

## ORANGE COUNTY AUTO OUTLOOK™

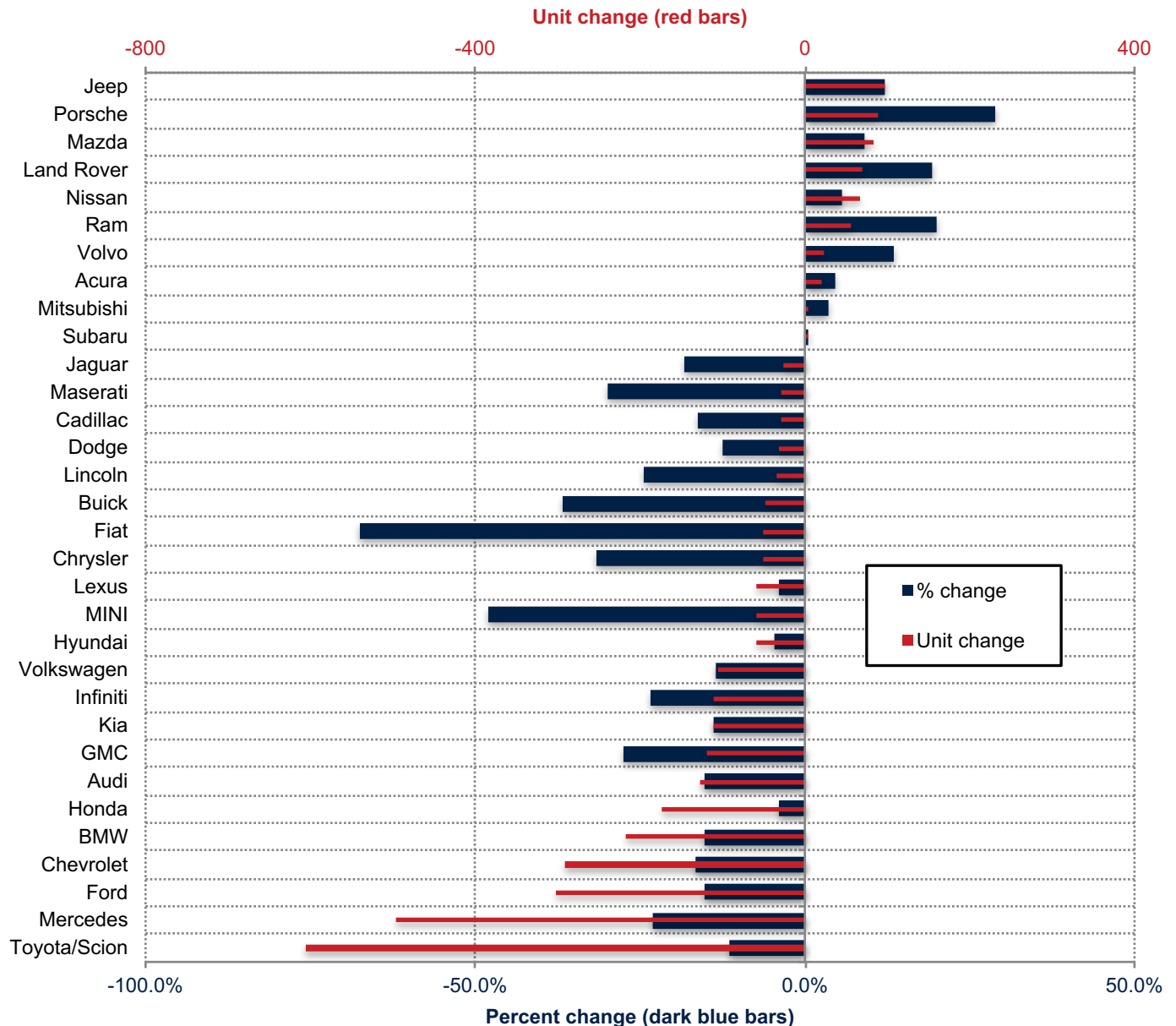
2019

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

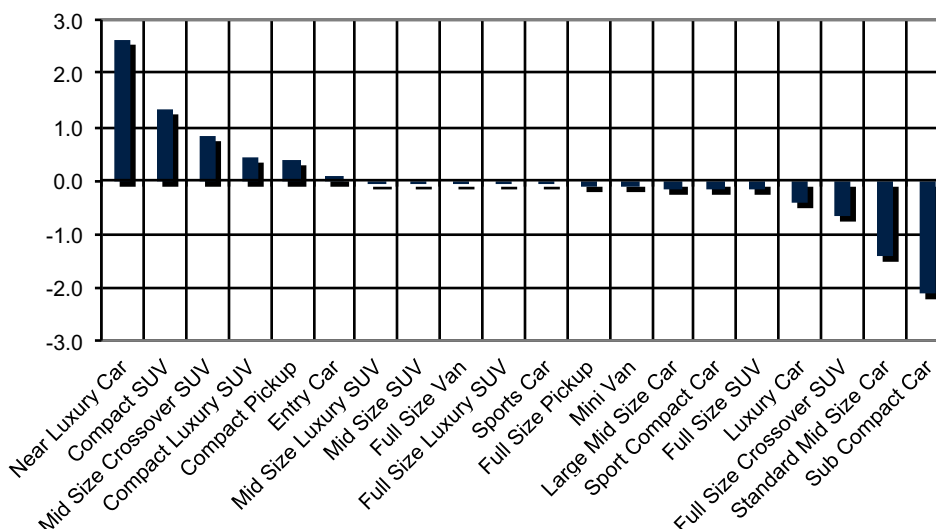
| Orange County New Retail Car and Light Truck Registrations |               |        |        |                                              |         |        |                   |        |        |                         |      |      |
|------------------------------------------------------------|---------------|--------|--------|----------------------------------------------|---------|--------|-------------------|--------|--------|-------------------------|------|------|
|                                                            | February      |        |        | Three Month Period<br>Dec. '18 thru Feb. '19 |         |        | YTD thru February |        |        | YTD<br>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                                                      | 12,067        | 11,209 | -7.1%  | 46,364                                       | 44,987  | -3.0%  | 31,049            | 29,987 | -3.4%  |                         |      |      |
| Cars                                                       | 5,771         | 4,822  | -16.4% | 21,978                                       | 20,055  | -8.7%  | 14,506            | 13,479 | -7.1%  | 46.7                    | 44.9 | -1.8 |
| Light Trucks                                               | 6,296         | 6,387  | 1.4%   | 24,386                                       | 24,932  | 2.2%   | 16,543            | 16,508 | -0.2%  | 53.3                    | 55.1 | 1.8  |
| Domestic                                                   | 2,573         | 2,352  | -8.6%  | 10,152                                       | 11,609  | 14.4%  | 6,909             | 7,750  | 12.2%  | 22.3                    | 25.8 | 3.6  |
| European                                                   | 2,492         | 2,065  | -17.1% | 9,865                                        | 8,656   | -12.3% | 6,666             | 5,703  | -14.4% | 21.5                    | 19.0 | -2.5 |
| Japanese                                                   | 6,119         | 5,936  | -3.0%  | 22,963                                       | 21,517  | -6.3%  | 15,390            | 14,621 | -5.0%  | 49.6                    | 48.8 | -0.8 |
| Korean                                                     | 883           | 856    | -3.1%  | 3,384                                        | 3,205   | -5.3%  | 2,084             | 1,913  | -8.2%  | 6.7                     | 6.4  | -0.3 |
| BRAND REGISTRATIONS                                        |               |        |        |                                              |         |        |                   |        |        |                         |      |      |
| Acura                                                      | 140           | 174    | 24.3%  | 692                                          | 646     | -6.6%  | 440               | 460    | 4.5%   | 1.4                     | 1.5  | 0.1  |
| Audi                                                       | 336           | 261    | -22.3% | 1,217                                        | 1,109   | -8.9%  | 849               | 721    | -15.1% | 2.7                     | 2.4  | -0.3 |
| BMW                                                        | 447           | 406    | -9.2%  | 2,145                                        | 1,828   | -14.8% | 1,442             | 1,224  | -15.1% | 4.6                     | 4.1  | -0.5 |
| Buick                                                      | 42            | 28     | -33.3% | 189                                          | 152     | -19.6% | 131               | 83     | -36.6% | 0.4                     | 0.3  | -0.1 |
| Cadillac                                                   | 69            | 67     | -2.9%  | 269                                          | 238     | -11.5% | 174               | 146    | -16.1% | 0.6                     | 0.5  | -0.1 |
| Chevrolet                                                  | 620           | 516    | -16.8% | 2,701                                        | 2,323   | -14.0% | 1,761             | 1,471  | -16.5% | 5.7                     | 4.9  | -0.8 |
| C/D/J/R                                                    | 611           | 594    | -2.8%  | 2,192                                        | 2,344   | 6.9%   | 1,488             | 1,559  | 4.8%   | 4.8                     | 5.2  | 0.4  |
| Chrysler                                                   | 47            | 36     | -23.4% | 234                                          | 181     | -22.6% | 159               | 109    | -31.4% | 0.5                     | 0.4  | -0.1 |
| Dodge                                                      | 112           | 86     | -23.2% | 373                                          | 342     | -8.3%  | 250               | 219    | -12.4% | 0.8                     | 0.7  | -0.1 |
| Jeep                                                       | 355           | 349    | -1.7%  | 1,162                                        | 1,304   | 12.2%  | 806               | 903    | 12.0%  | 2.6                     | 3.0  | 0.4  |
| Ram                                                        | 97            | 123    | 26.8%  | 423                                          | 517     | 22.2%  | 273               | 328    | 20.1%  | 0.9                     | 1.1  | 0.2  |
| Fiat                                                       | 23            | 6      | -73.9% | 154                                          | 52      | -66.2% | 74                | 24     | -67.6% | 0.2                     | 0.1  | -0.1 |
| Ford                                                       | 743           | 686    | -7.7%  | 2,909                                        | 2,589   | -11.0% | 1,990             | 1,688  | -15.2% | 6.4                     | 5.6  | -0.8 |
| GMC                                                        | 129           | 93     | -27.9% | 678                                          | 497     | -26.7% | 435               | 315    | -27.6% | 1.4                     | 1.1  | -0.3 |
| Honda                                                      | 1,858         | 1,813  | -2.4%  | 6,641                                        | 6,103   | -8.1%  | 4,486             | 4,312  | -3.9%  | 14.4                    | 14.4 | 0.0  |
| Hyundai                                                    | 526           | 525    | -0.2%  | 2,221                                        | 2,176   | -2.0%  | 1,280             | 1,220  | -4.7%  | 4.1                     | 4.1  | 0.0  |
| Infiniti                                                   | 172           | 129    | -25.0% | 677                                          | 560     | -17.3% | 467               | 357    | -23.6% | 1.5                     | 1.2  | -0.3 |
| Jaguar                                                     | 48            | 48     | 0.0%   | 216                                          | 171     | -20.8% | 141               | 115    | -18.4% | 0.5                     | 0.4  | -0.1 |
| Kia                                                        | 357           | 331    | -7.3%  | 1,163                                        | 1,029   | -11.5% | 804               | 693    | -13.8% | 2.6                     | 2.3  | -0.3 |
| Land Rover                                                 | 163           | 177    | 8.6%   | 502                                          | 682     | 35.9%  | 361               | 431    | 19.4%  | 1.2                     | 1.4  | 0.2  |
| Lexus                                                      | 472           | 498    | 5.5%   | 2,141                                        | 2,221   | 3.7%   | 1,466             | 1,408  | -4.0%  | 4.7                     | 4.7  | 0.0  |
| Lincoln                                                    | 59            | 51     | -13.6% | 199                                          | 190     | -4.5%  | 144               | 109    | -24.3% | 0.5                     | 0.4  | -0.1 |
| Maserati                                                   | 29            | 24     | -17.2% | 124                                          | 96      | -22.6% | 94                | 66     | -29.8% | 0.3                     | 0.2  | -0.1 |
| Mazda                                                      | 344           | 420    | 22.1%  | 1,411                                        | 1,427   | 1.1%   | 930               | 1,013  | 8.9%   | 3.0                     | 3.4  | 0.4  |
| Mercedes                                                   | 796           | 556    | -30.2% | 3,219                                        | 2,544   | -21.0% | 2,149             | 1,654  | -23.0% | 6.9                     | 5.5  | -1.4 |
| MINI                                                       | 49            | 17     | -65.3% | 215                                          | 119     | -44.7% | 125               | 65     | -48.0% | 0.4                     | 0.2  | -0.2 |
| Mitsubishi                                                 | 51            | 66     | 29.4%  | 227                                          | 208     | -8.4%  | 135               | 140    | 3.7%   | 0.4                     | 0.5  | 0.1  |
| Nissan                                                     | 521           | 579    | 11.1%  | 1,751                                        | 1,797   | 2.6%   | 1,178             | 1,246  | 5.8%   | 3.8                     | 4.2  | 0.4  |
| Porsche                                                    | 137           | 188    | 37.2%  | 452                                          | 528     | 16.8%  | 305               | 393    | 28.9%  | 1.0                     | 1.3  | 0.3  |
| smart                                                      | 6             | 4      | -33.3% | 19                                           | 17      | -10.5% | 13                | 13     | 0.0%   | 0.0                     | 0.0  | 0.0  |
| Subaru                                                     | 429           | 413    | -3.7%  | 1,521                                        | 1,515   | -0.4%  | 1,045             | 1,048  | 0.3%   | 3.4                     | 3.5  | 0.1  |
| Toyota/Scion                                               | 2,132         | 1,844  | -13.5% | 7,902                                        | 7,040   | -10.9% | 5,243             | 4,637  | -11.6% | 16.9                    | 15.5 | -1.4 |
| Volkswagen                                                 | 327           | 249    | -23.9% | 1,118                                        | 997     | -10.8% | 784               | 679    | -13.4% | 2.5                     | 2.3  | -0.2 |
| Volvo                                                      | 62            | 74     | 19.4%  | 255                                          | 305     | 19.6%  | 172               | 195    | 13.4%  | 0.6                     | 0.7  | 0.1  |
| Other                                                      | 369           | 372    | 0.8%   | 1,244                                        | 3,484   | 180.1% | 943               | 2,502  | 165.3% | 3.0                     | 8.3  | 5.3  |

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 Feb. vs. YTD 2018 thru Feb.)



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



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.