

## ORANGE COUNTY AUTO OUTLOOK™

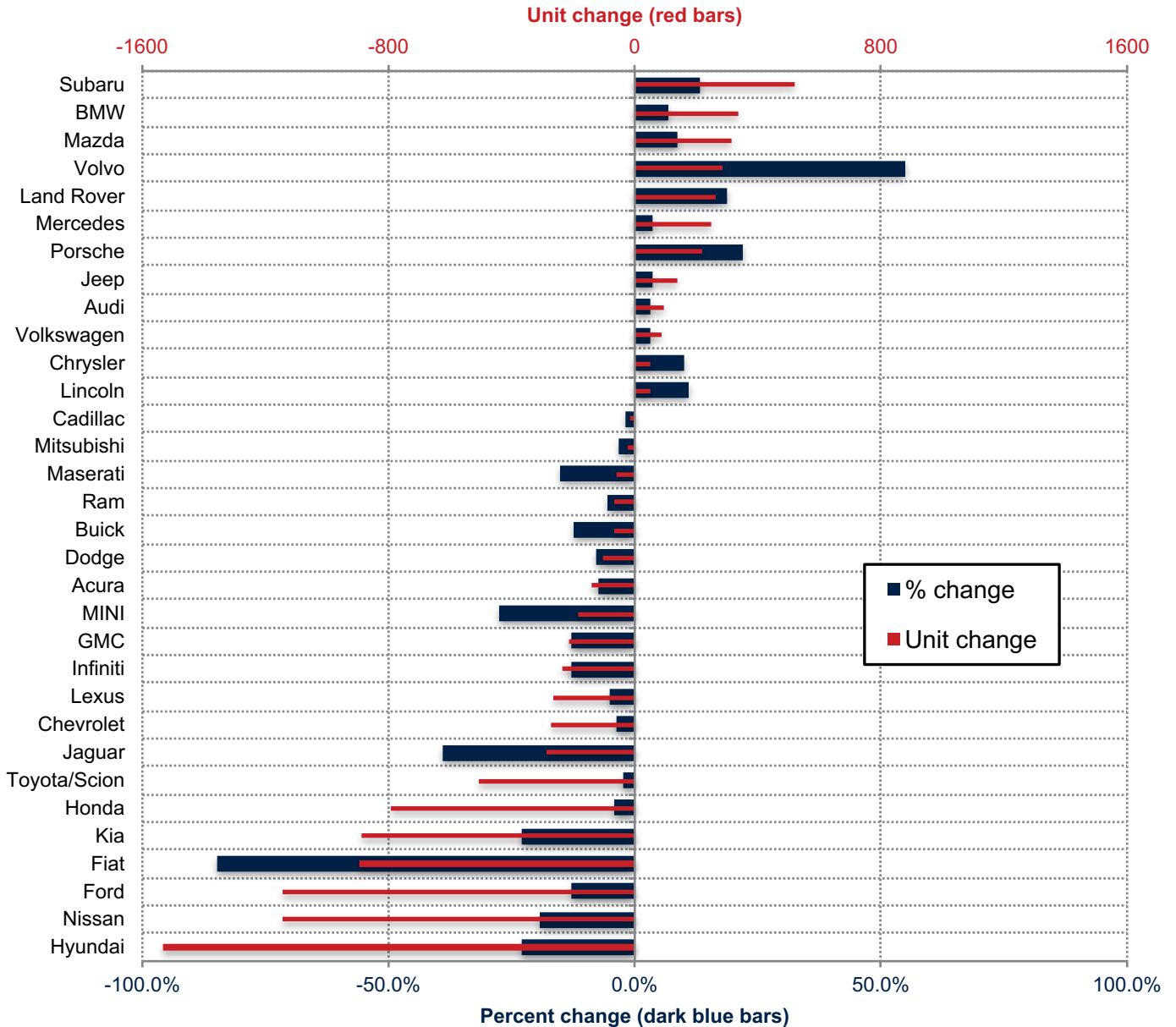
2018

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

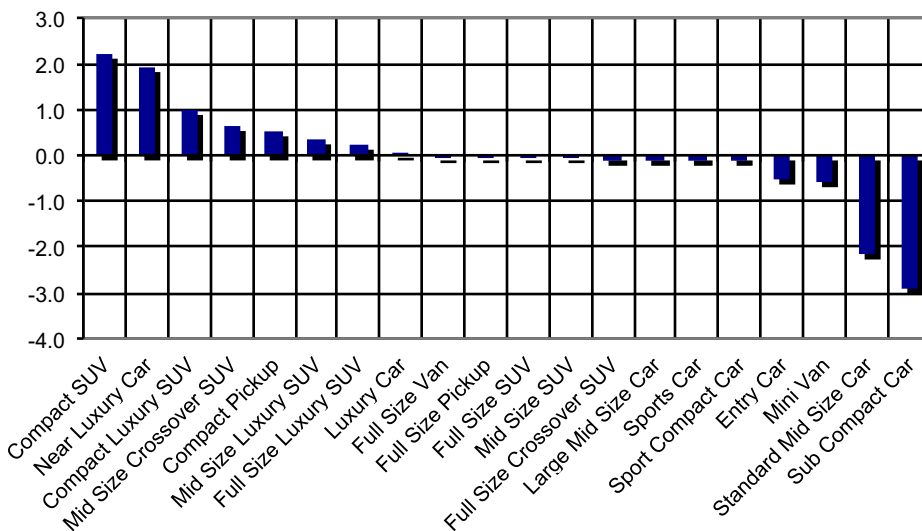
Orange County New Retail Car and Light Truck Registrations												
	Two Month Period July '18 and Aug. '18			Three Month Period June '18 thru Aug. '18			Year to date thru Aug.			YTD Market Share (%)		
	Orange County			Orange County			Orange County			Orange County		
	2017	2018	% chg.	Previous	Current	% chg.	2017	2018	% chg.	2017	2018	Chg.
<b>MARKET SUMMARY</b>												
TOTAL	31,708	31,409	-0.9%	47,007	46,304	-1.5%	125,250	122,335	-2.3%			
Cars	15,902	14,839	-6.7%	23,641	21,784	-7.9%	63,991	57,653	-9.9%	51.1	47.1	-4.0
Light Trucks	15,806	16,570	4.8%	23,366	24,520	4.9%	61,259	64,682	5.6%	48.9	52.9	4.0
Domestic	6,705	7,666	14.3%	10,126	11,182	10.4%	27,104	28,494	5.1%	21.6	23.3	1.7
European	5,754	5,688	-1.1%	8,462	8,523	0.7%	23,744	24,128	1.6%	19.0	19.7	0.8
Japanese	16,621	15,924	-4.2%	24,514	23,492	-4.2%	63,840	61,575	-3.5%	51.0	50.3	-0.6
Korean	2,628	2,131	-18.9%	3,905	3,107	-20.4%	10,562	8,138	-23.0%	8.4	6.7	-1.8
<b>BRAND REGISTRATIONS</b>												
Acura	538	496	-7.8%	797	683	-14.3%	1,883	1,743	-7.4%	1.5	1.4	-0.1
Audi	767	744	-3.0%	1,099	1,091	-0.7%	2,976	3,074	3.3%	2.4	2.5	0.1
BMW	1,080	1,222	13.1%	1,576	1,797	14.0%	4,771	5,105	7.0%	3.8	4.2	0.4
Buick	118	75	-36.4%	184	120	-34.8%	537	470	-12.5%	0.4	0.4	0.0
Cadillac	167	164	-1.8%	244	242	-0.8%	719	705	-1.9%	0.6	0.6	0.0
Chevrolet	1,757	1,638	-6.8%	2,584	2,405	-6.9%	6,952	6,680	-3.9%	5.6	5.5	-0.1
C/D/J/R	1,695	1,742	2.8%	2,544	2,647	4.0%	6,606	6,628	0.3%	5.3	5.4	0.1
Chrysler	133	136	2.3%	211	201	-4.7%	522	574	10.0%	0.4	0.5	0.1
Dodge	297	274	-7.7%	464	437	-5.8%	1,270	1,170	-7.9%	1.0	1.0	0.0
Jeep	961	1,043	8.5%	1,419	1,576	11.1%	3,611	3,748	3.8%	2.9	3.1	0.2
Ram	304	289	-4.9%	450	433	-3.8%	1,203	1,136	-5.6%	1.0	0.9	-0.1
Fiat	172	42	-75.6%	283	54	-80.9%	1,055	162	-84.6%	0.8	0.1	-0.7
Ford	2,210	1,777	-19.6%	3,411	2,851	-16.4%	8,778	7,633	-13.0%	7.0	6.2	-0.8
GMC	372	282	-24.2%	558	410	-26.5%	1,619	1,407	-13.1%	1.3	1.2	-0.1
Honda	5,174	4,637	-10.4%	7,564	7,042	-6.9%	19,188	18,397	-4.1%	15.3	15.0	-0.3
Hyundai	1,695	1,475	-13.0%	2,507	2,103	-16.1%	6,710	5,177	-22.8%	5.4	4.2	-1.2
Infiniti	396	333	-15.9%	601	522	-13.1%	1,803	1,569	-13.0%	1.4	1.3	-0.1
Jaguar	173	102	-41.0%	264	146	-44.7%	732	446	-39.1%	0.6	0.4	-0.2
Kia	933	656	-29.7%	1,398	1,004	-28.2%	3,852	2,961	-23.1%	3.1	2.4	-0.7
Land Rover	377	367	-2.7%	515	579	12.4%	1,408	1,671	18.7%	1.1	1.4	0.3
Lexus	1,432	1,294	-9.6%	2,070	1,905	-8.0%	5,421	5,156	-4.9%	4.3	4.2	-0.1
Lincoln	98	122	24.5%	155	175	12.9%	450	500	11.1%	0.4	0.4	0.0
Maserati	91	87	-4.4%	131	118	-9.9%	373	316	-15.3%	0.3	0.3	0.0
Mazda	943	1,033	9.5%	1,418	1,515	6.8%	3,593	3,911	8.9%	2.9	3.2	0.3
Mercedes	1,708	1,692	-0.9%	2,527	2,575	1.9%	7,074	7,326	3.6%	5.6	6.0	0.4
MINI	192	87	-54.7%	308	147	-52.3%	679	492	-27.5%	0.5	0.4	-0.1
Mitsubishi	163	186	14.1%	230	252	9.6%	650	630	-3.1%	0.5	0.5	0.0
Nissan	1,399	1,314	-6.1%	2,094	1,841	-12.1%	5,893	4,745	-19.5%	4.7	3.9	-0.8
Porsche	243	291	19.8%	371	426	14.8%	1,013	1,235	21.9%	0.8	1.0	0.2
smart	6	11	83.3%	13	14	7.7%	70	36	-48.6%	0.1	0.0	-0.1
Subaru	1,018	1,191	17.0%	1,443	1,746	21.0%	3,889	4,407	13.3%	3.1	3.6	0.5
Toyota/Scion	5,558	5,440	-2.1%	8,297	7,986	-3.7%	21,520	21,017	-2.3%	17.2	17.2	0.0
Volkswagen	684	664	-2.9%	1,010	998	-1.2%	2,745	2,831	3.1%	2.2	2.3	0.1
Volvo	138	233	68.8%	199	343	72.4%	515	797	54.8%	0.4	0.7	0.3
Other	411	2,012	389.5%	612	2,567	319.4%	1,776	5,108	187.6%	1.4	4.2	2.8

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 August vs. YTD 2017)**



**Change in Segment Market Share - YTD 2018 thru August 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.