

Orange County Auto Outlook™

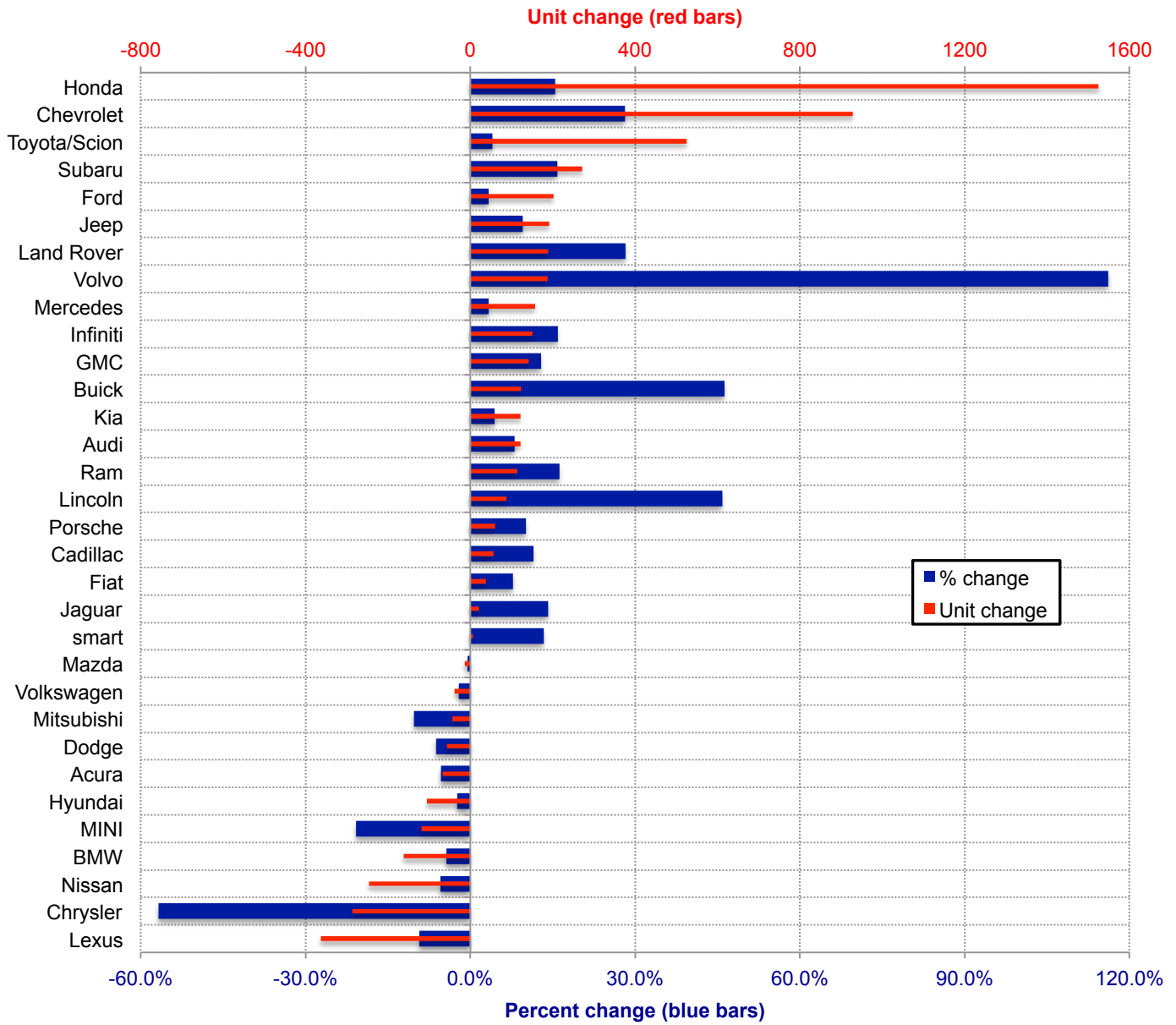
Comprehensive information on the Orange County new retail vehicle market
 Monthly Report - Retail Sales for May 2016 *DOES NOT INCLUDE FLEET SALES*



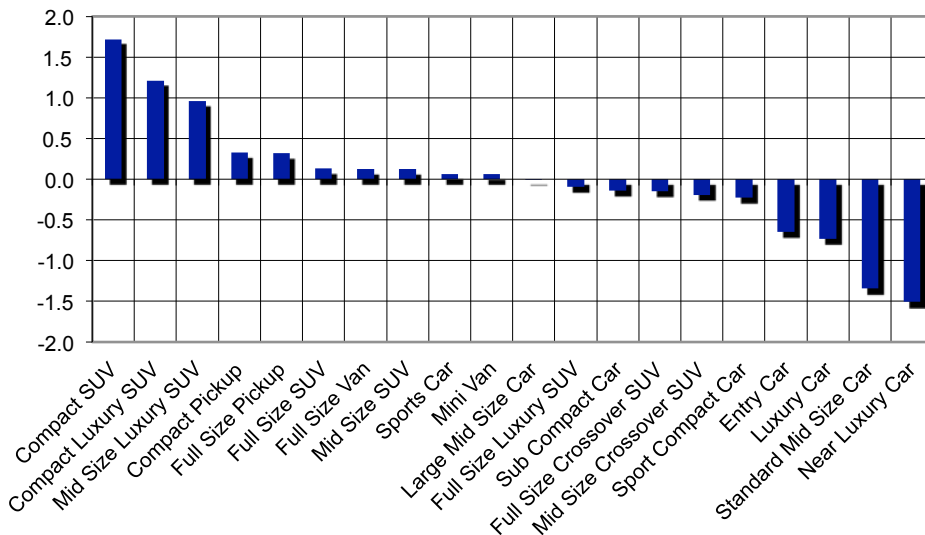
Orange County New Retail Car and Light Truck Registrations												
	May			Three Month Period Mar. '16 thru May '16			Year to date thru May			Year-to-date Market Share (%)		
	Orange County			Orange County			Orange County			Orange County		
	2015	2016	% chg.	Yr. Ago	Current	% chg.	2015	2016	% chg.	2015	2016	Chg.
MARKET SUMMARY												
TOTAL	14,596	18,382	25.9%	46,903	49,267	5.0%	76,205	80,275	5.3%			
Cars	8,486	9,763	15.0%	27,905	26,711	-4.3%	44,964	43,793	-2.6%	59.0	54.6	-4.5
Light Trucks	6,110	8,619	41.1%	18,998	22,556	18.7%	31,241	36,482	16.8%	41.0	45.4	4.5
Domestic	3,320	4,078	22.8%	10,006	11,342	13.4%	16,211	18,108	11.7%	21.3	22.6	1.3
European	2,808	3,506	24.9%	8,954	9,023	0.8%	14,719	15,138	2.8%	19.3	18.9	-0.5
Japanese	7,325	9,224	25.9%	23,745	24,766	4.3%	38,089	39,827	4.6%	50.0	49.6	-0.4
Korean	1,143	1,574	37.7%	4,198	4,136	-1.5%	7,186	7,202	0.2%	9.4	9.0	-0.5
BRAND REGISTRATIONS												
Acura	196	262	33.7%	708	727	2.7%	1,246	1,179	-5.4%	1.6	1.5	-0.1
Audi	310	418	34.8%	926	1,035	11.8%	1,519	1,641	8.0%	2.0	2.0	0.0
BMW	620	792	27.7%	2,074	1,987	-4.2%	3,695	3,533	-4.4%	4.8	4.4	-0.4
Buick	59	94	59.3%	152	248	63.2%	266	389	46.2%	0.3	0.5	0.2
Cadillac	83	108	30.1%	285	322	13.0%	488	544	11.5%	0.6	0.7	0.1
Chevrolet	743	975	31.2%	2,058	2,528	22.8%	3,296	4,224	28.2%	4.3	5.3	1.0
C/D/J/R	968	950	-1.9%	2,564	2,513	-2.0%	4,126	4,089	-0.9%	5.4	5.1	-0.3
Chrysler	120	45	-62.5%	297	131	-55.9%	504	218	-56.7%	0.7	0.3	-0.4
Dodge	211	211	0.0%	572	540	-5.6%	910	853	-6.3%	1.2	1.1	-0.1
Jeep	480	517	7.7%	1,256	1,354	7.8%	2,010	2,202	9.6%	2.6	2.7	0.1
Ram	157	177	12.7%	439	488	11.2%	702	816	16.2%	0.9	1.0	0.1
Fiat	78	105	34.6%	382	334	-12.6%	487	525	7.8%	0.6	0.7	0.1
Ford	1,168	1,476	26.4%	3,860	4,180	8.3%	6,161	6,363	3.3%	8.1	7.9	-0.2
GMC	202	304	50.5%	656	734	11.9%	1,104	1,246	12.9%	1.4	1.6	0.2
Honda	1,902	2,849	49.8%	6,201	7,209	16.3%	9,873	11,398	15.4%	13.0	14.2	1.2
Hyundai	652	886	35.9%	2,537	2,377	-6.3%	4,438	4,332	-2.4%	5.8	5.4	-0.4
Infiniti	173	239	38.2%	575	671	16.7%	949	1,100	15.9%	1.2	1.4	0.2
Jaguar	23	41	78.3%	82	114	39.0%	148	169	14.2%	0.2	0.2	0.0
Kia	491	688	40.1%	1,661	1,759	5.9%	2,748	2,870	4.4%	3.6	3.6	0.0
Land Rover	138	156	13.0%	417	507	21.6%	668	857	28.3%	0.9	1.1	0.2
Lexus	668	645	-3.4%	2,328	2,085	-10.4%	3,907	3,544	-9.3%	5.1	4.4	-0.7
Lincoln	41	68	65.9%	120	180	50.0%	192	280	45.8%	0.3	0.3	0.0
Maserati	50	57	14.0%	151	122	-19.2%	224	190	-15.2%	0.3	0.2	-0.1
Mazda	408	618	51.5%	1,471	1,532	4.1%	2,454	2,441	-0.5%	3.2	3.0	-0.2
Mercedes	952	1,074	12.8%	2,908	2,804	-3.6%	4,668	4,825	3.4%	6.1	6.0	-0.1
MINI	110	110	0.0%	323	309	-4.3%	572	453	-20.8%	0.8	0.6	-0.2
Mitsubishi	72	78	8.3%	274	264	-3.6%	429	385	-10.3%	0.6	0.5	-0.1
Nissan	818	921	12.6%	2,715	2,601	-4.2%	4,543	4,297	-5.4%	6.0	5.4	-0.6
Porsche	129	198	53.5%	380	410	7.9%	591	651	10.2%	0.8	0.8	0.0
smart	10	6	-40.0%	25	31	24.0%	45	51	13.3%	0.1	0.1	0.0
Subaru	319	490	53.6%	1,069	1,247	16.7%	1,722	1,994	15.8%	2.3	2.5	0.2
Toyota/Scion	2,769	3,122	12.7%	8,404	8,430	0.3%	12,964	13,489	4.0%	17.0	16.8	-0.2
Volkswagen	342	429	25.4%	1,119	1,090	-2.6%	1,804	1,766	-2.1%	2.4	2.2	-0.2
Volvo	29	85	193.1%	92	209	127.2%	161	348	116.1%	0.2	0.4	0.2
Other	73	138	89.0%	386	708	83.4%	717	1,102	53.7%	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: Experian Automotive.

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



Change in Segment Market Share - YTD 2016 thru May 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.