

# Orange County Auto Outlook™

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

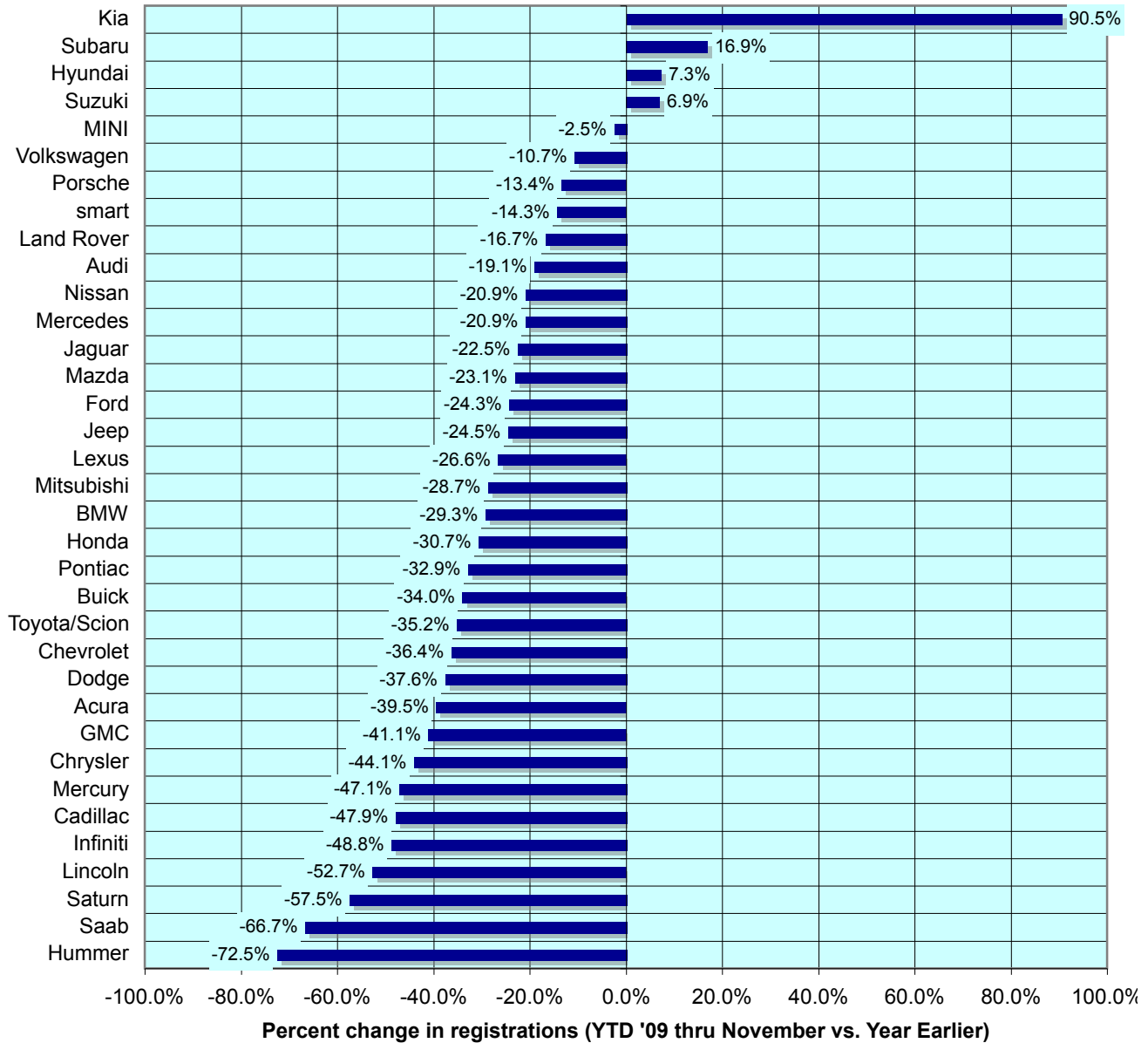


## Orange County New Retail Car and Light Truck Registrations

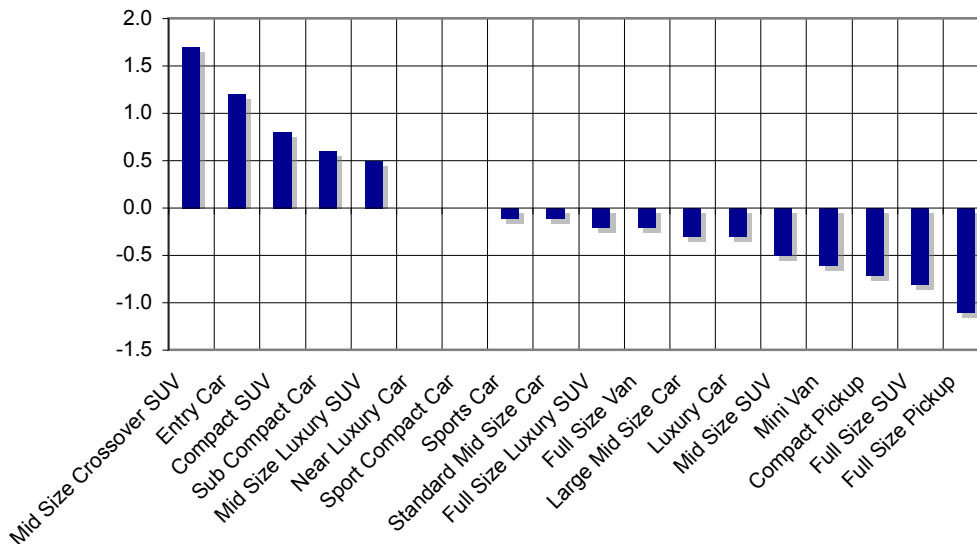
	November				Three Month Period Sep '09 thru Nov '09				YTD thru November				YTD Market Share (%)		
	Orange County			U.S.	Orange County			U.S.	Orange County			Orange County			
	2008	2009	% chg.	% chg.	Yr. Ago	Current	% chg.	% chg.	2008	2009	% chg.	% chg.	2008	2009	Chg.
<b>MARKET SUMMARY</b>															
TOTAL	6,348	7,893	24.3%	-0.1%	27,224	25,348	-6.9%	-8.6%	121,766	87,562	-28.1%	-23.9%			
Cars	3,710	4,714	27.1%	4.6%	16,086	16,039	-0.3%	-5.0%	73,107	53,361	-27.0%	-21.8%	60.0	60.9	0.9
Light Trucks	2,638	3,179	20.5%	-4.7%	11,138	9,309	-16.4%	-12.5%	48,659	34,201	-29.7%	-26.2%	40.0	39.1	-0.9
Domestic	1,246	1,389	11.5%	-6.8%	5,513	4,462	-19.1%	-17.4%	25,854	16,986	-34.3%	-29.3%	21.2	19.4	-1.8
Japanese	3,430	4,161	21.3%	3.5%	15,171	14,071	-7.3%	-3.9%	68,776	47,416	-31.1%	-22.6%	56.5	54.2	-2.3
European	1,444	1,831	26.8%	2.5%	5,520	5,237	-5.1%	-2.1%	23,106	18,199	-21.2%	-17.7%	19.0	20.8	1.8
Korean	228	512	124.6%	33.7%	1,020	1,578	54.7%	35.2%	4,030	4,961	23.1%	6.9%	3.3	5.7	2.4
<b>BRAND REGISTRATIONS</b>															
Acura	151	191	26.5%	11.2%	579	426	-26.4%	-7.9%	2,396	1,450	-39.5%	-28.9%	2.0	1.7	-0.3
Audi	106	127	19.8%	0.3%	398	391	-1.8%	-2.0%	1,683	1,361	-19.1%	-7.9%	1.4	1.6	0.2
BMW	452	473	4.6%	3.2%	1,769	1,373	-22.4%	-5.9%	6,612	4,676	-29.3%	-23.7%	5.4	5.3	-0.1
Buick	10	29	190.0%	14.8%	67	56	-16.4%	-7.3%	329	217	-34.0%	-29.8%	0.3	0.2	-0.1
Cadillac	56	86	53.6%	10.3%	232	216	-6.9%	6.1%	1,342	699	-47.9%	-36.2%	1.1	0.8	-0.3
Chevrolet	264	325	23.1%	4.8%	1,383	1,136	-17.9%	-15.0%	5,944	3,783	-36.4%	-27.2%	4.9	4.3	-0.6
Chrysler	58	31	-46.6%	-37.3%	214	118	-44.9%	-45.6%	1,271	710	-44.1%	-49.7%	1.0	0.8	-0.2
Dodge	112	89	-20.5%	-20.6%	468	328	-29.9%	-30.9%	2,308	1,441	-37.6%	-35.5%	1.9	1.6	-0.3
Ford	508	585	15.2%	2.2%	2,044	1,907	-6.7%	0.8%	8,993	6,811	-24.3%	-18.0%	7.4	7.8	0.4
GMC	60	109	81.7%	7.8%	360	274	-23.9%	-17.9%	1,752	1,032	-41.1%	-33.2%	1.4	1.2	-0.2
Honda	895	824	-7.9%	-4.6%	3,757	3,294	-12.3%	-8.6%	17,111	11,861	-30.7%	-21.5%	14.1	13.5	-0.6
Hummer	4	5	25.0%	-84.8%	36	13	-63.9%	-81.4%	247	68	-72.5%	-65.6%	0.2	0.1	-0.1
Hyundai	202	412	104.0%	45.9%	821	1,075	30.9%	39.7%	3,265	3,504	7.3%	6.2%	2.7	4.0	1.3
Infiniti	117	79	-32.5%	-26.0%	461	264	-42.7%	-16.9%	2,108	1,079	-48.8%	-31.3%	1.7	1.2	-0.5
Jaguar	28	20	-28.6%	26.7%	109	64	-41.3%	23.0%	404	313	-22.5%	-25.4%	0.3	0.4	0.1
Jeep	94	82	-12.8%	-24.4%	329	252	-23.4%	-26.9%	1,704	1,286	-24.5%	-32.1%	1.4	1.5	0.1
Kia	26	100	284.6%	18.3%	199	503	152.8%	29.2%	765	1,457	90.5%	7.8%	0.6	1.7	1.1
Land Rover	43	61	41.9%	-6.2%	161	173	7.5%	-8.1%	798	665	-16.7%	-16.7%	0.7	0.8	0.1
Lexus	337	500	48.4%	14.0%	1,425	1,527	7.2%	15.2%	6,580	4,833	-26.6%	-20.8%	5.4	5.5	0.1
Lincoln	22	27	22.7%	-20.1%	96	55	-42.7%	-16.8%	554	262	-52.7%	-26.3%	0.5	0.3	-0.2
Mazda	185	156	-15.7%	0.9%	767	623	-18.8%	-6.8%	3,069	2,359	-23.1%	-23.0%	2.5	2.7	0.2
Mercedes	456	670	46.9%	19.1%	1,737	1,758	1.2%	8.5%	7,614	6,022	-20.9%	-17.4%	6.3	6.9	0.6
Mercury	15	3	-80.0%	-9.7%	49	21	-57.1%	-8.9%	204	108	-47.1%	-25.6%	0.2	0.1	-0.1
MINI	79	92	16.5%	-43.6%	286	352	23.1%	-20.0%	1,153	1,124	-2.5%	-16.1%	0.9	1.3	0.4
Mitsubishi	30	68	126.7%	-42.6%	182	210	15.4%	-42.4%	1,093	779	-28.7%	-46.5%	0.9	0.9	0.0
Nissan	268	507	89.2%	29.9%	1,391	1,773	27.5%	8.9%	6,574	5,198	-20.9%	-20.4%	5.4	5.9	0.5
Pontiac	8	6	-25.0%	-38.8%	55	41	-25.5%	-39.9%	295	198	-32.9%	-32.3%	0.2	0.2	0.0
Porsche	46	48	4.3%	18.0%	133	152	14.3%	13.7%	596	516	-13.4%	-26.4%	0.5	0.6	0.1
Saab	10	1	-90.0%	-56.5%	28	5	-82.1%	-70.2%	129	43	-66.7%	-61.3%	0.1	0.0	-0.1
Saturn	35	12	-65.7%	-54.0%	180	45	-75.0%	-70.6%	868	369	-57.5%	-61.5%	0.7	0.4	-0.3
smart	12	4	-66.7%	-65.6%	33	22	-33.3%	-64.0%	112	96	-14.3%	-38.4%	0.1	0.1	0.0
Subaru	56	108	92.9%	23.9%	220	324	47.3%	21.0%	875	1,023	16.9%	13.6%	0.7	1.2	0.5
Suzuki	16	22	37.5%	-52.1%	52	40	-23.1%	-52.3%	288	308	6.9%	-54.7%	0.2	0.4	0.2
Toyota/Scion	1,372	1,705	24.3%	1.0%	6,316	5,586	-11.6%	-5.9%	28,563	18,505	-35.2%	-24.1%	23.5	21.1	-2.4
Volkswagen	165	258	56.4%	13.7%	676	752	11.2%	7.1%	2,971	2,653	-10.7%	-6.1%	2.4	3.0	0.6
Volvo	35	63	80.0%	5.2%	128	156	21.9%	13.2%	702	543	-22.6%	-18.1%	0.6	0.6	0.0
Other	15	15	0.0%	-43.7%	83	43	-48.2%	-49.2%	494	210	-57.5%	-53.4%	0.4	0.2	-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 November vs. Year Earlier)**



**Change in Segment Market Share - YTD '09 thru November 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).

