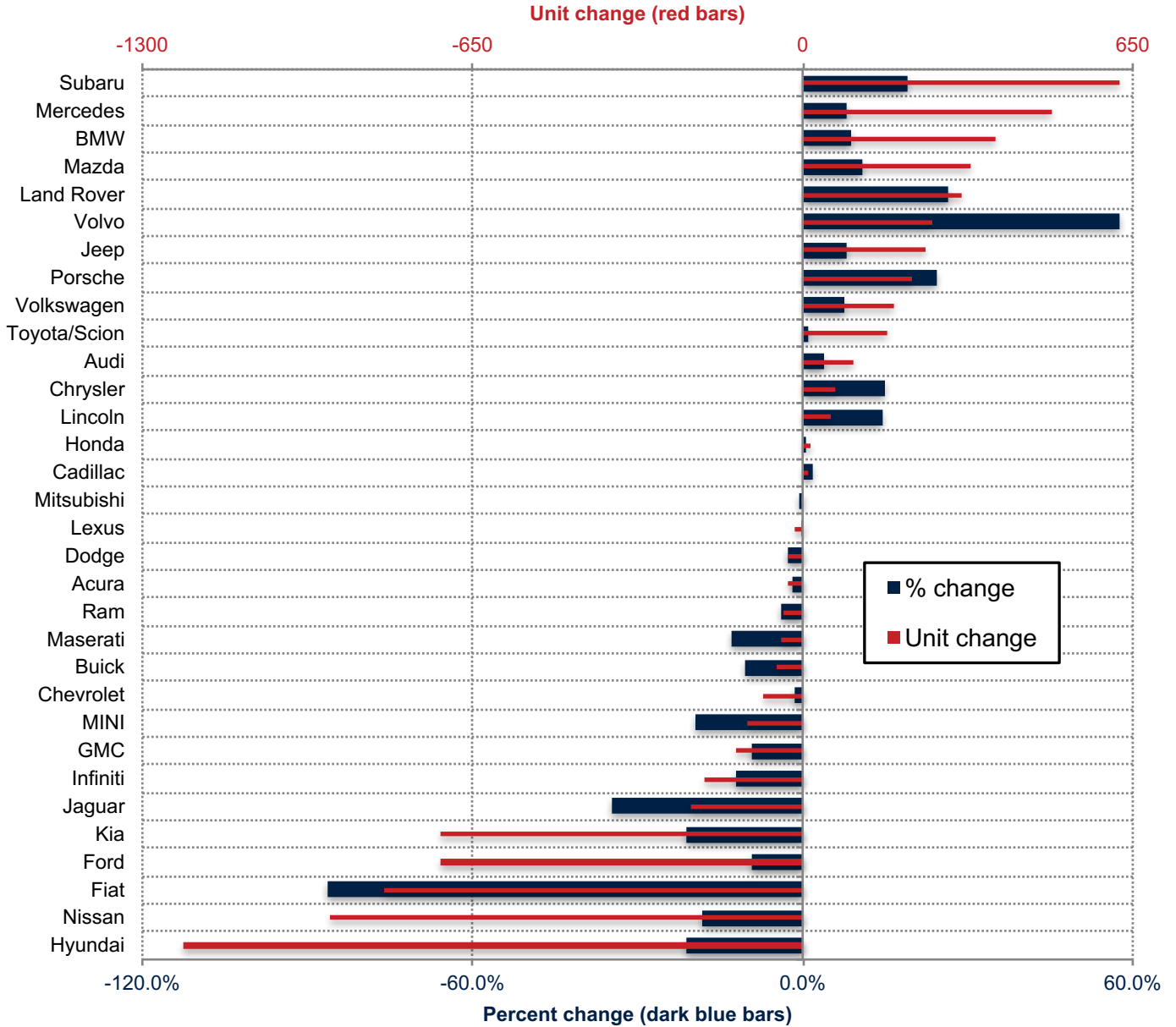


Orange County New Retail Automotive Market Data - Retail Sales *Does Not Include Fleet Sales

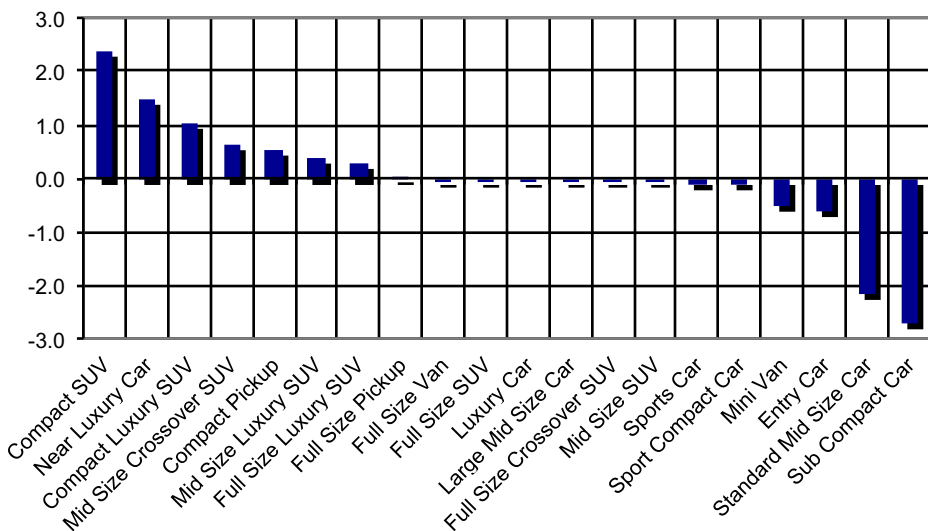
Orange County New Retail Car and Light Truck Registrations												
	July			Three Month Period May '18 thru July '18			Year to date thru July			YTD Market Share (%)		
	Orange County			Orange County			Orange County			Orange County		
	2017	2018	% chg.	Previous	Current	% chg.	2017	2018	% chg.	2017	2018	Chg.
MARKET SUMMARY												
TOTAL	14,323	17,427	21.7%	46,358	49,667	7.1%	107,865	108,353	0.5%			
Cars	7,272	8,051	10.7%	23,688	23,335	-1.5%	55,361	50,865	-8.1%	51.3	46.9	-4.4
Light Trucks	7,051	9,376	33.0%	22,670	26,332	16.2%	52,504	57,488	9.5%	48.7	53.1	4.4
Domestic	3,176	4,183	31.7%	10,080	11,658	15.7%	23,575	25,011	6.1%	21.9	23.1	1.2
European	2,678	3,242	21.1%	8,543	9,481	11.0%	20,668	21,682	4.9%	19.2	20.0	0.8
Japanese	7,296	8,833	21.1%	23,907	25,216	5.5%	54,515	54,484	-0.1%	50.5	50.3	-0.3
Korean	1,173	1,169	-0.3%	3,828	3,312	-13.5%	9,107	7,176	-21.2%	8.4	6.6	-1.8
BRAND REGISTRATIONS												
Acura	209	278	33.0%	732	705	-3.7%	1,554	1,525	-1.9%	1.4	1.4	0.0
Audi	393	373	-5.1%	1,114	1,197	7.5%	2,602	2,703	3.9%	2.4	2.5	0.1
BMW	550	736	33.8%	1,688	2,045	21.1%	4,241	4,619	8.9%	3.9	4.3	0.4
Buick	67	41	-38.8%	211	159	-24.6%	486	436	-10.3%	0.5	0.4	-0.1
Cadillac	74	97	31.1%	240	280	16.7%	626	638	1.9%	0.6	0.6	0.0
Chevrolet	840	913	8.7%	2,582	2,565	-0.7%	6,035	5,955	-1.3%	5.6	5.5	-0.1
C/D/J/R	736	1,003	36.3%	2,523	2,917	15.6%	5,647	5,889	4.3%	5.2	5.4	0.2
Chrysler	51	67	31.4%	210	215	2.4%	440	505	14.8%	0.4	0.5	0.1
Dodge	116	165	42.2%	482	531	10.2%	1,089	1,061	-2.6%	1.0	1.0	0.0
Jeep	425	614	44.5%	1,365	1,681	23.2%	3,075	3,319	7.9%	2.9	3.1	0.2
Ram	144	157	9.0%	466	490	5.2%	1,043	1,004	-3.7%	1.0	0.9	-0.1
Fiat	74	12	-83.8%	292	35	-88.0%	957	132	-86.2%	0.9	0.1	-0.8
Ford	1,033	1,031	-0.2%	3,320	3,116	-6.1%	7,601	6,887	-9.4%	7.0	6.4	-0.6
GMC	180	171	-5.0%	573	504	-12.0%	1,427	1,296	-9.2%	1.3	1.2	-0.1
Honda	2,316	2,586	11.7%	7,290	7,729	6.0%	16,330	16,346	0.1%	15.1	15.1	0.0
Hyundai	718	812	13.1%	2,399	2,176	-9.3%	5,733	4,514	-21.3%	5.3	4.2	-1.1
Infiniti	195	174	-10.8%	605	535	-11.6%	1,602	1,410	-12.0%	1.5	1.3	-0.2
Jaguar	75	69	-8.0%	273	159	-41.8%	634	413	-34.9%	0.6	0.4	-0.2
Kia	455	357	-21.5%	1,429	1,136	-20.5%	3,374	2,662	-21.1%	3.1	2.5	-0.6
Land Rover	151	190	25.8%	483	620	28.4%	1,182	1,494	26.4%	1.1	1.4	0.3
Lexus	568	680	19.7%	1,912	1,973	3.2%	4,557	4,542	-0.3%	4.2	4.2	0.0
Lincoln	44	75	70.5%	155	193	24.5%	396	453	14.4%	0.4	0.4	0.0
Maserati	38	49	28.9%	123	120	-2.4%	320	278	-13.1%	0.3	0.3	0.0
Mazda	440	545	23.9%	1,354	1,572	16.1%	3,090	3,423	10.8%	2.9	3.2	0.3
Mercedes	778	1,000	28.5%	2,572	2,863	11.3%	6,144	6,634	8.0%	5.7	6.1	0.4
MINI	82	53	-35.4%	278	193	-30.6%	569	458	-19.5%	0.5	0.4	-0.1
Mitsubishi	54	93	72.2%	204	244	19.6%	541	537	-0.7%	0.5	0.5	0.0
Nissan	580	712	22.8%	2,096	1,888	-9.9%	5,074	4,143	-18.3%	4.7	3.8	-0.9
Porsche	113	154	36.3%	393	482	22.6%	883	1,098	24.3%	0.8	1.0	0.2
smart	3	6	100.0%	23	10	-56.5%	67	31	-53.7%	0.1	0.0	-0.1
Subaru	383	661	72.6%	1,342	1,809	34.8%	3,254	3,877	19.1%	3.0	3.6	0.6
Toyota/Scion	2,551	3,104	21.7%	8,372	8,761	4.6%	18,513	18,681	0.9%	17.2	17.2	0.0
Volkswagen	308	384	24.7%	985	1,124	14.1%	2,369	2,551	7.7%	2.2	2.4	0.2
Volvo	67	136	103.0%	181	373	106.1%	444	700	57.7%	0.4	0.6	0.2
Other	248	932	275.8%	614	2,184	255.7%	1,613	4,028	149.7%	1.5	3.7	2.2

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 July vs. YTD 2017)



Change in Segment Market Share - YTD 2018 thru July 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.