

Orange County Auto Outlook™

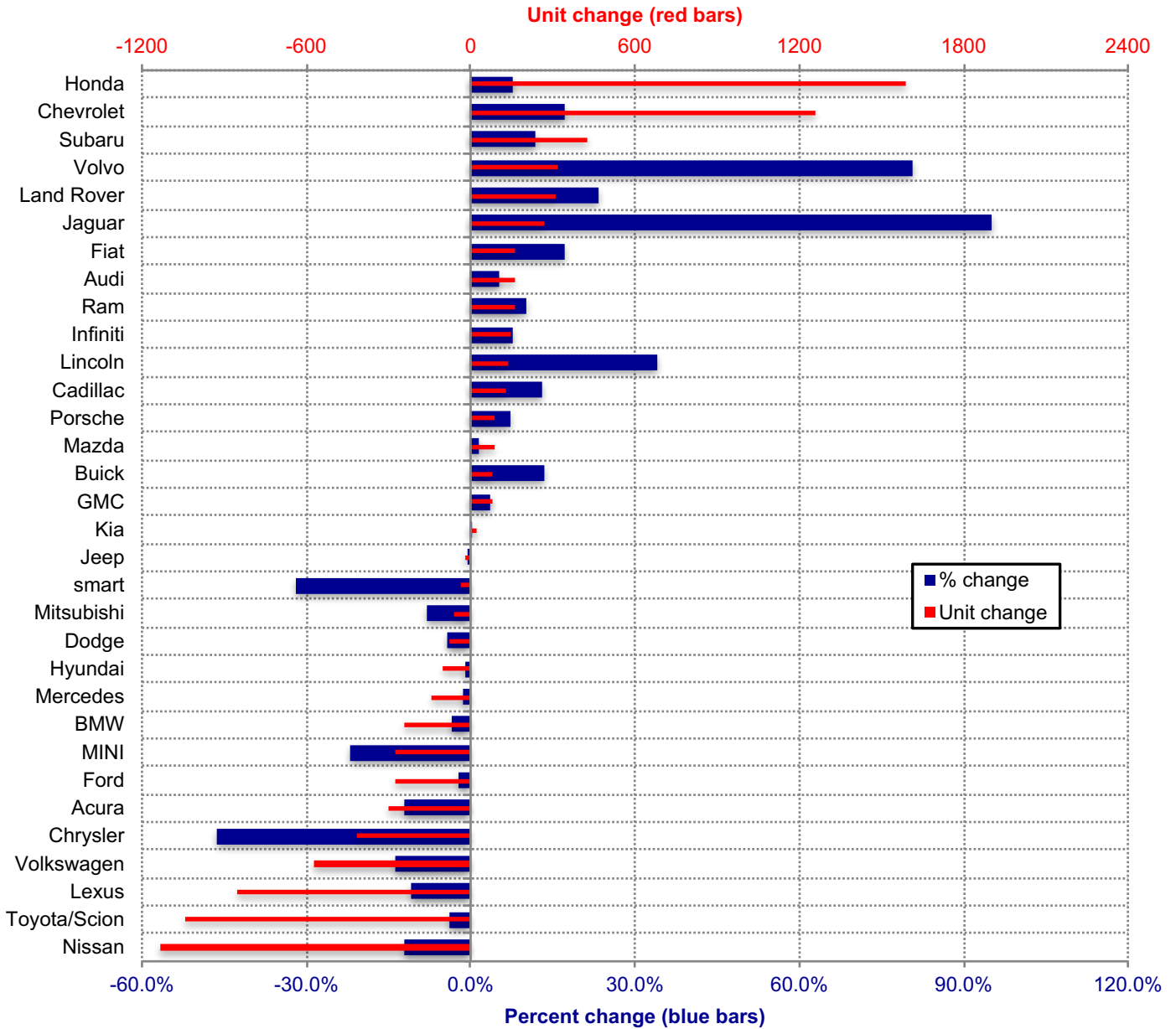
Comprehensive information on the Orange County new retail vehicle market
 Monthly Report - Retail Sales for October 2016 *DOES NOT INCLUDE FLEET SALES*



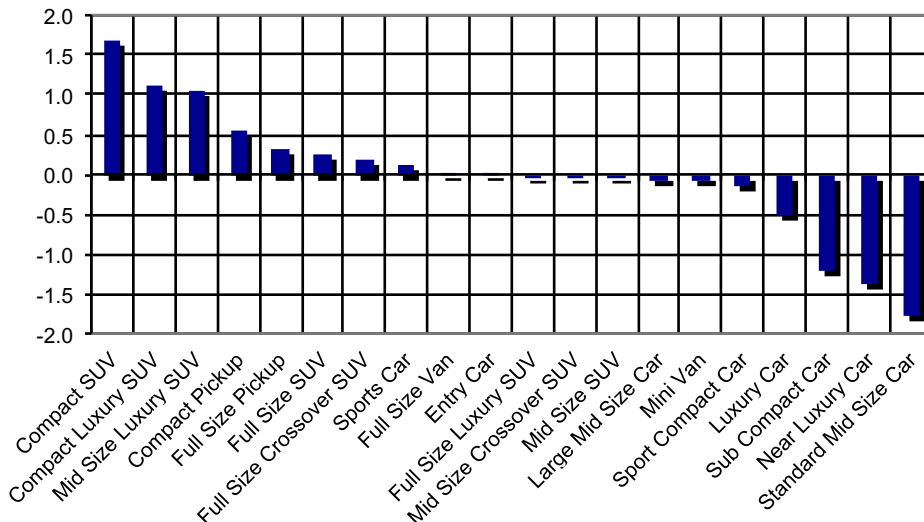
Orange County New Retail Car and Light Truck Registrations												
	October			Three Month Period Aug. '16 thru Oct. '16			Year to date thru October			Year-to-date Market Share (%)		
	Orange County			Orange County			Orange County			Orange County		
	2015	2016	% chg.	Yr. Ago	Current	% chg.	2015	2016	% chg.	2015	2016	Chg.
MARKET SUMMARY												
TOTAL	14,819	14,053	-5.2%	50,098	49,600	-1.0%	160,588	161,413	0.5%			
Cars	8,625	7,552	-12.4%	29,131	26,165	-10.2%	94,024	86,484	-8.0%	58.6	53.6	-5.0
Light Trucks	6,194	6,501	5.0%	20,967	23,435	11.8%	66,564	74,929	12.6%	41.5	46.4	5.0
Domestic	3,207	3,138	-2.2%	10,808	11,172	3.4%	34,698	36,771	6.0%	21.6	22.8	1.2
European	3,002	2,728	-9.1%	9,550	9,755	2.1%	30,784	30,757	-0.1%	19.2	19.1	-0.1
Japanese	7,332	6,921	-5.6%	25,467	24,266	-4.7%	80,539	79,394	-1.4%	50.2	49.2	-1.0
Korean	1,278	1,266	-0.9%	4,273	4,407	3.1%	14,567	14,491	-0.5%	9.1	9.0	-0.1
BRAND REGISTRATIONS												
Acura	229	164	-28.4%	751	625	-16.8%	2,520	2,220	-11.9%	1.6	1.4	-0.2
Audi	284	269	-5.3%	954	995	4.3%	3,167	3,333	5.2%	2.0	2.1	0.1
BMW	645	601	-6.8%	2,008	2,310	15.0%	7,195	6,955	-3.3%	4.5	4.3	-0.2
Buick	74	38	-48.6%	224	165	-26.3%	613	695	13.4%	0.4	0.4	0.0
Cadillac	77	92	19.5%	270	331	22.6%	967	1,092	12.9%	0.6	0.7	0.1
Chevrolet	676	748	10.7%	2,274	2,664	17.2%	7,320	8,582	17.2%	4.6	5.3	0.7
C/D/J/R	760	727	-4.3%	2,527	2,526	0.0%	8,737	8,381	-4.1%	5.4	5.2	-0.2
Chrysler	66	51	-22.7%	190	169	-11.1%	892	480	-46.2%	0.6	0.3	-0.3
Dodge	150	140	-6.7%	486	487	0.2%	1,815	1,736	-4.4%	1.1	1.1	0.0
Jeep	404	368	-8.9%	1,405	1,305	-7.1%	4,482	4,459	-0.5%	2.8	2.8	0.0
Ram	140	168	20.0%	446	565	26.7%	1,548	1,706	10.2%	1.0	1.1	0.1
Fiat	89	199	123.6%	335	443	32.2%	971	1,137	17.1%	0.6	0.7	0.1
Ford	1,217	937	-23.0%	4,311	3,854	-10.6%	13,144	12,871	-2.1%	8.2	8.0	-0.2
GMC	228	171	-25.0%	722	683	-5.4%	2,350	2,430	3.4%	1.5	1.5	0.0
Honda	1,851	2,067	11.7%	6,733	6,928	2.9%	21,185	22,778	7.5%	13.2	14.1	0.9
Hyundai	761	818	7.5%	2,546	2,708	6.4%	8,795	8,696	-1.1%	5.5	5.4	-0.1
Infiniti	192	213	10.9%	606	638	5.3%	1,932	2,077	7.5%	1.2	1.3	0.1
Jaguar	21	67	219.0%	86	255	196.5%	286	558	95.1%	0.2	0.3	0.1
Kia	517	448	-13.3%	1,727	1,699	-1.6%	5,772	5,795	0.4%	3.6	3.6	0.0
Land Rover	143	138	-3.5%	413	504	22.0%	1,335	1,649	23.5%	0.8	1.0	0.2
Lexus	577	517	-10.4%	2,353	2,072	-11.9%	7,718	6,867	-11.0%	4.8	4.3	-0.5
Lincoln	38	48	26.3%	134	156	16.4%	407	545	33.9%	0.3	0.3	0.0
Maserati	47	47	0.0%	172	133	-22.7%	545	405	-25.7%	0.3	0.3	0.0
Mazda	540	421	-22.0%	1,798	1,728	-3.9%	5,268	5,356	1.7%	3.3	3.3	0.0
Mercedes	1,022	828	-19.0%	3,129	2,952	-5.7%	9,896	9,754	-1.4%	6.2	6.0	-0.2
MINI	89	93	4.5%	352	294	-16.5%	1,233	961	-22.1%	0.8	0.6	-0.2
Mitsubishi	71	80	12.7%	219	222	1.4%	810	746	-7.9%	0.5	0.5	0.0
Nissan	857	740	-13.7%	2,752	2,435	-11.5%	9,389	8,259	-12.0%	5.8	5.1	-0.7
Porsche	137	120	-12.4%	411	421	2.4%	1,224	1,315	7.4%	0.8	0.8	0.0
smart	9	2	-77.8%	46	12	-73.9%	122	83	-32.0%	0.1	0.1	0.0
Subaru	350	356	1.7%	1,113	1,296	16.4%	3,618	4,040	11.7%	2.3	2.5	0.2
Toyota/Scion	2,665	2,363	-11.3%	9,142	8,322	-9.0%	28,096	27,051	-3.7%	17.5	16.8	-0.7
Volkswagen	442	270	-38.9%	1,404	1,092	-22.2%	4,141	3,573	-13.7%	2.6	2.2	-0.4
Volvo	45	59	31.1%	147	230	56.5%	399	721	80.7%	0.2	0.4	0.2
Other	166	412	148.2%	439	907	106.6%	1,433	2,488	73.6%	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 October vs. YTD 2015)



Change in Segment Market Share - YTD 2016 thru October 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.