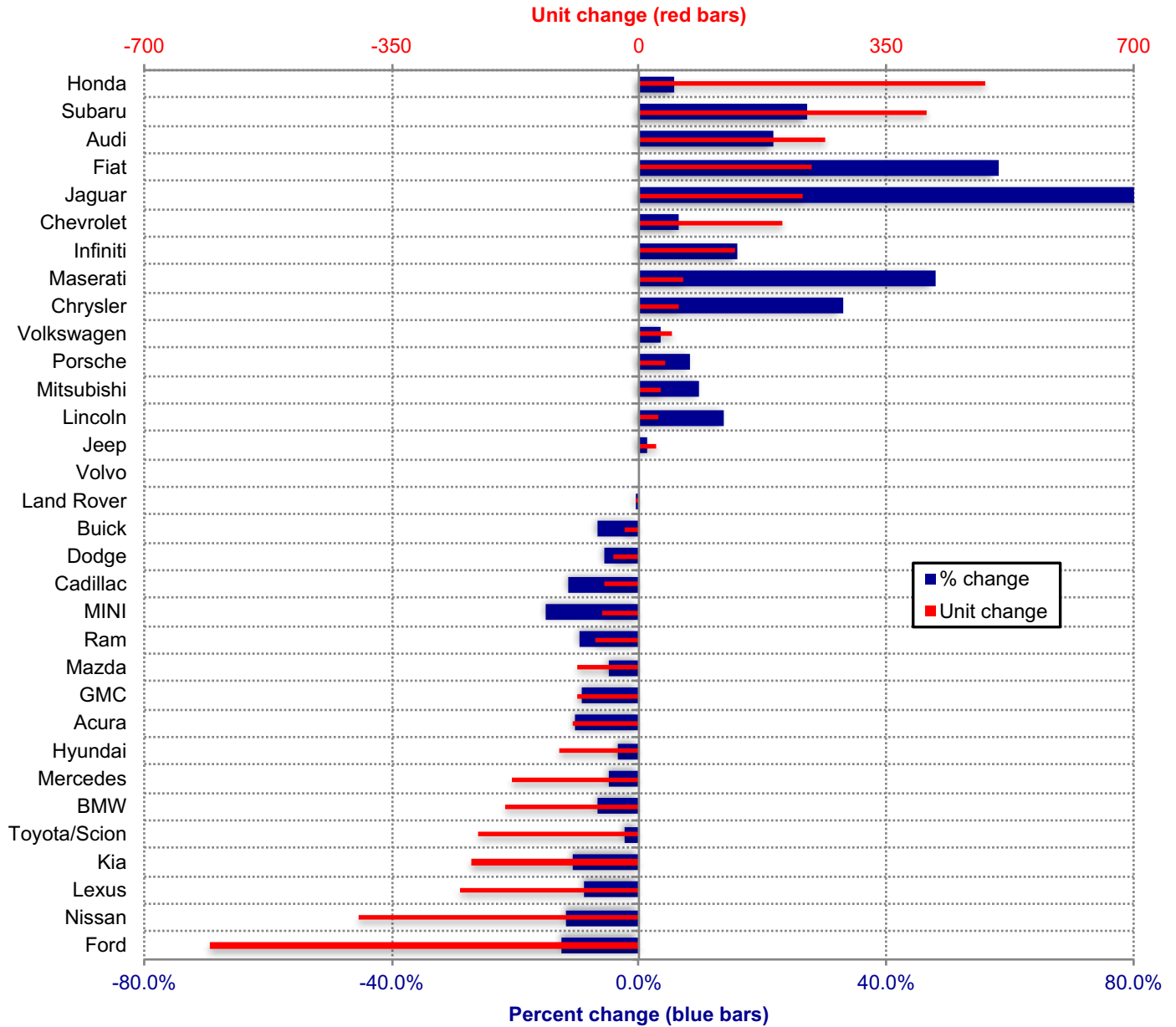


Orange County New Retail Automotive Market Data - Retail Sales *Does Not Include Fleet Sales

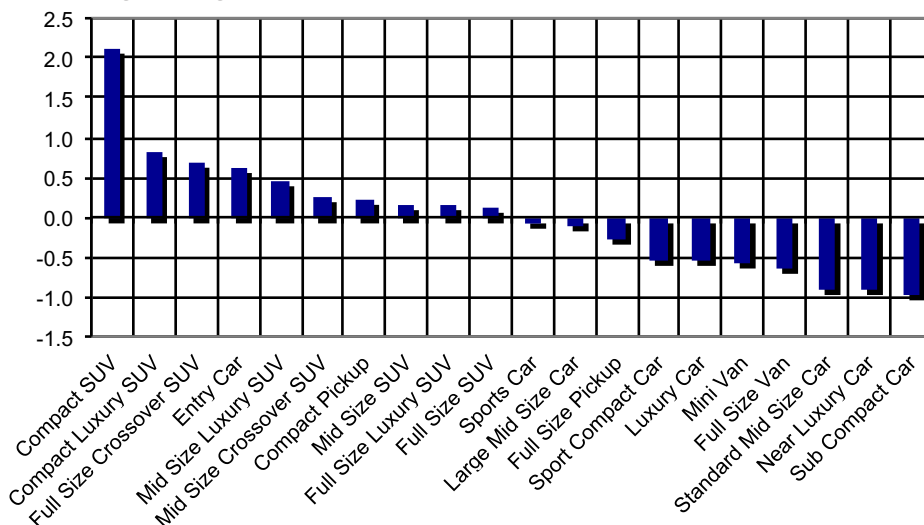
Orange County New Retail Car and Light Truck Registrations												
	April			Three Month Period Feb. '17 thru Apr. '17			Year-to-date thru April			YTD Market Share (%)		
	Orange County			Orange County			Orange County			Orange County		
	2016	2017	% chg.	2016	2017	% chg.	2016	2017	% chg.	2016	2017	Chg.
MARKET SUMMARY												
TOTAL	14,570	14,646	0.5%	43,872	44,245	0.9%	61,893	61,507	-0.6%			
Cars	8,080	7,671	-5.1%	24,101	22,814	-5.3%	34,030	31,673	-6.9%	55.0	51.5	-3.5
Light Trucks	6,490	6,975	7.5%	19,771	21,431	8.4%	27,863	29,834	7.1%	45.0	48.5	3.5
Domestic	3,472	3,162	-8.9%	10,040	9,862	-1.8%	14,030	13,495	-3.8%	22.7	21.9	-0.7
European	2,745	2,828	3.0%	7,952	8,237	3.6%	11,632	12,125	4.2%	18.8	19.7	0.9
Japanese	7,143	7,490	4.9%	22,153	22,436	1.3%	30,603	30,608	0.0%	49.4	49.8	0.3
Korean	1,210	1,166	-3.6%	3,727	3,710	-0.5%	5,628	5,279	-6.2%	9.1	8.6	-0.5
BRAND REGISTRATIONS												
Acura	236	181	-23.3%	673	563	-16.3%	917	822	-10.4%	1.5	1.3	-0.2
Audi	293	365	24.6%	880	1,068	21.4%	1,223	1,488	21.7%	2.0	2.4	0.4
BMW	562	580	3.2%	1,727	1,673	-3.1%	2,741	2,553	-6.9%	4.4	4.2	-0.2
Buick	65	67	3.1%	221	175	-20.8%	295	275	-6.8%	0.5	0.4	-0.1
Cadillac	92	63	-31.5%	292	249	-14.7%	436	386	-11.5%	0.7	0.6	-0.1
Chevrolet	704	834	18.5%	2,322	2,679	15.4%	3,249	3,453	6.3%	5.2	5.6	0.4
C/D/J/R	766	739	-3.5%	2,250	2,307	2.5%	3,139	3,124	-0.5%	5.1	5.1	0.0
Chrysler	43	49	14.0%	127	164	29.1%	173	230	32.9%	0.3	0.4	0.1
Dodge	155	145	-6.5%	478	472	-1.3%	642	607	-5.5%	1.0	1.0	0.0
Jeep	415	405	-2.4%	1,186	1,248	5.2%	1,685	1,710	1.5%	2.7	2.8	0.1
Ram	153	140	-8.5%	459	423	-7.8%	639	577	-9.7%	1.0	0.9	-0.1
Fiat	122	171	40.2%	320	500	56.3%	420	665	58.3%	0.7	1.1	0.4
Ford	1,184	951	-19.7%	3,586	3,203	-10.7%	4,887	4,281	-12.4%	7.9	7.0	-0.9
GMC	190	192	1.1%	641	610	-4.8%	942	854	-9.3%	1.5	1.4	-0.1
Honda	2,034	2,202	8.3%	6,298	6,694	6.3%	8,549	9,040	5.7%	13.8	14.7	0.9
Hyundai	731	697	-4.7%	2,173	2,276	4.7%	3,446	3,334	-3.3%	5.6	5.4	-0.2
Infiniti	210	250	19.0%	597	695	16.4%	861	997	15.8%	1.4	1.6	0.2
Jaguar	33	102	209.1%	95	285	200.0%	128	361	182.0%	0.2	0.6	0.4
Kia	479	469	-2.1%	1,554	1,434	-7.7%	2,182	1,945	-10.9%	3.5	3.2	-0.3
Land Rover	167	160	-4.2%	506	488	-3.6%	701	699	-0.3%	1.1	1.1	0.0
Lexus	657	647	-1.5%	2,001	1,751	-12.5%	2,899	2,645	-8.8%	4.7	4.3	-0.4
Lincoln	48	48	0.0%	156	158	1.3%	212	241	13.7%	0.3	0.4	0.1
Maserati	39	40	2.6%	98	129	31.6%	133	197	48.1%	0.2	0.3	0.1
Mazda	435	457	5.1%	1,290	1,278	-0.9%	1,823	1,736	-4.8%	2.9	2.8	-0.1
Mercedes	949	820	-13.6%	2,475	2,333	-5.7%	3,751	3,572	-4.8%	6.1	5.8	-0.3
MINI	91	70	-23.1%	263	195	-25.9%	343	291	-15.2%	0.6	0.5	-0.1
Mitsubishi	78	97	24.4%	242	261	7.9%	307	337	9.8%	0.5	0.5	0.0
Nissan	737	735	-0.3%	2,427	2,292	-5.6%	3,376	2,978	-11.8%	5.5	4.8	-0.7
Porsche	86	143	66.3%	349	358	2.6%	453	490	8.2%	0.7	0.8	0.1
smart	14	10	-28.6%	37	30	-18.9%	45	44	-2.2%	0.1	0.1	0.0
Subaru	364	486	33.5%	1,101	1,441	30.9%	1,504	1,912	27.1%	2.4	3.1	0.7
Toyota/Scion	2,392	2,435	1.8%	7,524	7,461	-0.8%	10,367	10,141	-2.2%	16.7	16.5	-0.2
Volkswagen	323	278	-13.9%	959	921	-4.0%	1,337	1,384	3.5%	2.2	2.3	0.1
Volvo	52	53	1.9%	180	169	-6.1%	263	263	0.0%	0.4	0.4	0.0
Other	437	304	-30.4%	635	569	-10.4%	964	999	3.6%	1.6	1.6	0.0

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 2017 thru April vs. YTD 2016)



Change in Segment Market Share - YTD 2017 thru April vs. YTD 2016



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.