

ORANGE COUNTY AUTO OUTLOOK™

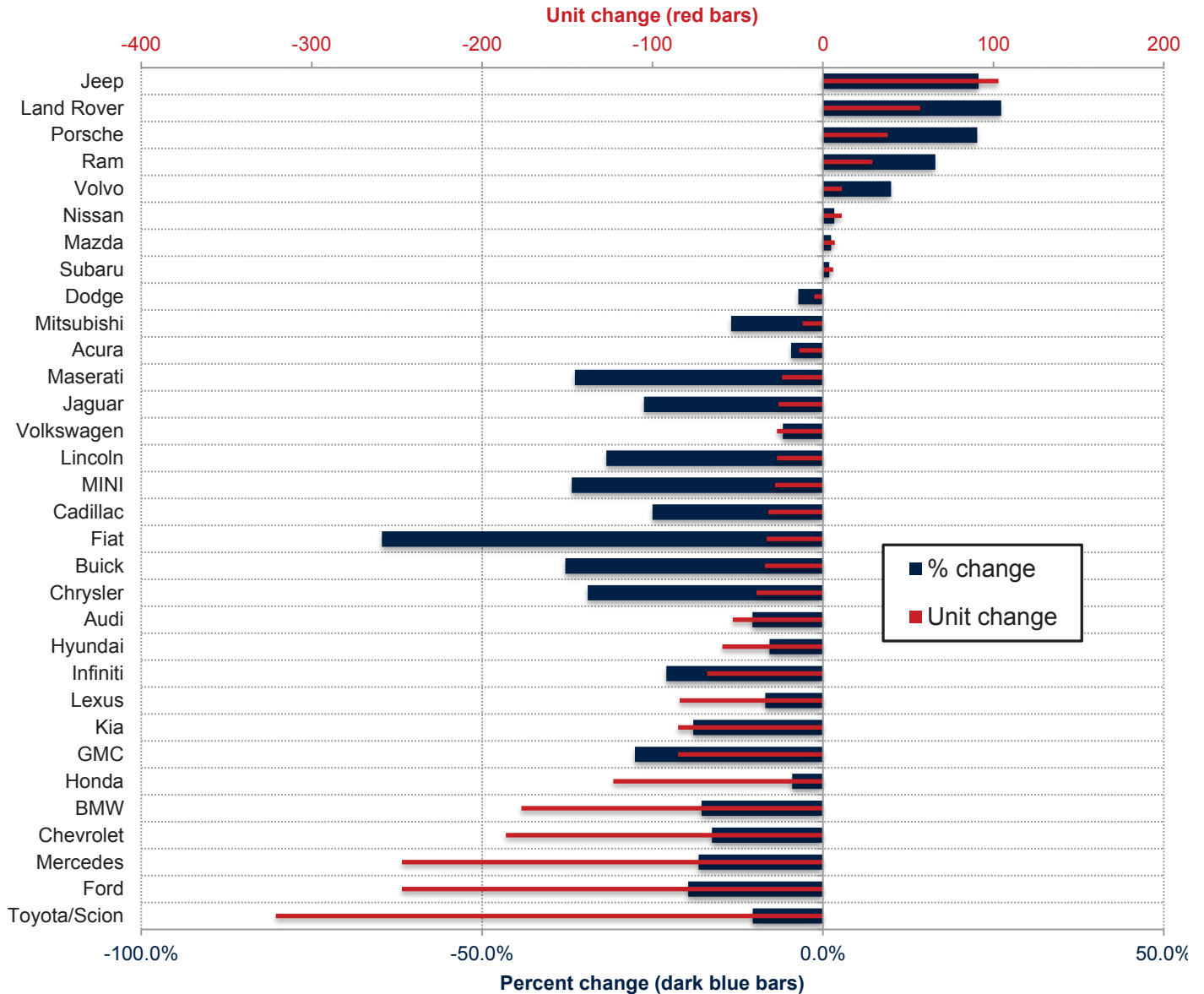
2019

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

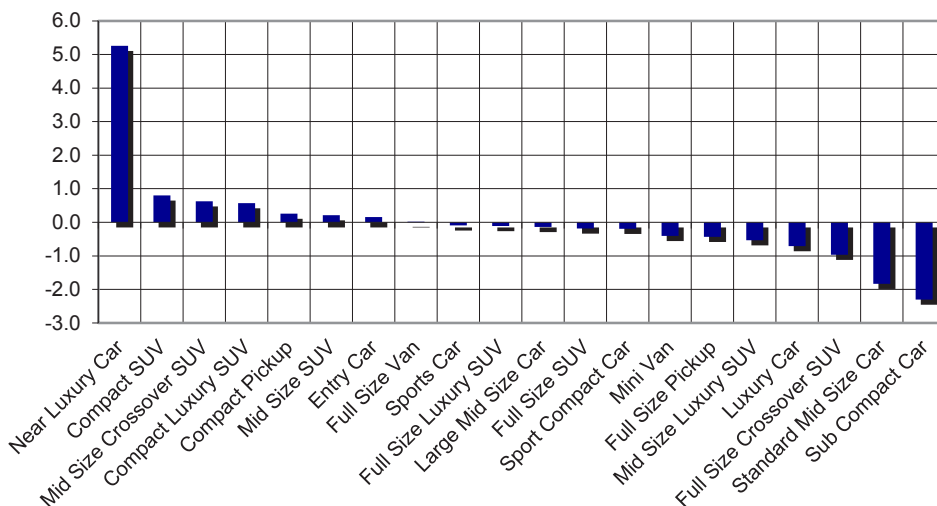
Orange County New Retail Car and Light Truck Registrations												
	January			Three Month Period Nov. '18 thru Jan. '19			Annual Total			Annual Market Share (%)		
	Orange County			Orange County			Orange County			Orange County		
	2018	2019	% chg.	Previous	Current	% chg.	2017	2018	% chg.	2017	2018	Chg.
MARKET SUMMARY												
TOTAL	19,181	18,980	-1.0%	50,001	45,640	-8.7%	185,107	180,662	-2.4%			
Cars	8,825	8,745	-0.9%	23,737	20,735	-12.6%	93,210	84,623	-9.2%	50.4	46.8	-3.5
Light Trucks	10,356	10,235	-1.2%	26,264	24,905	-5.2%	91,897	96,039	4.5%	49.6	53.2	3.5
Domestic	4,367	5,420	24.1%	10,910	12,202	11.8%	40,125	43,432	8.2%	21.7	24.0	2.4
European	4,207	3,695	-12.2%	10,537	8,981	-14.8%	35,485	35,065	-1.2%	19.2	19.4	0.2
Japanese	9,406	8,808	-6.4%	24,866	21,285	-14.4%	94,297	89,722	-4.9%	50.9	49.7	-1.3
Korean	1,201	1,057	-12.0%	3,688	3,172	-14.0%	15,200	12,443	-18.1%	8.2	6.9	-1.3
BRAND REGISTRATIONS												
Acura	300	286	-4.7%	771	632	-18.0%	2,774	2,629	-5.2%	1.5	1.5	0.0
Audi	513	460	-10.3%	1,271	1,105	-13.1%	4,410	4,437	0.6%	2.4	2.5	0.1
BMW	995	818	-17.8%	2,308	1,885	-18.3%	7,153	7,346	2.7%	3.9	4.1	0.2
Buick	90	56	-37.8%	216	159	-26.4%	780	650	-16.7%	0.4	0.4	0.0
Cadillac	128	96	-25.0%	327	290	-11.3%	1,106	1,033	-6.6%	0.6	0.6	0.0
Chevrolet	1,142	956	-16.3%	2,999	2,464	-17.8%	10,498	9,855	-6.1%	5.7	5.5	-0.2
C/D/J/R	878	966	10.0%	2,364	2,390	1.1%	9,626	9,692	0.7%	5.2	5.4	0.2
Chrysler	113	74	-34.5%	277	192	-30.7%	809	835	3.2%	0.4	0.5	0.1
Dodge	138	133	-3.6%	374	349	-6.7%	1,827	1,636	-10.5%	1.0	0.9	-0.1
Jeep	451	554	22.8%	1,209	1,306	8.0%	5,165	5,441	5.3%	2.8	3.0	0.2
Ram	176	205	16.5%	504	543	7.7%	1,825	1,780	-2.5%	1.0	1.0	0.0
Fiat	51	18	-64.7%	198	68	-65.7%	1,359	289	-78.7%	0.7	0.2	-0.5
Ford	1,250	1,003	-19.8%	3,150	2,554	-18.9%	12,612	11,136	-11.7%	6.8	6.2	-0.6
GMC	308	223	-27.6%	831	562	-32.4%	2,549	2,072	-18.7%	1.4	1.1	-0.3
Honda	2,726	2,603	-4.5%	7,137	5,995	-16.0%	27,985	26,210	-6.3%	15.1	14.5	-0.6
Hyundai	754	695	-7.8%	2,417	2,172	-10.1%	9,743	8,151	-16.3%	5.3	4.5	-0.8
Infiniti	296	228	-23.0%	726	585	-19.4%	2,575	2,288	-11.1%	1.4	1.3	-0.1
Jaguar	99	73	-26.3%	274	166	-39.4%	1,059	645	-39.1%	0.6	0.4	-0.2
Kia	447	362	-19.0%	1,271	1,000	-21.3%	5,457	4,292	-21.3%	2.9	2.4	-0.5
Land Rover	218	275	26.1%	551	698	26.7%	2,086	2,517	20.7%	1.1	1.4	0.3
Lexus	994	910	-8.5%	2,410	2,193	-9.0%	8,141	7,828	-3.8%	4.4	4.3	-0.1
Lincoln	85	58	-31.8%	184	174	-5.4%	630	729	15.7%	0.3	0.4	0.1
Maserati	66	42	-36.4%	165	106	-35.8%	568	458	-19.4%	0.3	0.3	0.0
Mazda	586	593	1.2%	1,529	1,344	-12.1%	5,486	5,543	1.0%	3.0	3.1	0.1
Mercedes	1,354	1,107	-18.2%	3,394	2,734	-19.4%	10,650	10,648	0.0%	5.8	5.9	0.1
MINI	76	48	-36.8%	227	141	-37.9%	966	669	-30.7%	0.5	0.4	-0.1
Mitsubishi	89	77	-13.5%	294	210	-28.6%	996	922	-7.4%	0.5	0.5	0.0
Nissan	657	668	1.7%	1,917	1,703	-11.2%	8,398	7,021	-16.4%	4.5	3.9	-0.6
Porsche	168	206	22.6%	486	483	-0.6%	1,586	1,798	13.4%	0.9	1.0	0.1
smart	7	9	28.6%	16	18	12.5%	85	51	-40.0%	0.0	0.0	0.0
Subaru	644	650	0.9%	1,581	1,568	-0.8%	5,735	6,345	10.6%	3.1	3.5	0.4
Toyota/Scion	3,114	2,793	-10.3%	8,501	7,055	-17.0%	32,207	30,936	-3.9%	17.4	17.1	-0.3
Volkswagen	460	433	-5.9%	1,127	1,032	-8.4%	4,122	4,078	-1.1%	2.2	2.3	0.1
Volvo	110	121	10.0%	284	309	8.8%	850	1,164	36.9%	0.5	0.6	0.1
Other	576	2,147	272.7%	1,075	3,845	257.7%	2,915	9,230	216.6%	1.6	5.1	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 (January 2019 vs. January 2018)



Change in Segment Market Share - January 2019 vs. January 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.