.2	2.4	0.2
Volvo	53	127	139.6%	178	282	58.4%	316	454	43.7%	0.4	0.6	0.2
Other	165	697	322.4%	627	1,594	154.2%	1,164	2,541	118.3%	1.5	3.3	1.8

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 May vs. YTD 2017)



Change in Segment Market Share - YTD 2018 thru May 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.