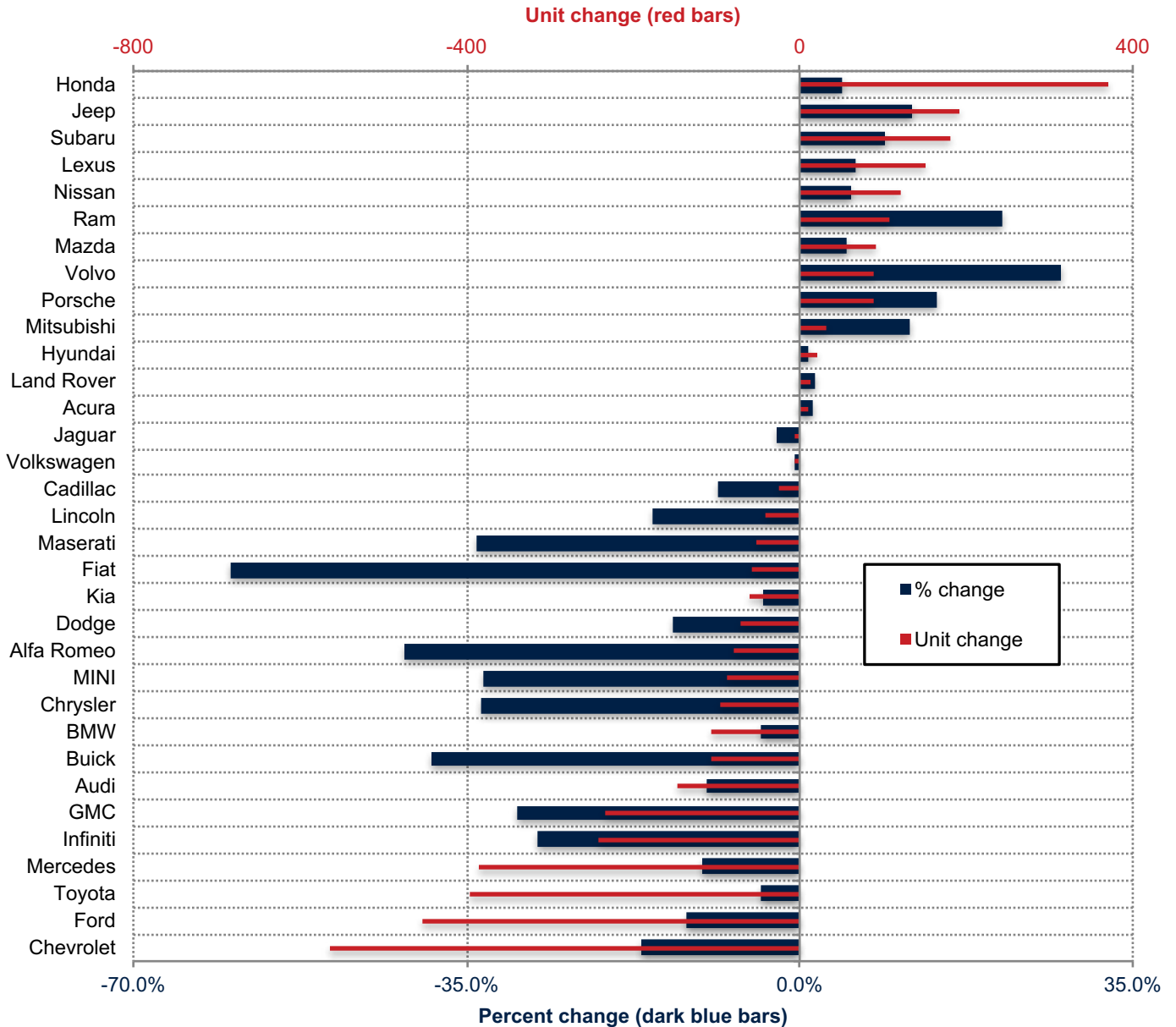


Orange County New Retail Automotive Market Data - Retail Sales *Does Not Include Fleet Sales

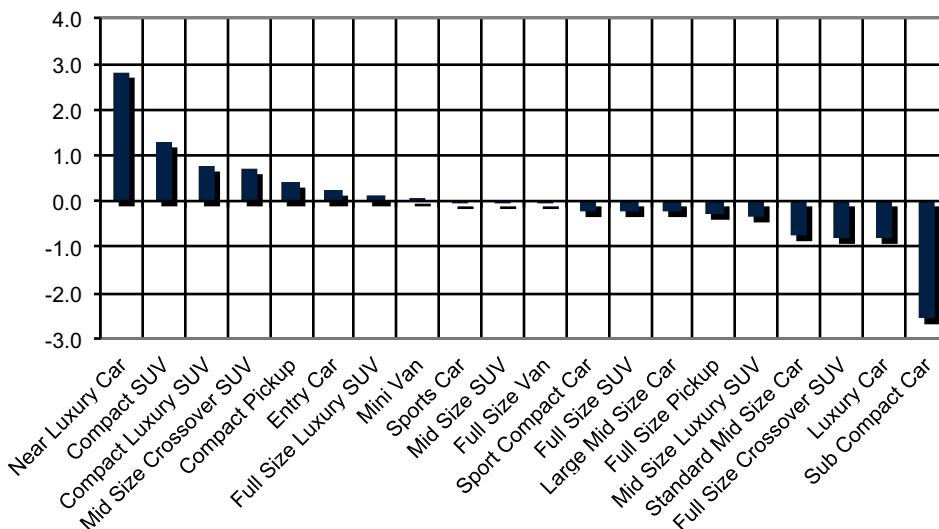
Orange County New Retail Car and Light Truck Registrations												
	April			Three Month Period Feb. '19 thru Apr. '19			YTD thru April			YTD Market Share (%)		
	Orange County			Orange County			Orange County			Orange County		
	2018	2019	% chg.	Previous	Current	% chg.	2018	2019	% chg.	2018	2019	Chg.
MARKET SUMMARY												
TOTAL	13,821	16,598	20.1%	39,021	39,989	2.5%	58,003	58,767	1.3%			
Cars	6,574	7,876	19.8%	18,493	17,988	-2.7%	27,228	26,619	-2.2%	46.9	45.3	-1.6
Light Trucks	7,247	8,722	20.4%	20,528	22,001	7.2%	30,775	32,148	4.5%	53.1	54.7	1.6
Domestic	3,346	4,083	22.0%	8,917	9,045	1.4%	13,253	14,443	9.0%	22.8	24.6	1.7
European	2,804	3,279	16.9%	7,896	7,724	-2.2%	12,070	11,362	-5.9%	20.8	19.3	-1.5
Japanese	6,822	8,155	19.5%	19,546	20,451	4.6%	28,817	29,136	1.1%	49.7	49.6	-0.1
Korean	849	1,081	27.3%	2,662	2,769	4.0%	3,863	3,826	-1.0%	6.7	6.5	-0.2
BRAND REGISTRATIONS												
Acura	193	204	5.7%	519	544	4.8%	819	830	1.3%	1.4	1.4	0.0
Alfa Romeo	64	29	-54.7%	132	78	-40.9%	190	111	-41.6%	0.3	0.2	-0.1
Audi	317	393	24.0%	993	899	-9.5%	1,506	1,359	-9.8%	2.6	2.3	-0.3
BMW	596	711	19.3%	1,579	1,651	4.6%	2,574	2,469	-4.1%	4.4	4.2	-0.2
Buick	74	49	-33.8%	187	114	-39.0%	276	169	-38.8%	0.5	0.3	-0.2
Cadillac	62	62	0.0%	176	178	1.1%	281	257	-8.5%	0.5	0.4	-0.1
Chevrolet	839	789	-6.0%	2,248	1,869	-16.9%	3,389	2,824	-16.7%	5.8	4.8	-1.0
C/D/J/R	703	809	15.1%	2,088	2,135	2.3%	2,965	3,100	4.6%	5.1	5.3	0.2
Chrysler	73	38	-47.9%	174	117	-32.8%	286	190	-33.6%	0.5	0.3	-0.2
Dodge	148	126	-14.9%	391	325	-16.9%	529	458	-13.4%	0.9	0.8	-0.1
Jeep	363	510	40.5%	1,186	1,276	7.6%	1,637	1,830	11.8%	2.8	3.1	0.3
Ram	119	135	13.4%	337	417	23.7%	513	622	21.2%	0.9	1.1	0.2
Fiat	12	10	-16.7%	46	21	-54.3%	97	39	-59.8%	0.2	0.1	-0.1
Ford	863	855	-0.9%	2,516	2,309	-8.2%	3,763	3,311	-12.0%	6.5	5.6	-0.9
GMC	187	138	-26.2%	480	330	-31.3%	786	552	-29.8%	1.4	0.9	-0.5
Honda	1,897	2,426	27.9%	5,640	6,139	8.8%	8,268	8,638	4.5%	14.3	14.7	0.4
Hyundai	534	658	23.2%	1,583	1,664	5.1%	2,337	2,359	0.9%	4.0	4.0	0.0
Infiniti	224	153	-31.7%	578	404	-30.1%	873	632	-27.6%	1.5	1.1	-0.4
Jaguar	40	51	27.5%	144	164	13.9%	237	231	-2.5%	0.4	0.4	0.0
Kia	315	423	34.3%	1,079	1,105	2.4%	1,526	1,467	-3.9%	2.6	2.5	-0.1
Land Rover	234	194	-17.1%	599	556	-7.2%	797	810	1.6%	1.4	1.4	0.0
Lexus	561	742	32.3%	1,575	1,810	14.9%	2,569	2,720	5.9%	4.4	4.6	0.2
Lincoln	67	53	-20.9%	175	162	-7.4%	260	220	-15.4%	0.4	0.4	0.0
Maserati	35	29	-17.1%	91	61	-33.0%	156	103	-34.0%	0.3	0.2	-0.1
Mazda	463	497	7.3%	1,264	1,349	6.7%	1,850	1,942	5.0%	3.2	3.3	0.1
Mercedes	813	1,003	23.4%	2,400	2,269	-5.5%	3,753	3,367	-10.3%	6.5	5.7	-0.8
MINI	96	66	-31.3%	189	129	-31.7%	265	177	-33.2%	0.5	0.3	-0.2
Mitsubishi	80	94	17.5%	195	237	21.5%	279	311	11.5%	0.5	0.5	0.0
Nissan	560	613	9.5%	1,598	1,709	6.9%	2,255	2,376	5.4%	3.9	4.0	0.1
Porsche	165	173	4.8%	446	497	11.4%	614	702	14.3%	1.1	1.2	0.1
smart	2	2	0.0%	14	10	-28.6%	21	19	-9.5%	0.0	0.0	0.0
Subaru	447	679	51.9%	1,378	1,539	11.7%	1,994	2,174	9.0%	3.4	3.7	0.3
Toyota	2,397	2,747	14.6%	6,799	6,720	-1.2%	9,910	9,513	-4.0%	17.1	16.2	-0.9
Volkswagen	326	456	39.9%	963	983	2.1%	1,420	1,413	-0.5%	2.4	2.4	0.0
Volvo	74	113	52.7%	217	296	36.4%	327	417	27.5%	0.6	0.7	0.1
Other	581	1,377	137.0%	1,130	2,058	82.1%	1,646	4,155	152.4%	2.8	7.1	4.3

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 2019 thru April vs. YTD 2018 thru April)



Change in Segment Market Share - YTD 2019 thru April vs. YTD 2018 thru April



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.