

Orange County Auto Outlook™

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



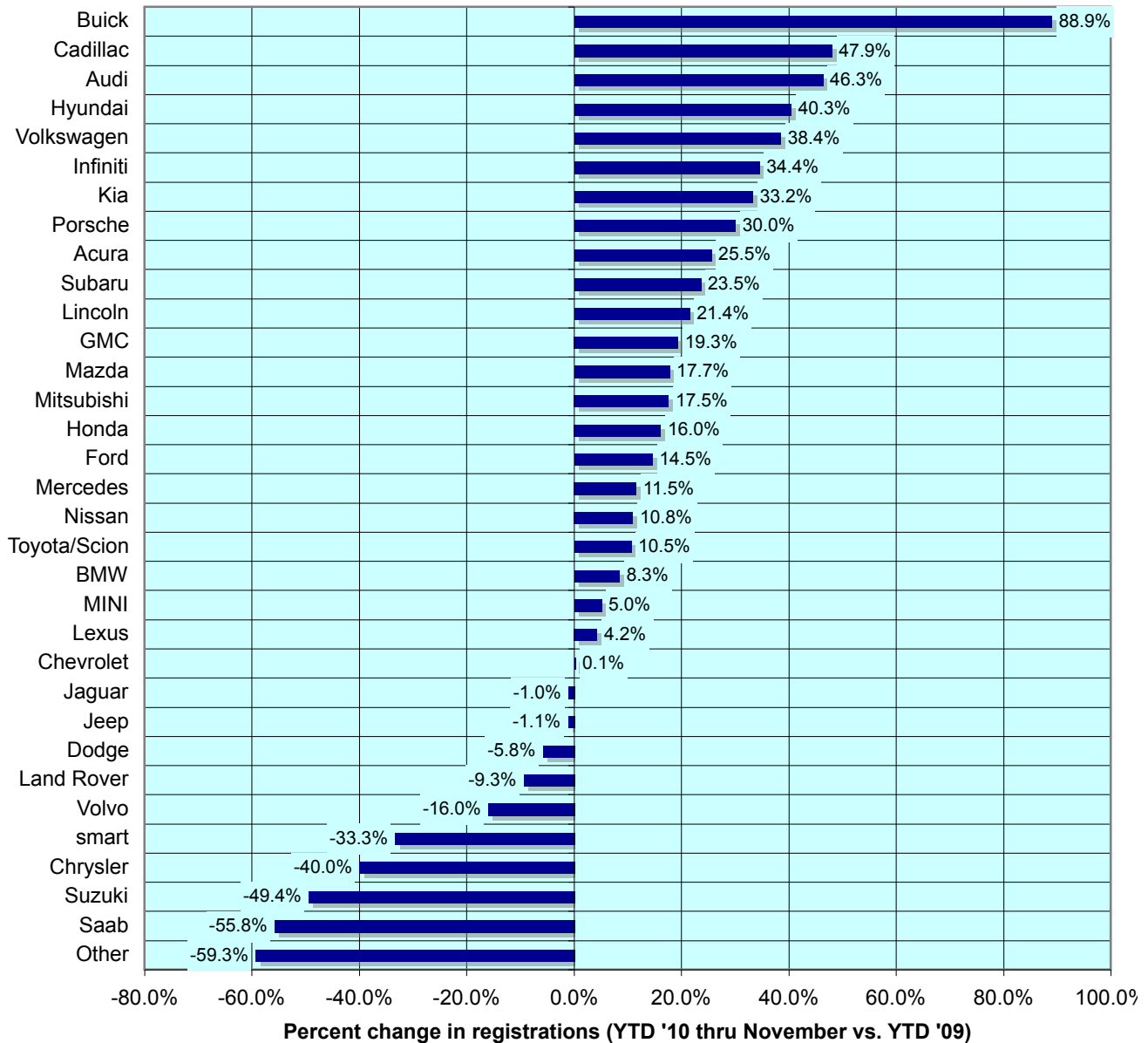
Orange County New Retail Car and Light Truck Registrations

	November				Three Month Period Sep '10 thru Nov '10				YTD thru November				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.	2009	2010	% chg.	% chg.	2009	2010	Chg.
MARKET SUMMARY															
TOTAL	7,893	9,288	17.7%	16.3%	25,348	29,826	17.7%	8.6%	87,562	99,004	13.1%	6.0%			
Cars	4,690	5,381	14.7%	8.8%	15,994	17,824	11.4%	-2.3%	53,324	59,561	11.7%	0.8%	60.9	60.2	-0.7
Light Trucks	3,203	3,907	22.0%	24.2%	9,354	12,002	28.3%	21.8%	34,238	39,443	15.2%	11.7%	39.1	39.8	0.7
Domestic	1,389	1,872	34.8%	22.4%	4,462	5,503	23.3%	15.1%	16,986	17,807	4.8%	2.1%	19.4	18.0	-1.4
Japanese	4,161	4,519	8.6%	6.7%	14,071	15,356	9.1%	0.3%	47,416	53,386	12.6%	5.8%	54.2	53.9	-0.3
European	1,831	2,002	9.3%	11.4%	5,237	6,258	19.5%	11.7%	18,199	20,953	15.1%	8.9%	20.8	21.2	0.4
Korean	512	895	74.8%	61.9%	1,578	2,709	71.7%	25.9%	4,961	6,858	38.2%	26.3%	5.7	6.9	1.2
BRAND REGISTRATIONS															
Acura	191	168	-12.0%	19.4%	426	564	32.4%	37.1%	1,450	1,820	25.5%	21.6%	1.7	1.8	0.1
Audi	127	171	34.6%	6.0%	391	550	40.7%	9.6%	1,361	1,991	46.3%	16.8%	1.6	2.0	0.4
BMW	473	438	-7.4%	19.1%	1,373	1,484	8.1%	12.6%	4,676	5,063	8.3%	7.2%	5.3	5.1	-0.2
Buick	29	42	44.8%	46.1%	56	122	117.9%	72.3%	217	410	88.9%	47.0%	0.2	0.4	0.2
Cadillac	86	109	26.7%	55.5%	216	302	39.8%	50.7%	699	1,034	47.9%	36.4%	0.8	1.0	0.2
Chevrolet	325	409	25.8%	10.9%	1,136	1,162	2.3%	5.6%	3,783	3,787	0.1%	6.3%	4.3	3.8	-0.5
Chrysler	31	41	32.3%	54.9%	118	118	0.0%	22.5%	710	426	-40.0%	-24.8%	0.8	0.4	-0.4
Dodge	89	138	55.1%	51.8%	328	437	33.2%	28.5%	1,441	1,357	-5.8%	-12.9%	1.6	1.4	-0.2
Ford	585	838	43.2%	26.2%	1,907	2,467	29.4%	21.1%	6,811	7,796	14.5%	17.8%	7.8	7.9	0.1
GMC	109	106	-2.8%	23.3%	274	366	33.6%	28.6%	1,032	1,231	19.3%	22.8%	1.2	1.2	0.0
Honda	824	1,048	27.2%	10.8%	3,294	3,982	20.9%	-1.7%	11,861	13,753	16.0%	2.6%	13.5	13.9	0.4
Hyundai	412	605	46.8%	67.7%	1,075	1,865	73.5%	24.8%	3,504	4,917	40.3%	27.6%	4.0	5.0	1.0
Infiniti	79	127	60.8%	19.4%	264	488	84.8%	28.5%	1,079	1,450	34.4%	26.5%	1.2	1.5	0.3
Jaguar	20	17	-15.0%	0.8%	64	74	15.6%	15.6%	313	310	-1.0%	2.7%	0.4	0.3	-0.1
Jeep	82	148	80.5%	95.5%	252	432	71.4%	62.9%	1,286	1,272	-1.1%	0.7%	1.5	1.3	-0.2
Kia	100	290	190.0%	78.3%	503	844	67.8%	33.5%	1,457	1,941	33.2%	26.1%	1.7	2.0	0.3
Land Rover	61	58	-4.9%	12.6%	173	152	-12.1%	10.2%	665	603	-9.3%	16.7%	0.8	0.6	-0.2
Lexus	500	347	-30.6%	3.7%	1,527	1,246	-18.4%	-1.0%	4,833	5,035	4.2%	9.1%	5.5	5.1	-0.4
Lincoln	27	33	22.2%	21.9%	55	77	40.0%	4.6%	262	318	21.4%	0.7%	0.3	0.3	0.0
Mazda	156	258	65.4%	29.1%	623	780	25.2%	11.4%	2,359	2,776	17.7%	14.0%	2.7	2.8	0.1
Mercedes	670	801	19.6%	-2.6%	1,758	2,238	27.3%	14.7%	6,022	6,716	11.5%	14.7%	6.9	6.8	-0.1
MINI	92	65	-29.3%	-18.9%	352	285	-19.0%	-9.6%	1,124	1,180	5.0%	-4.0%	1.3	1.2	-0.1
Mitsubishi	68	106	55.9%	35.4%	210	286	36.2%	8.2%	779	915	17.5%	-5.6%	0.9	0.9	0.0
Nissan	507	511	0.8%	11.1%	1,773	1,543	-13.0%	1.7%	5,198	5,759	10.8%	12.8%	5.9	5.8	-0.1
Porsche	48	64	33.3%	34.0%	152	210	38.2%	30.5%	516	671	30.0%	13.3%	0.6	0.7	0.1
Saab	1	2	100.0%	57.7%	5	8	60.0%	35.8%	43	19	-55.8%	-46.0%	0.0	0.0	0.0
smart	4	1	-75.0%	-61.6%	22	8	-63.6%	-63.9%	96	64	-33.3%	-67.2%	0.1	0.1	0.0
Subaru	108	118	9.3%	17.2%	324	358	10.5%	13.8%	1,023	1,263	23.5%	21.9%	1.2	1.3	0.1
Suzuki	22	10	-54.5%	6.7%	40	39	-2.5%	-31.7%	308	156	-49.4%	-44.3%	0.4	0.2	-0.2
Toyota/Scion	1,705	1,826	7.1%	-10.9%	5,586	6,070	8.7%	-7.3%	18,505	20,455	10.5%	0.5%	21.1	20.7	-0.4
Volkswagen	258	339	31.4%	18.5%	752	1,084	44.1%	18.1%	2,653	3,672	38.4%	16.7%	3.0	3.7	0.7
Volvo	63	30	-52.4%	-14.4%	156	97	-37.8%	-17.7%	543	456	-16.0%	-10.4%	0.6	0.5	-0.1
Other	41	24	-41.5%	-47.7%	163	88	-46.0%	-63.7%	953	388	-59.3%	-68.9%	1.1	0.4	-0.7

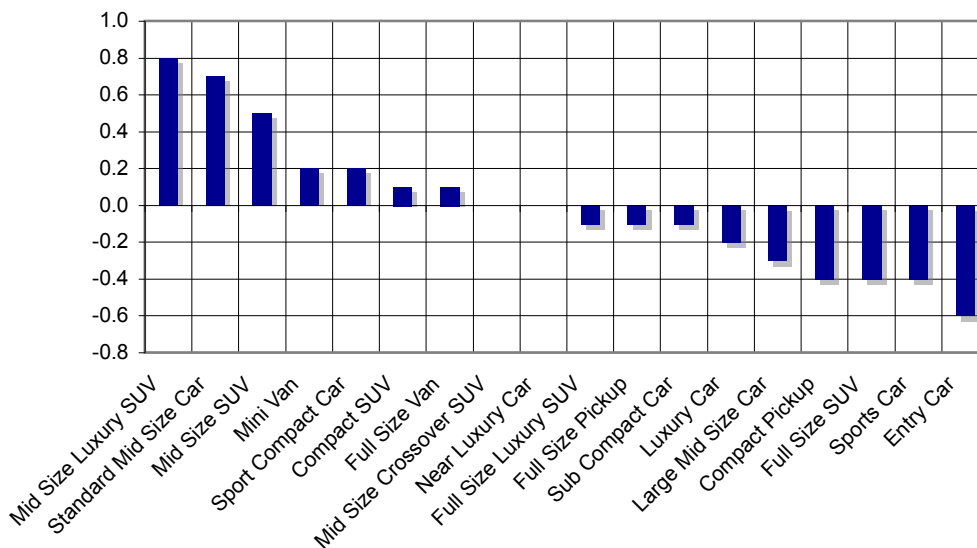
The table shows new retail light vehicle registrations in Orange County. Please keep in mind that monthly registration figures can occasionally be subject to fluctuations, resulting in over or under estimation of actual results. This usually occurs due to processing delays by governmental agencies. For 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 November are estimated based on reporting from 36 states.

Percent Change in New Retail Light Vehicle Registrations (YTD 2010 thru November vs. YTD 2009)



Change in Segment Market Share - YTD 2010 thru November vs. YTD 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.

