

# Orange County Auto Outlook™

Comprehensive information on the Orange County new retail vehicle market  
 Monthly Report - January 2011 (Released February 2011)



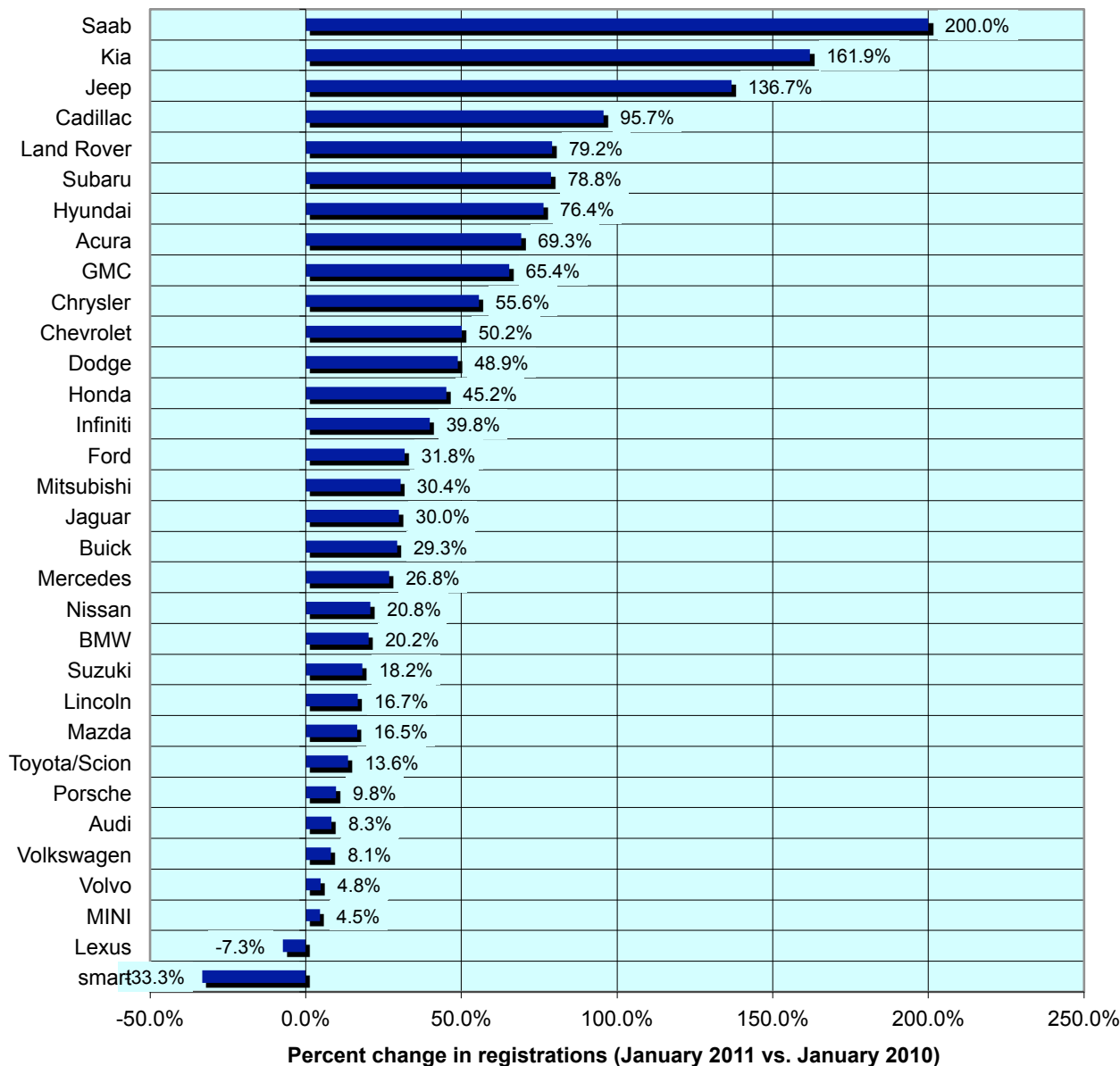
## Orange County New Retail Car and Light Truck Registrations

	January				Three Month Period Nov '10 thru Jan '11				Annual Totals				YTD Market Share (%)		
	Orange County			U.S.	Orange County			U.S.	Orange County			U.S.	Orange County		
	2010	2011	% chg.	% chg.	Yr. Ago	Current	% chg.	% chg.	2009	2010	% chg.	% chg.	2009	2010	Chg.
<b>MARKET SUMMARY</b>															
TOTAL	8,403	10,890	29.6%	22.2%	25,023	31,008	23.9%	17.8%	96,289	109,834	14.1%	6.7%			
Cars	5,050	6,456	27.8%	11.7%	14,822	18,266	23.2%	10.1%	58,406	65,906	12.8%	1.5%	60.7	60.0	-0.7
Light Trucks	3,353	4,434	32.2%	32.5%	10,201	12,742	24.9%	25.5%	37,883	43,928	16.0%	12.4%	39.3	40.0	0.7
Domestic	1,415	2,033	43.7%	30.9%	4,421	5,871	32.8%	23.1%	18,603	19,773	6.3%	3.2%	19.3	18.0	-1.3
Japanese	4,576	5,624	22.9%	10.6%	13,296	15,745	18.4%	8.5%	51,975	58,988	13.5%	6.0%	54.0	53.7	-0.3
European	1,951	2,337	19.8%	11.1%	5,819	6,756	16.1%	11.8%	20,236	23,370	15.5%	9.3%	21.0	21.3	0.3
Korean	461	896	94.4%	80.5%	1,487	2,636	77.3%	69.8%	5,475	7,703	40.7%	29.1%	5.7	7.0	1.3
<b>BRAND REGISTRATIONS</b>															
Acura	127	215	69.3%	49.5%	469	583	24.3%	28.1%	1,601	2,020	26.2%	21.2%	1.7	1.8	0.1
Audi	180	195	8.3%	20.5%	488	603	23.6%	17.8%	1,542	2,228	44.5%	17.6%	1.6	2.0	0.4
BMW	494	594	20.2%	33.7%	1,467	1,711	16.6%	23.9%	5,176	5,742	10.9%	8.4%	5.4	5.2	-0.2
Buick	41	53	29.3%	42.5%	109	157	44.0%	36.6%	256	472	84.4%	44.5%	0.3	0.4	0.1
Cadillac	69	135	95.7%	50.6%	262	382	45.8%	41.3%	806	1,172	45.4%	34.8%	0.8	1.1	0.3
Chevrolet	321	482	50.2%	20.7%	1,041	1,335	28.2%	12.2%	4,178	4,231	1.3%	6.3%	4.3	3.9	-0.4
Chrysler	27	42	55.6%	48.2%	91	124	36.3%	39.9%	743	467	-37.1%	-22.6%	0.8	0.4	-0.4
Dodge	88	131	48.9%	57.2%	283	389	37.5%	53.0%	1,547	1,477	-4.5%	-9.4%	1.6	1.3	-0.3
Ford	604	796	31.8%	22.9%	1,863	2,452	31.6%	22.0%	7,485	8,614	15.1%	17.8%	7.8	7.8	0.0
GMC	107	177	65.4%	33.8%	350	422	20.6%	27.0%	1,166	1,370	17.5%	22.9%	1.2	1.2	0.0
Honda	1,086	1,577	45.2%	19.8%	2,933	4,227	44.1%	14.9%	12,884	15,355	19.2%	3.5%	13.4	14.0	0.6
Hyundai	364	642	76.4%	82.9%	1,164	1,838	57.9%	69.7%	3,892	5,508	41.5%	29.7%	4.0	5.0	1.0
Infiniti	118	165	39.8%	33.7%	283	450	59.0%	26.0%	1,165	1,608	38.0%	26.3%	1.2	1.5	0.3
Jaguar	30	39	30.0%	28.6%	83	92	10.8%	8.7%	346	346	0.0%	2.4%	0.4	0.3	-0.1
Jeep	79	187	136.7%	65.1%	236	484	105.1%	73.6%	1,361	1,421	4.4%	4.2%	1.4	1.3	-0.1
Kia	97	254	161.9%	77.0%	323	798	147.1%	70.1%	1,583	2,195	38.7%	28.2%	1.6	2.0	0.4
Land Rover	48	86	79.2%	28.2%	180	219	21.7%	21.2%	736	678	-7.9%	17.3%	0.8	0.6	-0.2
Lexus	605	561	-7.3%	3.0%	1,678	1,459	-13.1%	-1.0%	5,406	5,586	3.3%	7.2%	5.6	5.1	-0.5
Lincoln	24	28	16.7%	11.3%	82	104	26.8%	5.1%	293	361	23.2%	-0.7%	0.3	0.3	0.0
Mazda	230	268	16.5%	13.8%	599	749	25.0%	13.6%	2,572	2,999	16.6%	12.9%	2.7	2.7	0.0
Mercedes	680	862	26.8%	22.2%	2,093	2,385	14.0%	9.3%	6,765	7,438	9.9%	14.0%	7.0	6.8	-0.2
MINI	110	115	4.5%	34.9%	304	311	2.3%	14.4%	1,226	1,311	6.9%	-1.4%	1.3	1.2	-0.1
Mitsubishi	79	103	30.4%	55.1%	207	295	42.5%	41.7%	839	1,001	19.3%	-3.2%	0.9	0.9	0.0
Nissan	486	587	20.8%	21.9%	1,480	1,696	14.6%	18.4%	5,685	6,357	11.8%	13.5%	5.9	5.8	-0.1
Porsche	51	56	9.8%	47.9%	148	190	28.4%	49.6%	565	741	31.2%	17.8%	0.6	0.7	0.1
Saab	1	3	200.0%	-23.2%	4	8	100.0%	5.1%	45	22	-51.1%	-42.4%	0.0	0.0	0.0
smart	6	4	-33.3%	-29.9%	14	8	-42.9%	-46.8%	100	67	-33.0%	-66.4%	0.1	0.1	0.0
Subaru	80	143	78.8%	15.1%	308	388	26.0%	21.0%	1,143	1,390	21.6%	22.6%	1.2	1.3	0.1
Suzuki	11	13	18.2%	17.9%	65	56	-13.8%	2.3%	340	189	-44.4%	-42.9%	0.4	0.2	-0.2
Toyota/Scion	1,753	1,992	13.6%	3.0%	5,270	5,842	10.9%	-1.1%	20,317	22,479	10.6%	0.8%	21.1	20.5	-0.6
Volkswagen	273	295	8.1%	20.3%	818	1,015	24.1%	19.2%	2,940	4,053	37.9%	16.9%	3.1	3.7	0.6
Volvo	62	65	4.8%	-10.9%	173	148	-14.5%	-13.4%	591	509	-13.9%	-10.9%	0.6	0.5	-0.1
Other	72	25	-65.3%	-81.0%	155	88	-43.2%	-67.7%	995	427	-57.1%	-69.1%	1.0	0.4	-0.6

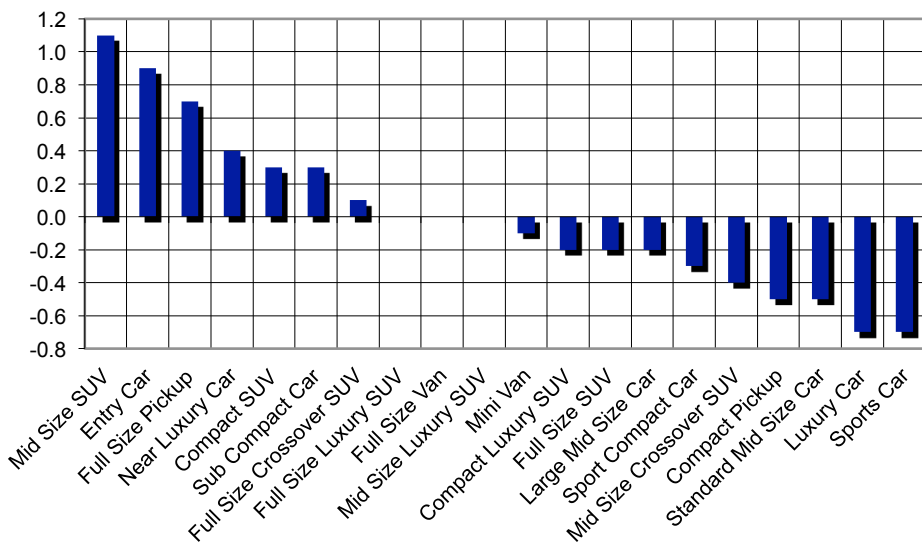
The table shows new retail light vehicle registrations in Orange County. Please keep in mind that monthly registration figures can occasionally be subject to fluctuations, resulting in over or under estimation of actual results. This usually occurs due to processing delays by governmental agencies. For 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: AutoCount an Experian Company. U.S. retail sales figures for January are estimated based on reporting from 41 states.

**Percent Change in New Retail Light Vehicle Registrations (January 2011 vs. January 2010)**



**Change in Segment Market Share - January 2011 vs. January 2010**



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).

