

Orange County Auto Outlook™

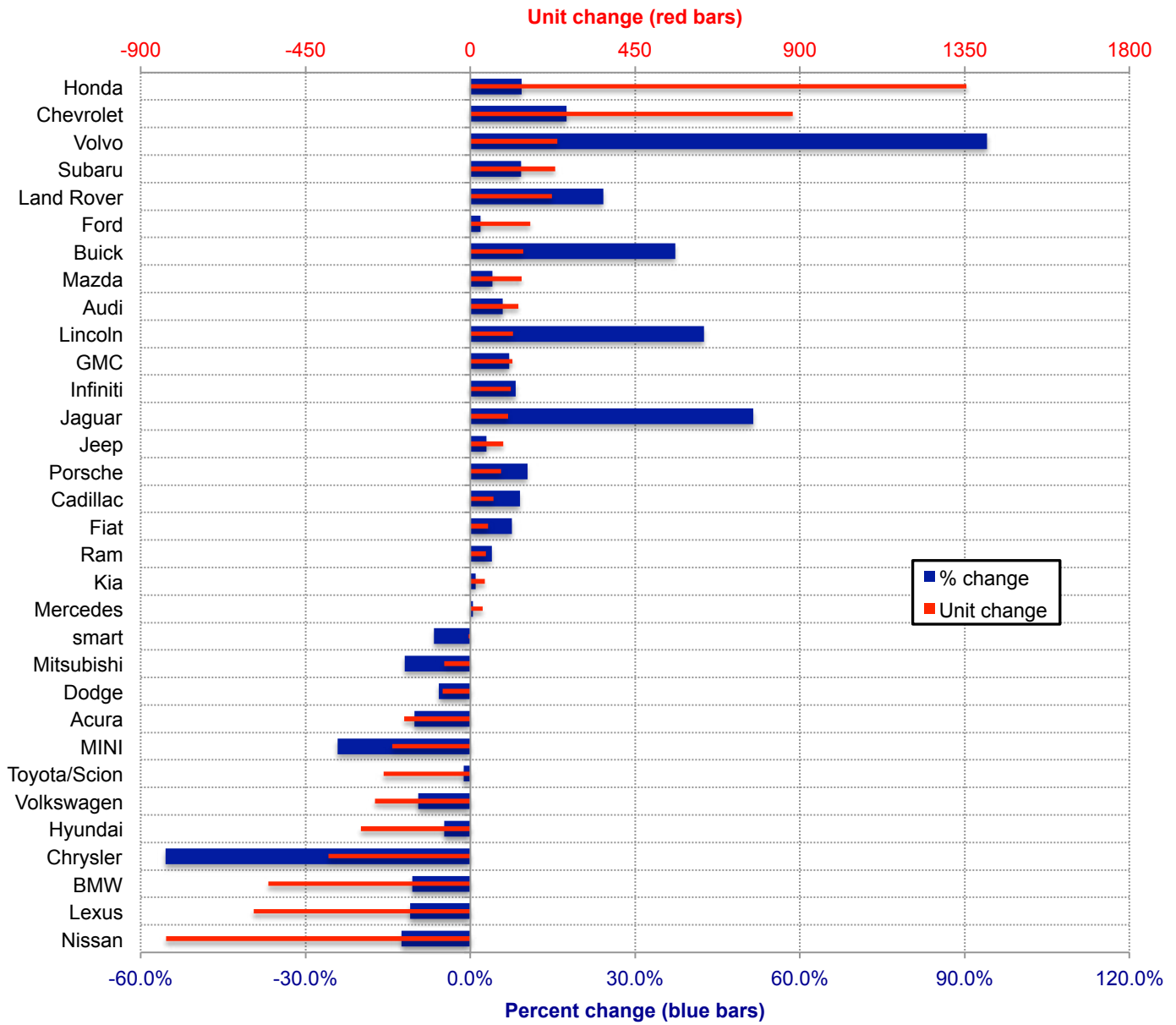
Comprehensive information on the Orange County new retail vehicle market
 Monthly Report - Retail Sales for July 2016 *DOES NOT INCLUDE FLEET SALES*



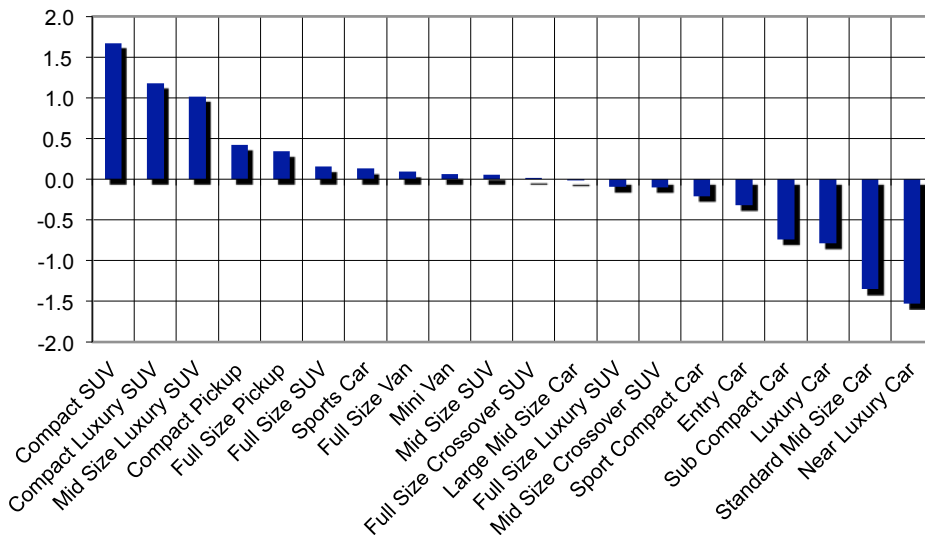
Orange County New Retail Car and Light Truck Registrations												
	July			Three Month Period May '16 thru July '16			Year to date thru July			Year-to-date Market Share (%)		
	Orange County			Orange County			Orange County			Orange County		
	2015	2016	% chg.	Yr. Ago	Current	% chg.	2015	2016	% chg.	2015	2016	Chg.
MARKET SUMMARY												
TOTAL	15,801	15,301	-3.2%	49,081	49,920	1.7%	110,690	111,813	1.0%			
Cars	9,232	8,139	-11.8%	28,582	26,351	-7.8%	65,060	60,381	-7.2%	58.8	54.0	-4.8
Light Trucks	6,569	7,162	9.0%	20,499	23,569	15.0%	45,630	51,432	12.7%	41.2	46.0	4.8
Domestic	3,473	3,576	3.0%	10,996	11,569	5.2%	23,887	25,599	7.2%	21.6	22.9	1.3
European	2,987	2,868	-4.0%	9,341	9,370	0.3%	21,252	21,002	-1.2%	19.2	18.8	-0.4
Japanese	7,914	7,472	-5.6%	24,443	24,525	0.3%	55,207	55,128	-0.1%	49.9	49.3	-0.6
Korean	1,427	1,385	-2.9%	4,301	4,456	3.6%	10,344	10,084	-2.5%	9.3	9.0	-0.3
BRAND REGISTRATIONS												
Acura	231	212	-8.2%	726	678	-6.6%	1,776	1,595	-10.2%	1.6	1.4	-0.2
Audi	315	342	8.6%	998	1,115	11.7%	2,207	2,338	5.9%	2.0	2.1	0.1
BMW	726	532	-26.7%	2,121	1,904	-10.2%	5,196	4,645	-10.6%	4.7	4.2	-0.5
Buick	50	65	30.0%	179	235	31.3%	386	530	37.3%	0.3	0.5	0.2
Cadillac	103	107	3.9%	293	325	10.9%	698	761	9.0%	0.6	0.7	0.1
Chevrolet	783	835	6.6%	2,484	2,669	7.4%	5,037	5,918	17.5%	4.6	5.3	0.7
C/D/J/R	953	807	-15.3%	3,027	2,716	-10.3%	6,185	5,855	-5.3%	5.6	5.2	-0.4
Chrysler	77	48	-37.7%	314	138	-56.1%	698	311	-55.4%	0.6	0.3	-0.3
Dodge	185	183	-1.1%	626	607	-3.0%	1,325	1,249	-5.7%	1.2	1.1	-0.1
Jeep	503	442	-12.1%	1,534	1,469	-4.2%	3,064	3,154	2.9%	2.8	2.8	0.0
Ram	188	134	-28.7%	553	502	-9.2%	1,098	1,141	3.9%	1.0	1.0	0.0
Fiat	67	68	1.5%	236	274	16.1%	645	694	7.6%	0.6	0.6	0.0
Ford	1,151	1,258	9.3%	3,860	4,130	7.0%	8,853	9,017	1.9%	8.0	8.1	0.1
GMC	249	242	-2.8%	730	805	10.3%	1,632	1,747	7.0%	1.5	1.6	0.1
Honda	2,100	2,194	4.5%	6,524	7,301	11.9%	14,495	15,850	9.3%	13.1	14.2	1.1
Hyundai	881	776	-11.9%	2,501	2,542	1.6%	6,287	5,988	-4.8%	5.7	5.4	-0.3
Infiniti	166	157	-5.4%	553	578	4.5%	1,329	1,439	8.3%	1.2	1.3	0.1
Jaguar	23	71	208.7%	75	175	133.3%	200	303	51.5%	0.2	0.3	0.1
Kia	546	609	11.5%	1,800	1,914	6.3%	4,057	4,096	1.0%	3.7	3.7	0.0
Land Rover	121	144	19.0%	392	444	13.3%	922	1,145	24.2%	0.8	1.0	0.2
Lexus	667	567	-15.0%	2,148	1,896	-11.7%	5,387	4,795	-11.0%	4.9	4.3	-0.6
Lincoln	36	42	16.7%	122	177	45.1%	273	389	42.5%	0.2	0.3	0.1
Maserati	75	37	-50.7%	200	139	-30.5%	374	272	-27.3%	0.3	0.2	-0.1
Mazda	514	579	12.6%	1,442	1,805	25.2%	3,488	3,628	4.0%	3.2	3.2	0.0
Mercedes	948	1,031	8.8%	3,053	3,051	-0.1%	6,769	6,802	0.5%	6.1	6.1	0.0
MINI	140	85	-39.3%	418	324	-22.5%	880	667	-24.2%	0.8	0.6	-0.2
Mitsubishi	90	65	-27.8%	238	217	-8.8%	595	524	-11.9%	0.5	0.5	0.0
Nissan	959	724	-24.5%	2,930	2,448	-16.5%	6,655	5,824	-12.5%	6.0	5.2	-0.8
Porsche	101	129	27.7%	348	441	26.7%	810	894	10.4%	0.7	0.8	0.1
smart	11	12	9.1%	41	26	-36.6%	76	71	-6.6%	0.1	0.1	0.0
Subaru	354	417	17.8%	1,110	1,240	11.7%	2,513	2,744	9.2%	2.3	2.5	0.2
Toyota/Scion	2,832	2,557	-9.7%	8,771	8,362	-4.7%	18,966	18,729	-1.2%	17.1	16.8	-0.3
Volkswagen	386	313	-18.9%	1,280	1,144	-10.6%	2,742	2,481	-9.5%	2.5	2.2	-0.3
Volvo	48	69	43.8%	121	228	88.4%	253	491	94.1%	0.2	0.4	0.2
Other	175	255	45.7%	360	617	71.4%	1,004	1,581	57.5%	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. Reported monthly registration totals for May and July of 2015 were impacted by title processing delays by the DMV. Registration figures were modified by Auto Outlook to more accurately reflect the level of new vehicle sales in these three months. Annual and year-to-date totals for 2015 were not impacted by these adjustments. Source: Experian Automotive.

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



Change in Segment Market Share - YTD 2016 thru July 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.