

ORANGE COUNTY AUTO OUTLOOK™

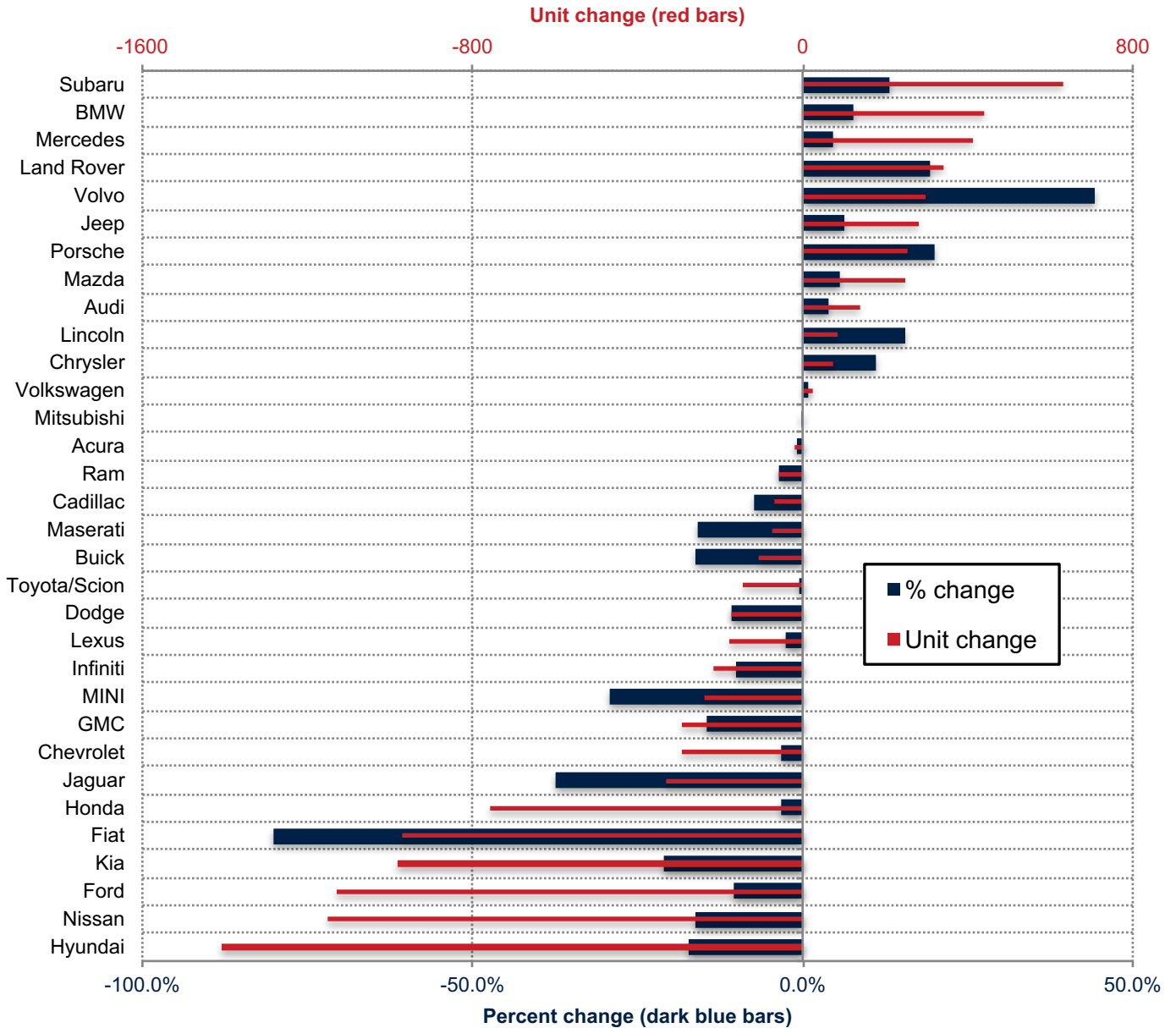
2018

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

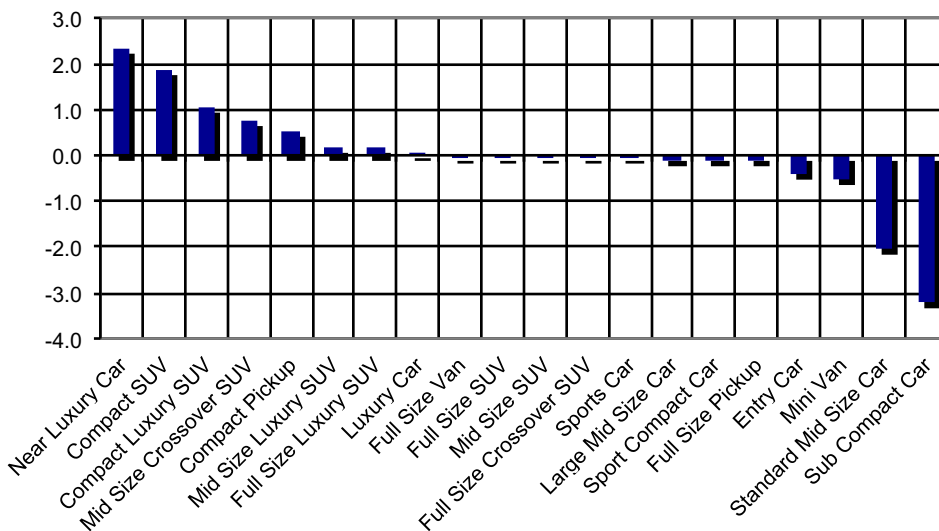
Orange County New Retail Car and Light Truck Registrations												
	October			Three Month Period Aug. '18 thru Oct. '18			Year to date thru Oct.			YTD Market Share (%)		
	Orange County			Orange County			Orange County			Orange County		
	2017	2018	% chg.	Previous	Current	% chg.	2017	2018	% chg.	2017	2018	Chg.
MARKET SUMMARY												
TOTAL	14,092	16,600	17.8%	46,422	45,649	-1.7%	154,287	154,002	-0.2%			
Cars	6,942	7,943	14.4%	22,937	21,768	-5.1%	78,298	72,633	-7.2%	50.7	47.2	-3.6
Light Trucks	7,150	8,657	21.1%	23,485	23,881	1.7%	75,989	81,369	7.1%	49.3	52.8	3.6
Domestic	3,145	4,433	41.0%	10,007	11,639	16.3%	33,582	36,650	9.1%	21.8	23.8	2.0
European	2,679	2,900	8.2%	8,487	8,097	-4.6%	29,155	29,779	2.1%	18.9	19.3	0.4
Japanese	7,218	8,104	12.3%	24,322	22,761	-6.4%	78,837	77,245	-2.0%	51.1	50.2	-0.9
Korean	1,050	1,163	10.8%	3,606	3,152	-12.6%	12,713	10,328	-18.8%	8.2	6.7	-1.5
BRAND REGISTRATIONS												
Acura	206	327	58.7%	749	758	1.2%	2,303	2,283	-0.9%	1.5	1.5	0.0
Audi	349	353	1.1%	1,050	1,089	3.7%	3,652	3,792	3.8%	2.4	2.5	0.1
BMW	527	568	7.8%	1,599	1,660	3.8%	5,840	6,279	7.5%	3.8	4.1	0.3
Buick	60	43	-28.3%	168	111	-33.9%	654	547	-16.4%	0.4	0.4	0.0
Cadillac	89	78	-12.4%	281	201	-28.5%	907	839	-7.5%	0.6	0.5	-0.1
Chevrolet	849	870	2.5%	2,606	2,392	-8.2%	8,641	8,347	-3.4%	5.6	5.4	-0.2
C/D/J/R	756	852	12.7%	2,493	2,379	-4.6%	8,140	8,268	1.6%	5.3	5.4	0.1
Chrysler	60	76	26.7%	205	212	3.4%	645	717	11.2%	0.4	0.5	0.1
Dodge	148	133	-10.1%	502	359	-28.5%	1,591	1,420	-10.7%	1.0	0.9	-0.1
Jeep	392	479	22.2%	1,332	1,370	2.9%	4,407	4,689	6.4%	2.9	3.0	0.1
Ram	156	164	5.1%	454	438	-3.5%	1,497	1,442	-3.7%	1.0	0.9	-0.1
Fiat	57	22	-61.4%	255	107	-58.0%	1,212	239	-80.3%	0.8	0.2	-0.6
Ford	825	984	19.3%	3,111	2,698	-13.3%	10,712	9,585	-10.5%	6.9	6.2	-0.7
GMC	203	169	-16.7%	599	437	-27.0%	2,026	1,733	-14.5%	1.3	1.1	-0.2
Honda	2,175	2,289	5.2%	7,244	6,472	-10.7%	23,574	22,818	-3.2%	15.3	14.8	-0.5
Hyundai	693	788	13.7%	2,347	2,160	-8.0%	8,080	6,674	-17.4%	5.2	4.3	-0.9
Infiniti	149	180	20.8%	543	521	-4.1%	2,145	1,931	-10.0%	1.4	1.3	-0.1
Jaguar	76	55	-27.6%	250	139	-44.4%	884	552	-37.6%	0.6	0.4	-0.2
Kia	357	375	5.0%	1,259	992	-21.2%	4,633	3,654	-21.1%	3.0	2.4	-0.6
Land Rover	160	221	38.1%	571	600	5.1%	1,753	2,094	19.5%	1.1	1.4	0.3
Lexus	551	631	14.5%	2,168	2,003	-7.6%	6,725	6,545	-2.7%	4.4	4.2	-0.2
Lincoln	30	51	70.0%	135	160	18.5%	531	613	15.4%	0.3	0.4	0.1
Maserati	46	44	-4.3%	149	116	-22.1%	469	394	-16.0%	0.3	0.3	0.0
Mazda	469	402	-14.3%	1,453	1,369	-5.8%	4,543	4,792	5.5%	2.9	3.1	0.2
Mercedes	841	920	9.4%	2,466	2,387	-3.2%	8,610	9,021	4.8%	5.6	5.9	0.3
MINI	55	45	-18.2%	246	118	-52.0%	815	576	-29.3%	0.5	0.4	-0.1
Mitsubishi	75	89	18.7%	250	252	0.8%	791	789	-0.3%	0.5	0.5	0.0
Nissan	655	685	4.6%	2,064	1,843	-10.7%	7,138	5,986	-16.1%	4.6	3.9	-0.7
Porsche	152	181	19.1%	385	423	9.9%	1,268	1,521	20.0%	0.8	1.0	0.2
smart	2	2	0.0%	9	11	22.2%	76	42	-44.7%	0.0	0.0	0.0
Subaru	434	513	18.2%	1,544	1,550	0.4%	4,798	5,427	13.1%	3.1	3.5	0.4
Toyota/Scion	2,504	2,988	19.3%	8,307	7,993	-3.8%	26,820	26,674	-0.5%	17.4	17.3	-0.1
Volkswagen	283	340	20.1%	1,086	928	-14.5%	3,455	3,479	0.7%	2.2	2.3	0.1
Volvo	86	93	8.1%	232	276	19.0%	676	976	44.4%	0.4	0.6	0.2
Other	378	1,442	281.5%	803	3,504	336.4%	2,416	7,532	211.8%	1.6	4.9	3.3

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 October vs. YTD 2017)



Change in Segment Market Share - YTD 2018 thru October 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.