

Orange County Auto Outlook™

Comprehensive information on the Orange County new retail vehicle market
 Monthly Report - January 2010 (Released February 2010)

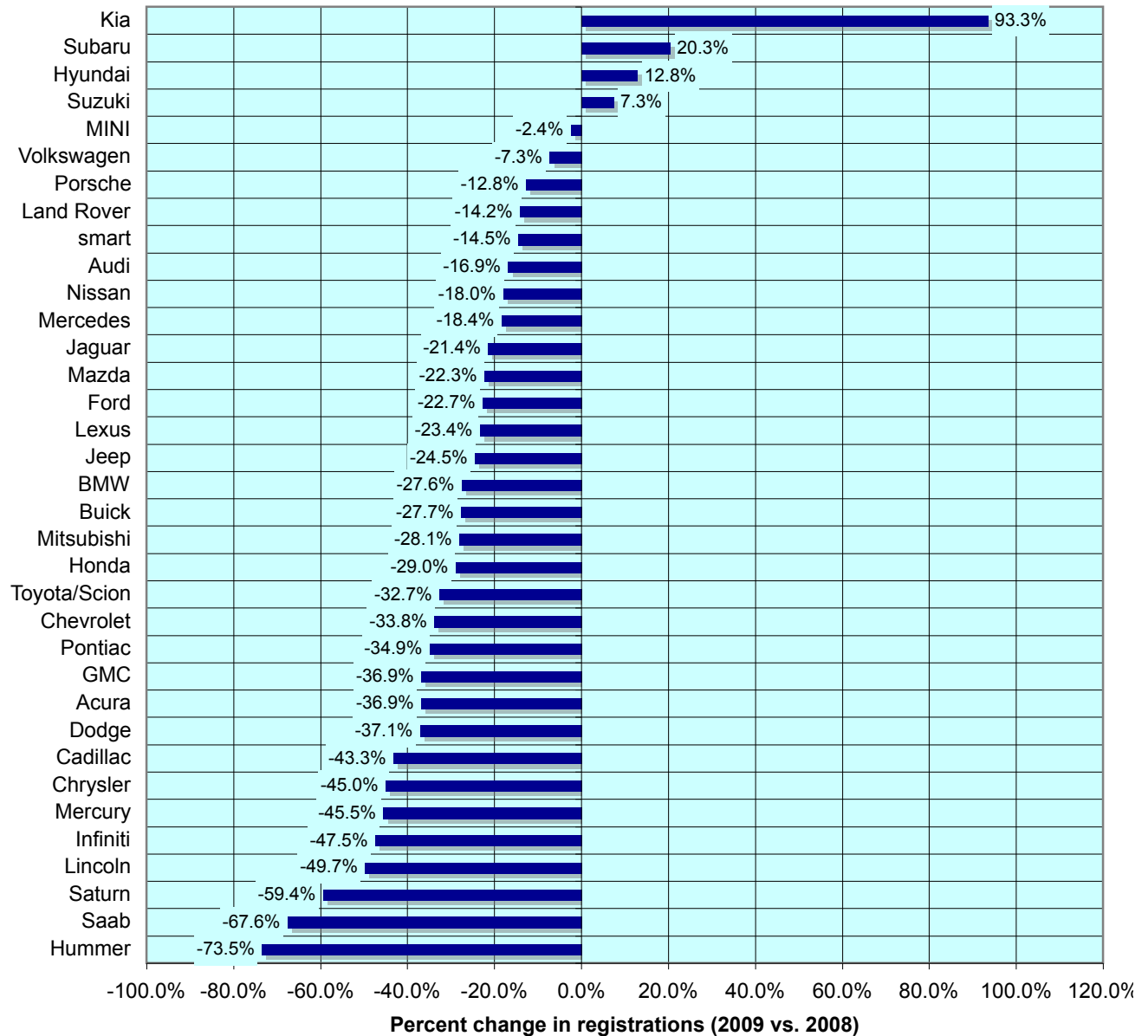


Orange County New Retail Car and Light Truck Registrations

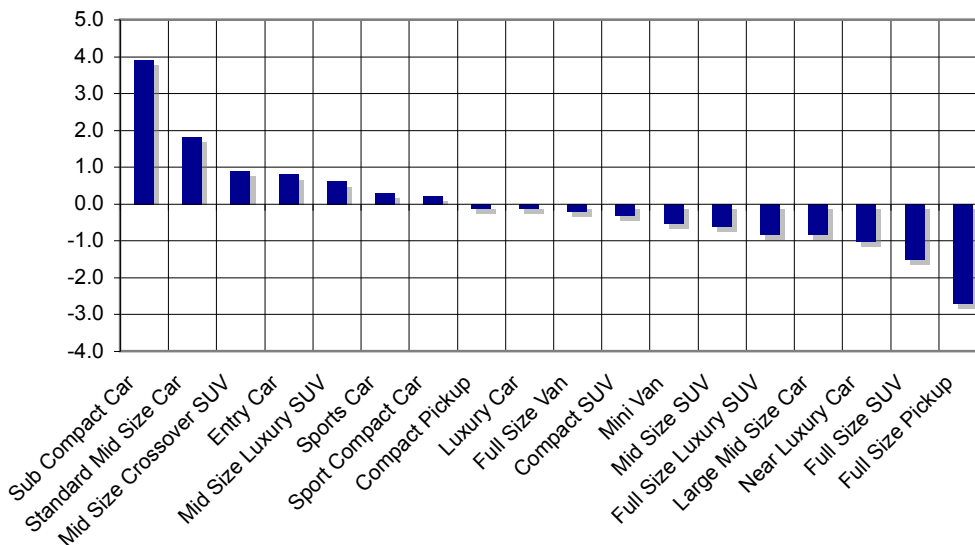
	January				Three Month Period Nov '09 thru Jan '10				YTD thru December				YTD Market Share (%)		
	Orange County			U.S.	Orange County			U.S.	Orange County			U.S.	Orange County		
	2009	2010	% chg.	% chg.	Yr. Ago	Current	% chg.	% chg.	2008	2009	% chg.	% chg.	2008	2009	Chg.
MARKET SUMMARY															
TOTAL	8,683	8,403	-3.2%	6.4%	23,089	25,023	8.4%	7.7%	129,824	96,289	-25.8%	-21.3%			
Cars	4,776	5,051	5.8%	16.6%	13,115	14,823	13.0%	14.4%	77,745	58,419	-24.9%	-19.2%	59.9	60.7	0.8
Light Trucks	3,907	3,352	-14.2%	-3.6%	9,974	10,200	2.3%	1.1%	52,079	37,870	-27.3%	-23.6%	40.1	39.3	-0.8
Domestic	2,049	1,415	-30.9%	12.7%	5,014	4,421	-11.8%	3.8%	27,573	18,603	-32.5%	-26.8%	21.2	19.3	-1.9
Japanese	4,325	4,576	5.8%	-4.3%	11,908	13,296	11.7%	8.9%	72,929	51,975	-28.7%	-19.6%	56.2	54.0	-2.2
European	1,970	1,951	-1.0%	23.9%	5,361	5,819	8.5%	10.9%	25,053	20,236	-19.2%	-15.7%	19.3	21.0	1.7
Korean	339	461	36.0%	12.9%	806	1,487	84.5%	28.2%	4,269	5,475	28.3%	8.9%	3.3	5.7	2.4
BRAND REGISTRATIONS															
Acura	136	127	-6.6%	-9.2%	427	469	9.8%	0.2%	2,536	1,601	-36.9%	-26.8%	2.0	1.7	-0.3
Audi	140	180	28.6%	37.9%	418	488	16.7%	16.3%	1,855	1,542	-16.9%	-5.7%	1.4	1.6	0.2
BMW	538	494	-8.2%	7.6%	1,529	1,467	-4.1%	7.7%	7,151	5,176	-27.6%	-21.1%	5.5	5.4	-0.1
Buick	13	41	215.4%	44.4%	48	109	127.1%	32.2%	354	256	-27.7%	-25.4%	0.3	0.3	0.0
Cadillac	97	69	-28.9%	-0.7%	233	262	12.4%	7.7%	1,422	806	-43.3%	-32.3%	1.1	0.8	-0.3
Chevrolet	454	321	-29.3%	37.1%	1,084	1,041	-4.0%	10.2%	6,310	4,178	-33.8%	-25.2%	4.9	4.3	-0.6
Chrysler	117	27	-76.9%	-2.3%	256	91	-64.5%	-18.0%	1,352	743	-45.0%	-47.2%	1.0	0.8	-0.2
Dodge	138	88	-36.2%	-10.5%	403	283	-29.8%	-9.9%	2,461	1,547	-37.1%	-33.3%	1.9	1.6	-0.3
Ford	748	604	-19.3%	26.3%	1,941	1,863	-4.0%	22.2%	9,678	7,485	-22.7%	-14.3%	7.5	7.8	0.3
GMC	153	107	-30.1%	12.6%	310	350	12.9%	8.7%	1,849	1,166	-36.9%	-30.0%	1.4	1.2	-0.2
Honda	1,114	1,086	-2.5%	-4.5%	3,051	2,933	-3.9%	7.4%	18,153	12,884	-29.0%	-18.6%	14.0	13.4	-0.6
Hummer	22	0	-100.0%	-78.3%	43	7	-83.7%	-83.3%	264	70	-73.5%	-67.1%	0.2	0.1	-0.1
Hyundai	299	364	21.7%	24.4%	686	1,164	69.7%	36.3%	3,450	3,892	12.8%	8.3%	2.7	4.0	1.3
Infiniti	132	118	-10.6%	-5.7%	359	283	-21.2%	-6.8%	2,218	1,165	-47.5%	-28.2%	1.7	1.2	-0.5
Jaguar	43	30	-30.2%	40.2%	107	83	-22.4%	23.2%	440	346	-21.4%	-20.1%	0.3	0.4	0.1
Jeep	170	79	-53.5%	-6.6%	362	236	-34.8%	-13.9%	1,802	1,361	-24.5%	-30.6%	1.4	1.4	0.0
Kia	40	97	142.5%	0.1%	120	323	169.2%	17.7%	819	1,583	93.3%	9.8%	0.6	1.6	1.0
Land Rover	81	48	-40.7%	8.8%	184	180	-2.2%	19.6%	858	736	-14.2%	-11.9%	0.7	0.8	0.1
Lexus	564	605	7.3%	5.4%	1,375	1,678	22.0%	15.2%	7,054	5,406	-23.4%	-17.0%	5.4	5.6	0.2
Lincoln	38	24	-36.8%	15.5%	89	82	-7.9%	3.2%	583	293	-49.7%	-22.8%	0.4	0.3	-0.1
Mazda	226	230	1.8%	1.8%	654	599	-8.4%	1.4%	3,312	2,572	-22.3%	-21.3%	2.6	2.7	0.1
Mercedes	696	680	-2.3%	45.3%	1,824	2,093	14.7%	20.8%	8,286	6,765	-18.4%	-15.3%	6.4	7.0	0.6
Mercury	9	14	55.6%	5.8%	31	24	-22.6%	0.3%	211	115	-45.5%	-23.2%	0.2	0.1	-0.1
MINI	101	110	8.9%	7.9%	283	304	7.4%	-18.6%	1,256	1,226	-2.4%	-15.2%	1.0	1.3	0.3
Mitsubishi	79	79	0.0%	-11.8%	183	207	13.1%	-20.5%	1,167	839	-28.1%	-44.5%	0.9	0.9	0.0
Nissan	385	486	26.2%	19.4%	1,014	1,480	46.0%	22.4%	6,935	5,685	-18.0%	-17.8%	5.3	5.9	0.6
Pontiac	15	8	-46.7%	-95.7%	40	19	-52.5%	-57.0%	312	203	-34.9%	-33.3%	0.2	0.2	0.0
Porsche	51	51	0.0%	7.7%	149	148	-0.7%	6.6%	648	565	-12.8%	-24.3%	0.5	0.6	0.1
Saab	10	1	-90.0%	-46.5%	30	4	-86.7%	-41.4%	139	45	-67.6%	-59.4%	0.1	0.0	-0.1
Saturn	75	33	-56.0%	-90.9%	174	54	-69.0%	-65.1%	932	378	-59.4%	-61.4%	0.7	0.4	-0.3
smart	3	6	100.0%	-84.3%	20	14	-30.0%	-70.2%	117	100	-14.5%	-40.7%	0.1	0.1	0.0
Subaru	67	80	19.4%	28.0%	198	308	55.6%	28.9%	950	1,143	20.3%	15.4%	0.7	1.2	0.5
Suzuki	65	11	-83.1%	-44.2%	110	65	-40.9%	-48.1%	317	340	7.3%	-54.4%	0.2	0.4	0.2
Toyota/Scion	1,554	1,753	12.8%	-18.8%	4,530	5,270	16.3%	6.7%	30,167	20,317	-32.7%	-20.6%	23.2	21.1	-2.1
Volkswagen	230	273	18.7%	41.4%	596	818	37.2%	22.5%	3,172	2,940	-7.3%	-4.3%	2.4	3.1	0.7
Volvo	51	62	21.6%	41.9%	167	173	3.6%	17.4%	783	591	-24.5%	-16.0%	0.6	0.6	0.0
Other	29	17	-41.4%	-34.1%	61	51	-16.4%	-41.7%	511	229	-55.2%	-60.2%	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 (2009 vs. 2008)



Change in Segment Market Share - January 2010 vs. January 2009



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.

