

## ORANGE COUNTY AUTO OUTLOOK™

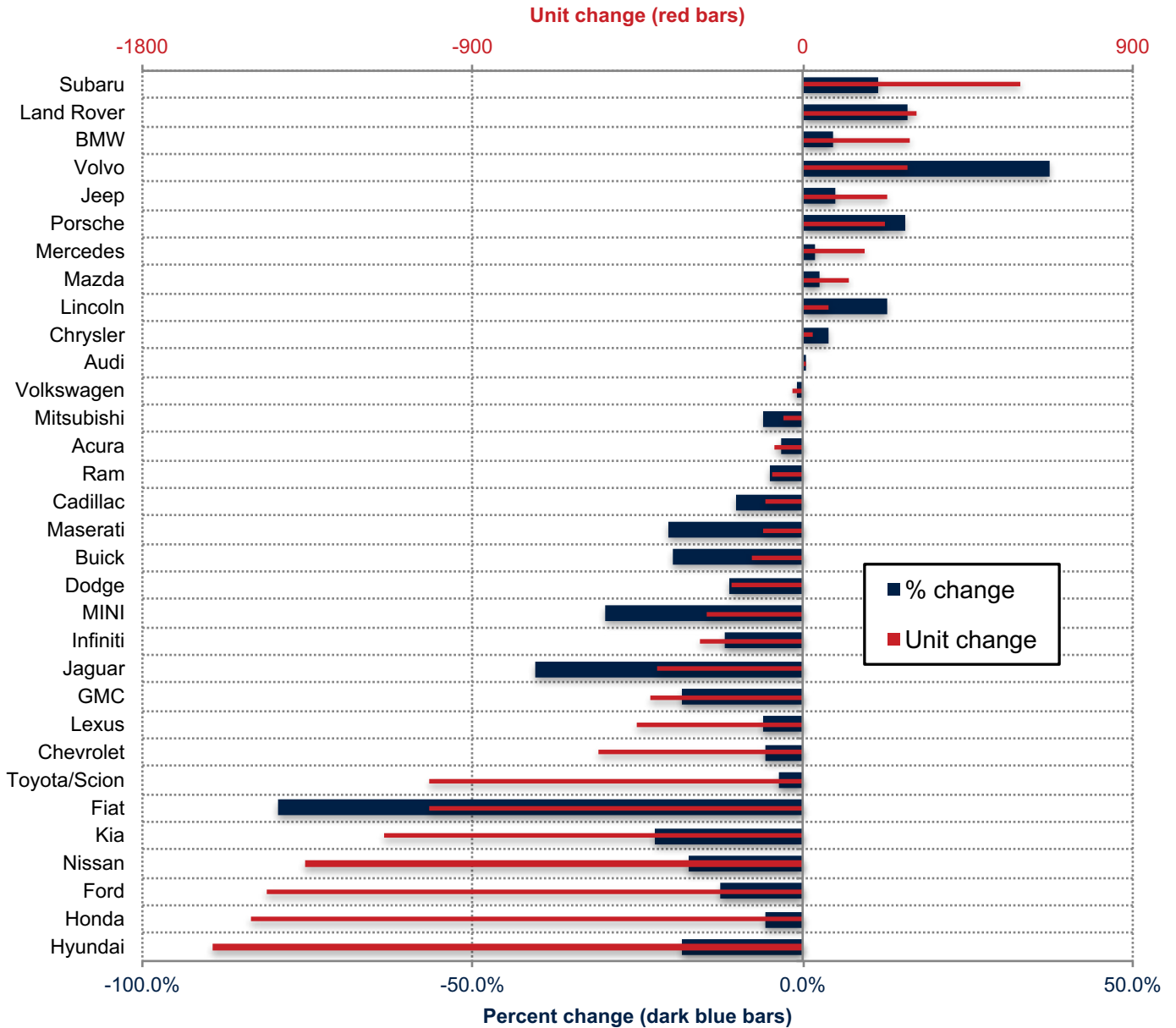
2018

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

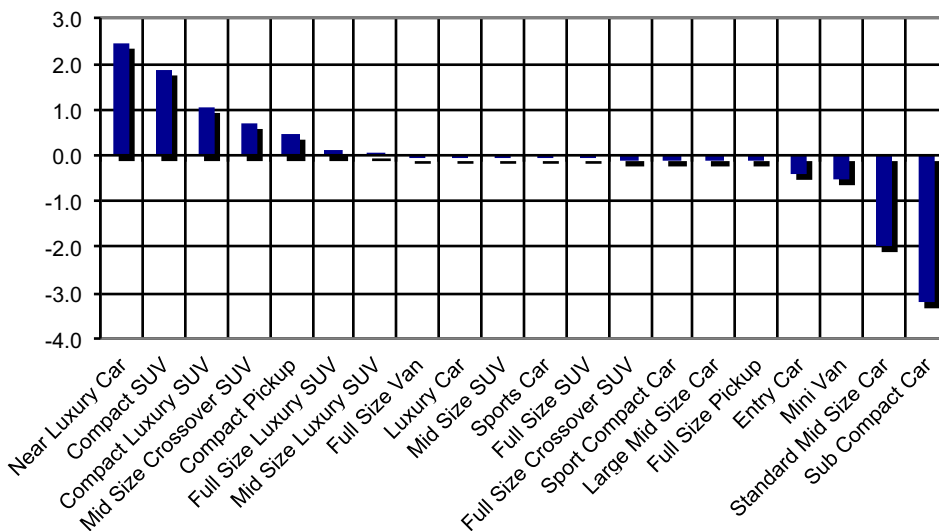
Orange County New Retail Car and Light Truck Registrations												
	October and November Combined			Three Month Period Sep. '18 thru Nov. '18			Year to date thru Nov.			YTD Market Share (%)		
	Orange County			Orange County			Orange County			Orange County		
	2017	2018	% chg.	Previous	Current	% chg.	2017	2018	% chg.	2017	2018	Chg.
<b>MARKET SUMMARY</b>												
TOTAL	29,597	28,071	-5.2%	44,542	43,138	-3.2%	169,792	165,473	-2.5%			
Cars	14,382	13,275	-7.7%	21,747	20,312	-6.6%	85,738	77,965	-9.1%	50.5	47.1	-3.4
Light Trucks	15,215	14,796	-2.8%	22,795	22,826	0.1%	84,054	87,508	4.1%	49.5	52.9	3.4
Domestic	6,445	7,322	13.6%	9,778	11,045	13.0%	36,882	39,539	7.2%	21.7	23.9	2.2
European	5,810	5,201	-10.5%	8,542	7,952	-6.9%	32,286	32,080	-0.6%	19.0	19.4	0.4
Japanese	15,105	13,562	-10.2%	22,884	21,128	-7.7%	86,724	82,703	-4.6%	51.1	50.0	-1.1
Korean	2,237	1,986	-11.2%	3,338	3,013	-9.7%	13,900	11,151	-19.8%	8.2	6.7	-1.4
<b>BRAND REGISTRATIONS</b>												
Acura	425	487	14.6%	639	700	9.5%	2,522	2,443	-3.1%	1.5	1.5	0.0
Audi	739	610	-17.5%	1,066	975	-8.5%	4,042	4,049	0.2%	2.4	2.4	0.0
BMW	1,137	1,030	-9.4%	1,679	1,636	-2.6%	6,450	6,741	4.5%	3.8	4.1	0.3
Buick	128	77	-39.8%	185	111	-40.0%	722	581	-19.5%	0.4	0.4	0.0
Cadillac	193	149	-22.8%	292	205	-29.8%	1,011	910	-10.0%	0.6	0.5	-0.1
Chevrolet	1,766	1,526	-13.6%	2,606	2,323	-10.9%	9,558	9,003	-5.8%	5.6	5.4	-0.2
C/D/J/R	1,538	1,491	-3.1%	2,316	2,279	-1.6%	8,922	8,907	-0.2%	5.3	5.4	0.1
Chrysler	149	122	-18.1%	212	189	-10.8%	734	763	4.0%	0.4	0.5	0.1
Dodge	261	226	-13.4%	434	343	-21.0%	1,704	1,513	-11.2%	1.0	0.9	-0.1
Jeep	794	830	4.5%	1,198	1,292	7.8%	4,809	5,040	4.8%	2.8	3.0	0.2
Ram	334	313	-6.3%	472	455	-3.6%	1,675	1,591	-5.0%	1.0	1.0	0.0
Fiat	124	44	-64.5%	224	99	-55.8%	1,279	261	-79.6%	0.8	0.2	-0.6
Ford	1,806	1,633	-9.6%	2,915	2,601	-10.8%	11,693	10,234	-12.5%	6.9	6.2	-0.7
GMC	483	324	-32.9%	687	481	-30.0%	2,306	1,888	-18.1%	1.4	1.1	-0.3
Honda	4,431	3,800	-14.2%	6,642	5,932	-10.7%	25,830	24,329	-5.8%	15.2	14.7	-0.5
Hyundai	1,415	1,309	-7.5%	2,092	2,018	-3.5%	8,802	7,195	-18.3%	5.2	4.3	-0.9
Infiniti	369	334	-9.5%	562	516	-8.2%	2,365	2,085	-11.8%	1.4	1.3	-0.1
Jaguar	176	89	-49.4%	252	140	-44.4%	984	586	-40.4%	0.6	0.4	-0.2
Kia	822	677	-17.6%	1,246	995	-20.1%	5,098	3,956	-22.4%	3.0	2.4	-0.6
Land Rover	352	384	9.1%	537	586	9.1%	1,945	2,257	16.0%	1.1	1.4	0.3
Lexus	1,292	1,101	-14.8%	2,045	1,859	-9.1%	7,466	7,015	-6.0%	4.4	4.2	-0.2
Lincoln	74	86	16.2%	125	148	18.4%	575	648	12.7%	0.3	0.4	0.1
Maserati	115	78	-32.2%	165	112	-32.1%	538	428	-20.4%	0.3	0.3	0.0
Mazda	931	738	-20.7%	1,412	1,217	-13.8%	5,005	5,128	2.5%	2.9	3.1	0.2
Mercedes	1,811	1,649	-8.9%	2,506	2,424	-3.3%	9,580	9,750	1.8%	5.6	5.9	0.3
MINI	116	84	-27.6%	197	123	-37.6%	876	615	-29.8%	0.5	0.4	-0.1
Mitsubishi	188	150	-20.2%	254	220	-13.4%	904	850	-6.0%	0.5	0.5	0.0
Nissan	1,342	1,169	-12.9%	1,932	1,725	-10.7%	7,825	6,470	-17.3%	4.6	3.9	-0.7
Porsche	323	322	-0.3%	426	427	0.2%	1,439	1,662	15.5%	0.8	1.0	0.2
smart	5	7	40.0%	9	11	22.2%	79	47	-40.5%	0.0	0.0	0.0
Subaru	895	939	4.9%	1,370	1,446	5.5%	5,259	5,853	11.3%	3.1	3.5	0.4
Toyota/Scion	5,232	4,844	-7.4%	8,028	7,513	-6.4%	29,548	28,530	-3.4%	17.4	17.2	-0.2
Volkswagen	616	619	0.5%	1,043	927	-11.1%	3,788	3,758	-0.8%	2.2	2.3	0.1
Volvo	177	171	-3.4%	252	257	2.0%	767	1,054	37.4%	0.5	0.6	0.1
Other	576	2,150	273.3%	838	3,132	273.7%	2,614	8,240	215.2%	1.5	5.0	3.5

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 November vs. YTD 2017)



### Change in Segment Market Share - YTD 2018 thru November 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.