

Orange County Auto Outlook™

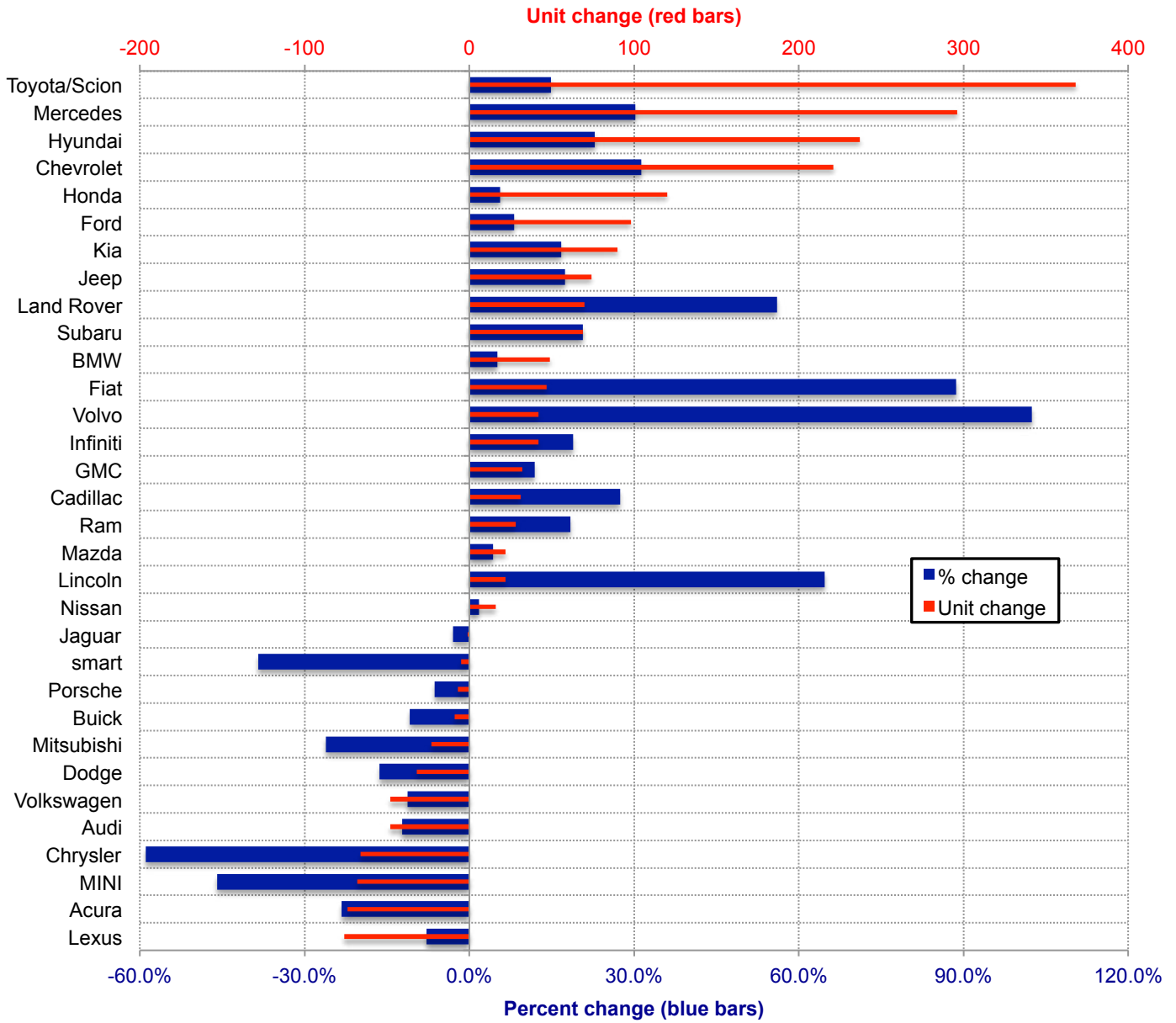
Comprehensive information on the Orange County new retail vehicle market
 Monthly Report - Retail Sales for January 2016 *DOES NOT INCLUDE FLEET SALES*



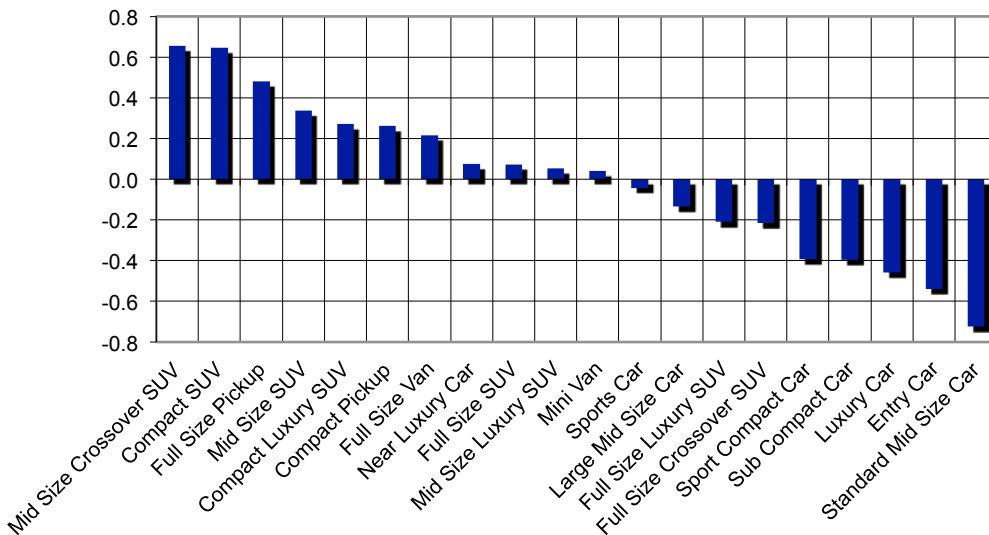
Orange County New Retail Car and Light Truck Registrations												
	January			Three Month Period Nov. '15 thru Jan. '16			Annual Totals			Annual Market Share (%)		
	Orange County			Orange County			Orange County			Orange County		
	2015	2016	% chg.	Yr. Ago	Current	% chg.	2014	2015	% chg.	2014	2015	Chg.
MARKET SUMMARY												
TOTAL	16,441	18,021	9.6%	45,772	49,696	8.6%	176,803	192,263	8.7%			
Cars	9,535	9,982	4.7%	27,329	27,877	2.0%	108,265	111,989	3.4%	61.2	58.2	-3.0
Light Trucks	6,906	8,039	16.4%	18,443	21,819	18.3%	68,538	80,274	17.1%	38.8	41.8	3.0
Domestic	3,511	3,990	13.6%	9,582	10,887	13.6%	36,601	41,533	13.5%	20.7	21.6	0.9
European	3,368	3,680	9.3%	9,298	9,932	6.8%	33,659	36,961	9.8%	19.0	19.2	0.2
Japanese	7,988	8,450	5.8%	22,641	24,199	6.9%	89,677	96,373	7.5%	50.7	50.1	-0.6
Korean	1,574	1,901	20.8%	4,251	4,678	10.0%	16,866	17,396	3.1%	9.5	9.0	-0.5
BRAND REGISTRATIONS												
Acura	318	244	-23.3%	858	732	-14.7%	2,861	3,017	5.5%	1.6	1.6	0.0
Audi	391	343	-12.3%	1,020	1,022	0.2%	3,600	3,828	6.3%	2.0	2.0	0.0
BMW	965	1,014	5.1%	2,647	2,586	-2.3%	8,337	8,776	5.3%	4.7	4.6	-0.1
Buick	83	74	-10.8%	191	208	8.9%	662	741	11.9%	0.4	0.4	0.0
Cadillac	113	144	27.4%	310	421	35.8%	1,384	1,248	-9.8%	0.8	0.6	-0.2
Chevrolet	706	927	31.3%	2,015	2,612	29.6%	7,723	8,972	16.2%	4.4	4.7	0.3
C/D/J/R	885	889	0.5%	2,469	2,456	-0.5%	9,023	10,247	13.6%	5.1	5.3	0.2
Chrysler	112	46	-58.9%	286	168	-41.3%	712	998	40.2%	0.4	0.5	0.1
Dodge	196	164	-16.3%	564	516	-8.5%	2,216	2,155	-2.8%	1.3	1.1	-0.2
Jeep	425	499	17.4%	1,157	1,293	11.8%	4,489	5,253	17.0%	2.5	2.7	0.2
Ram	152	180	18.4%	462	479	3.7%	1,606	1,841	14.6%	0.9	1.0	0.1
Fiat	53	100	88.7%	226	261	15.5%	1,030	1,138	10.5%	0.6	0.6	0.0
Ford	1,203	1,301	8.1%	3,438	3,715	8.1%	14,311	15,565	8.8%	8.1	8.1	0.0
GMC	269	301	11.9%	666	767	15.2%	2,151	2,817	31.0%	1.2	1.5	0.3
Honda	2,131	2,251	5.6%	5,865	6,205	5.8%	22,743	25,177	10.7%	12.9	13.1	0.2
Hyundai	1,036	1,273	22.9%	2,684	2,921	8.8%	9,693	10,487	8.2%	5.5	5.5	0.0
Infiniti	222	264	18.9%	630	742	17.8%	2,160	2,416	11.9%	1.2	1.3	0.1
Jaguar	34	33	-2.9%	92	119	29.3%	406	370	-8.9%	0.2	0.2	0.0
Kia	538	628	16.7%	1,567	1,757	12.1%	7,173	6,909	-3.7%	4.1	3.6	-0.5
Land Rover	125	195	56.0%	290	552	90.3%	1,166	1,684	44.4%	0.7	0.9	0.2
Lexus	974	898	-7.8%	2,379	2,516	5.8%	8,151	9,324	14.4%	4.6	4.8	0.2
Lincoln	34	56	64.7%	120	156	30.0%	401	503	25.4%	0.2	0.3	0.1
Mazda	511	533	4.3%	1,572	1,637	4.1%	5,739	6,411	11.7%	3.2	3.3	0.1
Mercedes	980	1,276	30.2%	2,516	3,135	24.6%	10,225	11,698	14.4%	5.8	6.1	0.3
MINI	148	80	-45.9%	403	301	-25.3%	1,466	1,463	-0.2%	0.8	0.8	0.0
Mitsubishi	88	65	-26.1%	214	202	-5.6%	1,069	951	-11.0%	0.6	0.5	-0.1
Nissan	933	949	1.7%	2,550	2,733	7.2%	10,538	11,198	6.3%	6.0	5.8	-0.2
Porsche	111	104	-6.3%	383	325	-15.1%	1,334	1,430	7.2%	0.8	0.7	-0.1
smart	13	8	-38.5%	42	36	-14.3%	243	148	-39.1%	0.1	0.1	0.0
Subaru	334	403	20.7%	1,001	1,157	15.6%	3,711	4,377	17.9%	2.1	2.3	0.2
Toyota/Scion	2,475	2,843	14.9%	7,570	8,275	9.3%	32,705	33,499	2.4%	18.5	17.4	-1.1
Volkswagen	426	378	-11.3%	1,299	1,130	-13.0%	4,666	4,890	4.8%	2.6	2.5	-0.1
Volvo	41	83	102.4%	124	207	66.9%	427	526	23.2%	0.2	0.3	0.1
Other	301	364	20.9%	631	810	28.4%	1,705	2,453	43.9%	1.0	1.3	0.3

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 (January 2016 vs. January 2015)



Change in Segment Market Share - January '16 vs. January '15



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.