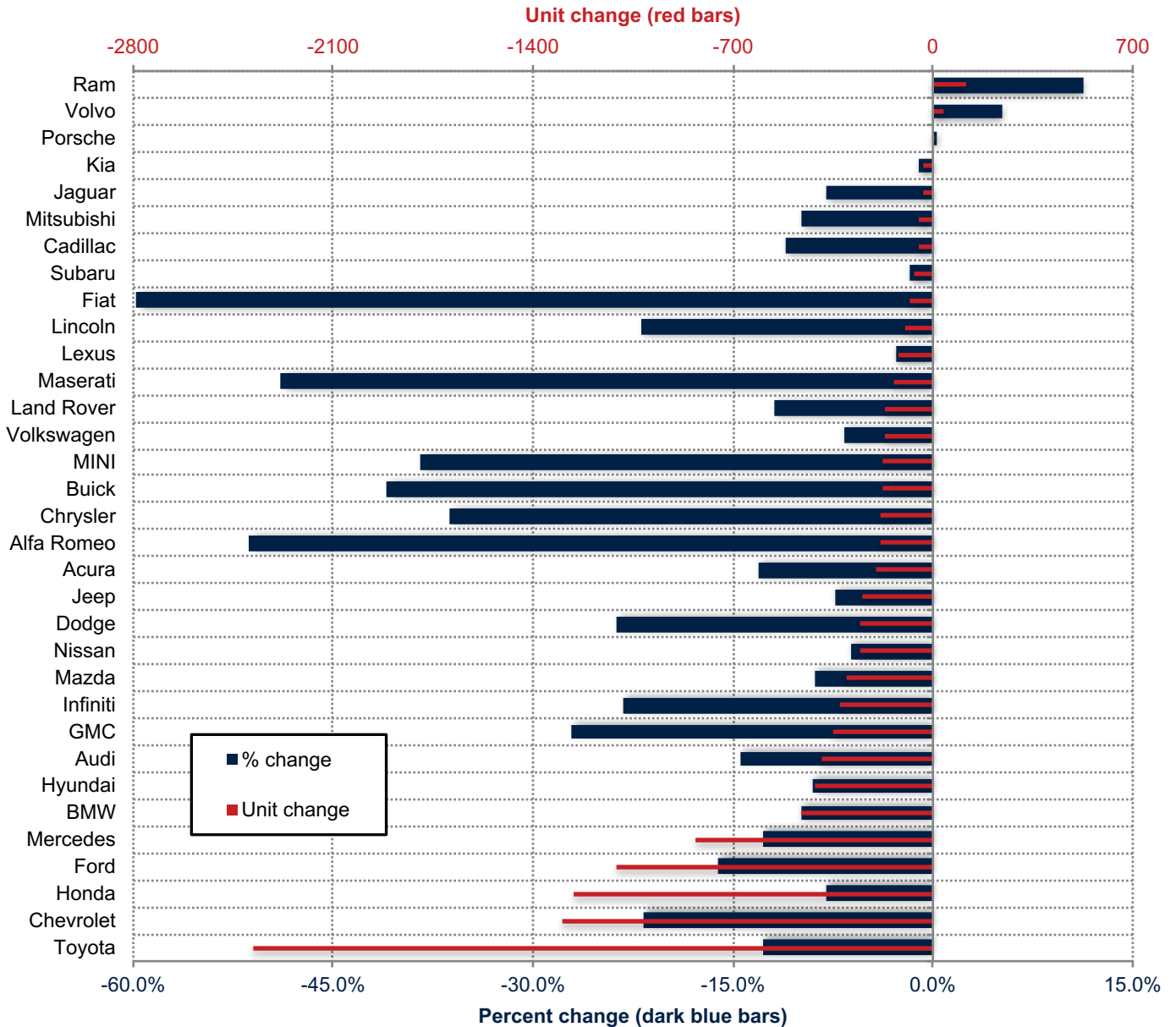


Orange County New Retail Automotive Market Data - Retail Sales *Does Not Include Fleet Sales

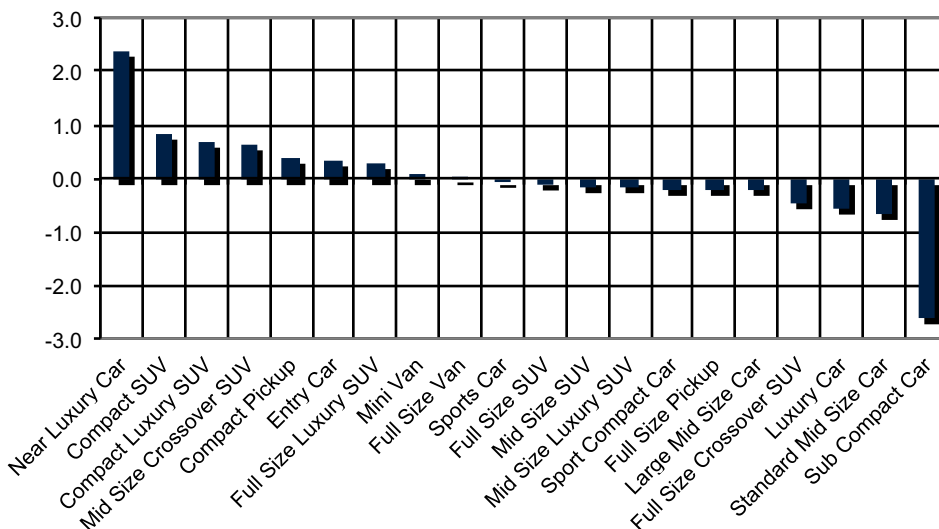
Orange County New Retail Car and Light Truck Registrations												
	July			Three Month Period May '19 thru July '19			YTD thru July			YTD Market Share (%)		
	Orange County			Orange County			Orange County			Orange County		
	2018	2019	% chg.	Previous	Current	% chg.	2018	2019	% chg.	2018	2019	Chg.
MARKET SUMMARY												
TOTAL	17,221	13,474	-21.8%	49,011	39,907	-18.6%	107,014	98,674	-7.8%			
Cars	7,967	6,294	-21.0%	23,047	18,067	-21.6%	50,275	44,666	-11.2%	47.0	45.3	-1.7
Light Trucks	9,254	7,180	-22.4%	25,964	21,840	-15.9%	56,739	54,008	-4.8%	53.0	54.7	1.7
Domestic	4,143	3,677	-11.2%	11,556	9,957	-13.8%	24,809	24,400	-1.6%	23.2	24.7	1.5
European	3,211	2,458	-23.5%	9,394	7,567	-19.4%	21,464	18,929	-11.8%	20.1	19.2	-0.9
Japanese	8,698	6,278	-27.8%	24,749	19,474	-21.3%	53,566	48,610	-9.3%	50.1	49.3	-0.8
Korean	1,169	1,061	-9.2%	3,312	2,909	-12.2%	7,175	6,735	-6.1%	6.7	6.8	0.1
BRAND REGISTRATIONS												
Acura	275	148	-46.2%	702	491	-30.1%	1,521	1,321	-13.1%	1.4	1.3	-0.1
Alfa Romeo	52	18	-65.4%	170	64	-62.4%	360	175	-51.4%	0.3	0.2	-0.1
Audi	373	321	-13.9%	1,196	953	-20.3%	2,702	2,312	-14.4%	2.5	2.3	-0.2
BMW	736	535	-27.3%	2,045	1,693	-17.2%	4,619	4,162	-9.9%	4.3	4.2	-0.1
Buick	41	34	-17.1%	158	87	-44.9%	434	256	-41.0%	0.4	0.3	-0.1
Cadillac	64	49	-23.4%	197	168	-14.7%	478	425	-11.1%	0.4	0.4	0.0
Chevrolet	913	565	-38.1%	2,564	1,834	-28.5%	5,953	4,658	-21.8%	5.6	4.7	-0.9
C/D/J/R	1,001	784	-21.7%	2,912	2,212	-24.0%	5,877	5,312	-9.6%	5.5	5.4	-0.1
Chrysler	66	46	-30.3%	212	127	-40.1%	498	317	-36.3%	0.5	0.3	-0.2
Dodge	165	126	-23.6%	531	350	-34.1%	1,060	808	-23.8%	1.0	0.8	-0.2
Jeep	614	407	-33.7%	1,681	1,243	-26.1%	3,318	3,073	-7.4%	3.1	3.1	0.0
Ram	156	205	31.4%	488	492	0.8%	1,001	1,114	11.3%	0.9	1.1	0.2
Fiat	12	4	-66.7%	35	14	-60.0%	132	53	-59.8%	0.1	0.1	0.0
Ford	1,027	757	-26.3%	3,107	2,454	-21.0%	6,870	5,765	-16.1%	6.4	5.8	-0.6
GMC	170	121	-28.8%	501	385	-23.2%	1,287	937	-27.2%	1.2	0.9	-0.3
Honda	2,486	1,858	-25.3%	7,370	5,744	-22.1%	15,638	14,382	-8.0%	14.6	14.6	0.0
Hyundai	812	608	-25.1%	2,176	1,744	-19.9%	4,513	4,103	-9.1%	4.2	4.2	0.0
Infiniti	174	150	-13.8%	535	450	-15.9%	1,408	1,082	-23.2%	1.3	1.1	-0.2
Jaguar	66	40	-39.4%	149	124	-16.8%	386	355	-8.0%	0.4	0.4	0.0
Kia	357	453	26.9%	1,136	1,165	2.6%	2,662	2,632	-1.1%	2.5	2.7	0.2
Land Rover	179	139	-22.3%	585	407	-30.4%	1,382	1,217	-11.9%	1.3	1.2	-0.1
Lexus	680	548	-19.4%	1,973	1,698	-13.9%	4,542	4,418	-2.7%	4.2	4.5	0.3
Lincoln	75	43	-42.7%	193	134	-30.6%	453	354	-21.9%	0.4	0.4	0.0
Maserati	47	8	-83.0%	118	37	-68.6%	274	140	-48.9%	0.3	0.1	-0.2
Mazda	544	395	-27.4%	1,570	1,178	-25.0%	3,420	3,120	-8.8%	3.2	3.2	0.0
Mercedes	993	781	-21.3%	2,841	2,392	-15.8%	6,594	5,759	-12.7%	6.2	5.8	-0.4
MINI	53	39	-26.4%	193	105	-45.6%	458	282	-38.4%	0.4	0.3	-0.1
Mitsubishi	90	45	-50.0%	235	152	-35.3%	514	463	-9.9%	0.5	0.5	0.0
Nissan	712	532	-25.3%	1,888	1,514	-19.8%	4,143	3,890	-6.1%	3.9	3.9	0.0
Porsche	154	136	-11.7%	482	398	-17.4%	1,096	1,100	0.4%	1.0	1.1	0.1
smart	6	1	-83.3%	10	6	-40.0%	31	25	-19.4%	0.0	0.0	0.0
Subaru	637	475	-25.4%	1,727	1,480	-14.3%	3,721	3,654	-1.8%	3.5	3.7	0.2
Toyota	3,100	2,127	-31.4%	8,749	6,767	-22.7%	18,659	16,280	-12.7%	17.4	16.5	-0.9
Volkswagen	380	302	-20.5%	1,114	954	-14.4%	2,534	2,367	-6.6%	2.4	2.4	0.0
Volvo	136	104	-23.5%	372	318	-14.5%	699	735	5.2%	0.7	0.7	0.0
Other	876	1,354	54.6%	2,008	2,785	38.7%	3,654	6,940	89.9%	3.4	7.0	3.6

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 July vs. YTD 2018 thru July)



Change in Segment Market Share - YTD 2019 thru July 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.