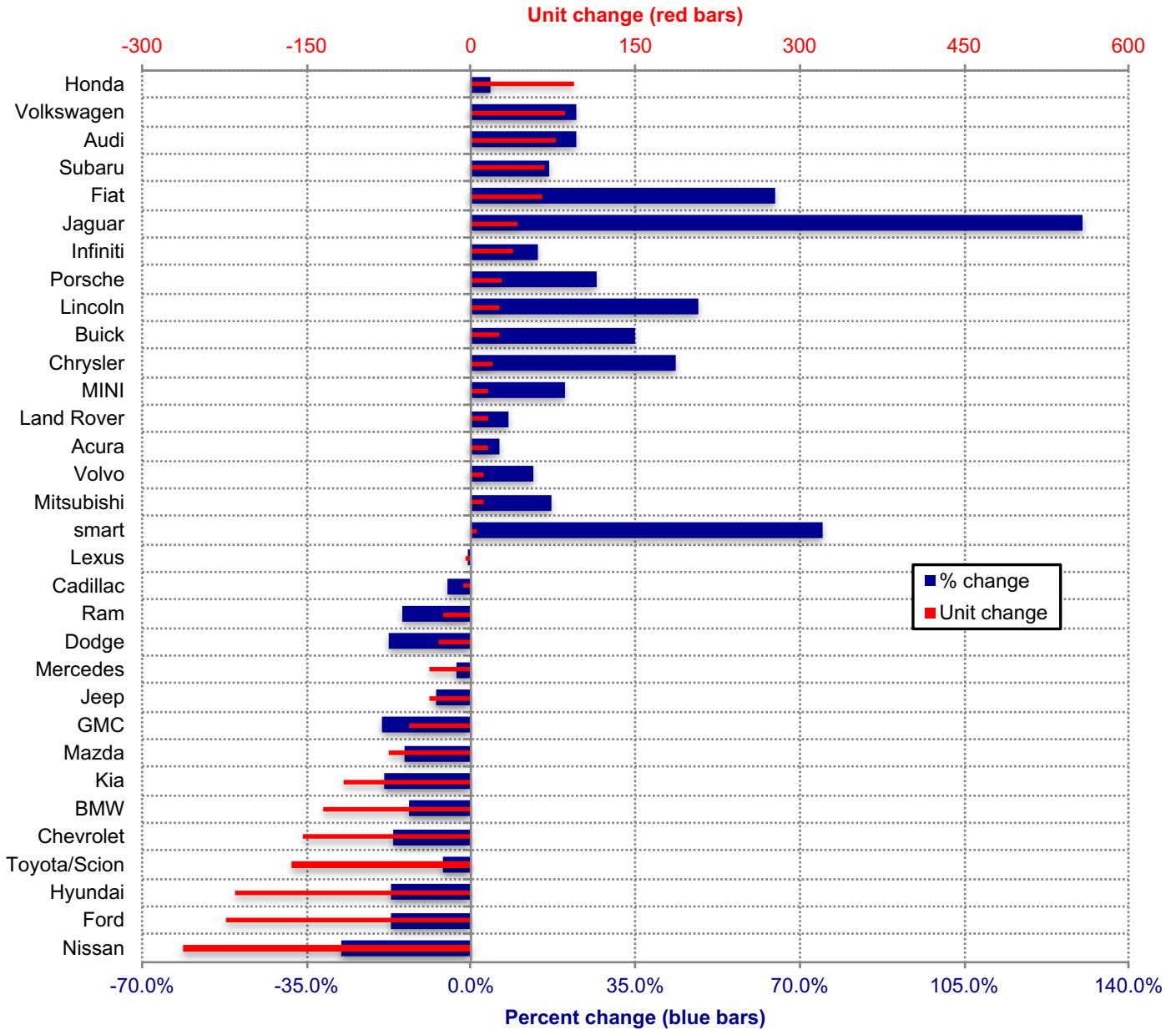


Orange County New Retail Automotive Market Data - Retail Sales *Does Not Include Fleet Sales

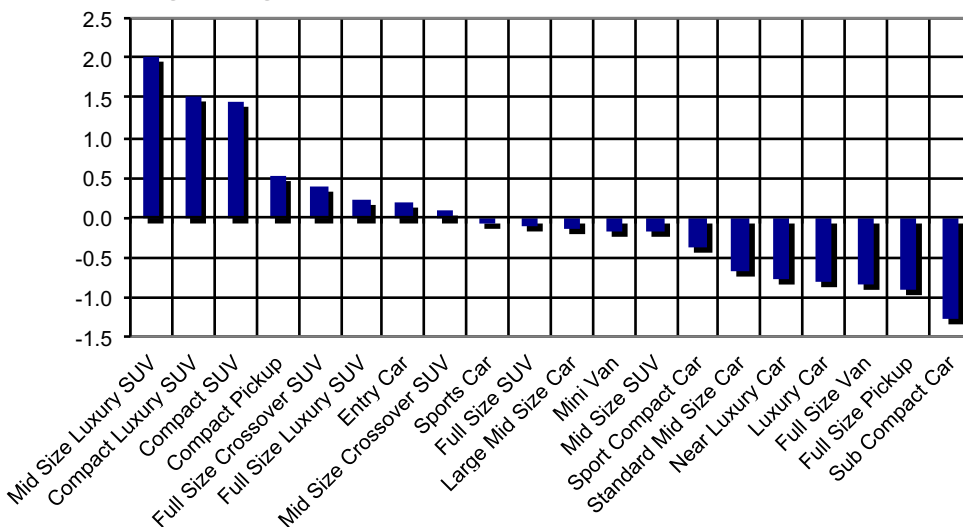
Orange County New Retail Car and Light Truck Registrations												
	January			Three Month Period Nov. '16 thru Jan. '17			Annual Total			Annual Market Share (%)		
	Orange County			Orange County			Orange County			Orange County		
	2016	2017	% chg.	Yr. Ago	Current	% chg.	2015	2016	% chg.	2015	2016	Chg.
MARKET SUMMARY												
TOTAL	18,021	17,262	-4.2%	48,729	47,759	-2.0%	192,263	191,910	-0.2%			
Cars	9,929	8,847	-10.9%	27,262	24,785	-9.1%	111,918	102,490	-8.4%	58.2	53.4	-4.8
Light Trucks	8,092	8,415	4.0%	21,467	22,974	7.0%	80,345	89,420	11.3%	41.8	46.6	4.8
Domestic	3,990	3,633	-8.9%	10,685	10,185	-4.7%	41,595	43,323	4.2%	21.6	22.6	0.9
European	3,680	3,888	5.7%	9,746	10,126	3.9%	37,036	36,995	-0.1%	19.3	19.3	0.0
Japanese	8,450	8,172	-3.3%	23,713	23,045	-2.8%	96,288	94,267	-2.1%	50.1	49.1	-1.0
Korean	1,901	1,569	-17.5%	4,585	4,403	-4.0%	17,344	17,325	-0.1%	9.0	9.0	0.0
BRAND REGISTRATIONS												
Acura	244	259	6.1%	716	679	-5.2%	3,008	2,640	-12.2%	1.6	1.4	-0.2
Audi	343	420	22.4%	1,004	1,146	14.1%	3,846	4,059	5.5%	2.0	2.1	0.1
BMW	1,014	880	-13.2%	2,538	2,145	-15.5%	8,767	8,220	-6.2%	4.6	4.3	-0.3
Buick	74	100	35.1%	203	230	13.3%	747	825	10.4%	0.4	0.4	0.0
Cadillac	144	137	-4.9%	415	382	-8.0%	1,244	1,337	7.5%	0.6	0.7	0.1
Chevrolet	927	774	-16.5%	2,568	2,403	-6.4%	9,005	10,211	13.4%	4.7	5.3	0.6
C/D/J/R	889	817	-8.1%	2,407	2,406	0.0%	10,304	9,970	-3.2%	5.4	5.2	-0.2
Chrysler	46	66	43.5%	163	203	24.5%	1,014	617	-39.2%	0.5	0.3	-0.2
Dodge	164	135	-17.7%	506	480	-5.1%	2,167	2,081	-4.0%	1.1	1.1	0.0
Jeep	499	462	-7.4%	1,267	1,280	1.0%	5,276	5,277	0.0%	2.7	2.7	0.0
Ram	180	154	-14.4%	471	443	-5.9%	1,847	1,995	8.0%	1.0	1.0	0.0
Fiat	100	165	65.0%	256	479	87.1%	1,132	1,451	28.2%	0.6	0.8	0.2
Ford	1,301	1,078	-17.1%	3,640	3,310	-9.1%	15,558	15,103	-2.9%	8.1	7.9	-0.2
GMC	301	244	-18.9%	754	657	-12.9%	2,816	2,843	1.0%	1.5	1.5	0.0
Honda	2,251	2,346	4.2%	6,076	6,548	7.8%	25,139	26,980	7.3%	13.1	14.1	1.0
Hyundai	1,273	1,058	-16.9%	2,861	2,910	1.7%	10,443	10,548	1.0%	5.4	5.5	0.1
Infiniti	264	302	14.4%	732	764	4.4%	2,410	2,539	5.4%	1.3	1.3	0.0
Jaguar	33	76	130.3%	119	243	104.2%	372	725	94.9%	0.2	0.4	0.2
Kia	628	511	-18.6%	1,724	1,493	-13.4%	6,901	6,777	-1.8%	3.6	3.5	-0.1
Land Rover	195	211	8.2%	546	552	1.1%	1,692	1,990	17.6%	0.9	1.0	0.1
Lexus	898	894	-0.4%	2,459	2,364	-3.9%	9,336	8,337	-10.7%	4.9	4.3	-0.6
Lincoln	56	83	48.2%	156	190	21.8%	507	652	28.6%	0.3	0.3	0.0
Maserati	35	68	94.3%	158	209	32.3%	670	546	-18.5%	0.3	0.3	0.0
Mazda	533	458	-14.1%	1,605	1,240	-22.7%	6,372	6,138	-3.7%	3.3	3.2	-0.1
Mercedes	1,276	1,239	-2.9%	3,072	3,206	4.4%	11,755	11,721	-0.3%	6.1	6.1	0.0
MINI	80	96	20.0%	293	270	-7.8%	1,454	1,135	-21.9%	0.8	0.6	-0.2
Mitsubishi	65	76	16.9%	197	214	8.6%	947	884	-6.7%	0.5	0.5	0.0
Nissan	949	686	-27.7%	2,681	2,222	-17.1%	11,173	9,795	-12.3%	5.8	5.1	-0.7
Porsche	104	132	26.9%	319	374	17.2%	1,445	1,557	7.8%	0.8	0.8	0.0
smart	8	14	75.0%	35	28	-20.0%	150	97	-35.3%	0.1	0.1	0.0
Subaru	403	471	16.9%	1,138	1,320	16.0%	4,372	4,889	11.8%	2.3	2.5	0.2
Toyota/Scion	2,843	2,680	-5.7%	8,109	7,694	-5.1%	33,528	32,065	-4.4%	17.4	16.7	-0.7
Volkswagen	378	463	22.5%	1,104	1,151	4.3%	4,893	4,261	-12.9%	2.5	2.2	-0.3
Volvo	83	94	13.3%	204	229	12.3%	523	856	63.7%	0.3	0.4	0.1
Other	329	430	30.7%	640	701	9.5%	1,754	2,759	57.3%	0.9	1.4	0.5

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 Automotive.

Change in New Retail Light Vehicle Registrations (January 2017 vs. January 2016)



Change in Segment Market Share - January 2017 vs. January 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 Automotive.