

Orange County Auto Outlook™

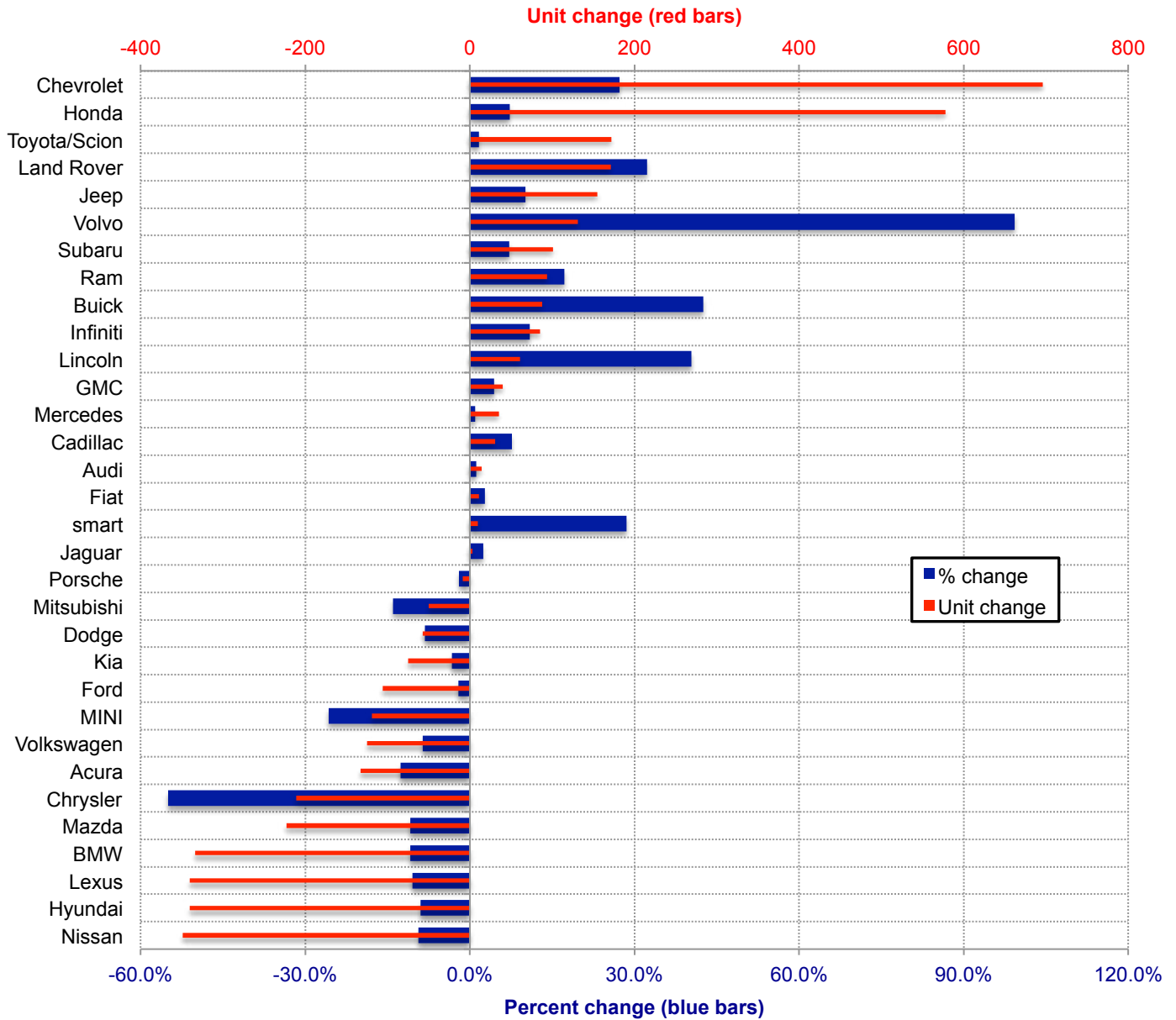
Comprehensive information on the Orange County new retail vehicle market
 Monthly Report - Retail Sales for April 2016 *DOES NOT INCLUDE FLEET SALES*



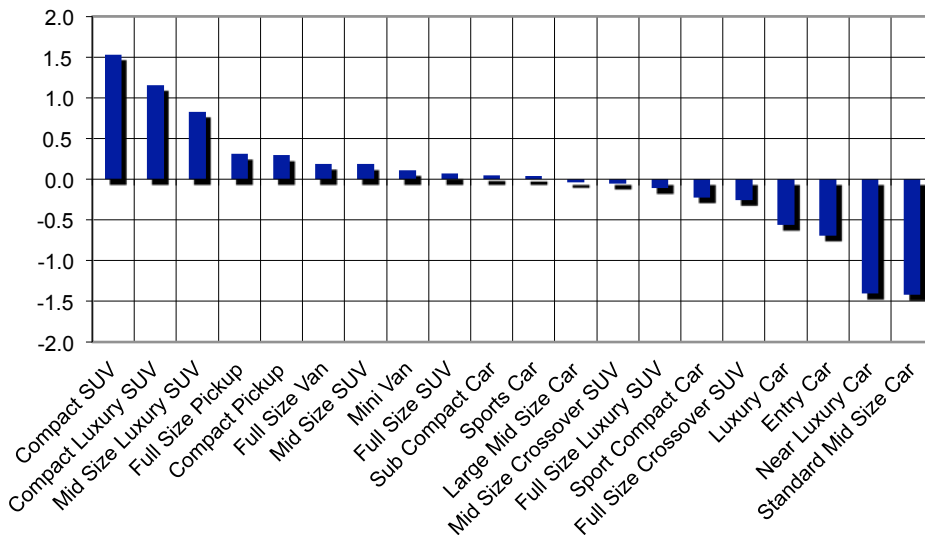
Orange County New Retail Car and Light Truck Registrations												
	April			Three Month Period Feb. '16 thru Apr. '16			Year to date thru April			Year-to-date Market Share (%)		
	Orange County			Orange County			Orange County			Orange County		
	2015	2016	% chg.	Yr. Ago	Current	% chg.	2015	2016	% chg.	2015	2016	Chg.
MARKET SUMMARY												
TOTAL	14,888	14,570	-2.1%	45,168	43,872	-2.9%	61,609	61,893	0.5%			
Cars	9,050	8,128	-10.2%	26,943	24,149	-10.4%	36,478	34,078	-6.6%	59.2	55.1	-4.1
Light Trucks	5,838	6,442	10.3%	18,225	19,723	8.2%	25,131	27,815	10.7%	40.8	44.9	4.1
Domestic	3,070	3,472	13.1%	9,380	10,040	7.0%	12,891	14,030	8.8%	20.9	22.7	1.7
European	2,895	2,745	-5.2%	8,543	7,952	-6.9%	11,911	11,632	-2.3%	19.3	18.8	-0.5
Japanese	7,490	7,143	-4.6%	22,776	22,153	-2.7%	30,764	30,603	-0.5%	49.9	49.4	-0.5
Korean	1,433	1,210	-15.6%	4,469	3,727	-16.6%	6,043	5,628	-6.9%	9.8	9.1	-0.7
BRAND REGISTRATIONS												
Acura	225	236	4.9%	732	673	-8.1%	1,050	917	-12.7%	1.7	1.5	-0.2
Audi	319	293	-8.2%	818	880	7.6%	1,209	1,223	1.2%	2.0	2.0	0.0
BMW	646	562	-13.0%	2,110	1,727	-18.2%	3,075	2,741	-10.9%	5.0	4.4	-0.6
Buick	44	65	47.7%	124	221	78.2%	207	295	42.5%	0.3	0.5	0.2
Cadillac	88	92	4.5%	292	292	0.0%	405	436	7.7%	0.7	0.7	0.0
Chevrolet	572	704	23.1%	1,847	2,322	25.7%	2,553	3,249	27.3%	4.1	5.2	1.1
C/D/J/R	789	766	-2.9%	2,273	2,250	-1.0%	3,158	3,139	-0.6%	5.1	5.1	0.0
Chrysler	90	43	-52.2%	272	127	-53.3%	384	173	-54.9%	0.6	0.3	-0.3
Dodge	176	155	-11.9%	503	478	-5.0%	699	642	-8.2%	1.1	1.0	-0.1
Jeep	392	415	5.9%	1,105	1,186	7.3%	1,530	1,685	10.1%	2.5	2.7	0.2
Ram	131	153	16.8%	393	459	16.8%	545	639	17.2%	0.9	1.0	0.1
Fiat	192	122	-36.5%	356	320	-10.1%	409	420	2.7%	0.7	0.7	0.0
Ford	1,208	1,184	-2.0%	3,790	3,586	-5.4%	4,993	4,887	-2.1%	8.1	7.9	-0.2
GMC	171	190	11.1%	633	641	1.3%	902	942	4.4%	1.5	1.5	0.0
Honda	1,966	2,034	3.5%	5,840	6,298	7.8%	7,971	8,549	7.3%	12.9	13.8	0.9
Hyundai	858	731	-14.8%	2,750	2,173	-21.0%	3,786	3,446	-9.0%	6.1	5.6	-0.5
Infiniti	159	210	32.1%	554	597	7.8%	776	861	11.0%	1.3	1.4	0.1
Jaguar	21	33	57.1%	91	95	4.4%	125	128	2.4%	0.2	0.2	0.0
Kia	575	479	-16.7%	1,719	1,554	-9.6%	2,257	2,182	-3.3%	3.7	3.5	-0.2
Land Rover	134	167	24.6%	405	506	24.9%	530	701	32.3%	0.9	1.1	0.2
Lexus	842	657	-22.0%	2,265	2,001	-11.7%	3,239	2,899	-10.5%	5.3	4.7	-0.6
Lincoln	36	48	33.3%	117	156	33.3%	151	212	40.4%	0.2	0.3	0.1
Maserati	42	39	-7.1%	125	98	-21.6%	174	133	-23.6%	0.3	0.2	-0.1
Mazda	435	435	0.0%	1,535	1,290	-16.0%	2,046	1,823	-10.9%	3.3	2.9	-0.4
Mercedes	907	949	4.6%	2,736	2,475	-9.5%	3,716	3,751	0.9%	6.0	6.1	0.1
MINI	86	91	5.8%	314	263	-16.2%	462	343	-25.8%	0.7	0.6	-0.1
Mitsubishi	88	78	-11.4%	269	242	-10.0%	357	307	-14.0%	0.6	0.5	-0.1
Nissan	848	737	-13.1%	2,792	2,427	-13.1%	3,725	3,376	-9.4%	6.0	5.5	-0.5
Porsche	135	86	-36.3%	351	349	-0.6%	462	453	-1.9%	0.7	0.7	0.0
smart	8	14	75.0%	22	37	68.2%	35	45	28.6%	0.1	0.1	0.0
Subaru	341	364	6.7%	1,069	1,101	3.0%	1,403	1,504	7.2%	2.3	2.4	0.1
Toyota/Scion	2,586	2,392	-7.5%	7,720	7,524	-2.5%	10,195	10,367	1.7%	16.5	16.7	0.2
Volkswagen	351	323	-8.0%	1,036	959	-7.4%	1,462	1,337	-8.5%	2.4	2.2	-0.2
Volvo	31	52	67.7%	91	180	97.8%	132	263	99.2%	0.2	0.4	0.2
Other	185	437	136.2%	392	635	62.0%	644	964	49.7%	1.0	1.6	0.6

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 (YTD 2016 thru April vs. YTD 2015)



Change in Segment Market Share - YTD 2016 thru April vs. YTD 2015



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.