

ORANGE COUNTY AUTO OUTLOOK™

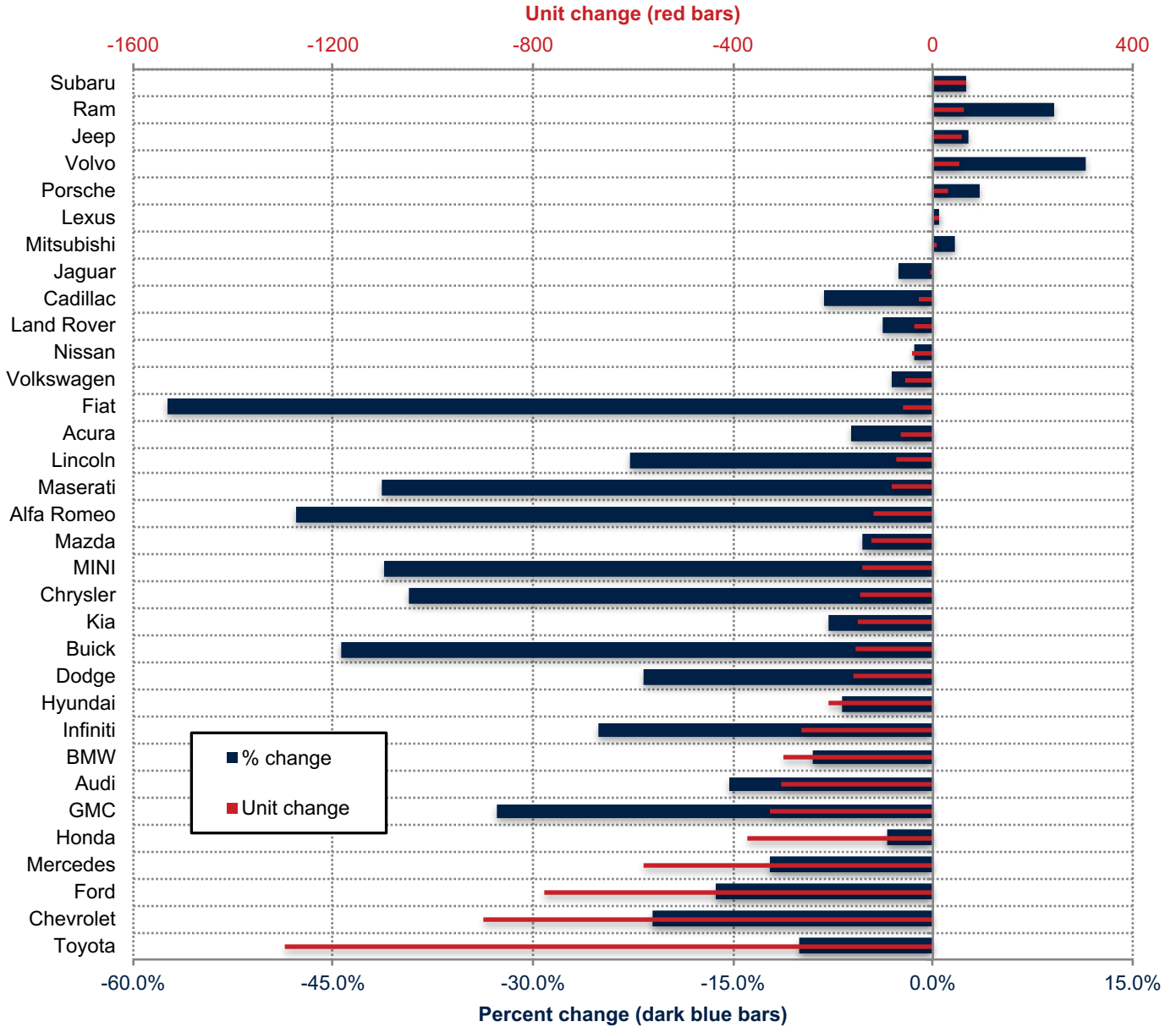
2019

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

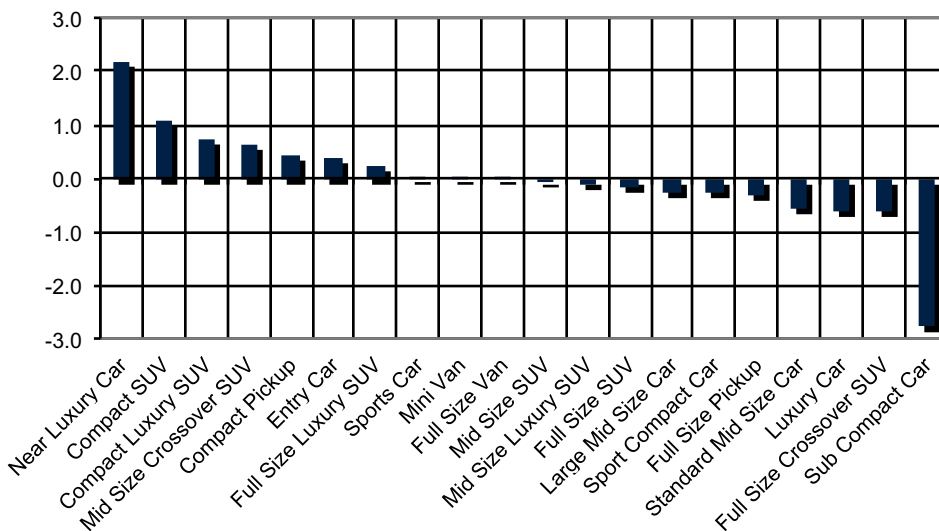
Orange County New Retail Car and Light Truck Registrations												
	April and May Combined			Three Month Period Mar. '19 thru May '19			YTD thru May			YTD Market Share (%)		
	Orange County			Orange County			Orange County			Orange County		
	2018	2019	% chg.	Previous	Current	% chg.	2018	2019	% chg.	2018	2019	Chg.
MARKET SUMMARY												
TOTAL	30,932	28,923	-6.5%	44,065	41,105	-6.7%	75,114	71,092	-5.4%			
Cars	14,816	13,438	-9.3%	20,964	18,730	-10.7%	35,470	32,181	-9.3%	47.2	45.3	-2.0
Light Trucks	16,116	15,485	-3.9%	23,101	22,375	-3.1%	39,644	38,911	-1.8%	52.8	54.7	2.0
Domestic	7,264	6,790	-6.5%	10,262	9,400	-8.4%	17,171	17,150	-0.1%	22.9	24.1	1.3
European	6,179	5,797	-6.2%	8,779	8,177	-6.9%	15,445	13,880	-10.1%	20.6	19.5	-1.0
Japanese	15,473	14,410	-6.9%	22,078	20,770	-5.9%	37,468	35,391	-5.5%	49.9	49.8	-0.1
Korean	2,016	1,926	-4.5%	2,946	2,758	-6.4%	5,030	4,671	-7.1%	6.7	6.6	-0.1
BRAND REGISTRATIONS												
Acura	433	368	-15.0%	619	534	-13.7%	1,059	994	-6.1%	1.4	1.4	0.0
Alfa Romeo	121	47	-61.2%	143	76	-46.9%	247	129	-47.8%	0.3	0.2	-0.1
Audi	793	714	-10.0%	1,133	959	-15.4%	1,982	1,680	-15.2%	2.6	2.4	-0.2
BMW	1,330	1,250	-6.0%	1,866	1,784	-4.4%	3,308	3,008	-9.1%	4.4	4.2	-0.2
Buick	147	74	-49.7%	218	111	-49.1%	349	194	-44.4%	0.5	0.3	-0.2
Cadillac	134	129	-3.7%	179	178	-0.6%	353	324	-8.2%	0.5	0.5	0.0
Chevrolet	1,723	1,337	-22.4%	2,512	1,901	-24.3%	4,273	3,372	-21.1%	5.7	4.7	-1.0
C/D/J/R	1,710	1,498	-12.4%	2,484	2,230	-10.2%	3,972	3,789	-4.6%	5.3	5.3	0.0
Chrysler	155	71	-54.2%	209	114	-45.5%	368	223	-39.4%	0.5	0.3	-0.2
Dodge	351	241	-31.3%	482	354	-26.6%	732	573	-21.7%	1.0	0.8	-0.2
Jeep	897	908	1.2%	1,365	1,325	-2.9%	2,171	2,228	2.6%	2.9	3.1	0.2
Ram	307	278	-9.4%	428	437	2.1%	701	765	9.1%	0.9	1.1	0.2
Fiat	23	17	-26.1%	34	22	-35.3%	108	46	-57.4%	0.1	0.1	0.0
Ford	1,871	1,538	-17.8%	2,781	2,306	-17.1%	4,771	3,994	-16.3%	6.4	5.6	-0.8
GMC	390	251	-35.6%	554	350	-36.8%	989	665	-32.8%	1.3	0.9	-0.4
Honda	4,504	4,292	-4.7%	6,389	6,192	-3.1%	10,875	10,504	-3.4%	14.5	14.8	0.3
Hyundai	1,270	1,165	-8.3%	1,793	1,646	-8.2%	3,073	2,866	-6.7%	4.1	4.0	-0.1
Infiniti	396	304	-23.2%	578	426	-26.3%	1,045	783	-25.1%	1.4	1.1	-0.3
Jaguar	83	93	12.0%	139	158	13.7%	280	273	-2.5%	0.4	0.4	0.0
Kia	746	761	2.0%	1,153	1,112	-3.6%	1,957	1,805	-7.8%	2.6	2.5	-0.1
Land Rover	438	347	-20.8%	640	532	-16.9%	1,001	963	-3.8%	1.3	1.4	0.1
Lexus	1,243	1,286	3.5%	1,785	1,856	4.0%	3,251	3,264	0.4%	4.3	4.6	0.3
Lincoln	132	84	-36.4%	181	142	-21.5%	325	251	-22.8%	0.4	0.4	0.0
Maserati	75	41	-45.3%	102	49	-52.0%	196	115	-41.3%	0.3	0.2	-0.1
Mazda	1,008	825	-18.2%	1,465	1,257	-14.2%	2,395	2,270	-5.2%	3.2	3.2	0.0
Mercedes	1,784	1,783	-0.1%	2,575	2,493	-3.2%	4,724	4,147	-12.2%	6.3	5.8	-0.5
MINI	176	92	-47.7%	220	138	-37.3%	345	203	-41.2%	0.5	0.3	-0.2
Mitsubishi	159	147	-7.5%	223	224	0.4%	358	364	1.7%	0.5	0.5	0.0
Nissan	1,209	1,099	-9.1%	1,726	1,616	-6.4%	2,904	2,862	-1.4%	3.9	4.0	0.1
Porsche	358	307	-14.2%	502	443	-11.8%	807	836	3.6%	1.1	1.2	0.1
smart	3	5	66.7%	9	9	0.0%	22	22	0.0%	0.0	0.0	0.0
Subaru	1,016	1,133	11.5%	1,518	1,580	4.1%	2,563	2,628	2.5%	3.4	3.7	0.3
Toyota	5,505	4,956	-10.0%	7,775	7,085	-8.9%	13,018	11,722	-10.0%	17.3	16.5	-0.8
Volkswagen	731	812	11.1%	1,041	1,090	4.7%	1,825	1,769	-3.1%	2.4	2.5	0.1
Volvo	201	202	0.5%	282	311	10.3%	454	506	11.5%	0.6	0.7	0.1
Other	1,220	1,966	61.1%	1,446	2,295	58.7%	2,285	4,744	107.6%	3.0	6.7	3.7

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 May vs. YTD 2018 thru May)



Change in Segment Market Share - YTD 2019 thru May 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.