

# Orange County Auto Outlook™

Comprehensive information on the Orange County new retail vehicle market  
 Monthly Report - May 2009 (Released June 2009)

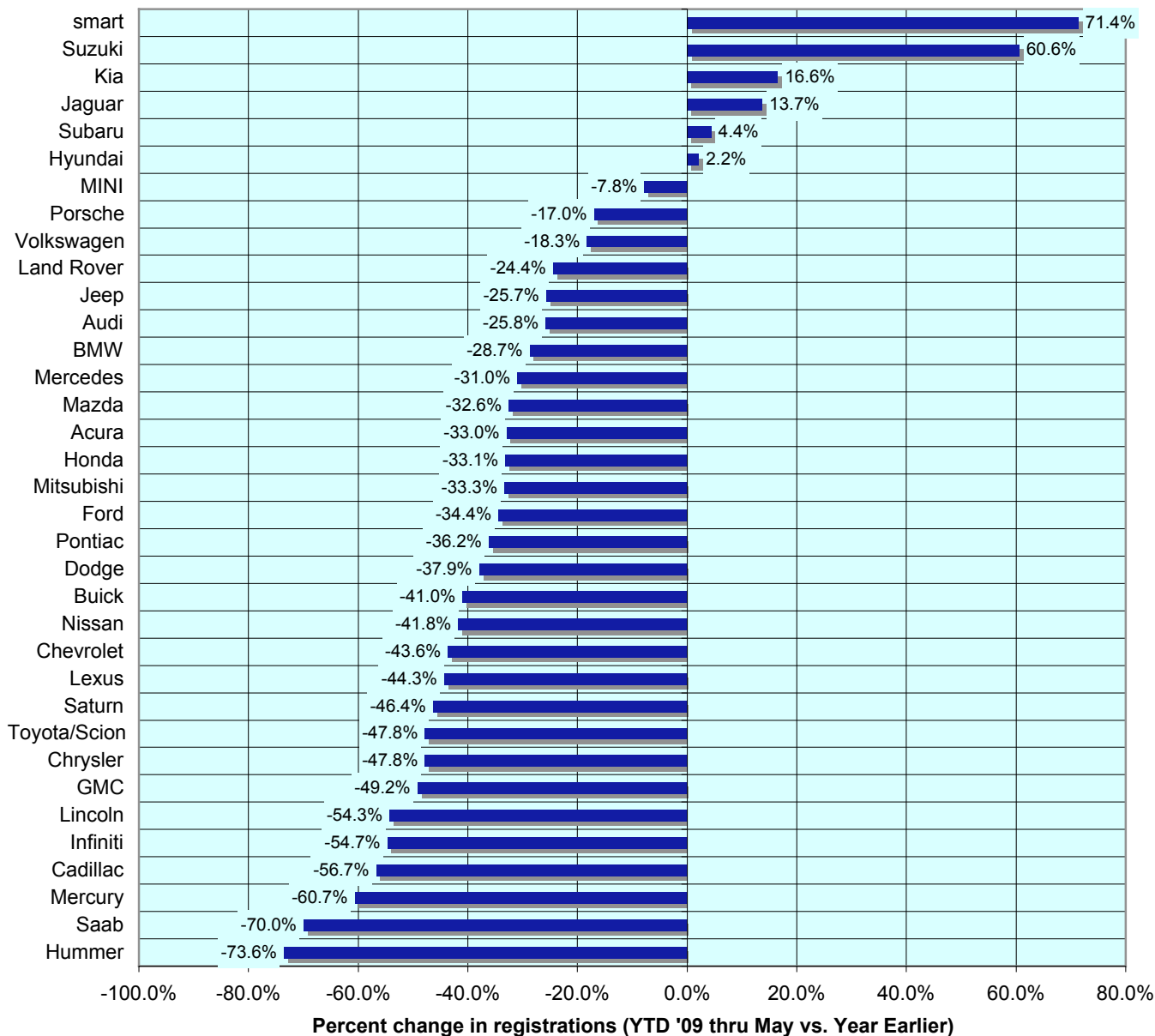


## Orange County New Retail Car and Light Truck Registrations

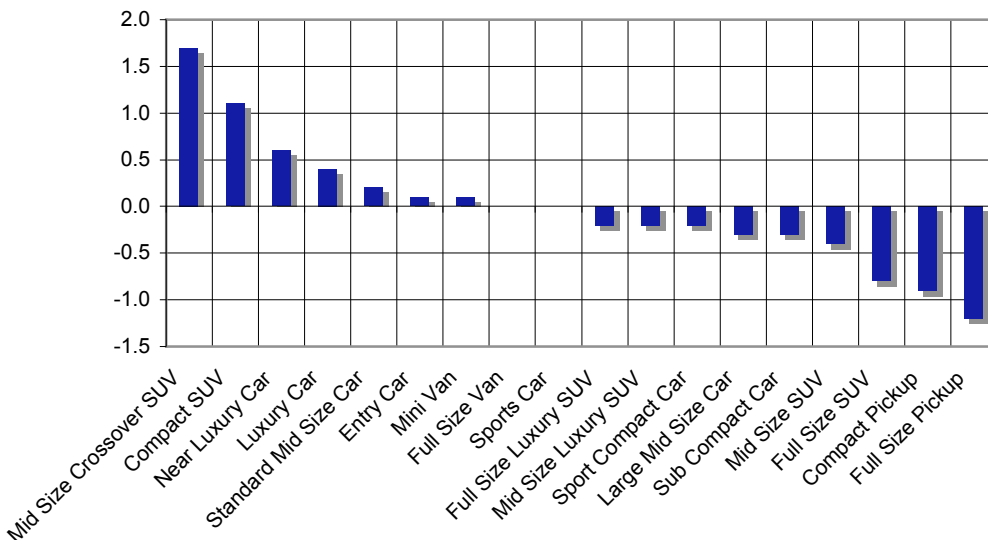
	May				Three Month Period Mar '09 thru May '09				YTD thru May				YTD Market Share (%)		
	Orange County			U.S.	Orange County			U.S.	Orange County			U.S.	Orange County		
	2008	2009	% chg.	% chg.	Yr. Ago	Current	% chg.	% chg.	2008	2009	% chg.	% chg.	2008	2009	Chg.
<b>MARKET SUMMARY</b>															
TOTAL	11,945	6,112	-48.8%	-33.7%	36,575	23,211	-36.5%	-35.0%	59,428	37,327	-37.2%	-36.6%			
Cars	7,406	3,692	-50.1%	-38.4%	21,379	13,799	-35.5%	-35.5%	34,233	21,720	-36.6%	-36.3%	57.6	58.2	0.6
Light Trucks	4,539	2,420	-46.7%	-27.0%	15,196	9,412	-38.1%	-34.3%	25,195	15,607	-38.1%	-36.8%	42.4	41.8	-0.6
Domestic	2,381	1,140	-52.1%	-31.6%	8,074	4,758	-41.1%	-36.8%	13,474	7,936	-41.1%	-41.2%	22.7	21.3	-1.4
Japanese	6,942	3,263	-53.0%	-39.5%	20,714	12,267	-40.8%	-37.5%	33,086	19,468	-41.2%	-36.2%	55.7	52.2	-3.5
European	2,235	1,364	-39.0%	-25.1%	6,698	4,986	-25.6%	-26.3%	11,096	8,064	-27.3%	-27.5%	18.7	21.6	2.9
Korean	387	345	-10.9%	-18.7%	1,089	1,200	10.2%	-12.3%	1,772	1,859	4.9%	-7.4%	3.0	5.0	2.0
<b>BRAND REGISTRATIONS</b>															
Acura	212	122	-42.5%	-36.4%	685	477	-30.4%	-33.7%	1,120	750	-33.0%	-34.6%	1.9	2.0	0.1
Audi	179	147	-17.9%	-12.1%	522	407	-22.0%	-13.6%	842	625	-25.8%	-17.7%	1.4	1.7	0.3
BMW	630	302	-52.1%	-27.8%	1,837	1,341	-27.0%	-31.5%	3,057	2,180	-28.7%	-30.5%	5.1	5.8	0.7
Buick	39	17	-56.4%	-17.0%	113	77	-31.9%	-29.3%	173	102	-41.0%	-37.2%	0.3	0.3	0.0
Cadillac	130	50	-61.5%	-39.9%	485	167	-65.6%	-45.6%	792	343	-56.7%	-46.1%	1.3	0.9	-0.4
Chevrolet	485	263	-45.8%	-23.5%	1,782	977	-45.2%	-30.8%	2,961	1,671	-43.6%	-39.0%	5.0	4.5	-0.5
Chrysler	113	44	-61.1%	-51.2%	383	214	-44.1%	-52.5%	740	386	-47.8%	-58.0%	1.2	1.0	-0.2
Dodge	246	116	-52.8%	-48.3%	714	546	-23.5%	-43.0%	1,245	773	-37.9%	-43.5%	2.1	2.1	0.0
Ford	790	424	-46.3%	-25.4%	2,698	1,737	-35.6%	-32.5%	4,415	2,897	-34.4%	-36.8%	7.4	7.8	0.4
GMC	159	78	-50.9%	-17.3%	569	278	-51.1%	-35.1%	986	501	-49.2%	-39.6%	1.7	1.3	-0.4
Honda	1,761	937	-46.8%	-42.0%	5,062	3,463	-31.6%	-35.0%	7,804	5,223	-33.1%	-34.3%	13.1	14.0	0.9
Hummer	28	4	-85.7%	-40.6%	93	15	-83.9%	-63.0%	159	42	-73.6%	-63.7%	0.3	0.1	-0.2
Hyundai	293	257	-12.3%	-20.4%	839	901	7.4%	-13.1%	1,435	1,466	2.2%	-7.9%	2.4	3.9	1.5
Infiniti	203	73	-64.0%	-38.1%	692	307	-55.6%	-44.8%	1,118	507	-54.7%	-38.8%	1.9	1.4	-0.5
Jaguar	40	39	-2.5%	-33.5%	127	112	-11.8%	-31.6%	161	183	13.7%	-31.3%	0.3	0.5	0.2
Jeep	174	85	-51.1%	-39.7%	581	444	-23.6%	-40.6%	946	703	-25.7%	-40.6%	1.6	1.9	0.3
Kia	94	88	-6.4%	-16.1%	250	299	19.6%	-11.2%	337	393	16.6%	-6.8%	0.6	1.1	0.5
Land Rover	68	69	1.5%	-26.0%	246	209	-15.0%	-24.4%	447	338	-24.4%	-27.8%	0.8	0.9	0.1
Lexus	553	273	-50.6%	-36.4%	1,882	969	-48.5%	-39.4%	3,320	1,848	-44.3%	-37.2%	5.6	5.0	-0.6
Lincoln	56	16	-71.4%	2.4%	192	79	-58.9%	-26.2%	315	144	-54.3%	-28.8%	0.5	0.4	-0.1
Mazda	296	148	-50.0%	-40.1%	920	610	-33.7%	-35.2%	1,449	977	-32.6%	-33.0%	2.4	2.6	0.2
Mercedes	741	443	-40.2%	-30.5%	2,180	1,560	-28.4%	-27.9%	3,743	2,582	-31.0%	-29.8%	6.3	6.9	0.6
Mercury	24	6	-75.0%	-24.8%	72	29	-59.7%	-35.9%	117	46	-60.7%	-38.7%	0.2	0.1	-0.1
MINI	138	52	-62.3%	-27.0%	315	280	-11.1%	-22.5%	477	440	-7.8%	-20.8%	0.8	1.2	0.4
Mitsubishi	144	67	-53.5%	-58.3%	441	291	-34.0%	-57.1%	624	416	-33.3%	-52.3%	1.1	1.1	0.0
Nissan	639	367	-42.6%	-32.5%	1,997	1,223	-38.8%	-34.9%	3,185	1,855	-41.8%	-34.7%	5.4	5.0	-0.4
Pontiac	36	13	-63.9%	-52.3%	91	64	-29.7%	-46.1%	149	95	-36.2%	-47.7%	0.3	0.3	0.0
Porsche	58	57	-1.7%	-29.2%	193	175	-9.3%	-31.3%	305	253	-17.0%	-29.6%	0.5	0.7	0.2
Saab	10	4	-60.0%	-63.5%	36	9	-75.0%	-56.1%	70	21	-70.0%	-54.8%	0.1	0.1	0.0
Saturn	94	24	-74.5%	-55.5%	273	130	-52.4%	-57.2%	433	232	-46.4%	-57.7%	0.7	0.6	-0.1
smart	15	14	-6.7%	-56.6%	28	40	42.9%	-40.1%	28	48	71.4%	-30.4%	0.0	0.1	0.1
Subaru	86	89	3.5%	-5.0%	240	281	17.1%	-4.8%	387	404	4.4%	-1.8%	0.7	1.1	0.4
Suzuki	20	16	-20.0%	-75.1%	72	117	62.5%	-57.1%	142	228	60.6%	-56.4%	0.2	0.6	0.4
Toyota/Scion	3,014	1,169	-61.2%	-41.2%	8,686	4,523	-47.9%	-40.7%	13,877	7,250	-47.8%	-39.2%	23.4	19.4	-4.0
Volkswagen	265	197	-25.7%	-12.4%	871	687	-21.1%	-15.9%	1,368	1,118	-18.3%	-15.5%	2.3	3.0	0.7
Volvo	54	23	-57.4%	-22.9%	238	107	-55.0%	-30.5%	417	179	-57.1%	-42.1%	0.7	0.5	-0.2
Other	58	19	-67.2%	-56.7%	170	66	-61.2%	-60.7%	284	108	-62.0%	-56.3%	0.5	0.3	-0.2

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.

**Percent Change in New Retail Light Vehicle Registrations (YTD '09 thru May vs. Year Earlier)**



**Change in Segment Market Share - YTD '09 thru May vs. Year Earlier**



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](http://www.autocount.com).

