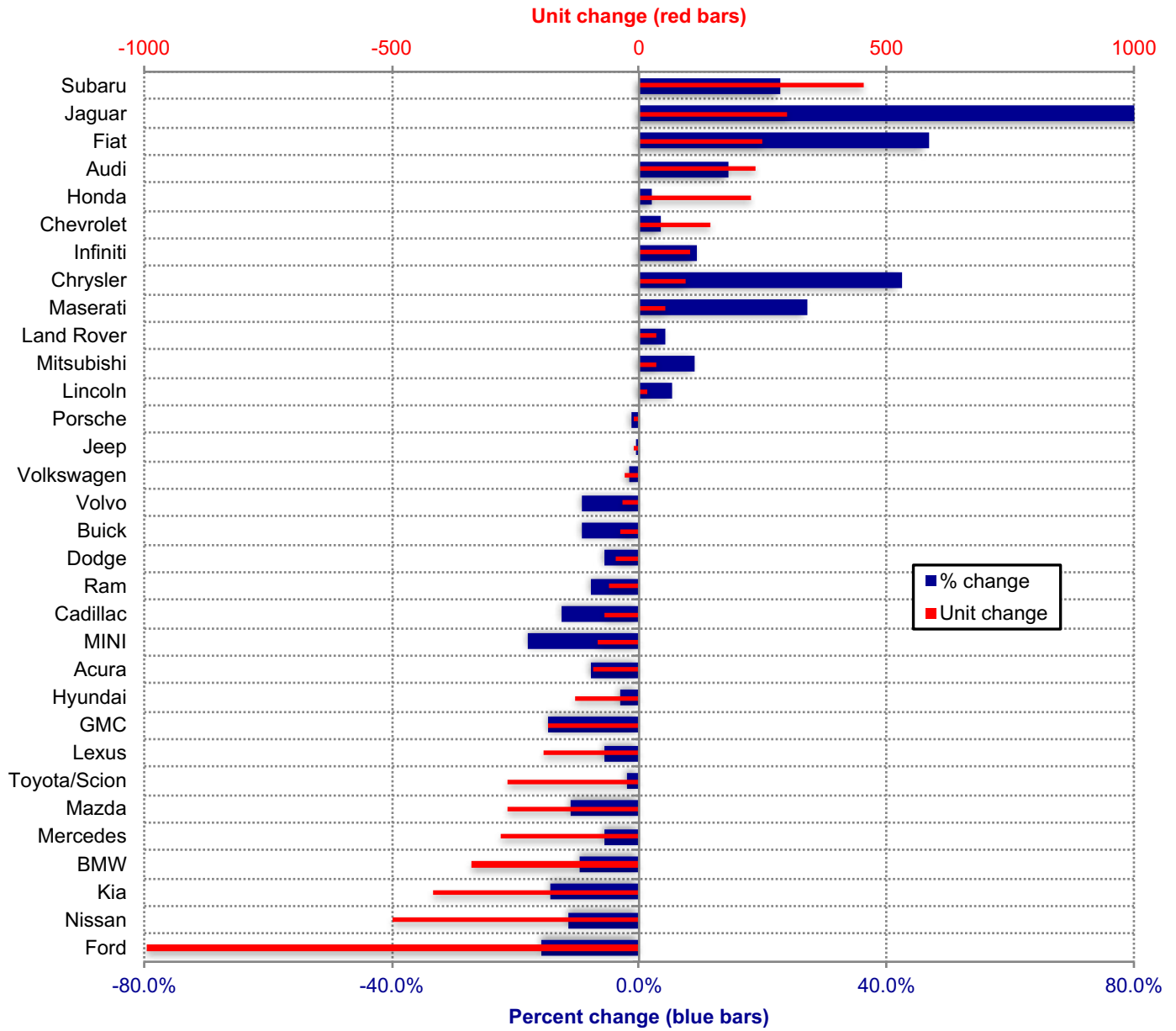


Orange County New Retail Automotive Market Data - Retail Sales *Does Not Include Fleet Sales

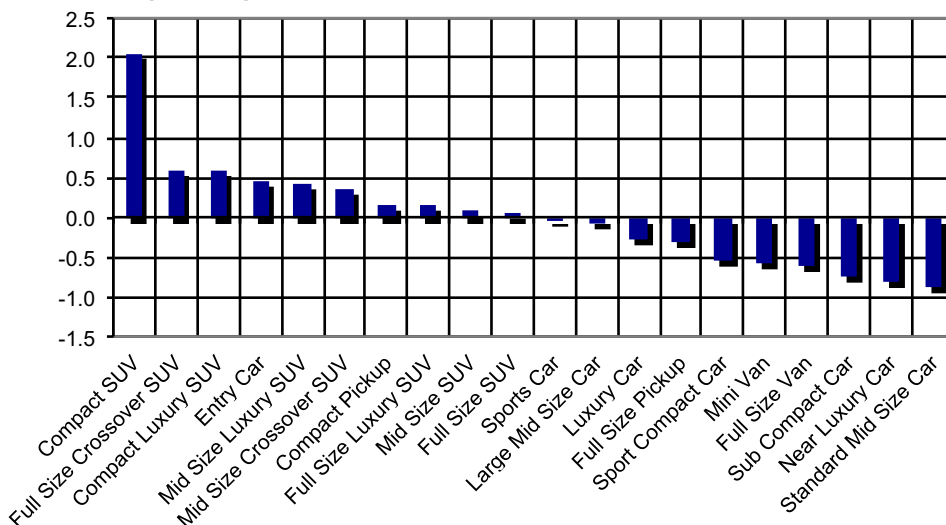
Orange County New Retail Car and Light Truck Registrations												
	May			Three Month Period Mar. '17 thru May '17			Year-to-date thru May			YTD Market Share (%)		
	Orange County			Orange County			Orange County			Orange County		
	2016	2017	% chg.	2016	2017	% chg.	2016	2017	% chg.	2016	2017	Chg.
MARKET SUMMARY												
TOTAL	18,382	16,736	-9.0%	49,267	48,034	-2.5%	80,275	78,243	-2.5%			
Cars	9,758	8,677	-11.1%	26,706	24,869	-6.9%	43,788	40,350	-7.9%	54.5	51.6	-3.0
Light Trucks	8,624	8,059	-6.6%	22,561	23,165	2.7%	36,487	37,893	3.9%	45.5	48.4	3.0
Domestic	4,078	3,483	-14.6%	11,342	10,397	-8.3%	18,108	16,978	-6.2%	22.6	21.7	-0.9
European	3,506	3,157	-10.0%	9,023	9,109	1.0%	15,138	15,282	1.0%	18.9	19.5	0.7
Japanese	9,224	8,718	-5.5%	24,766	24,556	-0.8%	39,827	39,326	-1.3%	49.6	50.3	0.6
Korean	1,574	1,378	-12.5%	4,136	3,972	-4.0%	7,202	6,657	-7.6%	9.0	8.5	-0.5
BRAND REGISTRATIONS												
Acura	262	264	0.8%	727	662	-8.9%	1,179	1,086	-7.9%	1.5	1.4	-0.1
Audi	418	389	-6.9%	1,035	1,163	12.4%	1,641	1,877	14.4%	2.0	2.4	0.4
BMW	792	642	-18.9%	1,987	1,841	-7.3%	3,533	3,195	-9.6%	4.4	4.1	-0.3
Buick	94	78	-17.0%	248	198	-20.2%	389	353	-9.3%	0.5	0.5	0.0
Cadillac	108	89	-17.6%	322	251	-22.0%	544	475	-12.7%	0.7	0.6	-0.1
Chevrolet	975	915	-6.2%	2,528	2,778	9.9%	4,224	4,368	3.4%	5.3	5.6	0.3
C/D/J/R	950	938	-1.3%	2,513	2,587	2.9%	4,089	4,062	-0.7%	5.1	5.2	0.1
Chrysler	45	81	80.0%	131	194	48.1%	218	311	42.7%	0.3	0.4	0.1
Dodge	211	199	-5.7%	540	536	-0.7%	853	806	-5.5%	1.1	1.0	-0.1
Jeep	517	482	-6.8%	1,354	1,371	1.3%	2,202	2,192	-0.5%	2.7	2.8	0.1
Ram	177	176	-0.6%	488	486	-0.4%	816	753	-7.7%	1.0	1.0	0.0
Fiat	105	107	1.9%	334	478	43.1%	525	772	47.0%	0.7	1.0	0.3
Ford	1,476	1,086	-26.4%	4,180	3,282	-21.5%	6,363	5,367	-15.7%	7.9	6.9	-1.0
GMC	304	207	-31.9%	734	627	-14.6%	1,246	1,061	-14.8%	1.6	1.4	-0.2
Honda	2,849	2,584	-9.3%	7,209	7,234	0.3%	11,398	11,624	2.0%	14.2	14.9	0.7
Hyundai	886	869	-1.9%	2,377	2,452	3.2%	4,332	4,203	-3.0%	5.4	5.4	0.0
Infiniti	239	205	-14.2%	671	737	9.8%	1,100	1,202	9.3%	1.4	1.5	0.1
Jaguar	41	107	161.0%	114	326	186.0%	169	468	176.9%	0.2	0.6	0.4
Kia	688	509	-26.0%	1,759	1,520	-13.6%	2,870	2,454	-14.5%	3.6	3.1	-0.5
Land Rover	156	194	24.4%	507	529	4.3%	857	893	4.2%	1.1	1.1	0.0
Lexus	645	706	9.5%	2,085	2,004	-3.9%	3,544	3,351	-5.4%	4.4	4.3	-0.1
Lincoln	68	54	-20.6%	180	165	-8.3%	280	295	5.4%	0.3	0.4	0.1
Maserati	57	45	-21.1%	122	128	4.9%	190	242	27.4%	0.2	0.3	0.1
Mazda	618	439	-29.0%	1,532	1,349	-11.9%	2,441	2,175	-10.9%	3.0	2.8	-0.2
Mercedes	1,074	975	-9.2%	2,804	2,693	-4.0%	4,825	4,547	-5.8%	6.0	5.8	-0.2
MINI	110	80	-27.3%	309	218	-29.4%	453	371	-18.1%	0.6	0.5	-0.1
Mitsubishi	78	83	6.4%	264	277	4.9%	385	420	9.1%	0.5	0.5	0.0
Nissan	921	821	-10.9%	2,601	2,420	-7.0%	4,297	3,799	-11.6%	5.4	4.9	-0.5
Porsche	198	152	-23.2%	410	403	-1.7%	651	642	-1.4%	0.8	0.8	0.0
smart	6	13	116.7%	31	33	6.5%	51	57	11.8%	0.1	0.1	0.0
Subaru	490	534	9.0%	1,247	1,538	23.3%	1,994	2,446	22.7%	2.5	3.1	0.6
Toyota/Scion	3,122	3,082	-1.3%	8,430	8,335	-1.1%	13,489	13,223	-2.0%	16.8	16.9	0.1
Volkswagen	429	351	-18.2%	1,090	1,001	-8.2%	1,766	1,735	-1.8%	2.2	2.2	0.0
Volvo	85	53	-37.6%	209	178	-14.8%	348	316	-9.2%	0.4	0.4	0.0
Other	138	165	19.6%	708	627	-11.4%	1,102	1,164	5.6%	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 May vs. YTD 2016)



Change in Segment Market Share - YTD 2017 thru May 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.