

Orange County Auto Outlook™

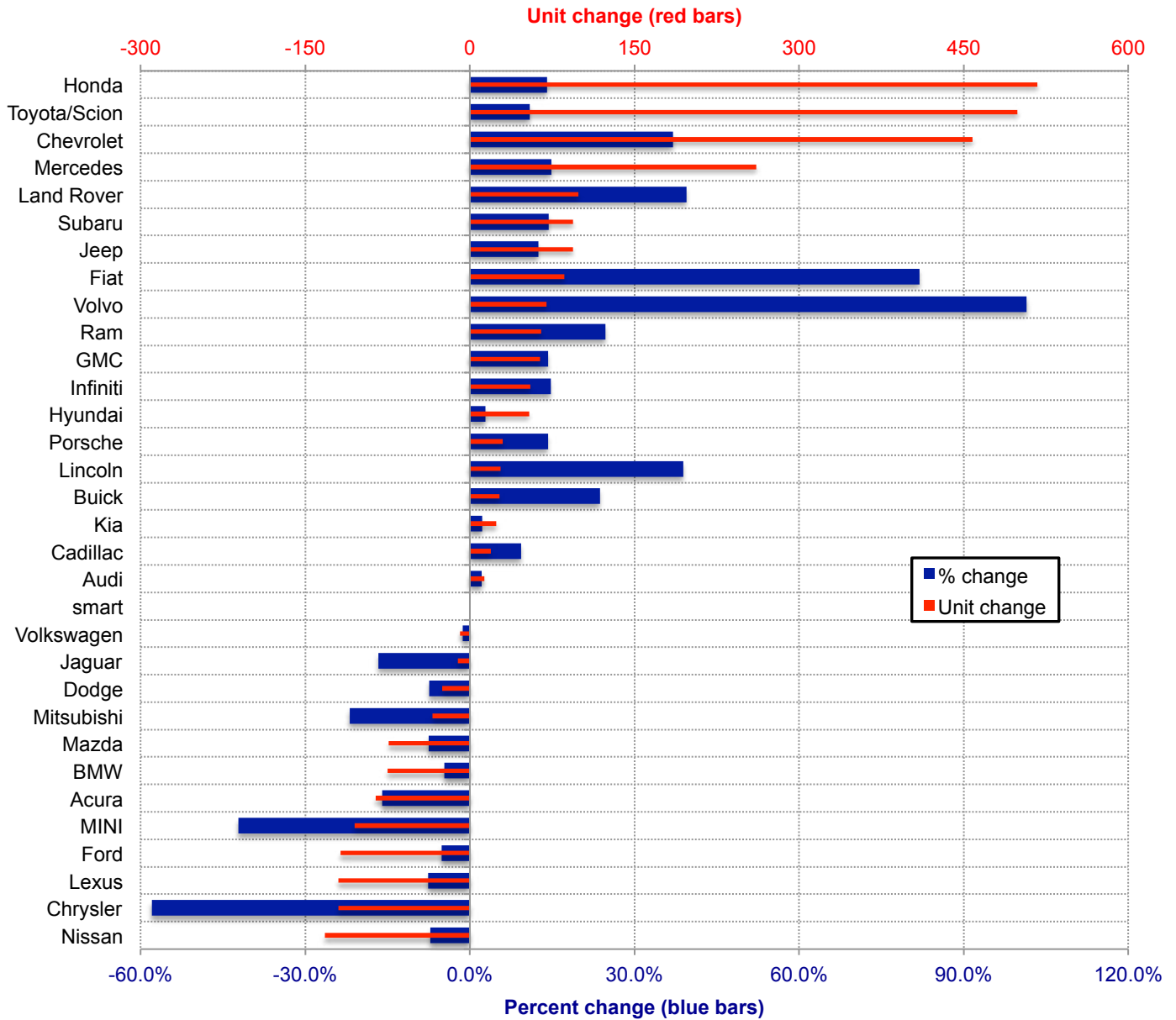
Comprehensive information on the Orange County new retail vehicle market
 Monthly Report - Retail Sales for February 2016 *DOES NOT INCLUDE FLEET SALES*



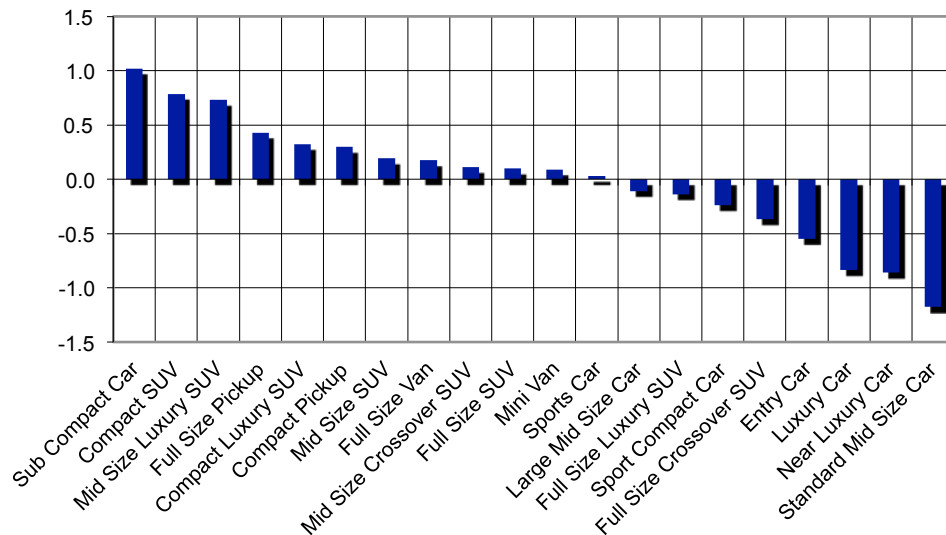
Orange County New Retail Car and Light Truck Registrations												
	February			Three Month Period Dec. '15 thru Feb. '16			Year to date thru February			Year-to-date Market Share (%)		
	Orange County			Orange County			Orange County			Orange County		
	2015	2016	% chg.	Yr. Ago	Current	% chg.	2015	2016	% chg.	2015	2016	Chg.
MARKET SUMMARY												
TOTAL	12,861	12,987	1.0%	45,423	48,902	7.7%	29,302	31,008	5.8%			
Cars	7,524	7,229	-3.9%	26,836	27,411	2.1%	17,059	17,211	0.9%	58.2	55.5	-2.7
Light Trucks	5,337	5,758	7.9%	18,587	21,491	15.6%	12,243	13,797	12.7%	41.8	44.5	2.7
Domestic	2,694	2,776	3.0%	9,479	10,615	12.0%	6,205	6,766	9.0%	21.2	21.8	0.6
European	2,397	2,433	1.5%	9,107	9,682	6.3%	5,765	6,113	6.0%	19.7	19.7	0.0
Japanese	6,356	6,613	4.0%	22,408	23,978	7.0%	14,344	15,063	5.0%	49.0	48.6	-0.4
Korean	1,414	1,165	-17.6%	4,429	4,627	4.5%	2,988	3,066	2.6%	10.2	9.9	-0.3
BRAND REGISTRATIONS												
Acura	220	208	-5.5%	842	696	-17.3%	538	452	-16.0%	1.8	1.5	-0.3
Audi	202	263	30.2%	950	999	5.2%	593	606	2.2%	2.0	2.0	0.0
BMW	656	532	-18.9%	2,598	2,462	-5.2%	1,621	1,546	-4.6%	5.5	5.0	-0.5
Buick	31	67	116.1%	166	216	30.1%	114	141	23.7%	0.4	0.5	0.1
Cadillac	90	78	-13.3%	315	373	18.4%	203	222	9.4%	0.7	0.7	0.0
Chevrolet	532	769	44.5%	1,937	2,640	36.3%	1,238	1,696	37.0%	4.2	5.5	1.3
C/D/J/R	677	687	1.5%	2,384	2,389	0.2%	1,562	1,576	0.9%	5.3	5.1	-0.2
Chrysler	95	41	-56.8%	307	153	-50.2%	207	87	-58.0%	0.7	0.3	-0.4
Dodge	142	149	4.9%	531	497	-6.4%	338	313	-7.4%	1.2	1.0	-0.2
Jeep	329	349	6.1%	1,143	1,253	9.6%	754	848	12.5%	2.6	2.7	0.1
Ram	111	148	33.3%	403	486	20.6%	263	328	24.7%	0.9	1.1	0.2
Fiat	52	91	75.0%	169	293	73.4%	105	191	81.9%	0.4	0.6	0.2
Ford	1,098	882	-19.7%	3,510	3,556	1.3%	2,301	2,183	-5.1%	7.9	7.0	-0.9
GMC	179	211	17.9%	667	765	14.7%	448	512	14.3%	1.5	1.7	0.2
Honda	1,541	1,938	25.8%	5,731	6,413	11.9%	3,672	4,189	14.1%	12.5	13.5	1.0
Hyundai	865	682	-21.2%	2,849	2,971	4.3%	1,901	1,955	2.8%	6.5	6.3	-0.2
Infiniti	152	165	8.6%	604	698	15.6%	374	429	14.7%	1.3	1.4	0.1
Jaguar	32	22	-31.3%	90	102	13.3%	66	55	-16.7%	0.2	0.2	0.0
Kia	549	483	-12.0%	1,580	1,656	4.8%	1,087	1,111	2.2%	3.7	3.6	-0.1
Land Rover	126	155	23.0%	337	549	62.9%	251	350	39.4%	0.9	1.1	0.2
Lexus	605	561	-7.3%	2,455	2,440	-0.6%	1,579	1,459	-7.6%	5.4	4.7	-0.7
Lincoln	38	44	15.8%	114	166	45.6%	72	100	38.9%	0.2	0.3	0.1
Mazda	472	376	-20.3%	1,540	1,580	2.6%	983	909	-7.5%	3.4	2.9	-0.5
Mercedes	780	745	-4.5%	2,651	3,079	16.1%	1,760	2,021	14.8%	6.0	6.5	0.5
MINI	101	64	-36.6%	370	268	-27.6%	249	144	-42.2%	0.8	0.5	-0.3
Mitsubishi	67	56	-16.4%	244	208	-14.8%	155	121	-21.9%	0.5	0.4	-0.1
Nissan	895	747	-16.5%	2,708	2,585	-4.5%	1,828	1,696	-7.2%	6.2	5.5	-0.7
Porsche	100	137	37.0%	368	376	2.2%	211	241	14.2%	0.7	0.8	0.1
smart	7	12	71.4%	34	36	5.9%	20	20	0.0%	0.1	0.1	0.0
Subaru	319	344	7.8%	1,011	1,190	17.7%	653	747	14.4%	2.2	2.4	0.2
Toyota/Scion	2,085	2,216	6.3%	7,271	8,166	12.3%	4,560	5,059	10.9%	15.6	16.3	0.7
Volkswagen	259	298	15.1%	1,199	1,076	-10.3%	685	676	-1.3%	2.3	2.2	-0.1
Volvo	28	56	100.0%	117	208	77.8%	69	139	101.4%	0.2	0.4	0.2
Other	103	98	-4.9%	612	746	21.9%	404	462	14.4%	1.4	1.5	0.1

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: Experian Automotive.

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



Change in Segment Market Share - YTD 2016 thru February vs. YTD 2015



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 Automotive.