

Orange County Auto Outlook™

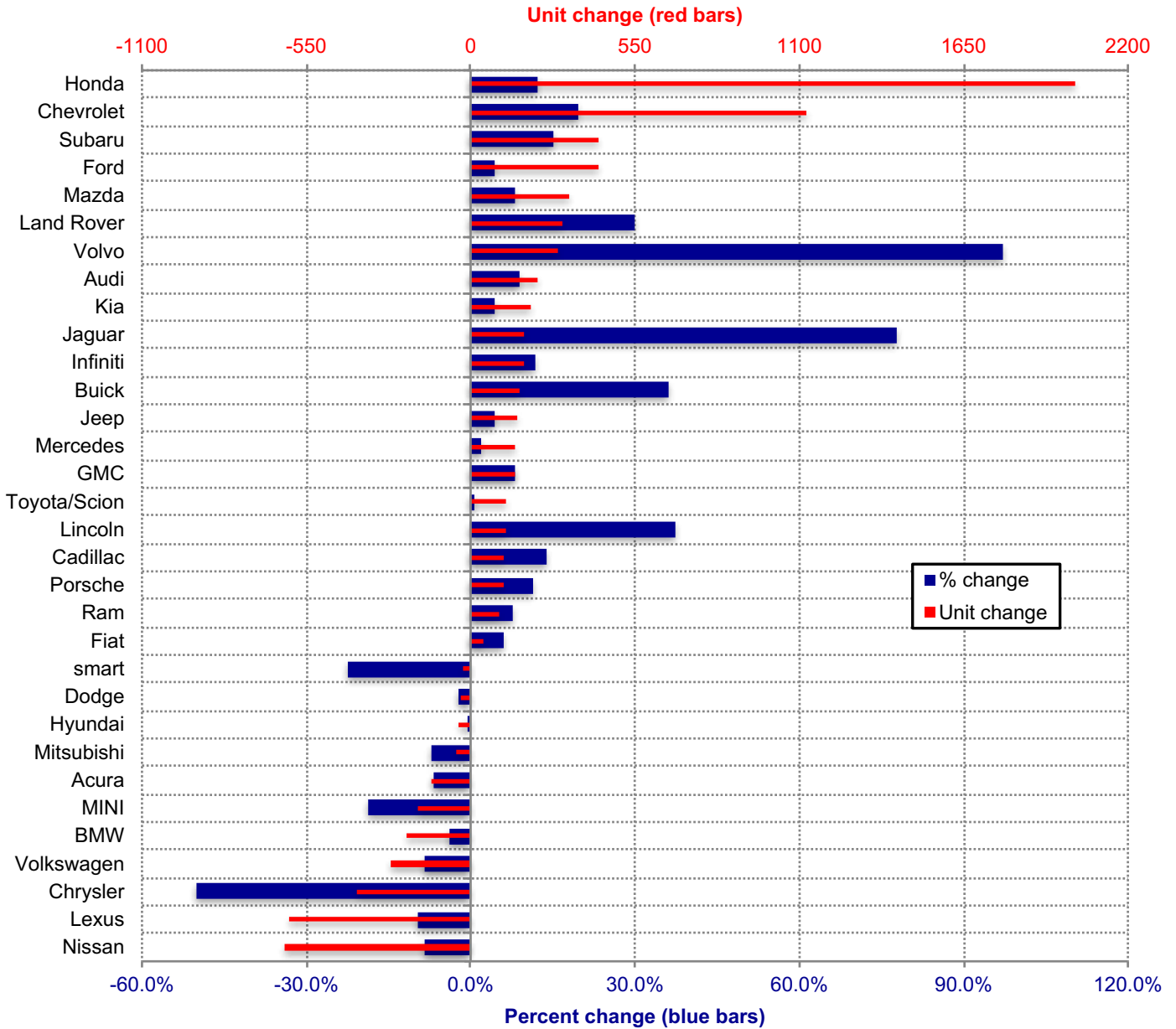
Comprehensive information on the Orange County new retail vehicle market
 Monthly Report - Retail Sales for August 2016 *DOES NOT INCLUDE FLEET SALES*



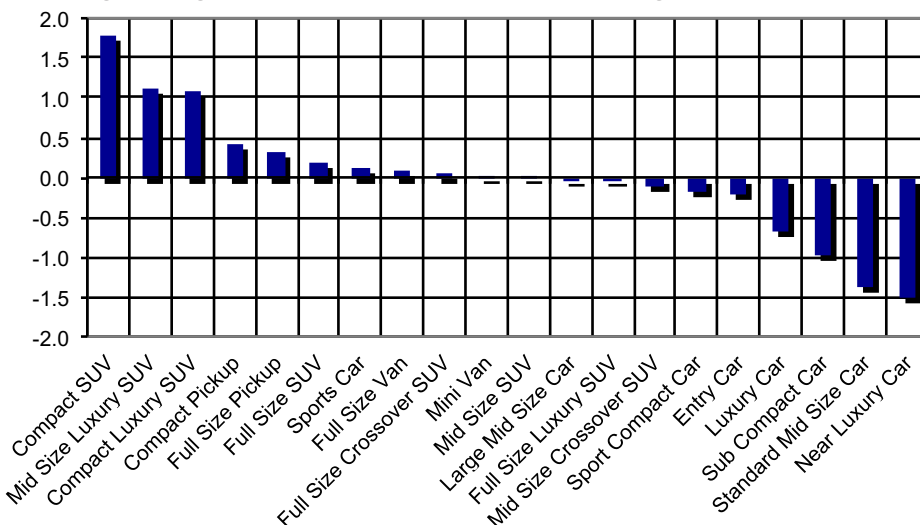
Orange County New Retail Car and Light Truck Registrations												
	August			Three Month Period June '16 thru Aug. '16			Year to date thru August			Year-to-date Market Share (%)		
	Orange County			Orange County			Orange County			Orange County		
	2015	2016	% chg.	Yr. Ago	Current	% chg.	2015	2016	% chg.	2015	2016	Chg.
MARKET SUMMARY												
TOTAL	16,851	18,504	9.8%	48,459	50,042	3.3%	125,341	130,317	4.0%			
Cars	9,740	9,754	0.1%	28,159	26,285	-6.7%	73,473	70,073	-4.6%	58.6	53.8	-4.8
Light Trucks	7,111	8,750	23.0%	20,300	23,757	17.0%	51,868	60,244	16.1%	41.4	46.2	4.8
Domestic	3,576	4,027	12.6%	10,601	11,518	8.7%	27,010	29,626	9.7%	21.5	22.7	1.2
European	3,280	3,661	11.6%	9,262	9,525	2.8%	24,132	24,663	2.2%	19.3	18.9	-0.3
Japanese	8,512	9,121	7.2%	24,180	24,422	1.0%	62,580	64,249	2.7%	49.9	49.3	-0.6
Korean	1,483	1,695	14.3%	4,416	4,577	3.6%	11,619	11,779	1.4%	9.3	9.0	-0.2
BRAND REGISTRATIONS												
Acura	245	261	6.5%	737	677	-8.1%	1,987	1,856	-6.6%	1.6	1.4	-0.2
Audi	329	385	17.0%	956	1,082	13.2%	2,500	2,723	8.9%	2.0	2.1	0.1
BMW	656	901	37.3%	2,034	2,013	-1.0%	5,758	5,546	-3.7%	4.6	4.3	-0.3
Buick	67	79	17.9%	175	220	25.7%	447	609	36.2%	0.4	0.5	0.1
Cadillac	87	119	36.8%	282	336	19.1%	772	880	14.0%	0.6	0.7	0.1
Chevrolet	799	951	19.0%	2,395	2,645	10.4%	5,745	6,869	19.6%	4.6	5.3	0.7
C/D/J/R	855	917	7.3%	2,723	2,683	-1.5%	6,933	6,772	-2.3%	5.5	5.2	-0.3
Chrysler	65	63	-3.1%	235	156	-33.6%	751	374	-50.2%	0.6	0.3	-0.3
Dodge	156	172	10.3%	530	568	7.2%	1,456	1,421	-2.4%	1.2	1.1	-0.1
Jeep	481	492	2.3%	1,441	1,444	0.2%	3,492	3,646	4.4%	2.8	2.8	0.0
Ram	153	190	24.2%	517	515	-0.4%	1,234	1,331	7.9%	1.0	1.0	0.0
Fiat	106	80	-24.5%	248	249	0.4%	730	774	6.0%	0.6	0.6	0.0
Ford	1,377	1,461	6.1%	3,839	4,115	7.2%	10,049	10,478	4.3%	8.0	8.0	0.0
GMC	249	250	0.4%	737	751	1.9%	1,848	1,997	8.1%	1.5	1.5	0.0
Honda	2,259	2,622	16.1%	6,507	7,074	8.7%	16,451	18,472	12.3%	13.1	14.2	1.1
Hyundai	911	1,038	13.9%	2,632	2,694	2.4%	7,070	7,026	-0.6%	5.6	5.4	-0.2
Infiniti	175	216	23.4%	522	555	6.3%	1,478	1,655	12.0%	1.2	1.3	0.1
Jaguar	33	106	221.2%	80	240	200.0%	230	409	77.8%	0.2	0.3	0.1
Kia	572	657	14.9%	1,784	1,883	5.5%	4,549	4,753	4.5%	3.6	3.6	0.0
Land Rover	130	196	50.8%	357	484	35.6%	1,033	1,341	29.8%	0.8	1.0	0.2
Lexus	908	782	-13.9%	2,257	2,033	-9.9%	6,182	5,577	-9.8%	4.9	4.3	-0.6
Lincoln	52	51	-1.9%	126	160	27.0%	320	440	37.5%	0.3	0.3	0.0
Maserati	55	43	-21.8%	195	125	-35.9%	422	315	-25.4%	0.3	0.2	-0.1
Mazda	549	663	20.8%	1,503	1,850	23.1%	3,963	4,291	8.3%	3.2	3.3	0.1
Mercedes	1,151	1,135	-1.4%	3,064	3,112	1.6%	7,788	7,937	1.9%	6.2	6.1	-0.1
MINI	90	110	22.2%	376	324	-13.8%	956	777	-18.7%	0.8	0.6	-0.2
Mitsubishi	77	88	14.3%	229	227	-0.9%	658	612	-7.0%	0.5	0.5	0.0
Nissan	876	954	8.9%	2,824	2,481	-12.1%	7,401	6,778	-8.4%	5.9	5.2	-0.7
Porsche	144	152	5.6%	338	395	16.9%	939	1,046	11.4%	0.7	0.8	0.1
smart	23	5	-78.3%	52	25	-51.9%	98	76	-22.4%	0.1	0.1	0.0
Subaru	366	514	40.4%	1,095	1,264	15.4%	2,827	3,258	15.2%	2.3	2.5	0.2
Toyota/Scion	3,057	3,021	-1.2%	8,505	8,261	-2.9%	21,630	21,750	0.6%	17.3	16.7	-0.6
Volkswagen	477	415	-13.0%	1,349	1,130	-16.2%	3,166	2,896	-8.5%	2.5	2.2	-0.3
Volvo	48	95	97.9%	135	238	76.3%	297	586	97.3%	0.2	0.4	0.2
Other	128	237	85.2%	403	716	77.7%	1,114	1,818	63.2%	0.9	1.4	0.5

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 August vs. YTD 2015)



Change in Segment Market Share - YTD 2016 thru August 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.