

ORANGE COUNTY AUTO OUTLOOK™

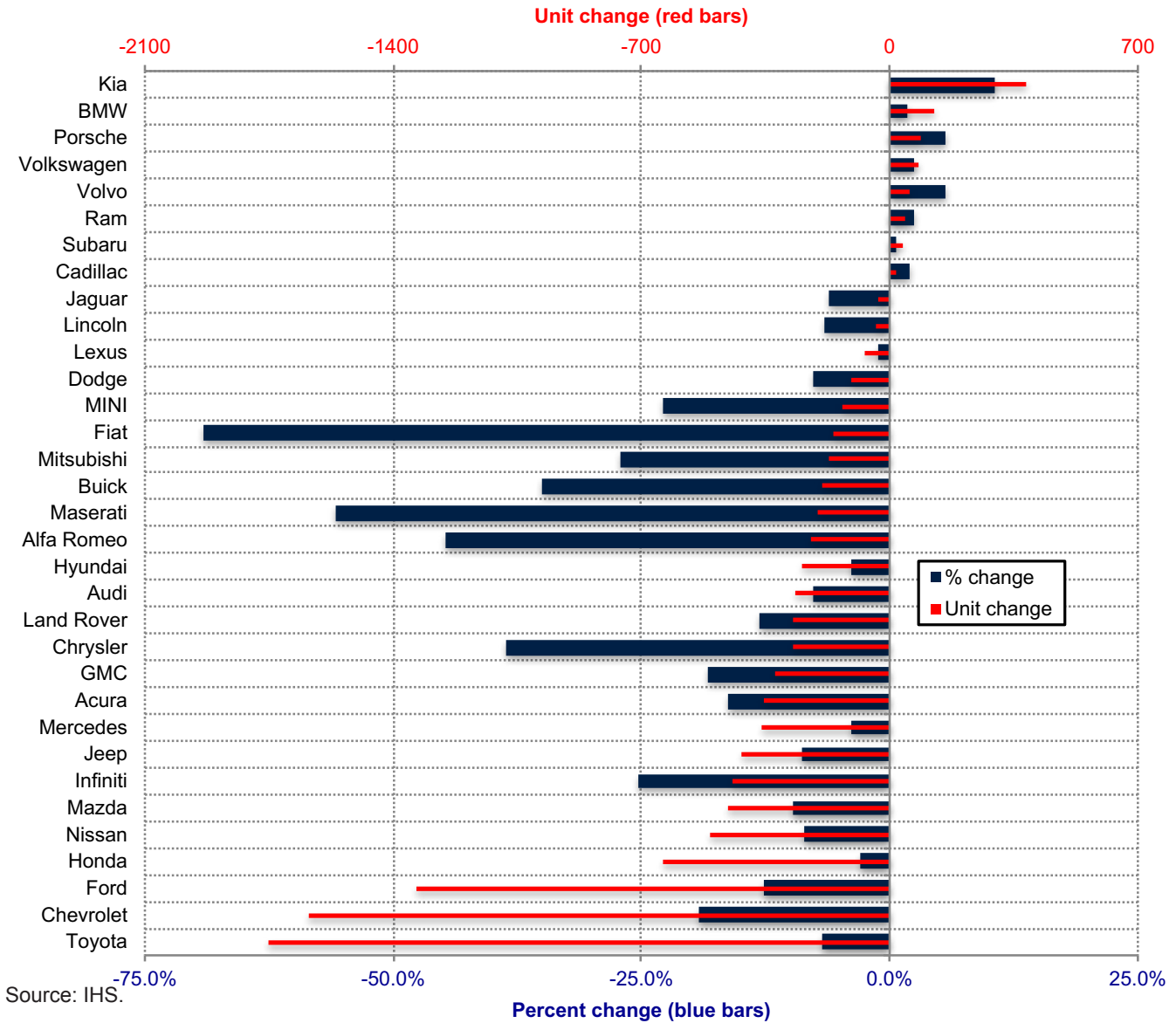
2019

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

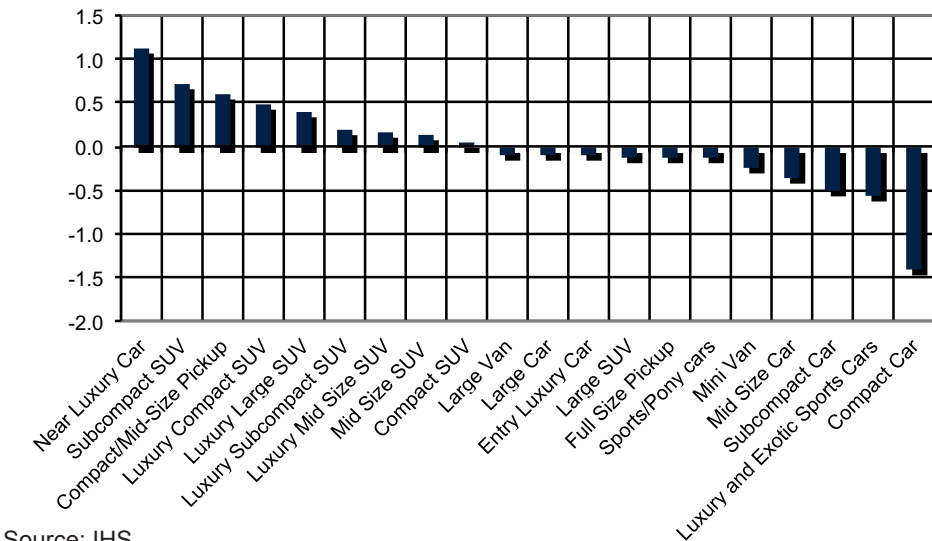
Orange County New Retail Car and Light Truck Registrations												
	October			Three Month Period Aug. '19 thru Oct. '19			YTD thru October			YTD Market Share (%)		
	Orange County			Orange County			Orange County			Orange County		
	2018	2019	% chg.	Previous	Current	% chg.	2018	2019	% chg.	2018	2019	Chg.
MARKET SUMMARY												
TOTAL	14,141	14,555	2.9%	46,446	43,845	-5.6%	152,786	145,121	-5.0%			
Cars	6,412	6,364	-0.7%	21,059	18,293	-13.1%	68,834	62,323	-9.5%	45.1	42.9	-2.1
Light Trucks	7,729	8,191	6.0%	25,387	25,552	0.6%	83,952	82,798	-1.4%	54.9	57.1	2.1
Domestic	4,260	3,798	-10.8%	12,678	10,444	-17.6%	38,753	36,563	-5.7%	25.4	25.2	-0.2
European	2,785	3,263	17.2%	8,873	9,118	2.8%	30,159	28,901	-4.2%	19.7	19.9	0.2
Japanese	6,225	6,484	4.2%	21,985	21,109	-4.0%	74,020	69,669	-5.9%	48.4	48.0	-0.4
Korean	871	1,010	16.0%	2,910	3,174	9.1%	9,854	9,988	1.4%	6.5	6.9	0.4
BRAND REGISTRATIONS												
Acura	195	198	1.5%	730	595	-18.5%	2,174	1,822	-16.2%	1.4	1.3	-0.1
Alfa Romeo	36	27	-25.0%	149	78	-47.7%	504	279	-44.6%	0.3	0.2	-0.1
Audi	251	330	31.5%	970	984	1.4%	3,475	3,209	-7.7%	2.3	2.2	-0.1
BMW	651	791	21.5%	2,097	2,363	12.7%	6,977	7,102	1.8%	4.6	4.9	0.3
Buick	38	32	-15.8%	129	83	-35.7%	537	349	-35.0%	0.4	0.2	-0.2
Cadillac	105	102	-2.9%	293	327	11.6%	1,000	1,021	2.1%	0.7	0.7	0.0
Chevrolet	817	672	-17.7%	2,539	2,078	-18.2%	8,567	6,927	-19.1%	5.6	4.8	-0.8
C/D/J/R	752	719	-4.4%	2,458	2,353	-4.3%	8,528	7,772	-8.9%	5.6	5.4	-0.2
Chrysler	70	36	-48.6%	205	109	-46.8%	703	431	-38.7%	0.5	0.3	-0.2
Dodge	111	112	0.9%	356	423	18.8%	1,386	1,278	-7.8%	0.9	0.9	0.0
Jeep	400	398	-0.5%	1,365	1,314	-3.7%	4,759	4,342	-8.8%	3.1	3.0	-0.1
Ram	171	173	1.2%	532	507	-4.7%	1,680	1,721	2.4%	1.1	1.2	0.1
Fiat	21	6	-71.4%	91	21	-76.9%	229	71	-69.0%	0.1	0.0	-0.1
Ford	977	682	-30.2%	3,091	2,596	-16.0%	10,555	9,221	-12.6%	6.9	6.4	-0.5
GMC	187	138	-26.2%	544	473	-13.1%	1,772	1,449	-18.2%	1.2	1.0	-0.2
Honda	1,719	1,886	9.7%	6,151	6,260	1.8%	21,557	20,917	-3.0%	14.1	14.4	0.3
Hyundai	538	614	14.1%	1,884	1,932	2.5%	6,268	6,020	-4.0%	4.1	4.1	0.0
Infiniti	163	100	-38.7%	513	345	-32.7%	1,747	1,305	-25.3%	1.1	0.9	-0.2
Jaguar	44	30	-31.8%	143	100	-30.1%	518	486	-6.2%	0.3	0.3	0.0
Kia	333	396	18.9%	1,026	1,242	21.1%	3,586	3,968	10.7%	2.3	2.7	0.4
Land Rover	225	227	0.9%	636	554	-12.9%	2,064	1,793	-13.1%	1.4	1.2	-0.2
Lexus	488	561	15.0%	1,890	1,700	-10.1%	6,013	5,946	-1.1%	3.9	4.1	0.2
Lincoln	45	60	33.3%	167	195	16.8%	610	570	-6.6%	0.4	0.4	0.0
Maserati	47	13	-72.3%	116	43	-62.9%	367	162	-55.9%	0.2	0.1	-0.1
Mazda	335	343	2.4%	1,308	1,247	-4.7%	4,720	4,265	-9.6%	3.1	2.9	-0.2
Mercedes	858	1,172	36.6%	2,682	2,886	7.6%	9,108	8,747	-4.0%	6.0	6.0	0.0
MINI	49	37	-24.5%	141	144	2.1%	590	456	-22.7%	0.4	0.3	-0.1
Mitsubishi	69	42	-39.1%	186	137	-26.3%	628	458	-27.1%	0.4	0.3	-0.1
Nissan	553	475	-14.1%	1,783	1,510	-15.3%	5,935	5,426	-8.6%	3.9	3.7	-0.2
Porsche	148	157	6.1%	439	472	7.5%	1,554	1,642	5.7%	1.0	1.1	0.1
Subaru	523	471	-9.9%	1,596	1,632	2.3%	5,376	5,414	0.7%	3.5	3.7	0.2
Toyota	2,178	2,408	10.6%	7,825	7,682	-1.8%	25,861	24,108	-6.8%	16.9	16.6	-0.3
Volkswagen	307	340	10.7%	980	1,044	6.5%	3,346	3,427	2.4%	2.2	2.4	0.2
Volvo	94	81	-13.8%	289	286	-1.0%	1,014	1,071	5.6%	0.7	0.7	0.0
Other	1,395	1,445	3.6%	3,600	2,483	-31.0%	7,606	9,718	27.8%	5.0	6.7	1.7

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: IHS.

Change in New Retail Light Vehicle Registrations (YTD 2019 thru October vs. YTD 2018 thru October)



Change in Segment Market Share -YTD 2019 thru October 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).