

# Orange County Auto Outlook™

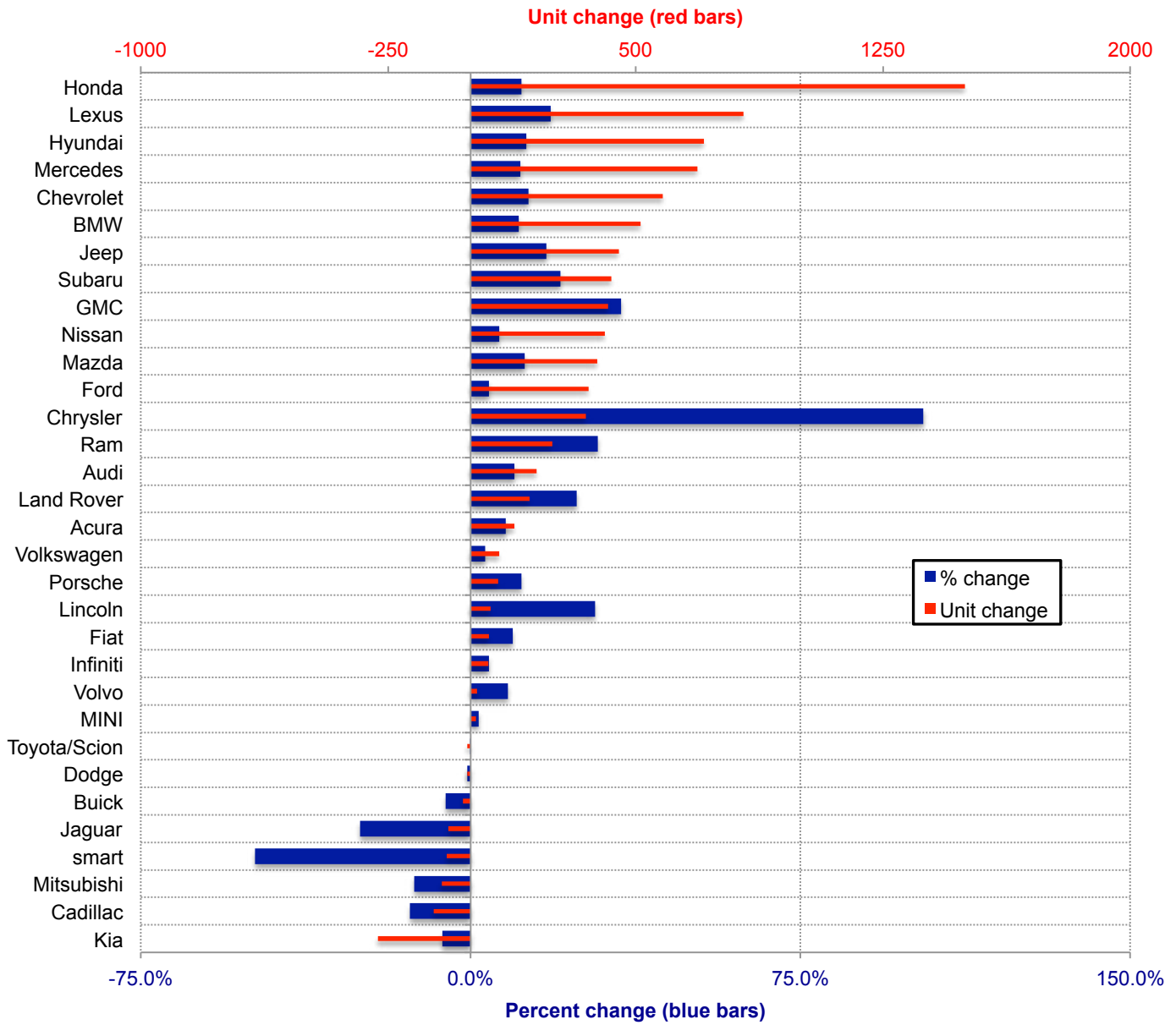
Comprehensive information on the Orange County new retail vehicle market  
 Monthly Report - Retail Sales for July 2015 \*DOES NOT INCLUDE FLEET SALES\*



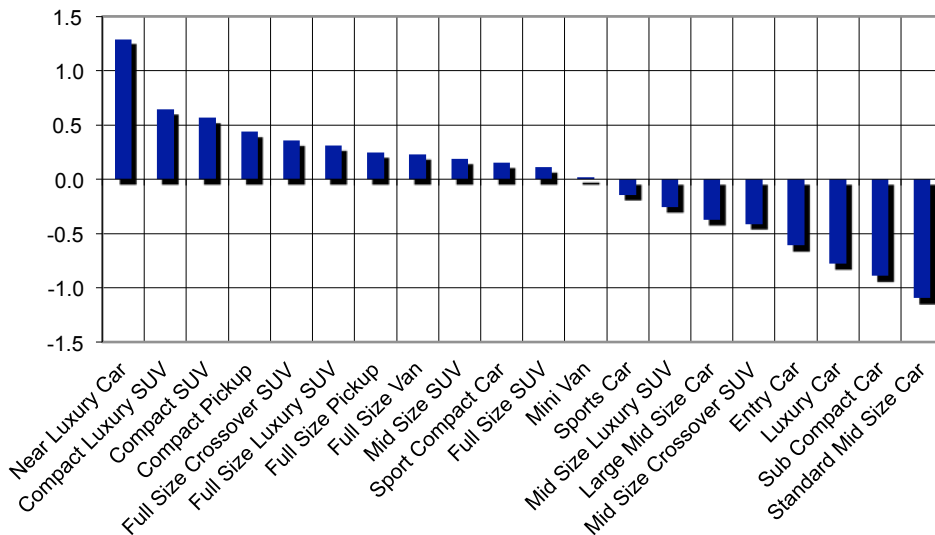
Orange County New Retail Car and Light Truck Registrations												
	July			Three Month Period May '15 thru July '15			YTD thru July			YTD Market Share (%)		
	Orange County			Orange County			Orange County			Orange County		
	2014	2015	% chg.	Prev.	Curr.	% chg.	2014	2015	% chg.	2014	2015	Chg.
<b>MARKET SUMMARY</b>												
TOTAL	17,084	18,678	9.3%	45,631	49,081	7.6%	102,104	110,690	8.4%			
Cars	10,502	10,912	3.9%	28,114	28,585	1.7%	62,504	65,063	4.1%	61.2	58.8	-2.4
Light Trucks	6,582	7,766	18.0%	17,517	20,496	17.0%	39,600	45,627	15.2%	38.8	41.2	2.4
Domestic	3,518	4,102	16.6%	9,433	10,974	16.3%	21,259	23,865	12.3%	20.8	21.6	0.7
European	3,217	3,521	9.4%	8,475	9,324	10.0%	19,314	21,235	9.9%	18.9	19.2	0.3
Japanese	8,649	9,369	8.3%	23,231	24,448	5.2%	51,579	55,212	7.0%	50.5	49.9	-0.6
Korean	1,700	1,686	-0.8%	4,492	4,335	-3.5%	9,952	10,378	4.3%	9.7	9.4	-0.4
<b>BRAND REGISTRATIONS</b>												
Acura	218	273	25.2%	675	730	8.1%	1,648	1,780	8.0%	1.6	1.6	0.0
Audi	366	372	1.6%	952	994	4.4%	2,003	2,203	10.0%	2.0	2.0	0.0
BMW	795	856	7.7%	2,039	2,128	4.4%	4,688	5,203	11.0%	4.6	4.7	0.1
Buick	74	59	-20.3%	182	176	-3.3%	406	383	-5.7%	0.4	0.3	-0.1
Cadillac	133	122	-8.3%	349	297	-14.9%	814	702	-13.8%	0.8	0.6	-0.2
Chevrolet	737	925	25.5%	1,988	2,481	24.8%	4,451	5,034	13.1%	4.4	4.5	0.1
C/D/J/R	892	1,125	26.1%	2,315	3,008	29.9%	5,132	6,166	20.1%	5.0	5.6	0.6
Chrysler	63	91	44.4%	146	304	108.2%	339	688	102.9%	0.3	0.6	0.3
Dodge	206	218	5.8%	607	618	1.8%	1,328	1,317	-0.8%	1.3	1.2	-0.1
Jeep	477	593	24.3%	1,179	1,530	29.8%	2,611	3,060	17.2%	2.6	2.8	0.2
Ram	146	223	52.7%	383	556	45.2%	854	1,101	28.9%	0.8	1.0	0.2
Fiat	121	79	-34.7%	278	232	-16.5%	585	641	9.6%	0.6	0.6	0.0
Ford	1,319	1,361	3.2%	3,691	3,840	4.0%	8,476	8,833	4.2%	8.3	8.0	-0.3
GMC	218	293	34.4%	583	734	25.9%	1,219	1,636	34.2%	1.2	1.5	0.3
Honda	2,454	2,483	1.2%	6,050	6,533	8.0%	13,006	14,504	11.5%	12.7	13.1	0.4
Hyundai	947	1,040	9.8%	2,466	2,532	2.7%	5,611	6,318	12.6%	5.5	5.7	0.2
Infiniti	182	198	8.8%	532	552	3.8%	1,275	1,328	4.2%	1.2	1.2	0.0
Jaguar	40	27	-32.5%	103	74	-28.2%	266	199	-25.2%	0.3	0.2	-0.1
Kia	753	646	-14.2%	2,026	1,803	-11.0%	4,341	4,060	-6.5%	4.3	3.7	-0.6
Land Rover	96	142	47.9%	271	386	42.4%	738	916	24.1%	0.7	0.8	0.1
Lexus	682	789	15.7%	1,813	2,139	18.0%	4,551	5,378	18.2%	4.5	4.9	0.4
Lincoln	17	42	147.1%	89	121	36.0%	212	272	28.3%	0.2	0.2	0.0
Mazda	476	609	27.9%	1,352	1,457	7.8%	3,119	3,503	12.3%	3.1	3.2	0.1
Mercedes	982	1,120	14.1%	2,614	3,037	16.2%	6,066	6,753	11.3%	5.9	6.1	0.2
MINI	162	166	2.5%	420	422	0.5%	868	884	1.8%	0.9	0.8	-0.1
Mitsubishi	71	107	50.7%	293	241	-17.7%	686	598	-12.8%	0.7	0.5	-0.2
Nissan	935	1,134	21.3%	2,789	2,941	5.4%	6,259	6,666	6.5%	6.1	6.0	-0.1
Porsche	104	118	13.5%	332	340	2.4%	719	802	11.5%	0.7	0.7	0.0
smart	25	13	-48.0%	66	41	-37.9%	149	76	-49.0%	0.1	0.1	0.0
Subaru	352	419	19.0%	949	1,113	17.3%	2,089	2,516	20.4%	2.0	2.3	0.3
Toyota/Scion	3,279	3,356	2.3%	8,778	8,741	-0.4%	18,946	18,936	-0.1%	18.6	17.1	-1.5
Volkswagen	423	457	8.0%	1,167	1,285	10.1%	2,660	2,747	3.3%	2.6	2.5	-0.1
Volvo	44	55	25.0%	94	123	30.9%	235	255	8.5%	0.2	0.2	0.0
Other	187	292	56.1%	375	580	54.7%	886	1,398	57.8%	0.9	1.3	0.4

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. Reported monthly registration totals for May, June, and July of 2014 were impacted by title processing delays by the DMV. Registration figures were modified by Auto Outlook to more accurately reflect the level of new vehicle sales in these three months. Annual totals for 2014 were not impacted by these adjustments. Source: Experian Automotive.

**Change in New Retail Light Vehicle Registrations (YTD 2015 thru July vs. YTD 2014)**



**Change in Segment Market Share - YTD 2015 thru July vs. YTD 2014**



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.