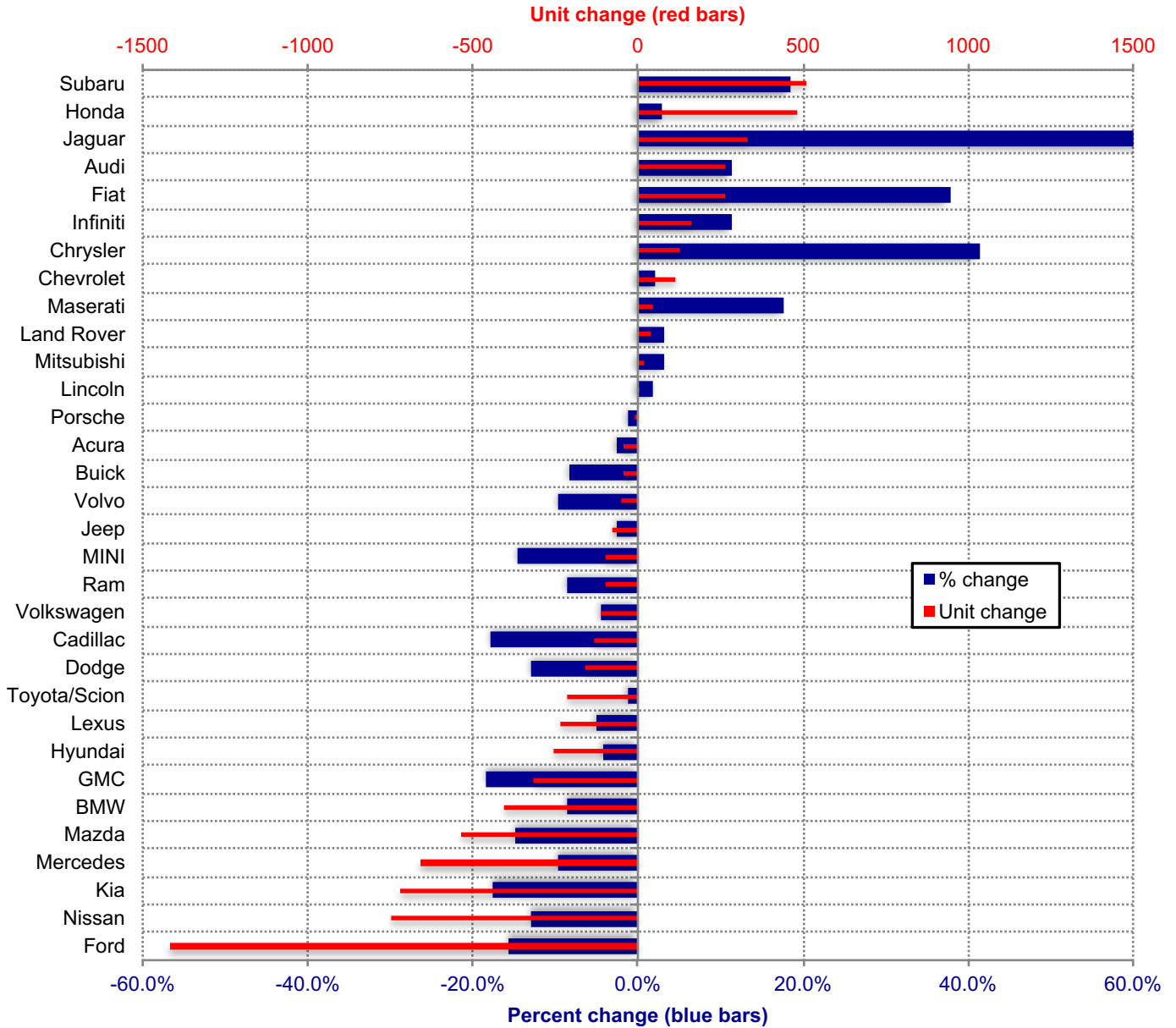


Orange County New Retail Automotive Market Data - Retail Sales *Does Not Include Fleet Sales

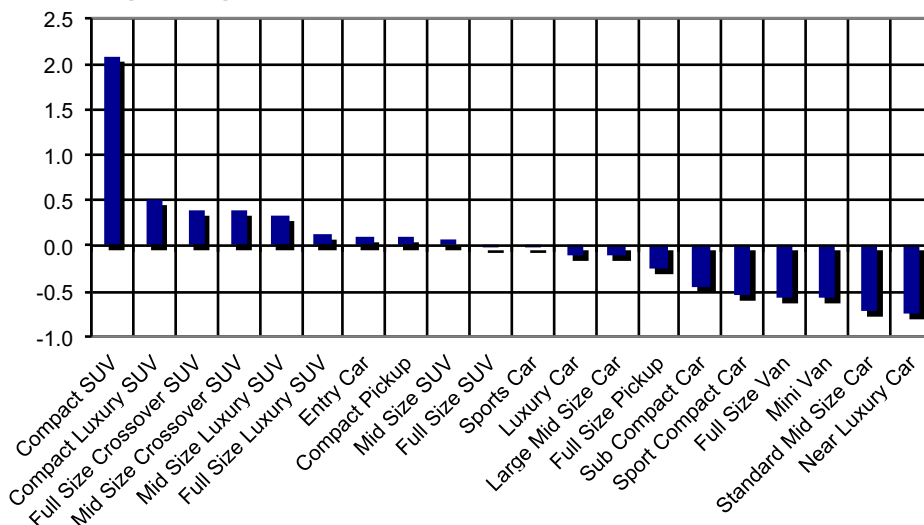
Orange County New Retail Car and Light Truck Registrations												
	July			Three Month Period May '17 thru July '17			Year-to-date thru July			YTD Market Share (%)		
	Orange County			Orange County			Orange County			Orange County		
	2016	2017	% chg.	2016	2017	% chg.	2016	2017	% chg.	2016	2017	Chg
MARKET SUMMARY												
TOTAL	15,301	14,323	-6.4%	49,920	46,358	-7.1%	111,813	107,865	-3.5%			
Cars	8,094	7,272	-10.2%	26,289	23,688	-9.9%	60,319	55,361	-8.2%	53.9	51.3	-2.6
Light Trucks	7,207	7,051	-2.2%	23,631	22,670	-4.1%	51,494	52,504	2.0%	46.1	48.7	2.6
Domestic	3,576	3,176	-11.2%	11,569	10,080	-12.9%	25,599	23,575	-7.9%	22.9	21.9	-1.0
European	2,868	2,678	-6.6%	9,370	8,543	-8.8%	21,002	20,668	-1.6%	18.8	19.2	0.4
Japanese	7,472	7,296	-2.4%	24,525	23,907	-2.5%	55,128	54,515	-1.1%	49.3	50.5	1.2
Korean	1,385	1,173	-15.3%	4,456	3,828	-14.1%	10,084	9,107	-9.7%	9.0	8.4	-0.6
BRAND REGISTRATIONS												
Acura	212	209	-1.4%	678	732	8.0%	1,595	1,554	-2.6%	1.4	1.4	0.0
Audi	342	393	14.9%	1,115	1,114	-0.1%	2,338	2,602	11.3%	2.1	2.4	0.3
BMW	532	550	3.4%	1,904	1,688	-11.3%	4,645	4,241	-8.7%	4.2	3.9	-0.3
Buick	65	67	3.1%	235	211	-10.2%	530	486	-8.3%	0.5	0.5	0.0
Cadillac	107	74	-30.8%	325	240	-26.2%	761	626	-17.7%	0.7	0.6	-0.1
Chevrolet	835	840	0.6%	2,669	2,582	-3.3%	5,918	6,035	2.0%	5.3	5.6	0.3
C/D/J/R	807	736	-8.8%	2,716	2,523	-7.1%	5,855	5,647	-3.6%	5.2	5.2	0.0
Chrysler	48	51	6.3%	138	210	52.2%	311	440	41.5%	0.3	0.4	0.1
Dodge	183	116	-36.6%	607	482	-20.6%	1,249	1,089	-12.8%	1.1	1.0	-0.1
Jeep	442	425	-3.8%	1,469	1,365	-7.1%	3,154	3,075	-2.5%	2.8	2.9	0.1
Ram	134	144	7.5%	502	466	-7.2%	1,141	1,043	-8.6%	1.0	1.0	0.0
Fiat	68	74	8.8%	274	292	6.6%	694	957	37.9%	0.6	0.9	0.3
Ford	1,258	1,033	-17.9%	4,130	3,320	-19.6%	9,017	7,601	-15.7%	8.1	7.0	-1.1
GMC	242	180	-25.6%	805	573	-28.8%	1,747	1,427	-18.3%	1.6	1.3	-0.3
Honda	2,194	2,316	5.6%	7,301	7,290	-0.2%	15,850	16,330	3.0%	14.2	15.1	0.9
Hyundai	776	718	-7.5%	2,542	2,399	-5.6%	5,988	5,733	-4.3%	5.4	5.3	-0.1
Infiniti	157	195	24.2%	578	605	4.7%	1,439	1,602	11.3%	1.3	1.5	0.2
Jaguar	71	75	5.6%	175	273	56.0%	303	634	109.2%	0.3	0.6	0.3
Kia	609	455	-25.3%	1,914	1,429	-25.3%	4,096	3,374	-17.6%	3.7	3.1	-0.6
Land Rover	144	151	4.9%	444	483	8.8%	1,145	1,182	3.2%	1.0	1.1	0.1
Lexus	567	568	0.2%	1,896	1,912	0.8%	4,795	4,557	-5.0%	4.3	4.2	-0.1
Lincoln	42	44	4.8%	177	155	-12.4%	389	396	1.8%	0.3	0.4	0.1
Maserati	37	38	2.7%	139	123	-11.5%	272	320	17.6%	0.2	0.3	0.1
Mazda	579	440	-24.0%	1,805	1,354	-25.0%	3,628	3,090	-14.8%	3.2	2.9	-0.3
Mercedes	1,031	778	-24.5%	3,051	2,572	-15.7%	6,802	6,144	-9.7%	6.1	5.7	-0.4
MINI	85	82	-3.5%	324	278	-14.2%	667	569	-14.7%	0.6	0.5	-0.1
Mitsubishi	65	54	-16.9%	217	204	-6.0%	524	541	3.2%	0.5	0.5	0.0
Nissan	724	580	-19.9%	2,448	2,096	-14.4%	5,824	5,074	-12.9%	5.2	4.7	-0.5
Porsche	129	113	-12.4%	441	393	-10.9%	894	883	-1.2%	0.8	0.8	0.0
smart	12	3	-75.0%	26	23	-11.5%	71	67	-5.6%	0.1	0.1	0.0
Subaru	417	383	-8.2%	1,240	1,342	8.2%	2,744	3,254	18.6%	2.5	3.0	0.5
Toyota/Scion	2,557	2,551	-0.2%	8,362	8,372	0.1%	18,729	18,513	-1.2%	16.8	17.2	0.4
Volkswagen	313	308	-1.6%	1,144	985	-13.9%	2,481	2,369	-4.5%	2.2	2.2	0.0
Volvo	69	67	-2.9%	228	181	-20.6%	491	444	-9.6%	0.4	0.4	0.0
Other	255	248	-2.7%	617	614	-0.5%	1,581	1,613	2.0%	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: AutoCount data from Experian.

Change in New Retail Light Vehicle Registrations (YTD 2017 thru July vs. YTD 2016)



Change in Segment Market Share - YTD 2017 thru July 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.