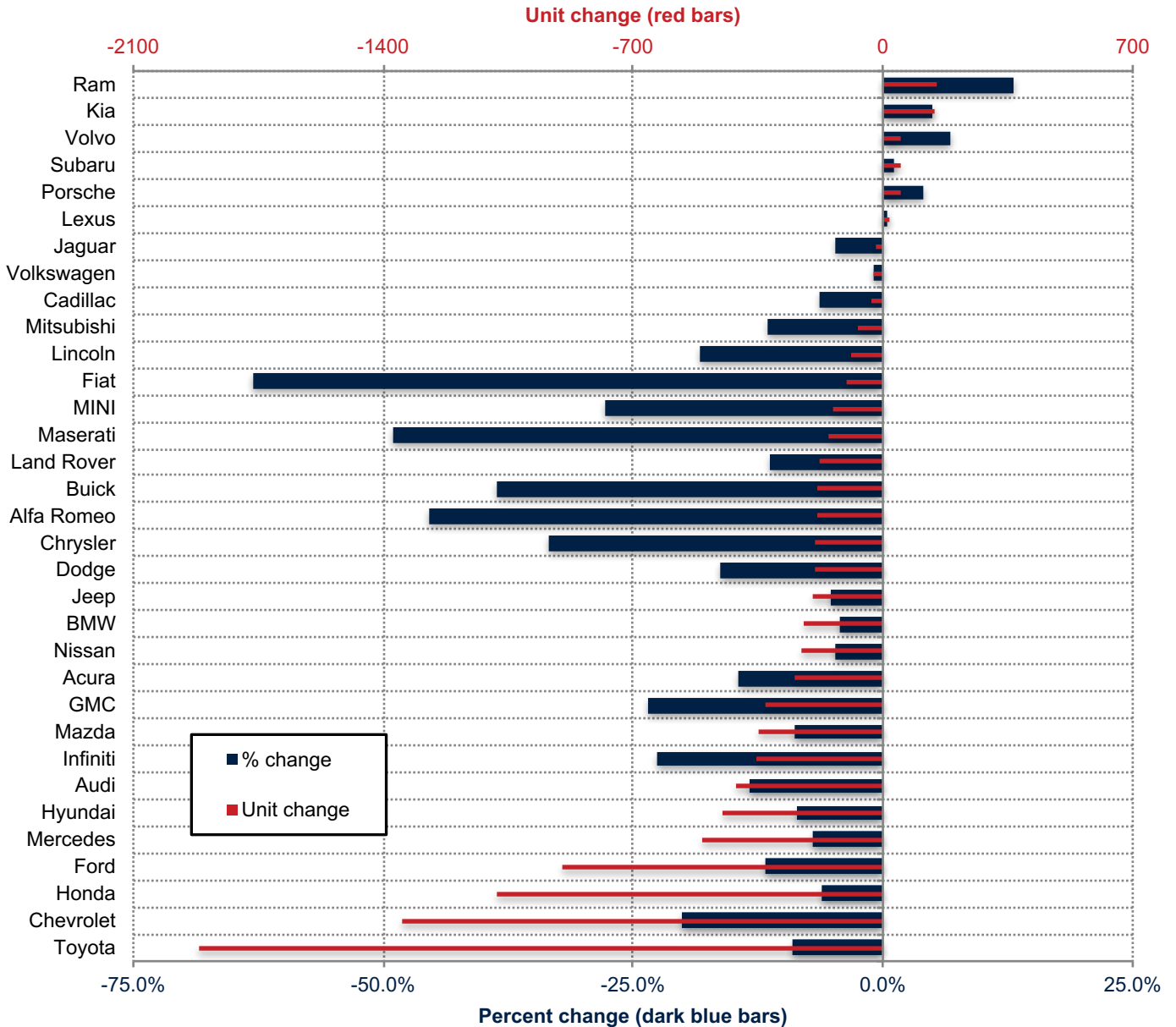


### Orange County New Retail Automotive Market Data - Retail Sales \*Does Not Include Fleet Sales

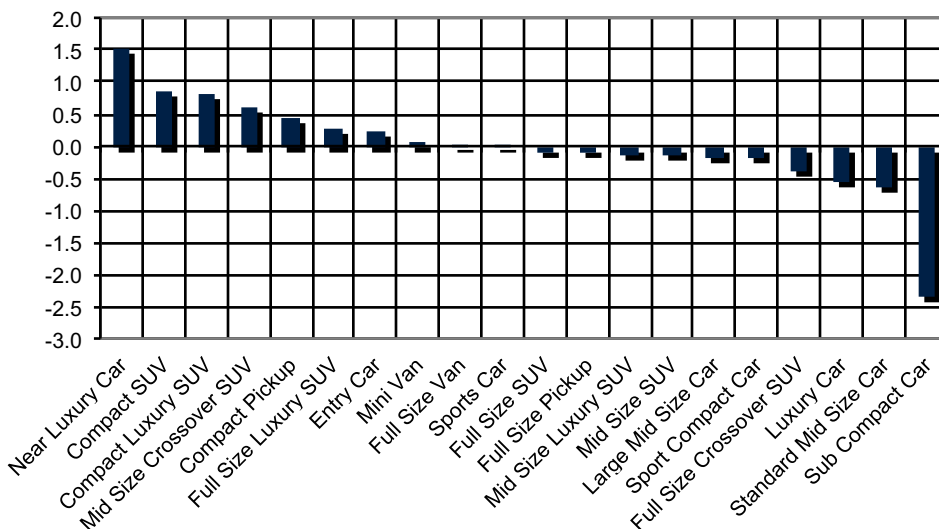
Orange County New Retail Car and Light Truck Registrations												
	August			Three Month Period June '19 thru August '19			YTD thru August			YTD Market Share (%)		
	Orange County			Orange County			Orange County			Orange County		
	2018	2019	% chg.	Previous	Current	% chg.	2018	2019	% chg.	2018	2019	Chg.
<b>MARKET SUMMARY</b>												
TOTAL	13,824	15,284	10.6%	45,724	42,866	-6.3%	120,838	113,958	-5.7%			
Cars	6,723	6,565	-2.4%	21,528	19,051	-11.5%	56,998	51,232	-10.1%	47.2	45.0	-2.2
Light Trucks	7,101	8,719	22.8%	24,196	23,815	-1.6%	63,840	62,726	-1.7%	52.8	55.0	2.2
Domestic	3,458	3,254	-5.9%	11,096	10,504	-5.3%	28,267	27,654	-2.2%	23.4	24.3	0.9
European	2,424	3,171	30.8%	8,443	8,220	-2.6%	23,888	22,100	-7.5%	19.8	19.4	-0.4
Japanese	6,981	7,763	11.2%	23,079	20,982	-9.1%	60,547	56,373	-6.9%	50.1	49.5	-0.6
Korean	961	1,096	14.0%	3,106	3,160	1.7%	8,136	7,831	-3.7%	6.7	6.9	0.1
<b>BRAND REGISTRATIONS</b>												
Acura	218	168	-22.9%	680	495	-27.2%	1,739	1,489	-14.4%	1.4	1.3	-0.1
Alfa Romeo	38	42	10.5%	151	88	-41.7%	398	217	-45.5%	0.3	0.2	-0.1
Audi	371	352	-5.1%	1,091	984	-9.8%	3,073	2,664	-13.3%	2.5	2.3	-0.2
BMW	486	722	48.6%	1,797	1,876	4.4%	5,105	4,884	-4.3%	4.2	4.3	0.1
Buick	34	31	-8.8%	119	93	-21.8%	468	287	-38.7%	0.4	0.3	-0.1
Cadillac	50	69	38.0%	175	170	-2.9%	528	494	-6.4%	0.4	0.4	0.0
Chevrolet	724	672	-7.2%	2,404	1,958	-18.6%	6,677	5,330	-20.2%	5.5	4.7	-0.8
C/D/J/R	737	873	18.5%	2,642	2,396	-9.3%	6,614	6,185	-6.5%	5.5	5.4	-0.1
Chrysler	69	61	-11.6%	199	155	-22.1%	567	378	-33.3%	0.5	0.3	-0.2
Dodge	109	170	56.0%	437	405	-7.3%	1,169	978	-16.3%	1.0	0.9	-0.1
Jeep	429	477	11.2%	1,576	1,322	-16.1%	3,747	3,550	-5.3%	3.1	3.1	0.0
Ram	130	165	26.9%	430	514	19.5%	1,131	1,279	13.1%	0.9	1.1	0.2
Fiat	30	7	-76.7%	54	14	-74.1%	162	60	-63.0%	0.1	0.1	0.0
Ford	741	948	27.9%	2,840	2,719	-4.3%	7,611	6,713	-11.8%	6.3	5.9	-0.4
GMC	111	133	19.8%	409	405	-1.0%	1,398	1,070	-23.5%	1.2	0.9	-0.3
Honda	1,963	2,137	8.9%	6,726	6,015	-10.6%	17,601	16,519	-6.1%	14.6	14.5	-0.1
Hyundai	663	623	-6.0%	2,103	1,860	-11.6%	5,176	4,726	-8.7%	4.3	4.1	-0.2
Infiniti	159	131	-17.6%	522	430	-17.6%	1,567	1,213	-22.6%	1.3	1.1	-0.2
Jaguar	31	42	35.5%	137	124	-9.5%	417	397	-4.8%	0.3	0.3	0.0
Kia	298	473	58.7%	1,003	1,300	29.6%	2,960	3,105	4.9%	2.4	2.7	0.3
Land Rover	167	157	-6.0%	548	411	-25.0%	1,549	1,374	-11.3%	1.3	1.2	-0.1
Lexus	614	759	23.6%	1,905	1,913	0.4%	5,156	5,177	0.4%	4.3	4.5	0.2
Lincoln	47	55	17.0%	175	158	-9.7%	500	409	-18.2%	0.4	0.4	0.0
Maserati	38	19	-50.0%	116	44	-62.1%	312	159	-49.0%	0.3	0.1	-0.2
Mazda	488	440	-9.8%	1,513	1,290	-14.7%	3,908	3,560	-8.9%	3.2	3.1	-0.1
Mercedes	687	1,013	47.5%	2,557	2,625	2.7%	7,281	6,772	-7.0%	6.0	5.9	-0.1
MINI	34	73	114.7%	147	152	3.4%	492	355	-27.8%	0.4	0.3	-0.1
Mitsubishi	92	73	-20.7%	248	172	-30.6%	606	536	-11.6%	0.5	0.5	0.0
Nissan	602	629	4.5%	1,841	1,657	-10.0%	4,745	4,519	-4.8%	3.9	4.0	0.1
Porsche	137	183	33.6%	426	447	4.9%	1,233	1,283	4.1%	1.0	1.1	0.1
smart	5	1	-80.0%	14	4	-71.4%	36	26	-27.8%	0.0	0.0	0.0
Subaru	513	631	23.0%	1,671	1,657	-0.8%	4,234	4,285	1.2%	3.5	3.8	0.3
Toyota	2,332	2,795	19.9%	7,973	7,353	-7.8%	20,991	19,075	-9.1%	17.4	16.7	-0.7
Volkswagen	279	420	50.5%	988	1,018	3.0%	2,813	2,787	-0.9%	2.3	2.4	0.1
Volvo	97	114	17.5%	342	343	0.3%	796	849	6.7%	0.7	0.7	0.0
Other	1,038	499	-51.9%	2,407	2,695	12.0%	4,692	7,439	58.5%	3.9	6.5	2.6

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 August vs. YTD 2018 thru August)**



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



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.