

Orange County Auto Outlook

Comprehensive information on the Orange County Automotive Market

Monthly Report — Released: September 2006 (covering August registrations)

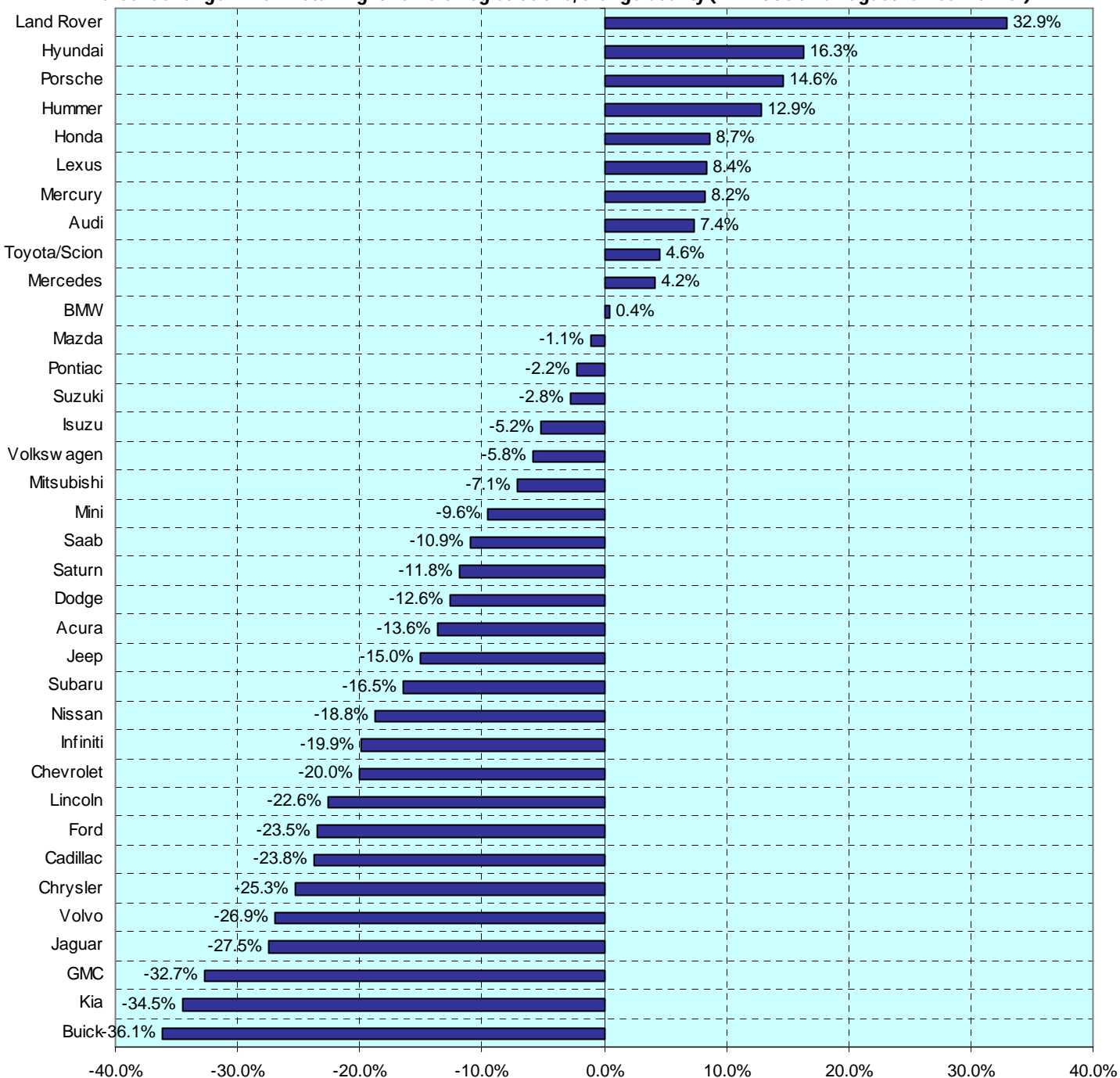


Orange County New Retail Car and Light Truck Registrations

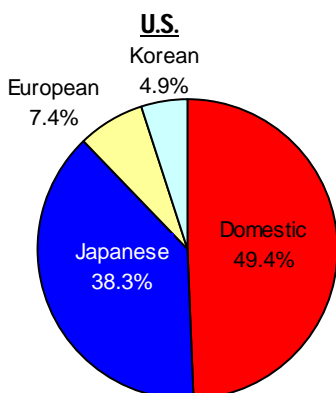
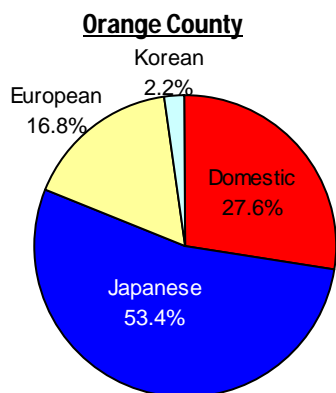
	Aug-06			Three Month Period (Jun '06 thru Aug '06)			Year to date thru August			YTD Market Share (%)		
	Orange County			Orange County			Orange County			Orange County		
	2005	2006	% chg.	Yr. Ago	Current	% chg.	2005	2006	% chg.	Yr. Ago	Current	Chg.
MARKET SUMMARY												
TOTAL	19,176	17,713	-7.6%	53,128	49,641	-6.6%	135,906	127,047	-6.5%			
Cars	8,947	9,468	5.8%	25,588	27,393	7.1%	68,117	68,362	0.4%	50.1	53.8	3.7
Light Trucks	10,229	8,245	-19.4%	27,540	22,248	-19.2%	67,789	58,685	-13.4%	49.9	46.2	-3.7
Domestic	7,055	4,594	-34.9%	18,630	13,369	-28.2%	44,340	35,013	-21.0%	32.6	27.6	-5.0
Japanese	8,981	10,034	11.7%	25,401	27,407	7.9%	67,582	67,872	0.4%	49.7	53.4	3.7
European	2,747	2,743	-0.1%	7,954	7,892	-0.8%	21,359	21,406	0.2%	15.7	16.8	1.1
Korean	393	342	-13.0%	1,143	973	-14.9%	2,625	2,756	5.0%	1.9	2.2	0.3
BRAND REGISTRATIONS												
Acura	377	333	-11.7%	1,038	979	-5.7%	3,063	2,645	-13.6%	2.3	2.1	-0.2
Audi	166	186	12.0%	449	537	19.6%	1,223	1,314	7.4%	0.9	1.0	0.1
BMW	850	672	-20.9%	2,226	2,042	-8.3%	5,740	5,765	0.4%	4.2	4.5	0.3
Buick	77	37	-51.9%	218	109	-50.0%	502	321	-36.1%	0.4	0.3	-0.1
Cadillac	321	214	-33.3%	887	650	-26.7%	2,220	1,692	-23.8%	1.6	1.3	-0.3
Chevrolet	1,702	1,219	-28.4%	4,899	3,714	-24.2%	11,080	8,869	-20.0%	8.2	7.0	-1.2
Chrysler	499	324	-35.1%	1,302	819	-37.1%	3,355	2,507	-25.3%	2.5	2.0	-0.5
Dodge	608	498	-18.1%	1,548	1,315	-15.1%	3,930	3,434	-12.6%	2.9	2.7	-0.2
Ford	2,299	1,193	-48.1%	5,542	3,820	-31.1%	13,671	10,456	-23.5%	10.1	8.2	-1.9
GMC	607	361	-40.5%	1,852	1,057	-42.9%	3,937	2,651	-32.7%	2.9	2.1	-0.8
Honda	1,940	2,393	23.4%	5,407	6,414	18.6%	14,056	15,280	8.7%	10.3	12.0	1.7
Hummer	95	81	-14.7%	290	205	-29.3%	533	602	12.9%	0.4	0.5	0.1
Hyundai	314	296	-5.7%	901	834	-7.4%	2,040	2,373	16.3%	1.5	1.9	0.4
Infiniti	306	261	-14.7%	893	726	-18.7%	2,474	1,982	-19.9%	1.8	1.6	-0.2
Isuzu	10	6	-40.0%	57	25	-56.1%	96	91	-5.2%	0.1	0.1	0.0
Jaguar	37	51	37.8%	151	132	-12.6%	484	351	-27.5%	0.4	0.3	-0.1
Jeep	354	254	-28.2%	814	561	-31.1%	1,893	1,609	-15.0%	1.4	1.3	-0.1
Kia	79	46	-41.8%	242	139	-42.6%	585	383	-34.5%	0.4	0.3	-0.1
Land Rover	190	147	-22.6%	403	387	-4.0%	978	1,300	32.9%	0.7	1.0	0.3
Lexus	821	984	19.9%	2,171	2,550	17.5%	6,024	6,532	8.4%	4.4	5.1	0.7
Lincoln	175	81	-53.7%	418	251	-40.0%	1,098	850	-22.6%	0.8	0.7	-0.1
Mazda	269	282	4.8%	774	812	4.9%	1,763	1,743	-1.1%	1.3	1.4	0.1
Mercedes	760	906	19.2%	2,486	2,676	7.6%	7,054	7,352	4.2%	5.2	5.8	0.6
Mercury	77	73	-5.2%	157	165	5.1%	389	421	8.2%	0.3	0.3	0.0
Mini	114	106	-7.0%	281	261	-7.1%	669	605	-9.6%	0.5	0.5	0.0
Mitsubishi	175	178	1.7%	460	413	-10.2%	1,242	1,154	-7.1%	0.9	0.9	0.0
Nissan	1,110	849	-23.5%	3,136	2,549	-18.7%	8,458	6,869	-18.8%	6.2	5.4	-0.8
Other	36	61	69.4%	123	167	35.8%	373	400	7.2%	0.3	0.3	0.0
Pontiac	59	80	35.6%	223	248	11.2%	624	610	-2.2%	0.5	0.5	0.0
Porsche	90	95	5.6%	236	266	12.7%	659	755	14.6%	0.5	0.6	0.1
Saab	55	40	-27.3%	170	127	-25.3%	357	318	-10.9%	0.3	0.3	0.0
Saturn	176	164	-6.8%	459	413	-10.0%	1,034	912	-11.8%	0.8	0.7	-0.1
Subaru	83	122	47.0%	280	285	1.8%	853	712	-16.5%	0.6	0.6	0.0
Suzuki	50	45	-10.0%	179	166	-7.3%	566	550	-2.8%	0.4	0.4	0.0
Toyota/Scion	3,840	4,581	19.3%	11,006	12,488	13.5%	28,987	30,314	4.6%	21.3	23.9	2.6
Volkswagen	247	308	24.7%	820	880	7.3%	2,254	2,124	-5.8%	1.7	1.7	0.0
Volvo	208	186	-10.6%	630	459	-27.1%	1,642	1,201	-26.9%	1.2	0.9	-0.3

The table above shows new retail light vehicle registrations in Orange County for the following three time periods: August, 2006, previous three months combined (June, 2006 thru August, 2006), and year-to-date (thru August) totals for 2005 and 2006. Figures include new vehicles registered 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 three month and 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. Data source for area registrations: AutoCount, an Experian Company. Source for U.S. data: Automotive News.

Percent Change in New Retail Light Vehicle Registrations, Orange County (YTD 2006 thru August vs. Year Earlier)



New Retail Market Share—Orange County vs. U.S. (YTD '06 thru August)



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 OCADA (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.

