

# Orange County Auto Outlook™

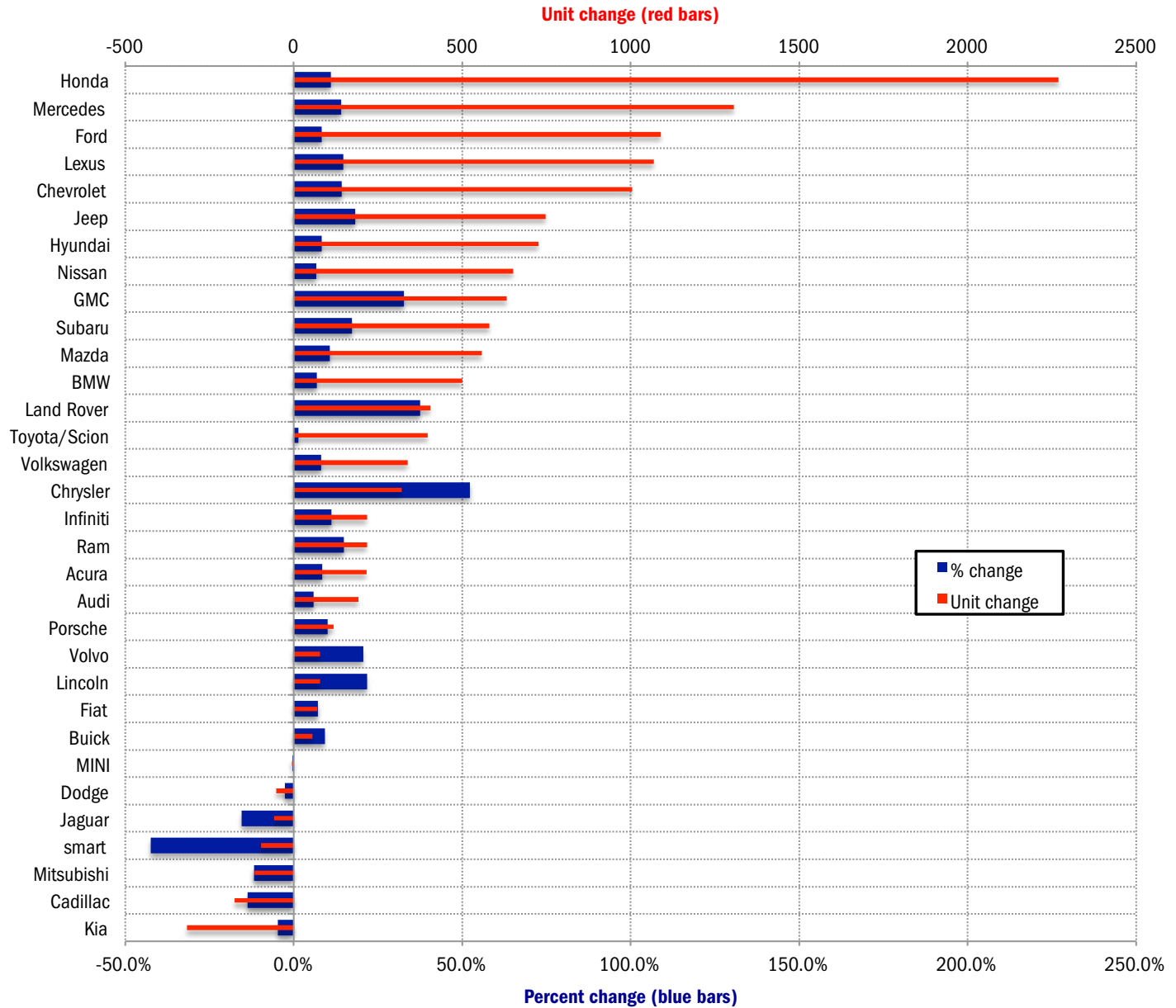
Comprehensive information on the Orange County new retail vehicle market  
 Monthly Report - Retail Sales for November 2015 \*DOES NOT INCLUDE FLEET SALES\*



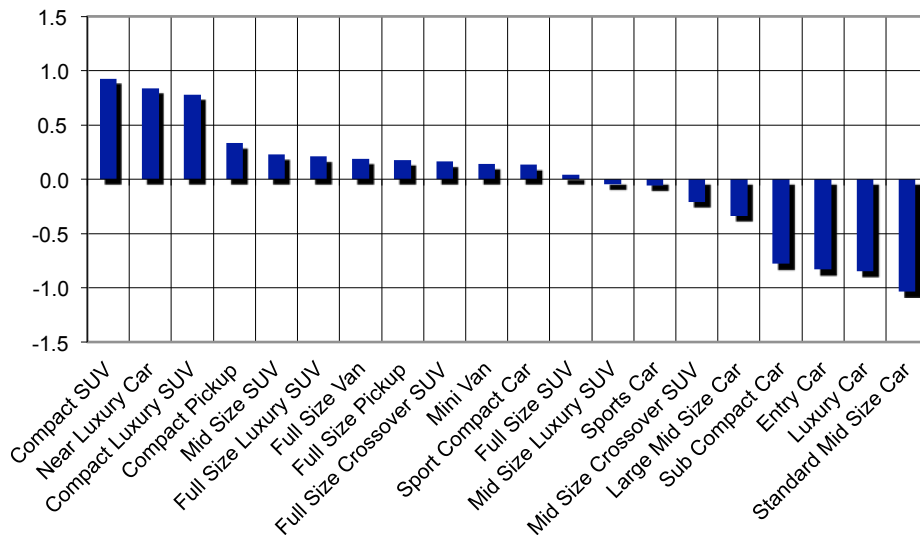
Orange County New Retail Car and Light Truck Registrations												
	November			Three Month Period Sep. '15 thru Nov. '15			YTD thru November			YTD Market Share (%)		
	Orange County			Orange County			Orange County			Orange County		
	2014	2015	% chg.	Prev.	Curr.	% chg.	2014	2015	% chg.	2014	2015	Chg.
<b>MARKET SUMMARY</b>												
TOTAL	13,210	13,781	4.3%	44,881	49,028	9.2%	160,682	174,369	8.5%			
Cars	8,017	7,719	-3.7%	27,698	28,273	2.1%	98,488	101,803	3.4%	61.3	58.4	-2.9
Light Trucks	5,193	6,062	16.7%	17,183	20,755	20.8%	62,194	72,566	16.7%	38.7	41.6	2.9
Domestic	2,797	3,048	9.0%	9,314	10,710	15.0%	33,327	37,684	13.1%	20.7	21.6	0.9
European	2,588	2,683	3.7%	8,372	9,300	11.1%	30,317	33,392	10.1%	18.9	19.2	0.3
Japanese	6,589	6,834	3.7%	22,998	24,849	8.0%	81,613	87,458	7.2%	50.8	50.2	-0.6
Korean	1,236	1,216	-1.6%	4,197	4,169	-0.7%	15,425	15,835	2.7%	9.6	9.1	-0.5
<b>BRAND REGISTRATIONS</b>												
Acura	236	244	3.4%	713	780	9.4%	2,557	2,773	8.4%	1.6	1.6	0.0
Audi	272	286	5.1%	951	945	-0.6%	3,243	3,435	5.9%	2.0	2.0	0.0
BMW	705	656	-7.0%	2,053	2,085	1.6%	7,360	7,860	6.8%	4.6	4.5	-0.1
Buick	56	59	5.4%	161	225	39.8%	610	666	9.2%	0.4	0.4	0.0
Cadillac	85	126	48.2%	358	319	-10.9%	1,272	1,097	-13.8%	0.8	0.6	-0.2
Chevrolet	610	741	21.5%	1,968	2,300	16.9%	7,024	8,028	14.3%	4.4	4.6	0.2
C/D/J/R	762	754	-1.0%	2,332	2,524	8.2%	8,201	9,434	15.0%	5.1	5.4	0.3
Chrysler	74	56	-24.3%	213	187	-12.2%	612	932	52.3%	0.4	0.5	0.1
Dodge	175	168	-4.0%	532	518	-2.6%	2,023	1,971	-2.6%	1.3	1.1	-0.2
Jeep	343	389	13.4%	1,123	1,370	22.0%	4,100	4,848	18.2%	2.6	2.8	0.2
Ram	170	141	-17.1%	464	449	-3.2%	1,466	1,683	14.8%	0.9	1.0	0.1
Fiat	109	59	-45.9%	298	302	1.3%	966	1,036	7.2%	0.6	0.6	0.0
Ford	1,026	1,041	1.5%	3,546	4,162	17.4%	13,102	14,192	8.3%	8.2	8.1	-0.1
GMC	178	213	19.7%	559	711	27.2%	1,932	2,564	32.7%	1.2	1.5	0.3
Honda	1,675	1,730	3.3%	6,034	6,489	7.5%	20,684	22,953	11.0%	12.9	13.2	0.3
Hyundai	700	632	-9.7%	2,410	2,362	-2.0%	8,745	9,471	8.3%	5.4	5.4	0.0
Infiniti	178	209	17.4%	539	666	23.6%	1,930	2,147	11.2%	1.2	1.2	0.0
Jaguar	34	39	14.7%	86	95	10.5%	382	323	-15.4%	0.2	0.2	0.0
Kia	536	584	9.0%	1,787	1,807	1.1%	6,680	6,364	-4.7%	4.2	3.6	-0.6
Land Rover	79	158	100.0%	249	456	83.1%	1,080	1,485	37.5%	0.7	0.9	0.2
Lexus	529	637	20.4%	1,991	2,175	9.2%	7,275	8,343	14.7%	4.5	4.8	0.3
Lincoln	44	34	-22.7%	134	120	-10.4%	359	437	21.7%	0.2	0.3	0.1
Mazda	504	433	-14.1%	1,521	1,759	15.6%	5,182	5,740	10.8%	3.2	3.3	0.1
Mercedes	645	801	24.2%	2,431	2,885	18.7%	9,334	10,640	14.0%	5.8	6.1	0.3
MINI	134	97	-27.6%	351	377	7.4%	1,345	1,339	-0.4%	0.8	0.8	0.0
Mitsubishi	37	50	35.1%	231	199	-13.9%	980	864	-11.8%	0.6	0.5	-0.1
Nissan	737	895	21.4%	2,600	2,881	10.8%	9,658	10,309	6.7%	6.0	5.9	-0.1
Porsche	115	86	-25.2%	371	368	-0.8%	1,177	1,295	10.0%	0.7	0.7	0.0
smart	15	12	-20.0%	60	36	-40.0%	229	132	-42.4%	0.1	0.1	0.0
Subaru	309	311	0.6%	956	1,101	15.2%	3,353	3,934	17.3%	2.1	2.3	0.2
Toyota/Scion	2,384	2,325	-2.5%	8,413	8,799	4.6%	29,994	30,392	1.3%	18.7	17.4	-1.3
Volkswagen	359	352	-1.9%	1,156	1,330	15.1%	4,152	4,490	8.1%	2.6	2.6	0.0
Volvo	35	55	57.1%	104	160	53.8%	379	457	20.6%	0.2	0.3	0.1
Other	122	162	32.8%	518	610	17.8%	1,497	2,169	44.9%	0.9	1.2	0.3

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: Experian Automotive.

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



Change in Segment Market Share - YTD 2015 thru November 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.