

Orange County Auto Outlook™

Comprehensive information on the Orange County new retail vehicle market
 Monthly Report - February 2010 (Released March 2010)



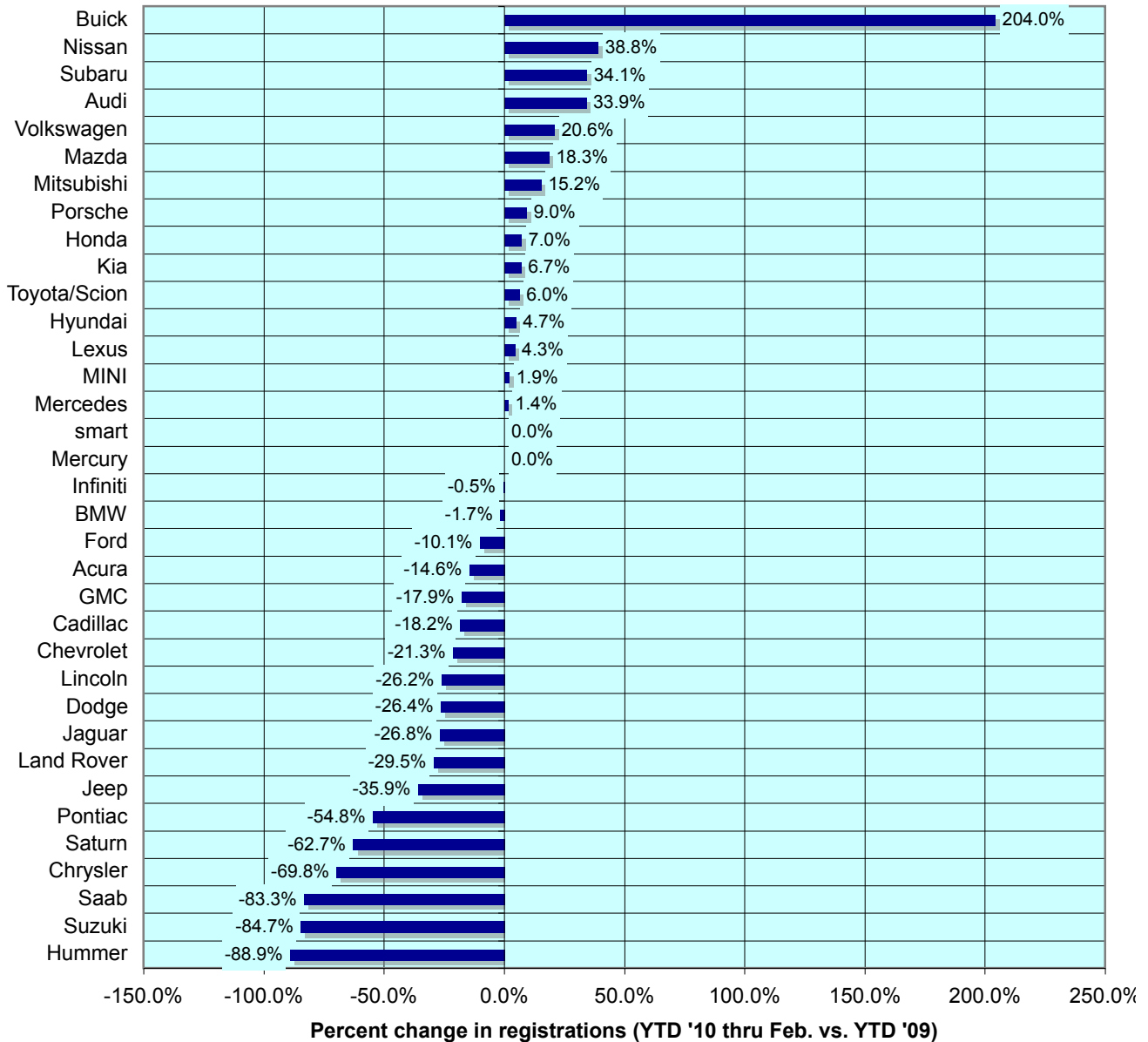
Orange County New Retail Car and Light Truck Registrations

	February				Three Month Period Dec '09 thru Feb '10				YTD thru February				YTD Market Share (%)		
	Orange County			U.S.	Orange County			U.S.	Orange County			U.S.	Orange County		
	2009	2010	% chg.	% chg.	Yr. Ago	Current	% chg.	% chg.	2009	2010	% chg.	% chg.	2009	2010	Chg.
MARKET SUMMARY															
TOTAL	5,537	5,849	5.6%	13.2%	22,278	22,979	3.1%	12.0%	14,220	14,252	0.2%	9.9%			
Cars	3,194	3,535	10.7%	18.1%	12,601	13,668	8.5%	18.9%	7,975	8,604	7.9%	17.4%	56.1	60.4	4.3
Light Trucks	2,343	2,314	-1.2%	8.0%	9,677	9,311	-3.8%	5.1%	6,245	5,648	-9.6%	2.3%	43.9	39.6	-4.3
Domestic	1,129	1,082	-4.2%	19.0%	4,897	4,114	-16.0%	12.0%	3,178	2,497	-21.4%	16.0%	22.3	17.5	-4.8
Japanese	2,882	3,201	11.1%	6.8%	11,360	12,336	8.6%	10.0%	7,207	7,777	7.9%	1.2%	50.7	54.6	3.9
European	1,162	1,288	10.8%	15.4%	5,079	5,276	3.9%	15.2%	3,132	3,239	3.4%	19.4%	22.0	22.7	0.7
Korean	364	278	-23.6%	10.2%	942	1,253	33.0%	20.0%	703	739	5.1%	11.5%	4.9	5.2	0.3
BRAND REGISTRATIONS															
Acura	104	78	-25.0%	16.7%	380	356	-6.3%	1.7%	240	205	-14.6%	3.6%	1.7	1.4	-0.3
Audi	78	112	43.6%	33.6%	390	473	21.3%	27.3%	218	292	33.9%	35.7%	1.5	2.0	0.5
BMW	301	331	10.0%	16.3%	1,378	1,325	-3.8%	11.8%	839	825	-1.7%	12.1%	5.9	5.8	-0.1
Buick	12	35	191.7%	47.2%	50	115	130.0%	42.3%	25	76	204.0%	45.7%	0.2	0.5	0.3
Cadillac	79	75	-5.1%	31.8%	256	251	-2.0%	12.8%	176	144	-18.2%	14.0%	1.2	1.0	-0.2
Chevrolet	240	225	-6.3%	33.0%	1,060	941	-11.2%	17.9%	694	546	-21.3%	35.1%	4.9	3.8	-1.1
Chrysler	55	25	-54.5%	9.1%	253	85	-66.4%	-0.4%	172	52	-69.8%	4.4%	1.2	0.4	-0.8
Dodge	89	79	-11.2%	-5.2%	380	273	-28.2%	-4.5%	227	167	-26.4%	-7.5%	1.6	1.2	-0.4
Ford	412	439	6.6%	46.6%	1,845	1,717	-6.9%	36.9%	1,160	1,043	-10.1%	36.8%	8.2	7.3	-0.9
GMC	70	76	8.6%	29.7%	320	317	-0.9%	14.2%	223	183	-17.9%	20.4%	1.6	1.3	-0.3
Honda	679	833	22.7%	12.2%	2,835	2,942	3.8%	12.9%	1,793	1,919	7.0%	3.9%	12.6	13.5	0.9
Hummer	5	3	-40.0%	-71.9%	44	5	-88.6%	-80.1%	27	3	-88.9%	-75.3%	0.2	0.0	-0.2
Hyundai	270	232	-14.1%	11.0%	754	984	30.5%	24.2%	569	596	4.7%	17.0%	4.0	4.2	0.2
Infiniti	68	81	19.1%	10.7%	310	285	-8.1%	5.1%	200	199	-0.5%	2.1%	1.4	1.4	0.0
Jaguar	28	22	-21.4%	1.5%	107	85	-20.6%	14.7%	71	52	-26.8%	16.0%	0.5	0.4	-0.1
Jeep	89	87	-2.2%	6.4%	357	241	-32.5%	-3.2%	259	166	-35.9%	0.7%	1.8	1.2	-0.6
Kia	94	46	-51.1%	9.0%	188	269	43.1%	14.3%	134	143	6.7%	4.5%	0.9	1.0	0.1
Land Rover	48	43	-10.4%	1.6%	189	162	-14.3%	23.4%	129	91	-29.5%	5.0%	0.9	0.6	-0.3
Lexus	318	315	-0.9%	5.2%	1,356	1,493	10.1%	13.0%	882	920	4.3%	5.3%	6.2	6.5	0.3
Lincoln	27	24	-11.1%	18.6%	94	79	-16.0%	16.4%	65	48	-26.2%	17.0%	0.5	0.3	-0.2
Mazda	141	204	44.7%	4.0%	610	647	6.1%	2.4%	367	434	18.3%	2.9%	2.6	3.0	0.4
Mercedes	380	411	8.2%	8.4%	1,748	1,834	4.9%	17.2%	1,076	1,091	1.4%	24.0%	7.6	7.7	0.1
Mercury	8	3	-62.5%	24.5%	24	24	0.0%	11.3%	17	17	0.0%	15.8%	0.1	0.1	0.0
MINI	59	53	-10.2%	1.6%	263	265	0.8%	1.6%	160	163	1.9%	4.3%	1.1	1.1	0.0
Mitsubishi	46	65	41.3%	-10.4%	199	204	2.5%	-9.0%	125	144	15.2%	-11.1%	0.9	1.0	0.1
Nissan	247	391	58.3%	31.9%	993	1,364	37.4%	23.4%	632	877	38.8%	25.7%	4.4	6.2	1.8
Pontiac	16	6	-62.5%	-99.4%	48	19	-60.4%	-77.7%	31	14	-54.8%	-98.0%	0.2	0.1	-0.1
Porsche	27	34	25.9%	0.9%	130	134	3.1%	2.0%	78	85	9.0%	4.4%	0.5	0.6	0.1
Saab	2	1	-50.0%	-86.4%	22	4	-81.8%	-48.1%	12	2	-83.3%	-63.5%	0.1	0.0	-0.1
Saturn	27	5	-81.5%	-58.6%	166	47	-71.7%	-67.0%	102	38	-62.7%	-74.5%	0.7	0.3	-0.4
smart	5	2	-60.0%	-68.8%	13	12	-7.7%	-71.4%	8	8	0.0%	-77.4%	0.1	0.1	0.0
Subaru	59	89	50.8%	38.3%	201	289	43.8%	33.4%	126	169	34.1%	33.3%	0.9	1.2	0.3
Suzuki	46	6	-87.0%	-60.7%	140	49	-65.0%	-50.9%	111	17	-84.7%	-52.2%	0.8	0.1	-0.7
Toyota/Scion	1,173	1,138	-3.0%	-10.6%	4,331	4,703	8.6%	3.5%	2,727	2,891	6.0%	-14.8%	19.2	20.3	1.1
Volkswagen	201	247	22.9%	32.6%	632	807	27.7%	28.5%	431	520	20.6%	36.9%	3.0	3.6	0.6
Volvo	21	25	19.0%	38.3%	153	135	-11.8%	28.4%	72	87	20.8%	39.9%	0.5	0.6	0.1
Other	13	8	-38.5%	-12.7%	59	44	-25.4%	-33.9%	42	25	-40.5%	-24.7%	0.3	0.2	-0.1

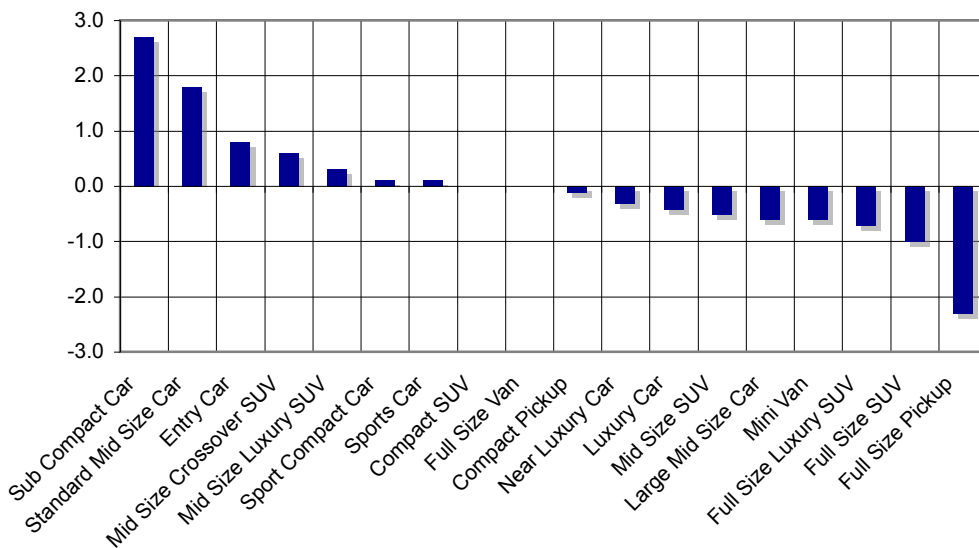
The table shows new retail light vehicle registrations in Orange County. **Please keep in mind that monthly registration figures can occasionally be subject to fluctuations, resulting in over or under estimation of actual results. This usually occurs due to processing delays by governmental agencies. For this reason, the year-to-date figures will typically be more reflective of market results.** The top 10 ranked brands in each percent change category are shaded green.

Source for area registrations: AutoCount. Source for U.S. data: Automotive News. Note: U.S. data includes fleet sales.

Percent Change in New Retail Light Vehicle Registrations (YTD 2010 thru February vs. YTD 2009)



Change in Segment Market Share - YTD 2010 thru February vs. YTD 2009



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 (714-424-6090) or Auto Outlook (800-206-0102).

Exclusive source for new vehicle registration data is AutoCount, an Experian Company. AutoCount specializes in providing detailed new and used vehicle sales and registration statistics. For more information on AutoCount, call 407.770.5900 or visit their web site: www.autocount.com.

