

# Orange County Auto Outlook™

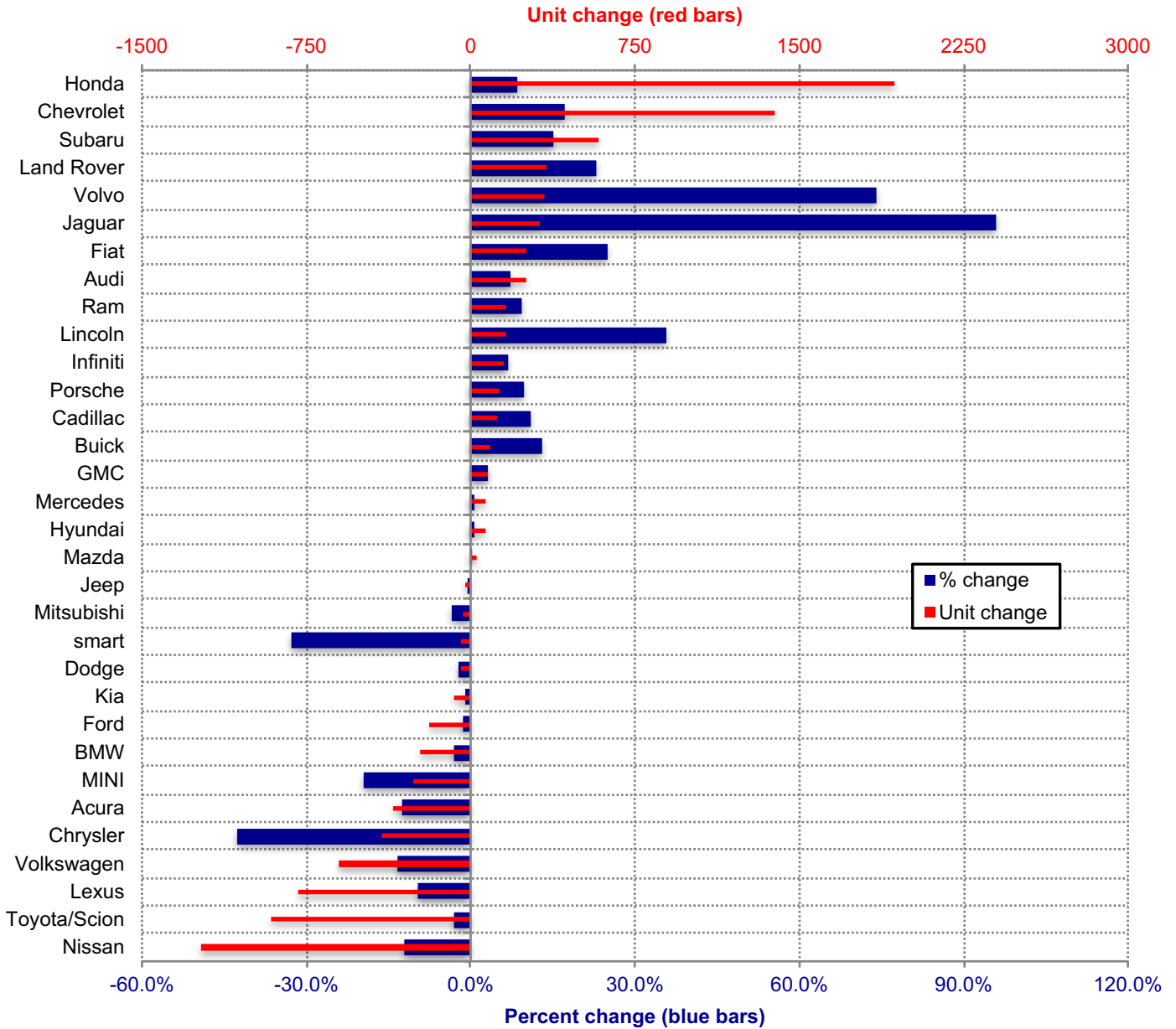
Comprehensive information on the Orange County new retail vehicle market  
 Monthly Report - Retail Sales for November 2016 \*DOES NOT INCLUDE FLEET SALES\*



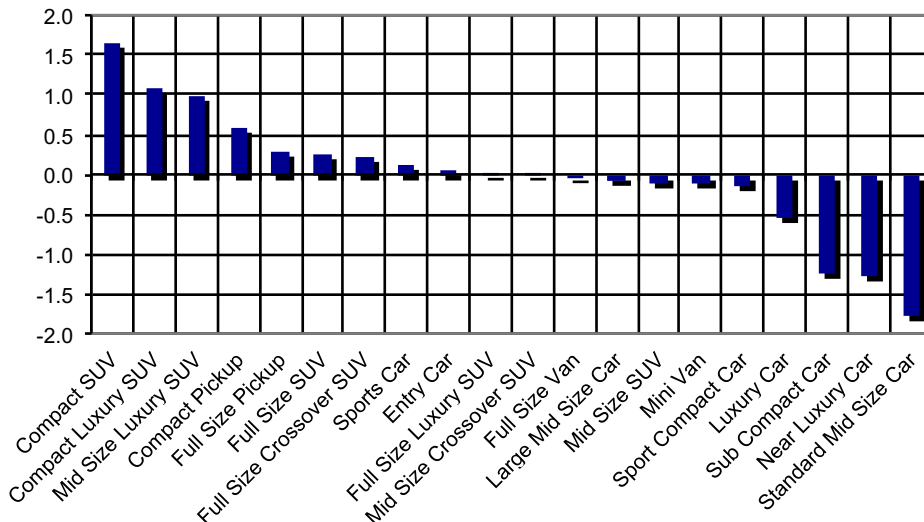
Orange County New Retail Car and Light Truck Registrations												
	November			Three Month Period Sep. '16 thru Nov. '16			Year to date thru November			Year-to-date Market Share (%)		
	Orange County			Orange County			Orange County			Orange County		
	2015	2016	% chg.	Yr. Ago	Current	% chg.	2015	2016	% chg.	2015	2016	Chg.
<b>MARKET SUMMARY</b>												
TOTAL	13,781	15,175	10.1%	47,028	46,271	-1.6%	174,369	176,588	1.3%			
Cars	7,695	7,913	2.8%	27,086	24,324	-10.2%	101,719	94,397	-7.2%	58.3	53.5	-4.9
Light Trucks	6,086	7,262	19.3%	19,942	21,947	10.1%	72,650	82,191	13.1%	41.7	46.5	4.9
Domestic	3,048	3,306	8.5%	10,280	10,451	1.7%	37,746	40,077	6.2%	21.6	22.7	1.0
European	2,683	3,212	19.7%	8,953	9,306	3.9%	33,467	33,969	1.5%	19.2	19.2	0.0
Japanese	6,834	7,365	7.8%	23,789	22,510	-5.4%	87,373	86,759	-0.7%	50.1	49.1	-1.0
Korean	1,216	1,292	6.3%	4,006	4,004	0.0%	15,783	15,783	0.0%	9.1	8.9	-0.1
<b>BRAND REGISTRATIONS</b>												
Acura	244	193	-20.9%	750	557	-25.7%	2,764	2,413	-12.7%	1.6	1.4	-0.2
Audi	286	369	29.0%	911	979	7.5%	3,453	3,702	7.2%	2.0	2.1	0.1
BMW	656	670	2.1%	2,008	2,079	3.5%	7,851	7,625	-2.9%	4.5	4.3	-0.2
Buick	59	64	8.5%	216	150	-30.6%	672	759	12.9%	0.4	0.4	0.0
Cadillac	126	121	-4.0%	309	333	7.8%	1,093	1,213	11.0%	0.6	0.7	0.1
Chevrolet	741	863	16.5%	2,216	2,576	16.2%	8,061	9,445	17.2%	4.6	5.3	0.7
C/D/J/R	754	792	5.0%	2,426	2,401	-1.0%	9,491	9,173	-3.4%	5.4	5.2	-0.2
Chrysler	56	65	16.1%	181	171	-5.5%	948	545	-42.5%	0.5	0.3	-0.2
Dodge	168	200	19.0%	498	515	3.4%	1,983	1,936	-2.4%	1.1	1.1	0.0
Jeep	389	385	-1.0%	1,313	1,198	-8.8%	4,871	4,844	-0.6%	2.8	2.7	-0.1
Ram	141	142	0.7%	434	517	19.1%	1,689	1,848	9.4%	1.0	1.0	0.0
Fiat	59	151	155.9%	288	514	78.5%	1,030	1,288	25.0%	0.6	0.7	0.1
Ford	1,041	1,127	8.3%	3,975	3,520	-11.4%	14,185	13,998	-1.3%	8.1	7.9	-0.2
GMC	213	214	0.5%	686	647	-5.7%	2,563	2,644	3.2%	1.5	1.5	0.0
Honda	1,730	2,076	20.0%	6,204	6,382	2.9%	22,915	24,854	8.5%	13.1	14.1	1.0
Hyundai	632	802	26.9%	2,267	2,472	9.0%	9,427	9,498	0.8%	5.4	5.4	0.0
Infiniti	209	215	2.9%	640	637	-0.5%	2,141	2,292	7.1%	1.2	1.3	0.1
Jaguar	39	79	102.6%	92	228	147.8%	325	637	96.0%	0.2	0.4	0.2
Kia	584	490	-16.1%	1,739	1,532	-11.9%	6,356	6,285	-1.1%	3.6	3.6	0.0
Land Rover	158	187	18.4%	441	495	12.2%	1,493	1,836	23.0%	0.9	1.0	0.1
Lexus	637	700	9.9%	2,082	1,990	-4.4%	8,355	7,567	-9.4%	4.8	4.3	-0.5
Lincoln	34	54	58.8%	116	159	37.1%	441	599	35.8%	0.3	0.3	0.0
Maserati	46	74	60.9%	163	164	0.6%	591	479	-19.0%	0.3	0.3	0.0
Mazda	433	371	-14.3%	1,682	1,436	-14.6%	5,701	5,727	0.5%	3.3	3.2	-0.1
Mercedes	801	1,016	26.8%	2,779	2,833	1.9%	10,697	10,770	0.7%	6.1	6.1	0.0
MINI	97	108	11.3%	359	292	-18.7%	1,330	1,069	-19.6%	0.8	0.6	-0.2
Mitsubishi	50	83	66.0%	192	217	13.0%	860	829	-3.6%	0.5	0.5	0.0
Nissan	895	791	-11.6%	2,771	2,272	-18.0%	10,284	9,050	-12.0%	5.9	5.1	-0.8
Porsche	86	121	40.7%	353	390	10.5%	1,310	1,436	9.6%	0.8	0.8	0.0
smart	12	7	-41.7%	35	14	-60.0%	134	90	-32.8%	0.1	0.1	0.0
Subaru	311	475	52.7%	1,058	1,257	18.8%	3,929	4,515	14.9%	2.3	2.6	0.3
Toyota/Scion	2,325	2,461	5.8%	8,410	7,762	-7.7%	30,421	29,512	-3.0%	17.4	16.7	-0.7
Volkswagen	352	317	-9.9%	1,279	994	-22.3%	4,493	3,890	-13.4%	2.6	2.2	-0.4
Volvo	55	70	27.3%	154	205	33.1%	454	791	74.2%	0.3	0.4	0.1
Other	116	114	-1.7%	427	784	83.6%	1,549	2,602	68.0%	0.9	1.5	0.6

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 November vs. YTD 2015)**



**Change in Segment Market Share - YTD 2016 thru November 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.