

# Orange County Auto Outlook™



Comprehensive information on the Orange County automotive market

## FORECAST

### County Market Posts Solid Gain in First Half of 2016

#### Another increase predicted for all of this year

Information overload is hard to avoid these days. Here's our attempt to cut through the clutter. Below is a concise summary of key trends and developments in the Orange County new vehicle market.

#### County market posts gain during first half of '16; increase is higher than U.S.

County new retail registrations were up 4.9% for the first six months of this year versus a year earlier, above the 1.4% uptick in the National market.

#### New vehicle market was up in Second Quarter of this year

The Second Quarter increase was 8.6%, higher than the 1.3% improvement in the First Quarter (see page 2).

#### Seventh consecutive annual increase likely in 2016

County new retail light vehicle registrations are projected to improve by 2.9% from 2015 to 2016. It's possible that the annual total this year could approach 200,000 units.

#### Market will likely reach sales peak in 2016; but don't bet on it

There are times when it's relatively easy to discern what direction the new vehicle market is headed in. When sales tumbled in 2009, everybody knew that there would be a recovery. And while many analysts were pessimistic that the market would return to the peaks reached in the 2000's, Auto Outlook was confident that sales would return to those levels. Our regular review of key market predictors unambiguously indicated that the market had a very good chance to return to near record-high levels within about five years.

But the outlook for where sales are headed over the next 12 to 18 months is cloudier. It's great to be able to predict sales with certainty, but frankly, sometimes that's just not possible. And that's where we are right now. At this point, it looks like the market will be flat, or perhaps decline slightly in 2017. But the impact of the Presidential election, fallout from Brexit, stagnant global economic growth, and the aggressiveness with which manufacturers will ratchet

up incentives are all wild cards for the new vehicle market. Core fundamentals are pointing to another good year for sales in 2017, but it's basically a coin flip to decide whether sales will inch higher, or decline slightly.

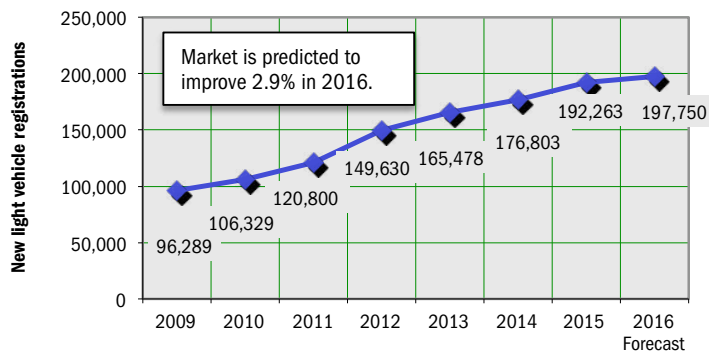
#### Volvo, Lincoln, Buick, Jaguar, Land Rover, and Chevrolet gain a lot of ground so far this year

These six brands had the largest percentage increases during the first six months of this year versus a year earlier. Registrations for each brand were up by more than 23%

#### Honda Civic and Accord are top sellers in county market

Civic and Accord were at the top of the county sales chart so far this year. They were followed by Toyota Camry, Toyota Corolla, Toyota Prius, Honda CR-V, Toyota RAV4, and Toyota Tacoma.

### Annual Trend in Orange County New Vehicle Market



### Market Summary

|               | YTD '14<br>thru June | YTD '15<br>thru June | YTD '16<br>thru June | % ch.<br>'15 to '16 |
|---------------|----------------------|----------------------|----------------------|---------------------|
| TOTAL         | 85,020               | 92,012               | 96,512               | 4.9%                |
| Car           | 52,002               | 54,151               | 52,242               | -3.5%               |
| Light Truck   | 33,018               | 37,861               | 44,270               | 16.9%               |
| Detroit Three | 17,741               | 19,763               | 22,023               | 11.4%               |
| European      | 16,097               | 17,714               | 18,134               | 2.4%                |
| Japanese      | 42,930               | 45,843               | 47,656               | 4.0%                |
| Korean        | 8,252                | 8,692                | 8,699                | 0.1%                |

The graph above shows annual new retail light vehicle registrations in the county from 2009 thru 2015 and Auto Outlook's for projection 2016.

Detroit Three consists of vehicles sold by GM, Ford, and Chrysler. Data Source: AutoCount data from Experian Automotive.

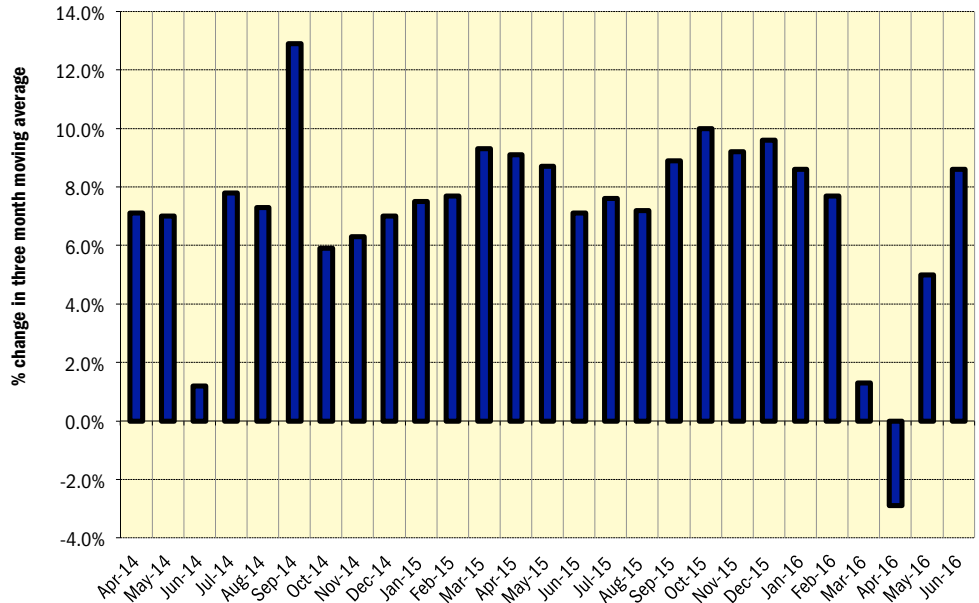
MARKET TRACKER: MONTHLY MOVING AVERAGE

# New Vehicle Market Recovers in May and June

Three month moving average moved higher in May and June of '16 after declining in April

The graph to the right provides a clear picture of the general trending direction of the Orange County new retail light vehicle market. And as highlighted in the graph, the trend over the past two years is positive. The graph shows the year-over-year percent change in the three month moving average of new retail light vehicle registrations. The three month moving average provides a clearer picture of the trending direction than individual monthly registrations, which can fluctuate due to such factors as the timing of manufacturer incentive programs, weather, and vehicle title processing delays by governmental agencies.

Percent Change in Orange County New Retail Light Vehicle Registrations Three Month Moving Average versus Year Earlier

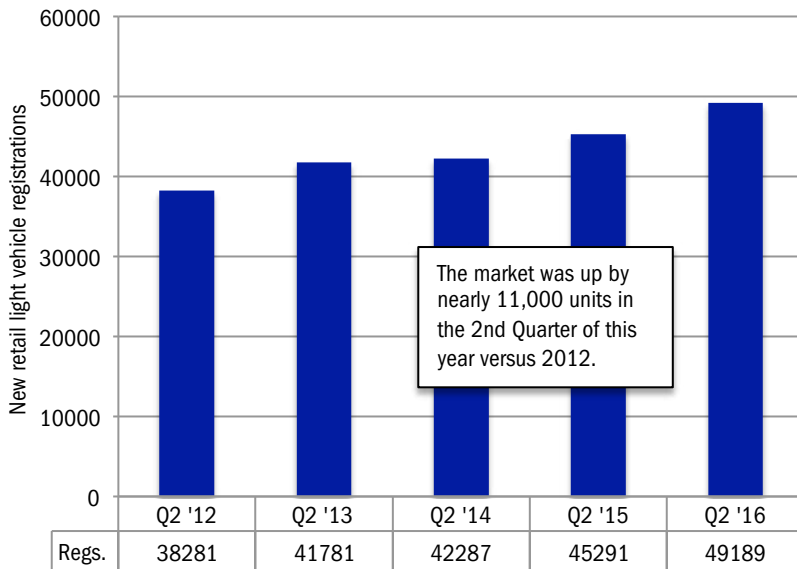


MARKET TRACKER: QUARTERLY PERSPECTIVE

## 2Q '16 Total Nears 50,000 Units

Second Quarter total was up 28% from 2012

QUARTERLY PERSPECTIVE  
Five Years of Second Quarter Results in Orange County Market



Second Quarter registrations during past five years

WHAT  
NEW AND USED  
CARS SELL WELL  
IN MY MARKETS?

WHO ARE  
MY TOP  
COMPETITORS?  
-BY MARKET AREA?

### ANSWERS DRIVE RESULTS.

You need insights into your marketplace to make the best decisions to maximize profits. The AutoCount® Dealer Report analyzes full details on new and used competitive dealer market share, down to specific areas you define. You bring the questions. We'll bring the answers.



[www.experianautomotive.com](http://www.experianautomotive.com) 888 211 5809

#### Details on Data

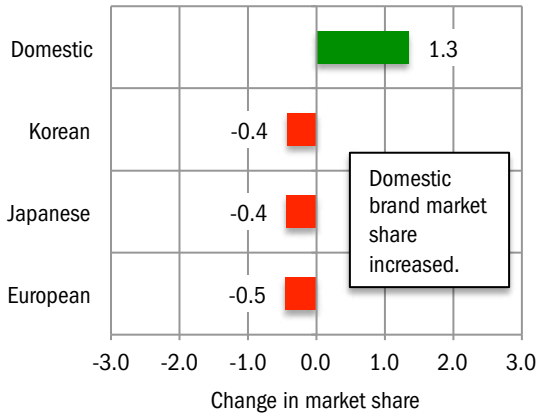
Data presented measures new vehicles registered to purchasers (or lessees) residing in Orange County. Monthly recording of registrations occurs when vehicle title is processed.

Data Source: AutoCount Data from Experian Automotive.

**MARKET TRACKER: BRAND MARKET SHARE**

**Domestic Brands Gain**

Change in County Market Share  
YTD 2016 thru June vs. YTD 2015



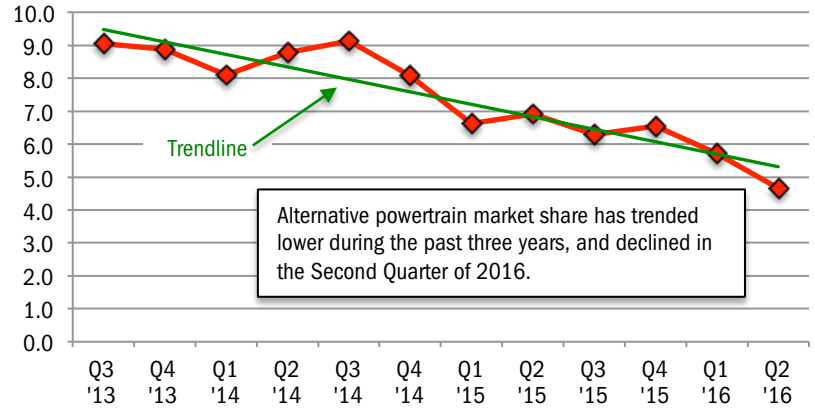
The graph above shows the change in market share for four primary brand segments.

Data Source: AutoCount data from Experian Automotive.

**MARKET TRACKER: HYBRID AND ELECTRIC VEHICLES**

**Hybrids/Electric Share Falls Again**

Quarterly Alternative Powertrain Market Share  
(includes hybrid and electric vehicles)



The graph above shows hybrid powertrain and electric vehicle quarterly market share in the county. The line shows market share trend over the past 12 quarters.

Data Source: AutoCount data from Experian Automotive.

**MARKET TRACKER - SEGMENTS**

**Luxury and Compact SUVs Post Big Gains**

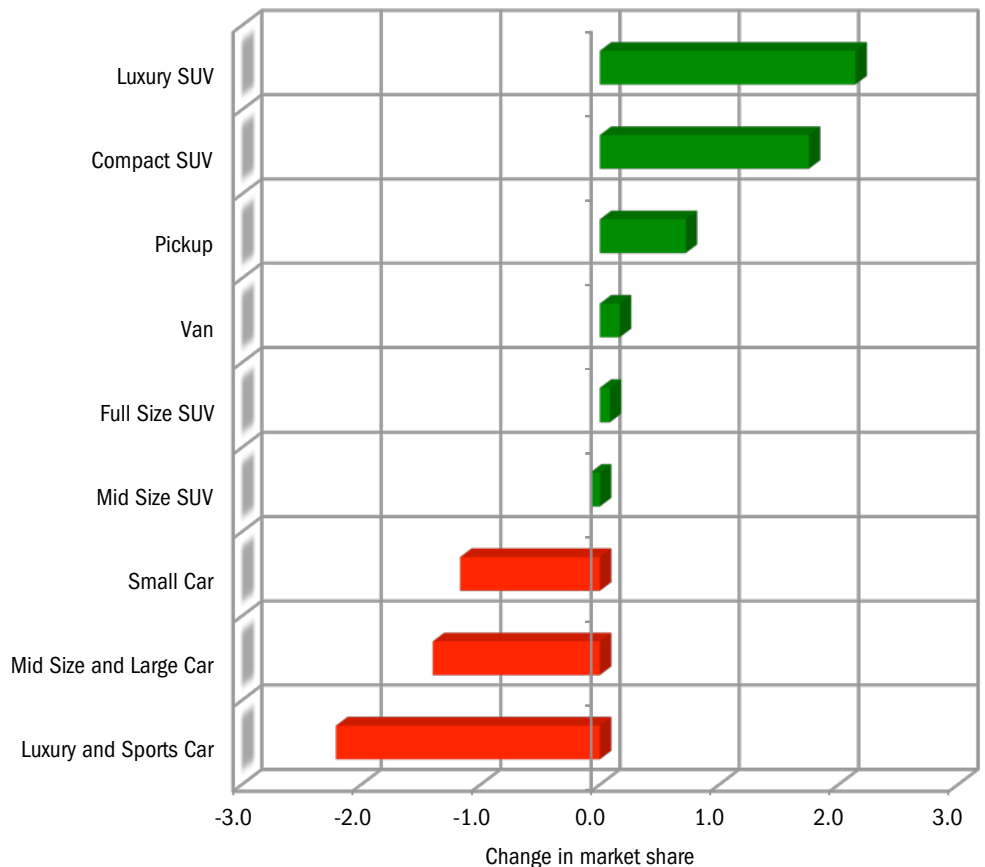
Change in Segment Market Share  
YTD 2016 thru June vs. YTD 2015

**Orange County Market**

Typical models in segments:

- Small Car: Hyundai Elantra
- Mid Size & Large Car: Toyota Camry
- Luxury & Sports Car: BMW 3-Series
- Pickup: Ford F-Series
- Van: Honda Odyssey
- Compact SUV: Mazda CX5
- Mid Size SUV: Jeep Grand Cherokee
- Full Size SUV: Chevrolet Tahoe
- Luxury SUV: Lexus RX

Data Source: AutoCount data from Experian Automotive.



BRAND SCOREBOARD - PART ONE

# Honda Registrations Increase by More Than 1,600 Units

## Volvo had the largest percentage increase

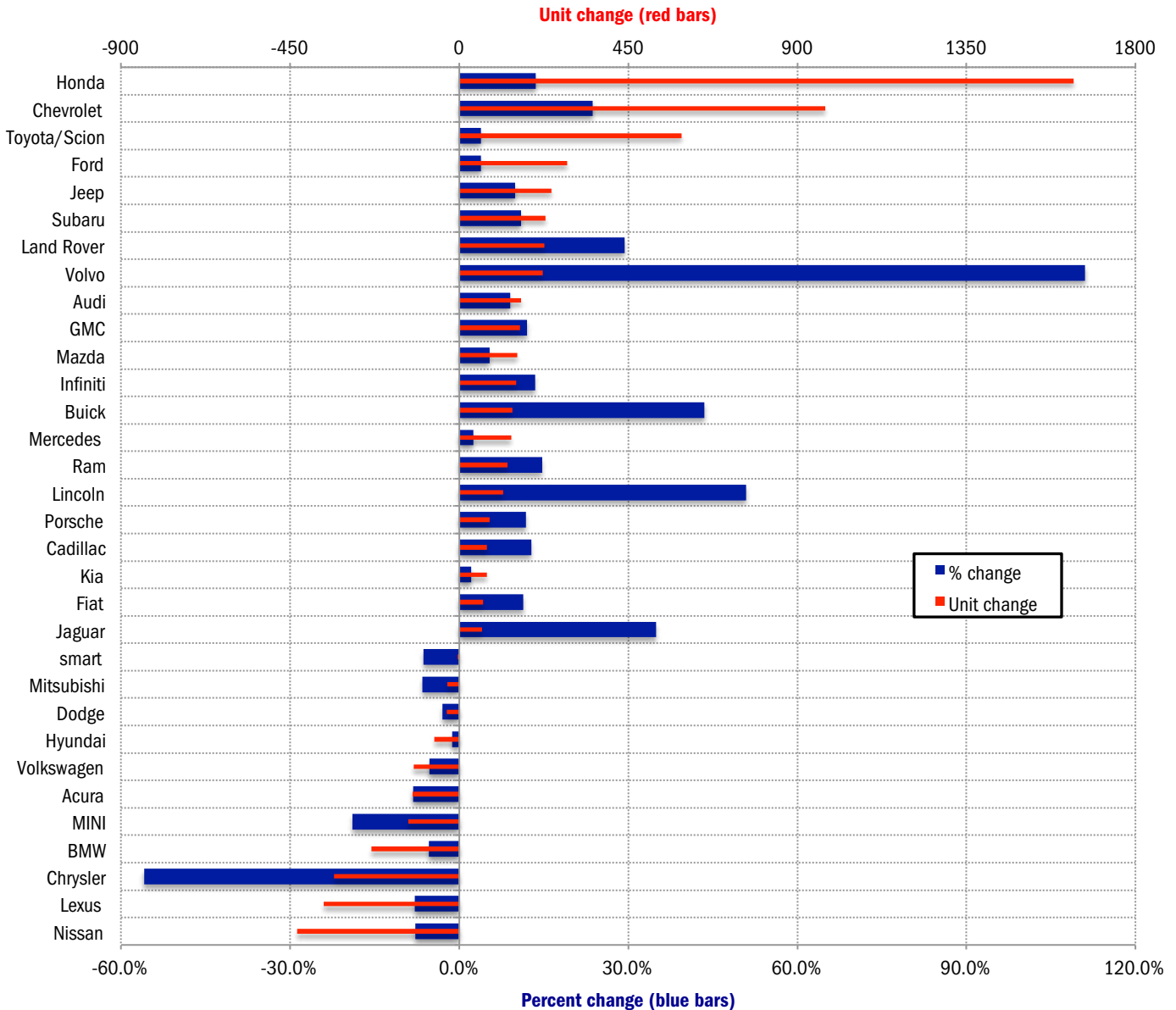
The graph below presents a comprehensive picture of brands that are gaining (or losing) ground in the county market. It shows both the unit AND percent change in registrations during the first six months of 2016 versus 2015. Viewing both measures on the same graph

provides a more clear-cut signal on how each brand is doing.

Here are a couple of examples: Volvo had a sizeable percentage increase (up 111%; shown by the thick blue bar on the graph), but it's not a top-selling brand. Volvo registrations

increased by just over 200 units. Honda's percentage increase was slightly above average (up 13.6%), but unit registrations were up by more than 1,600 units.

**Change in New Retail Light Vehicle Registrations (YTD 2016 thru June vs. YTD 2015)**



Source: AutoCount data from Experian Automotive.

BRAND SCOREBOARD - PART TWO

# Honda is a Top Performer in Orange County

**Mercedes, Toyota, Lexus, BMW, Hyundai, and Mazda also rank high**

The graph below provides an indicator of brands that are popular in Orange County (relative to the National standard), and those that are not.

Here's how it works: For the top 30 selling brands in the county, each brand's share of the U.S. market is multiplied by retail registrations

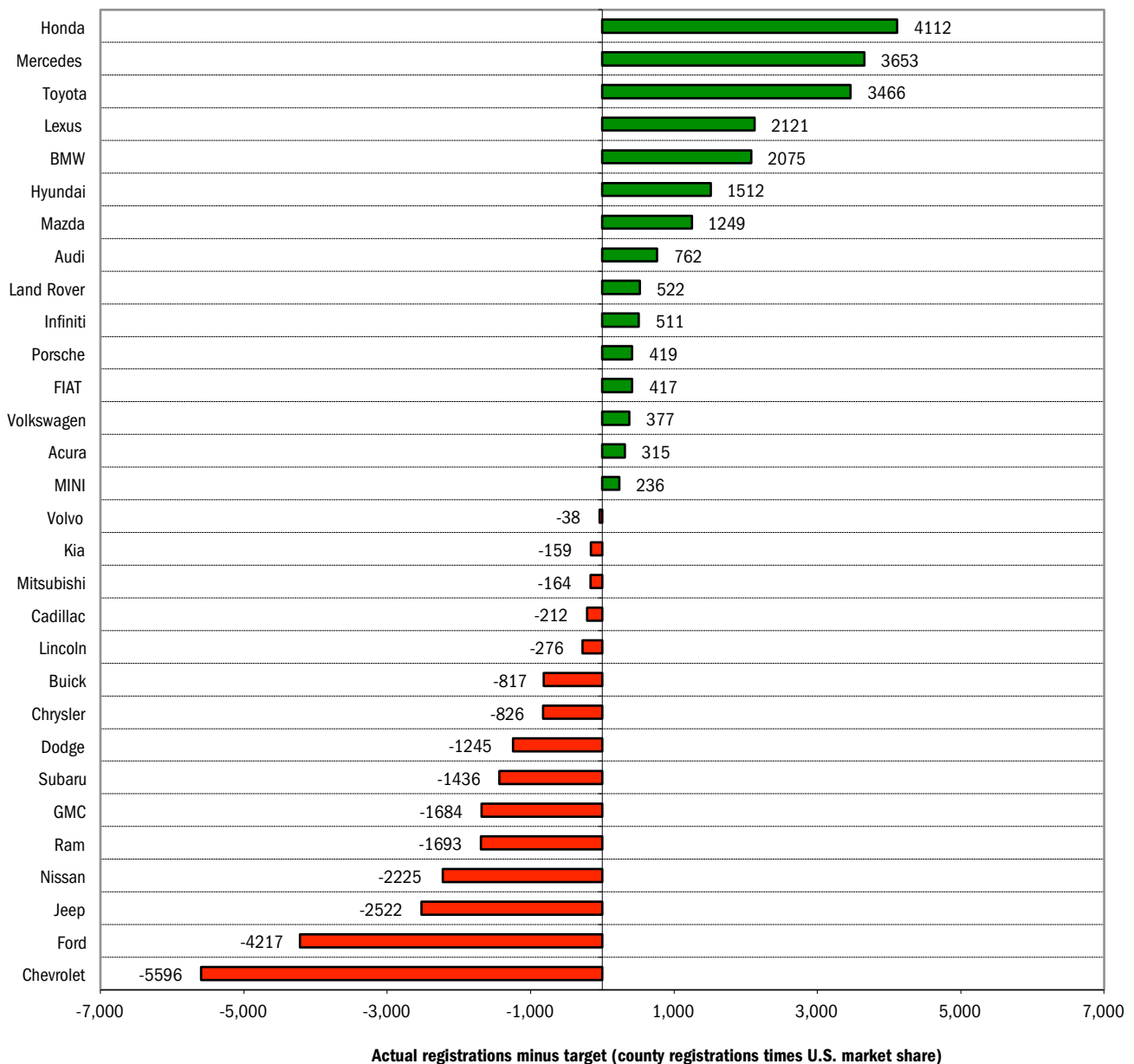
in the county during the first half of 2016. This yields a "target" for the county market. Target registrations are subtracted from actual registrations to derive the measurement of sales performance.

Brands at the top of the graph (i.e., Honda, Mercedes, Toyota, Lexus, BMW, Hyundai, and

Mazda) are relatively strong sellers in the county, with actual registrations exceeding calculated targets by large margins. For instance, Honda registrations exceeded the target by 4,112 units.

Data Source: AutoCount data from Experian Automotive.

**Orange County Retail Market Performance based on registrations for YTD 2016 thru June  
Actual registrations minus target (county industry registrations times U.S. market share)**



## MODEL RANKINGS

# Honda Accord Is on Top of Standard Mid Sized Car Segment

## Jeep Grand Cherokee is best-selling Mid Size SUV

The table below shows the top five selling models during the first six months of 2016 in 16 primary market segments. In addition to unit registrations, it also shows each model's market share in its respective segment.

Honda Civic was the best-selling Sub Compact Car, with a 26.5% share. Kia Soul was first

among Entry Cars, followed by FIAT 500 and Honda Fit. Mercedes C-Class was at the top, as the best seller among Near Luxury Cars.

Ford F-Series was the leader among Full-Size Pickups, while Honda CR-V (Compact SUV), Jeep Grand Cherokee (Mid Size SUV), and

Lexus RX (Luxury SUV) were also top-ranked in their segments.

Data Source: AutoCout Data from Experian Automotive.

### Top Selling Models in Each Segment - Orange County

#### New Retail Registrations - YTD 2016 thru June

| Cars               |       |       |                        |       |       |                        |       |       |                      |       |       |
|--------------------|-------|-------|------------------------|-------|-------|------------------------|-------|-------|----------------------|-------|-------|
| Entry              |       |       | Sub Compact            |       |       | Sporty Compact         |       |       | Standard Mid Size    |       |       |
| Model              | Regs. | Share | Model                  | Regs. | Share | Model                  | Regs. | Share | Model                | Regs. | Share |
| Kia Soul           | 672   | 20.7  | Honda Civic            | 4961  | 26.5  | Ford Mustang           | 684   | 37.2  | Honda Accord         | 3918  | 29.9  |
| Fiat 500           | 499   | 15.3  | Toyota Corolla/Matrix  | 2734  | 14.6  | Chevrolet Camaro       | 350   | 19.0  | Toyota Camry         | 2782  | 21.2  |
| Honda Fit          | 422   | 13.0  | Toyota Prius           | 2214  | 11.8  | Dodge Challenger       | 307   | 16.7  | Hyundai Sonata       | 1323  | 10.1  |
| Nissan Versa       | 408   | 12.5  | Nissan Sentra          | 1476  | 7.9   | Hyundai Veloster       | 194   | 10.5  | Ford Fusion          | 1226  | 9.4   |
| Scion iA           | 319   | 9.8   | Hyundai Elantra        | 1094  | 5.8   | Scion FR-S             | 139   | 7.6   | Kia Optima           | 1165  | 8.9   |
| Large Mid Size     |       |       | Near Luxury            |       |       | Luxury                 |       |       | Sports Car           |       |       |
| Model              | Regs. | Share | Model                  | Regs. | Share | Model                  | Regs. | Share | Model                | Regs. | Share |
| Toyota Avalon      | 266   | 27.7  | Mercedes C-Class       | 1139  | 14.2  | Mercedes E-Class       | 847   | 17.1  | Chevrolet Corvette   | 188   | 22.2  |
| Dodge Charger      | 197   | 20.5  | BMW 3-Series           | 775   | 9.7   | BMW 5-Series           | 551   | 11.1  | Porsche 911          | 162   | 19.1  |
| Nissan Maxima      | 133   | 13.9  | BMW 4-Series           | 765   | 9.5   | Mercedes S-Class       | 405   | 8.2   | Mazda MX5            | 114   | 13.5  |
| Chrysler 300       | 116   | 12.1  | Hyundai Genesis        | 730   | 9.1   | Lexus GS               | 355   | 7.2   | Porsche Cayman       | 60    | 7.1   |
| Kia Cadenza        | 95    | 9.9   | Lexus ES               | 625   | 7.8   | Audi A6                | 183   | 3.7   | BMW i8               | 56    | 6.6   |
| Light Trucks       |       |       |                        |       |       |                        |       |       |                      |       |       |
| Compact Pickup     |       |       | Full Size Pickup       |       |       | Mini Van               |       |       | Full Size Van        |       |       |
| Model              | Regs. | Share | Model                  | Regs. | Share | Model                  | Regs. | Share | Model                | Regs. | Share |
| Toyota Tacoma      | 1615  | 61.7  | Ford F-Series          | 1698  | 32.8  | Toyota Sienna          | 1460  | 51.7  | Ford Transit Connect | 487   | 35.3  |
| Chevrolet Colorado | 444   | 17.0  | Chevrolet Silverado    | 1401  | 27.1  | Honda Odyssey          | 1042  | 36.9  | Nissan NV            | 274   | 19.9  |
| Nissan Frontier    | 402   | 15.4  | Ram                    | 859   | 16.6  | Kia Sedona             | 115   | 4.1   | Sprinter             | 204   | 14.8  |
| GMC Canyon         | 156   | 6.0   | Toyota Tundra          | 740   | 14.3  | Dodge Caravan          | 98    | 3.5   | Chevrolet Express    | 173   | 12.5  |
|                    |       |       | GMC Sierra             | 446   | 8.6   | Chrysler T & C         | 54    | 1.9   | Ram CV               | 148   | 10.7  |
| Compact SUV        |       |       | Mid Size/Crossover SUV |       |       | Full Size SUV          |       |       | Luxury SUV           |       |       |
| Model              | Regs. | Share | Model                  | Regs. | Share | Model                  | Regs. | Share | Model                | Regs. | Share |
| Honda CRV          | 1924  | 16.1  | Jeep Grand Cherokee    | 1422  | 23.3  | Ford Explorer          | 1054  | 30.6  | Lexus RX             | 1288  | 11.8  |
| Toyota RAV4        | 1827  | 15.3  | Toyota Highlander      | 932   | 15.3  | Hyundai Santa Fe Sport | 461   | 13.4  | Mercedes GLE/M-Class | 852   | 7.8   |
| Mazda CX5          | 1145  | 9.6   | Honda Pilot            | 844   | 13.8  | Chevrolet Tahoe        | 361   | 10.5  | Mercedes GLC-Class   | 722   | 6.6   |
| Nissan Rogue       | 801   | 6.7   | Ford Edge              | 664   | 10.9  | Ford Flex              | 256   | 7.4   | BMW X5               | 631   | 5.8   |
| Hyundai Tucson     | 761   | 6.4   | Kia Sorento            | 560   | 9.2   | GMC Yukon              | 227   | 6.6   | Lexus NX             | 591   | 5.4   |

COMPARISON OF ORANGE COUNTY AND U.S. MARKETS

# Orange County Market Was Up 4.9% in First Half of 2016

**U.S. market increased 1.4%**

|   | Orange County Retail Market | U.S. Market (includes fleet) |
|---|-----------------------------|------------------------------|
| <b>Market Growth</b><br>% change in registrations<br>YTD 2016 thru June vs. YTD 2015  | 4.9%                        | 1.4%                         |
| <b>Car Market Share</b><br>Car share of industry retail light vehicle<br>YTD 2016 thru June                                       | 54.1%                       | 41.1%                        |
| <b>Domestic Brand Market Share</b><br>Domestic brand share of industry retail light vehicle<br>registrations - YTD 2016 thru June | 22.8%                       | 45.3%                        |

| Brand               | New Retail Registrations - YTD 2016 thru June |                |                       |                | Market Share (YTD 2016) |      |
|---------------------|---|----------------|-----------------------|----------------|-------------------------|------|
|                     | Orange County                                 |                | U.S. (includes fleet) |                | Orange County           | U.S. |
|                     | Regs.   | % ch. from '15 | Sales                 | % ch. from '15 |                         |      |
| Acura               | 1,383   | -8.2%          | 78,994                | -9.3%          | 1.4                     | 0.9  |
| Audi                | 1,996   | 9.0%           | 96,934                | 3.5%           | 2.1                     | 1.1  |
| BMW                 | 4,113   | -5.4%          | 153,436               | -9.0%          | 4.3                     | 1.8  |
| Buick               | 465   | 43.5%          | 104,207               | -2.0%          | 0.5                     | 1.2  |
| Cadillac            | 654   | 12.8%          | 73,231                | -9.5%          | 0.7                     | 0.8  |
| Chevrolet           | 5,083   | 23.7%          | 1,006,890             | -4.4%          | 5.3                     | 11.7 |
| Chry Dodge Jeep Ram | 5,048   | 0.1%           | 1,134,215             | 7.0%           | 5.2                     | 13.1 |
| Chrysler            | 263   | -55.9%         | 137,372               | -19.3%         | 0.3                     | 1.6  |
| Dodge               | 1,066   | -3.0%          | 271,740               | 5.7%           | 1.1                     | 3.1  |
| Jeep                | 2,712   | 9.9%           | 468,131               | 16.5%          | 2.8                     | 5.4  |
| Ram                 | 1,007   | 14.7%          | 256,972               | 11.3%          | 1.0                     | 3.0  |
| Fiat                | 626   | 11.4%          | 17,735                | -18.6%         | 0.6                     | 0.2  |
| Ford                | 7,759   | 3.8%           | 1,291,873             | 4.1%           | 8.0                     | 14.9 |
| GMC                 | 1,505   | 12.1%          | 254,587               | -3.8%          | 1.6                     | 2.9  |
| Honda               | 13,656  | 13.6%          | 713,361               | 7.1%           | 14.1                    | 8.3  |
| Hyundai             | 5,212   | -1.3%          | 374,061               | 0.8%           | 5.4                     | 4.3  |
| Infiniti            | 1,282   | 13.5%          | 64,978                | 1.1%           | 1.3                     | 0.8  |
| Jaguar              | 232   | 34.9%          | 10,991                | 40.3%          | 0.2                     | 0.1  |
| Kia                 | 3,487   | 2.1%           | 328,327               | 5.6%           | 3.6                     | 3.8  |
| Land Rover          | 1,001   | 29.3%          | 36,648                | 13.4%          | 1.0                     | 0.4  |
| Lexus               | 4,228   | -7.9%          | 151,564               | -4.6%          | 4.4                     | 1.8  |
| Lincoln             | 347   | 50.9%          | 53,297                | 13.1%          | 0.4                     | 0.6  |
| Maserati            | 235   | -18.7%         | 5,199                 | -2.0%          | 0.2                     | 0.1  |
| Mazda               | 3,049   | 5.4%           | 145,354               | -8.6%          | 3.2                     | 1.7  |
| Mercedes            | 5,771   | 2.4%           | 178,539               | 0.0%           | 6.0                     | 2.1  |
| MINI                | 582   | -18.9%         | 25,144                | -16.9%         | 0.6                     | 0.3  |
| Mitsubishi          | 459   | -6.5%          | 51,934                | 4.8%           | 0.5                     | 0.6  |
| Nissan              | 5,100   | -7.8%          | 733,136               | 9.1%           | 5.3                     | 8.5  |
| Porsche             | 765   | 11.8%          | 26,708                | 6.2%           | 0.8                     | 0.3  |
| smart               | 59  | -6.3%          | 2,593                 | -28.4%         | 0.1                     | 0.0  |
| Subaru              | 2,327   | 11.0%          | 279,458               | 2.6%           | 2.4                     | 3.2  |
| Toyota/Scion        | 16,172  | 3.8%           | 1,046,236             | -2.5%          | 16.8                    | 12.1 |
| Volkswagen          | 2,168   | -5.3%          | 149,014               | -14.6%         | 2.2                     | 1.7  |
| Volvo               | 422   | 111.0%         | 36,520                | 24.4%          | 0.4                     | 0.4  |
| Other               | 1,326   | 62.3%          | 17,120                | 0.4%           | 1.4                     | 0.2  |

The two tables above provide a comparison of the Orange County and U.S. new light vehicle markets.

Data Source for Orange County: AutoCount data from Experian Automotive. Source for U.S. figures: Automotive News.

| Orange County New Retail Car and Light Truck Registrations |               |        |        |                        |        |        |                               |      |      |
|--|---------------|--------|--------|------------------------|--------|--------|-------------------------------|------|------|
|  | June          |        |        | Year to date thru June |        |        | Year-to-date Market Share (%) |      |      |
|  | Orange County |        |        | Orange County          |        |        | Orange County                 |      |      |
|  | 2015          | 2016   | % chg. | 2015                   | 2016   | % chg. | 2015                          | 2016 | Chg. |
| <b>MARKET SUMMARY</b>                                      |               |        |        |                        |        |        |                               |      |      |
| TOTAL  | 15,807        | 16,237 | 2.7%   | 92,012                 | 96,512 | 4.9%   | 0.0                           | 0.0  | 0.0  |
| Cars   | 9,187         | 8,449  | -8.0%  | 54,151                 | 52,242 | -3.5%  | 58.9                          | 54.1 | -4.7 |
| Light Trucks   | 6,620         | 7,788  | 17.6%  | 37,861                 | 44,270 | 16.9%  | 41.1                          | 45.9 | 4.7  |
| Domestic   | 3,552         | 3,915  | 10.2%  | 19,763                 | 22,023 | 11.4%  | 21.5                          | 22.8 | 1.3  |
| European   | 2,995         | 2,996  | 0.0%   | 17,714                 | 18,134 | 2.4%   | 19.3                          | 18.8 | -0.5 |
| Japanese   | 7,754         | 7,829  | 1.0%   | 45,843                 | 47,656 | 4.0%   | 49.8                          | 49.4 | -0.4 |
| Korean   | 1,506         | 1,497  | -0.6%  | 8,692                  | 8,699  | 0.1%   | 9.4                           | 9.0  | -0.4 |
| <b>BRAND REGISTRATIONS</b>                                 |               |        |        |                        |        |        |                               |      |      |
| Acura  | 261           | 204    | -21.8% | 1,507                  | 1,383  | -8.2%  | 1.6                           | 1.4  | -0.2 |
| Audi   | 312           | 355    | 13.8%  | 1,831                  | 1,996  | 9.0%   | 2.0                           | 2.1  | 0.1  |
| BMW  | 652           | 580    | -11.0% | 4,347                  | 4,113  | -5.4%  | 4.7                           | 4.3  | -0.4 |
| Buick  | 58            | 76     | 31.0%  | 324                    | 465    | 43.5%  | 0.4                           | 0.5  | 0.1  |
| Cadillac   | 92            | 110    | 19.6%  | 580                    | 654    | 12.8%  | 0.6                           | 0.7  | 0.1  |
| Chevrolet  | 813           | 859    | 5.7%   | 4,109                  | 5,083  | 23.7%  | 4.5                           | 5.3  | 0.8  |
| C/D/J/R  | 915           | 959    | 4.8%   | 5,041                  | 5,048  | 0.1%   | 5.5                           | 5.2  | -0.3 |
| Chrysler   | 93            | 45     | -51.6% | 597                    | 263    | -55.9% | 0.6                           | 0.3  | -0.3 |
| Dodge  | 189           | 213    | 12.7%  | 1,099                  | 1,066  | -3.0%  | 1.2                           | 1.1  | -0.1 |
| Jeep   | 457           | 510    | 11.6%  | 2,467                  | 2,712  | 9.9%   | 2.7                           | 2.8  | 0.1  |
| Ram  | 176           | 191    | 8.5%   | 878                    | 1,007  | 14.7%  | 1.0                           | 1.0  | 0.0  |
| Fiat   | 75            | 101    | 34.7%  | 562                    | 626    | 11.4%  | 0.6                           | 0.6  | 0.0  |
| Ford   | 1,311         | 1,396  | 6.5%   | 7,472                  | 7,759  | 3.8%   | 8.1                           | 8.0  | -0.1 |
| GMC  | 239           | 259    | 8.4%   | 1,343                  | 1,505  | 12.1%  | 1.5                           | 1.6  | 0.1  |
| Honda  | 2,148         | 2,258  | 5.1%   | 12,021                 | 13,656 | 13.6%  | 13.1                          | 14.1 | 1.0  |
| Hyundai  | 840           | 880    | 4.8%   | 5,278                  | 5,212  | -1.3%  | 5.7                           | 5.4  | -0.3 |
| Infiniti   | 181           | 182    | 0.6%   | 1,130                  | 1,282  | 13.5%  | 1.2                           | 1.3  | 0.1  |
| Jaguar   | 24            | 63     | 162.5% | 172                    | 232    | 34.9%  | 0.2                           | 0.2  | 0.0  |
| Kia  | 666           | 617    | -7.4%  | 3,414                  | 3,487  | 2.1%   | 3.7                           | 3.6  | -0.1 |
| Land Rover   | 106           | 144    | 35.8%  | 774                    | 1,001  | 29.3%  | 0.8                           | 1.0  | 0.2  |
| Lexus  | 682           | 684    | 0.3%   | 4,589                  | 4,228  | -7.9%  | 5.0                           | 4.4  | -0.6 |
| Lincoln  | 38            | 67     | 76.3%  | 230                    | 347    | 50.9%  | 0.2                           | 0.4  | 0.2  |
| Maserati   | 65            | 45     | -30.8% | 289                    | 235    | -18.7% | 0.3                           | 0.2  | -0.1 |
| Mazda  | 440           | 608    | 38.2%  | 2,894                  | 3,049  | 5.4%   | 3.1                           | 3.2  | 0.1  |
| Mercedes   | 965           | 946    | -2.0%  | 5,633                  | 5,771  | 2.4%   | 6.1                           | 6.0  | -0.1 |
| MINI   | 146           | 129    | -11.6% | 718                    | 582    | -18.9% | 0.8                           | 0.6  | -0.2 |
| Mitsubishi   | 62            | 74     | 19.4%  | 491                    | 459    | -6.5%  | 0.5                           | 0.5  | 0.0  |
| Nissan   | 989           | 803    | -18.8% | 5,532                  | 5,100  | -7.8%  | 6.0                           | 5.3  | -0.7 |
| Porsche  | 93            | 114    | 22.6%  | 684                    | 765    | 11.8%  | 0.7                           | 0.8  | 0.1  |
| smart  | 18            | 8      | -55.6% | 63                     | 59     | -6.3%  | 0.1                           | 0.1  | 0.0  |
| Subaru   | 375           | 333    | -11.2% | 2,097                  | 2,327  | 11.0%  | 2.3                           | 2.4  | 0.1  |
| Toyota/Scion   | 2,616         | 2,683  | 2.6%   | 15,580                 | 16,172 | 3.8%   | 16.9                          | 16.8 | -0.1 |
| Volkswagen   | 486           | 402    | -17.3% | 2,290                  | 2,168  | -5.3%  | 2.5                           | 2.2  | -0.3 |
| Volvo  | 39            | 74     | 89.7%  | 200                    | 422    | 111.0% | 0.2                           | 0.4  | 0.2  |
| Other  | 100           | 224    | 124.0% | 817                    | 1,326  | 62.3%  | 0.9                           | 1.4  | 0.5  |

### Orange County Auto Outlook

Published by Auto Outlook, Inc.

Phone: 800-206-0102 Email: jfoltz@autooutlook.com

Reproduction, including photocopying of this publication in whole or in part, is prohibited without the express permission of Auto Outlook, Inc. Any material quoted must be attributed to Orange County Auto Outlook, published by Auto Outlook, Inc. on behalf of the Orange County Automobile Dealers Association. Unforeseen events may affect the forecast projections in Orange County Auto Outlook. Consequently, Auto Outlook, Inc. is not responsible for management decisions based on the content of Orange County Auto Outlook.

#### Explanation of Data

Data presented in Auto Outlook measures new vehicle registrations in Orange County. Monthly recording of registrations occurs when vehicle title information is processed.

Orange County Auto Outlook is distributed free of charge to members of the Orange County Automobile Dealers Association. The publication is sponsored and supported by the Association. Orange County Auto Outlook is published and edited by Auto Outlook, Inc., an independent automotive market analysis firm. Opinions expressed are solely those of Auto Outlook, Inc., and are not necessarily shared by the Association.

Copyright Auto Outlook, Inc., July, 2016

Data Source: AutoCount data from Experian Automotive.