

ORANGE COUNTY AUTO OUTLOOK™

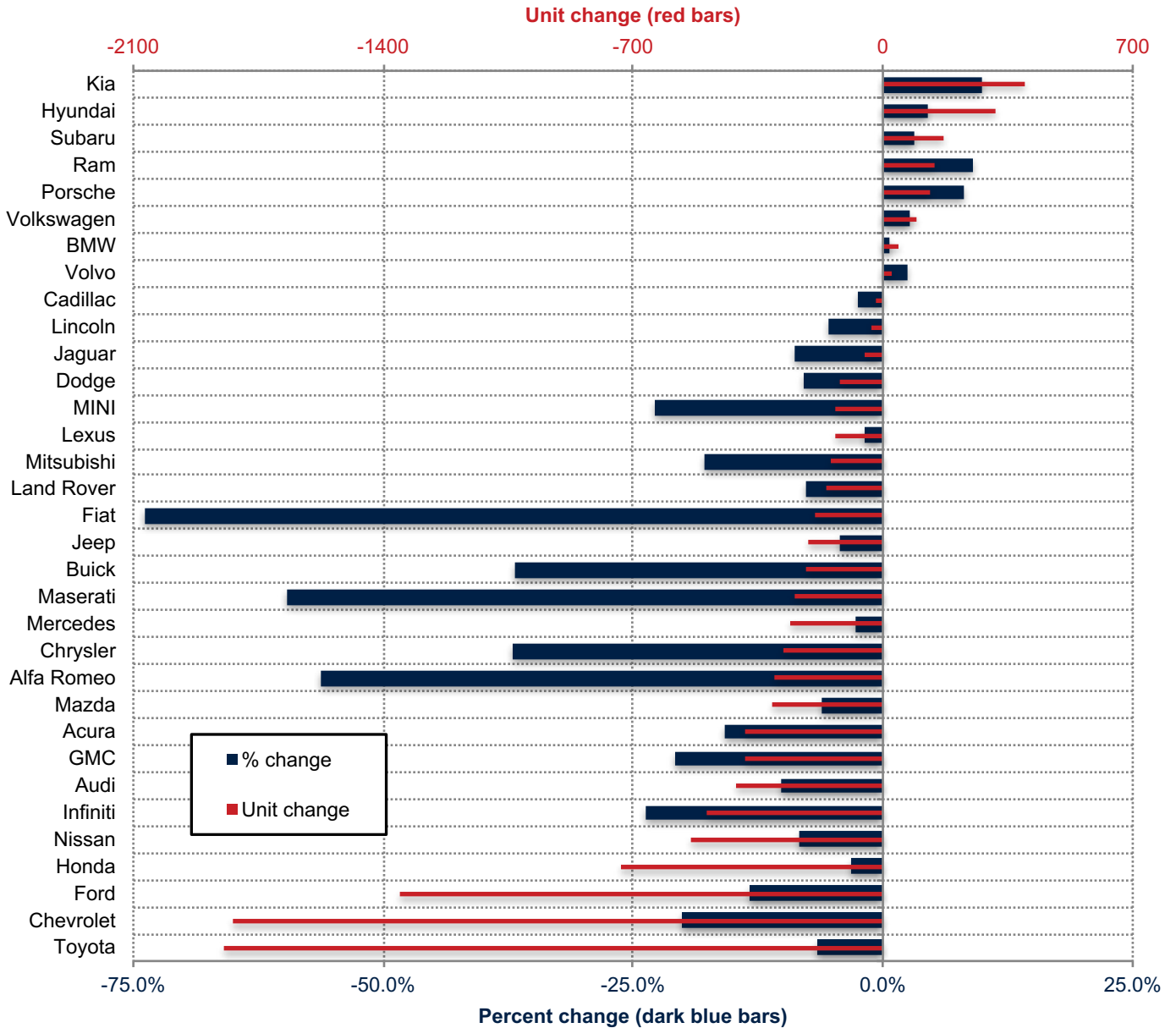
2019

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

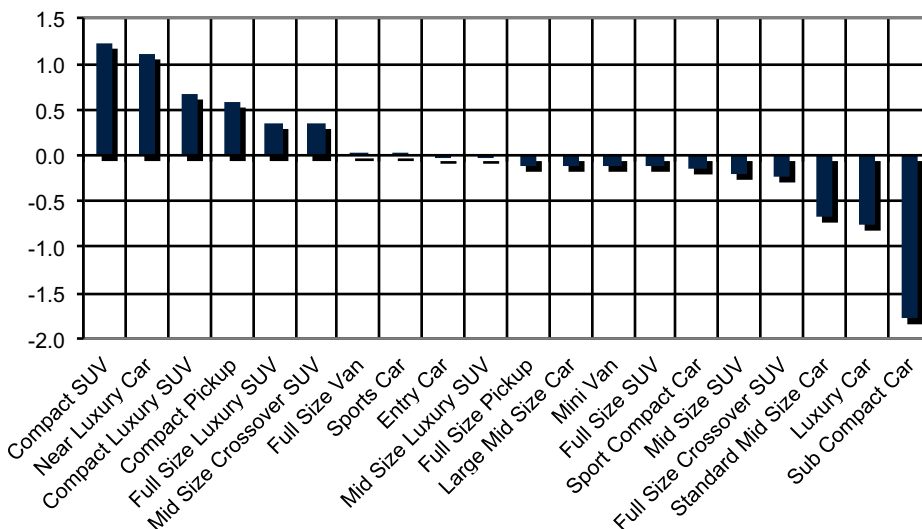
Orange County New Retail Car and Light Truck Registrations												
	November			Three Month Period Sept. '19 thru Nov. '19			YTD thru November			YTD Market Share (%)		
	Orange County			Orange County			Orange County			Orange County		
	2018	2019	% chg.	Previous	Current	% chg.	2018	2019	% chg.	2018	2019	Chg.
MARKET SUMMARY												
TOTAL	11,318	11,363	0.4%	42,594	41,548	-2.5%	163,168	155,690	-4.6%			
Cars	5,278	4,736	-10.3%	20,092	18,103	-9.9%	76,914	69,676	-9.4%	47.1	44.8	-2.4
Light Trucks	6,040	6,627	9.7%	22,502	23,445	4.2%	86,254	86,014	-0.3%	52.9	55.2	2.4
Domestic	2,863	2,044	-28.6%	10,978	9,190	-16.3%	39,245	36,842	-6.1%	24.1	23.7	-0.4
European	2,250	2,495	10.9%	7,777	8,290	6.6%	31,401	30,034	-4.4%	19.2	19.3	0.0
Japanese	5,383	5,773	7.2%	20,828	20,610	-1.0%	81,375	76,955	-5.4%	49.9	49.4	-0.4
Korean	822	1,051	27.9%	3,011	3,458	14.8%	11,147	11,859	6.4%	6.8	7.6	0.8
BRAND REGISTRATIONS												
Acura	160	174	8.8%	700	563	-19.6%	2,439	2,052	-15.9%	1.5	1.3	-0.2
Alfa Romeo	26	6	-76.9%	140	24	-82.9%	538	236	-56.1%	0.3	0.2	-0.1
Audi	257	316	23.0%	975	988	1.3%	4,048	3,634	-10.2%	2.5	2.3	-0.2
BMW	445	540	21.3%	1,569	1,837	17.1%	6,424	6,469	0.7%	3.9	4.2	0.3
Buick	34	23	-32.4%	111	79	-28.8%	579	366	-36.8%	0.4	0.2	-0.2
Cadillac	59	61	3.4%	167	183	9.6%	695	677	-2.6%	0.4	0.4	0.0
Chevrolet	654	510	-22.0%	2,321	1,851	-20.2%	8,998	7,178	-20.2%	5.5	4.6	-0.9
C/D/J/R	636	614	-3.5%	2,270	2,226	-1.9%	8,884	8,414	-5.3%	5.4	5.4	0.0
Chrysler	46	18	-60.9%	186	96	-48.4%	753	474	-37.1%	0.5	0.3	-0.2
Dodge	93	106	14.0%	342	410	19.9%	1,511	1,390	-8.0%	0.9	0.9	0.0
Jeep	350	352	0.6%	1,291	1,276	-1.2%	5,038	4,826	-4.2%	3.1	3.1	0.0
Ram	147	138	-6.1%	451	444	-1.6%	1,582	1,724	9.0%	1.0	1.1	0.1
Fiat	22	1	-95.5%	99	13	-86.9%	261	68	-73.9%	0.2	0.0	-0.2
Ford	644	479	-25.6%	2,591	2,140	-17.4%	10,202	8,851	-13.2%	6.3	5.7	-0.6
GMC	151	105	-30.5%	473	413	-12.7%	1,871	1,482	-20.8%	1.1	1.0	-0.1
Honda	1,458	1,558	6.9%	5,701	6,052	6.2%	23,302	22,571	-3.1%	14.3	14.5	0.2
Hyundai	520	705	35.6%	2,016	2,213	9.8%	7,192	7,509	4.4%	4.4	4.8	0.4
Infiniti	154	108	-29.9%	516	376	-27.1%	2,083	1,589	-23.7%	1.3	1.0	-0.3
Jaguar	30	22	-26.7%	135	106	-21.5%	552	503	-8.9%	0.3	0.3	0.0
Kia	302	346	14.6%	995	1,245	25.1%	3,955	4,350	10.0%	2.4	2.8	0.4
Land Rover	152	176	15.8%	537	553	3.0%	2,086	1,927	-7.6%	1.3	1.2	-0.1
Lexus	470	591	25.7%	1,859	1,703	-8.4%	7,015	6,880	-1.9%	4.3	4.4	0.1
Lincoln	35	66	88.6%	148	204	37.8%	648	613	-5.4%	0.4	0.4	0.0
Maserati	33	7	-78.8%	108	21	-80.6%	420	170	-59.5%	0.3	0.1	-0.2
Mazda	336	301	-10.4%	1,217	1,253	3.0%	5,125	4,813	-6.1%	3.1	3.1	0.0
Mercedes	719	809	12.5%	2,393	2,667	11.5%	9,674	9,413	-2.7%	5.9	6.0	0.1
MINI	37	48	29.7%	118	129	9.3%	592	457	-22.8%	0.4	0.3	-0.1
Mitsubishi	60	37	-38.3%	215	138	-35.8%	821	674	-17.9%	0.5	0.4	-0.1
Nissan	484	406	-16.1%	1,725	1,414	-18.0%	6,470	5,933	-8.3%	4.0	3.8	-0.2
Porsche	141	156	10.6%	427	509	19.2%	1,660	1,793	8.0%	1.0	1.2	0.2
smart	5	0	-100.0%	11	6	-45.5%	47	32	-31.9%	0.0	0.0	0.0
Subaru	408	426	4.4%	1,394	1,514	8.6%	5,628	5,800	3.1%	3.4	3.7	0.3
Toyota	1,853	2,172	17.2%	7,501	7,597	1.3%	28,492	26,643	-6.5%	17.5	17.1	-0.4
Volkswagen	276	324	17.4%	920	1,043	13.4%	3,733	3,830	2.6%	2.3	2.5	0.2
Volvo	78	58	-25.6%	257	261	1.6%	1,053	1,079	2.5%	0.6	0.7	0.1
Other	679	218	-67.9%	2,985	2,227	-25.4%	7,681	9,684	26.1%	4.7	6.2	1.5

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 (YTD 2019 thru November vs. YTD 2018 thru November)



Change in Segment Market Share - YTD 2019 thru November 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.