

ORANGE COUNTY AUTO OUTLOOK™

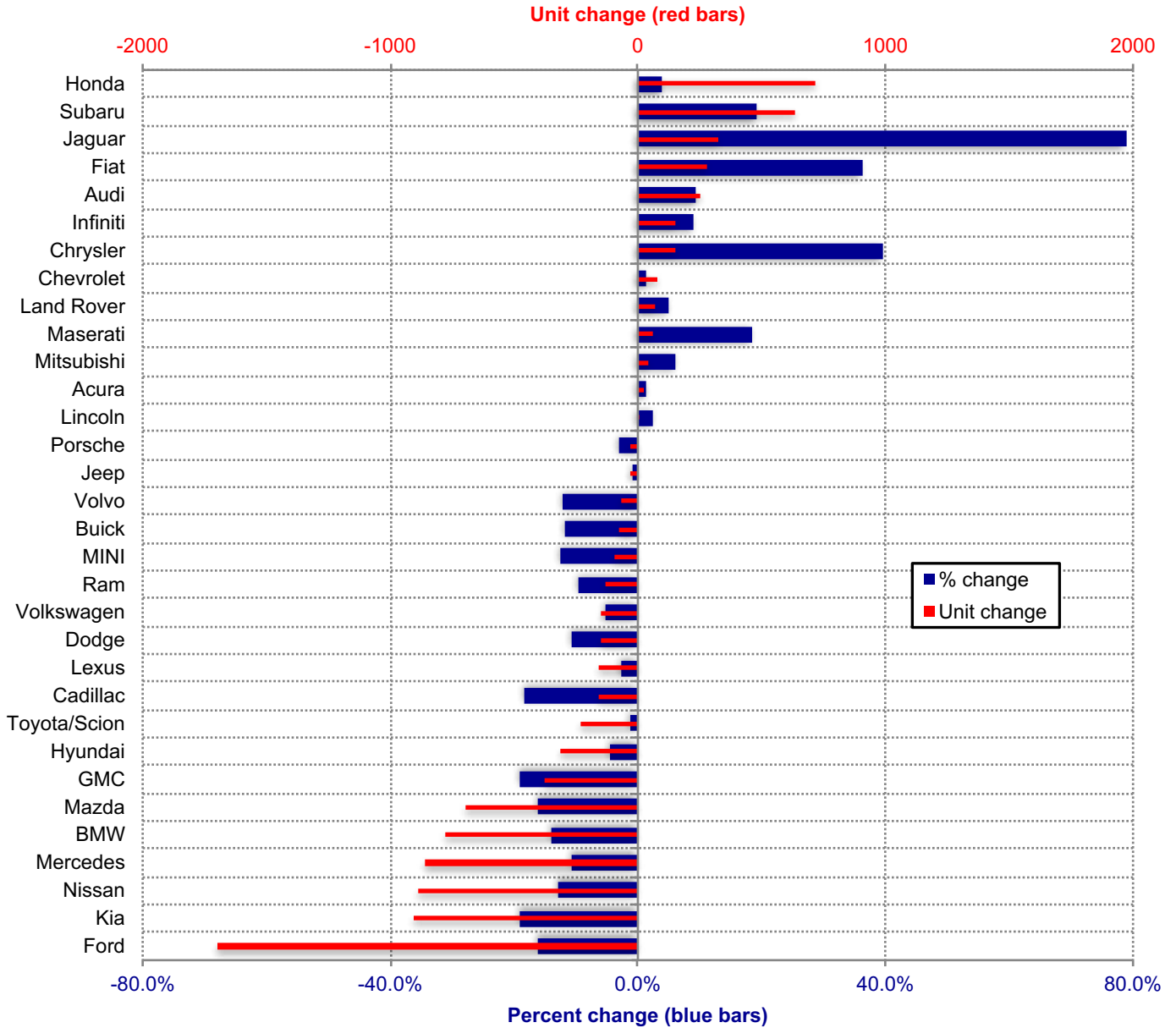
2017

Orange County New Retail Automotive Market Data - Retail Sales *Does Not Include Fleet Sales

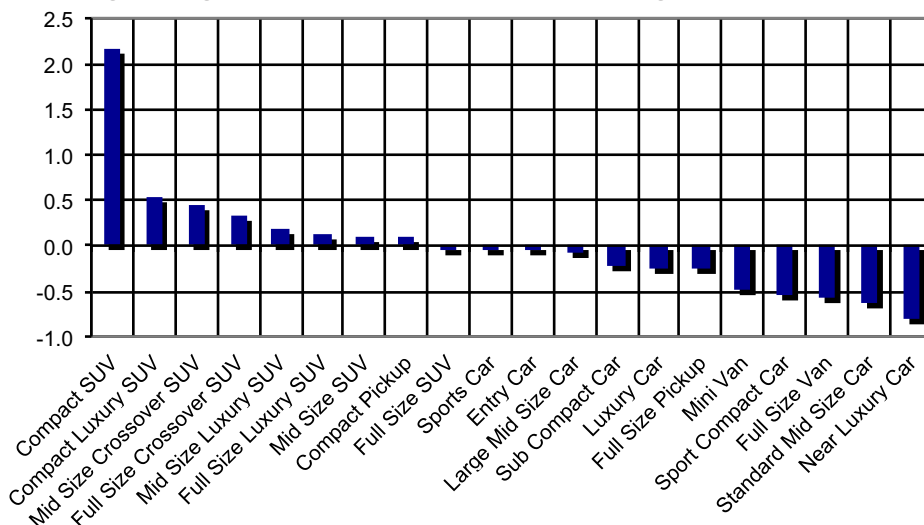
Orange County New Retail Car and Light Truck Registrations												
	August			Three Month Period June '17 thru Aug. '17			Year-to-date thru August			YTD Market Share (%)		
	Orange County			Orange County			Orange County			Orange County		
	2016	2017	% chg.	2016	2017	% chg.	2016	2017	% chg.	2016	2017	Chg
MARKET SUMMARY												
TOTAL	18,504	17,385	-6.0%	50,042	47,007	-6.1%	130,317	125,250	-3.9%			
Cars	9,754	8,688	-10.9%	26,285	23,699	-9.8%	70,073	64,049	-8.6%	53.8	51.1	-2.6
Light Trucks	8,750	8,697	-0.6%	23,757	23,308	-1.9%	60,244	61,201	1.6%	46.2	48.9	2.6
Domestic	4,027	3,529	-12.4%	11,518	10,126	-12.1%	29,626	27,104	-8.5%	22.7	21.6	-1.1
European	3,661	3,076	-16.0%	9,525	8,462	-11.2%	24,663	23,744	-3.7%	18.9	19.0	0.0
Japanese	9,121	9,325	2.2%	24,422	24,514	0.4%	64,249	63,840	-0.6%	49.3	51.0	1.7
Korean	1,695	1,455	-14.2%	4,577	3,905	-14.7%	11,779	10,562	-10.3%	9.0	8.4	-0.6
BRAND REGISTRATIONS												
Acura	261	329	26.1%	677	797	17.7%	1,856	1,883	1.5%	1.4	1.5	0.1
Audi	385	374	-2.9%	1,082	1,099	1.6%	2,723	2,976	9.3%	2.1	2.4	0.3
BMW	901	530	-41.2%	2,013	1,576	-21.7%	5,546	4,771	-14.0%	4.3	3.8	-0.5
Buick	79	51	-35.4%	220	184	-16.4%	609	537	-11.8%	0.5	0.4	-0.1
Cadillac	119	93	-21.8%	336	244	-27.4%	880	719	-18.3%	0.7	0.6	-0.1
Chevrolet	951	917	-3.6%	2,645	2,584	-2.3%	6,869	6,952	1.2%	5.3	5.6	0.3
C/D/J/R	917	959	4.6%	2,683	2,544	-5.2%	6,772	6,606	-2.5%	5.2	5.3	0.1
Chrysler	63	82	30.2%	156	211	35.3%	374	522	39.6%	0.3	0.4	0.1
Dodge	172	181	5.2%	568	464	-18.3%	1,421	1,270	-10.6%	1.1	1.0	-0.1
Jeep	492	536	8.9%	1,444	1,419	-1.7%	3,646	3,611	-1.0%	2.8	2.9	0.1
Ram	190	160	-15.8%	515	450	-12.6%	1,331	1,203	-9.6%	1.0	1.0	0.0
Fiat	80	98	22.5%	249	283	13.7%	774	1,055	36.3%	0.6	0.8	0.2
Ford	1,461	1,177	-19.4%	4,115	3,411	-17.1%	10,478	8,778	-16.2%	8.0	7.0	-1.0
GMC	250	192	-23.2%	751	558	-25.7%	1,997	1,619	-18.9%	1.5	1.3	-0.2
Honda	2,622	2,858	9.0%	7,074	7,564	6.9%	18,472	19,188	3.9%	14.2	15.3	1.1
Hyundai	1,038	977	-5.9%	2,694	2,507	-6.9%	7,026	6,710	-4.5%	5.4	5.4	0.0
Infiniti	216	201	-6.9%	555	601	8.3%	1,655	1,803	8.9%	1.3	1.4	0.1
Jaguar	106	98	-7.5%	240	264	10.0%	409	732	79.0%	0.3	0.6	0.3
Kia	657	478	-27.2%	1,883	1,398	-25.8%	4,753	3,852	-19.0%	3.6	3.1	-0.5
Land Rover	196	226	15.3%	484	515	6.4%	1,341	1,408	5.0%	1.0	1.1	0.1
Lexus	782	864	10.5%	2,033	2,070	1.8%	5,577	5,421	-2.8%	4.3	4.3	0.0
Lincoln	51	54	5.9%	160	155	-3.1%	440	450	2.3%	0.3	0.4	0.1
Maserati	43	53	23.3%	125	131	4.8%	315	373	18.4%	0.2	0.3	0.1
Mazda	663	503	-24.1%	1,850	1,418	-23.4%	4,291	3,593	-16.3%	3.3	2.9	-0.4
Mercedes	1,135	930	-18.1%	3,112	2,527	-18.8%	7,937	7,074	-10.9%	6.1	5.6	-0.5
MINI	110	110	0.0%	324	308	-4.9%	777	679	-12.6%	0.6	0.5	-0.1
Mitsubishi	88	109	23.9%	227	230	1.3%	612	650	6.2%	0.5	0.5	0.0
Nissan	954	819	-14.2%	2,481	2,094	-15.6%	6,778	5,893	-13.1%	5.2	4.7	-0.5
Porsche	152	130	-14.5%	395	371	-6.1%	1,046	1,013	-3.2%	0.8	0.8	0.0
smart	5	3	-40.0%	25	13	-48.0%	76	70	-7.9%	0.1	0.1	0.0
Subaru	514	635	23.5%	1,264	1,443	14.2%	3,258	3,889	19.4%	2.5	3.1	0.6
Toyota/Scion	3,021	3,007	-0.5%	8,261	8,297	0.4%	21,750	21,520	-1.1%	16.7	17.2	0.5
Volkswagen	415	376	-9.4%	1,130	1,010	-10.6%	2,896	2,745	-5.2%	2.2	2.2	0.0
Volvo	95	71	-25.3%	238	199	-16.4%	586	515	-12.1%	0.4	0.4	0.0
Other	237	163	-31.2%	716	612	-14.5%	1,818	1,776	-2.3%	1.4	1.4	0.0

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: AutoCount data from Experian.

Change in New Retail Light Vehicle Registrations (YTD 2017 thru August vs. YTD 2016)



Change in Segment Market Share - YTD 2017 thru August vs. YTD 2016



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.