

Orange County Auto Outlook™

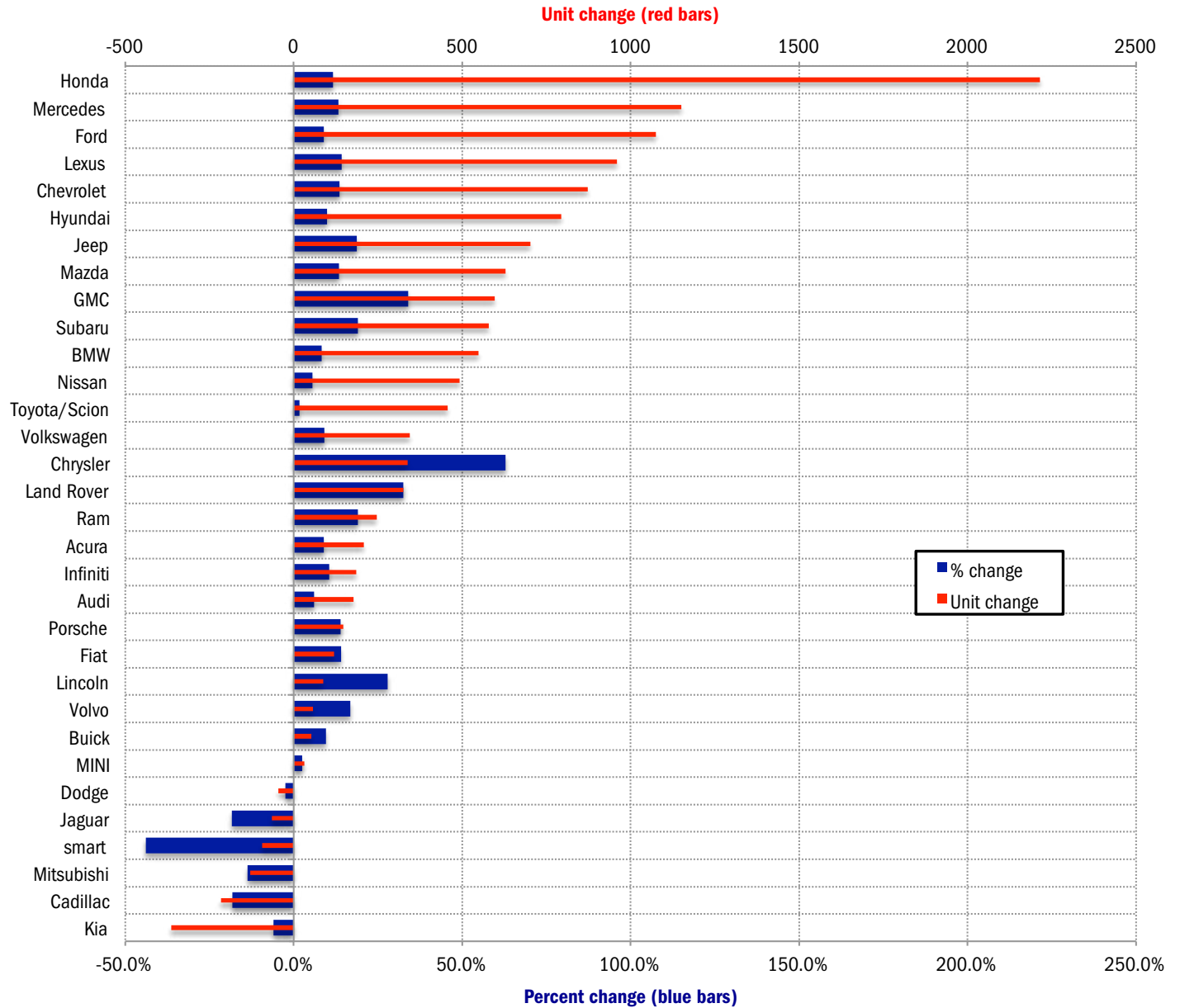
Comprehensive information on the Orange County new retail vehicle market
 Monthly Report - Retail Sales for October 2015 *DOES NOT INCLUDE FLEET SALES*



Orange County New Retail Car and Light Truck Registrations												
	October			Three Month Period Aug. '15 thru Oct. '15			YTD thru October			YTD Market Share (%)		
	Orange County			Orange County			Orange County			Orange County		
	2014	2015	% chg.	Prev.	Curr.	% chg.	2014	2015	% chg.	2014	2015	Chg.
MARKET SUMMARY												
TOTAL	13,078	14,819	13.3%	45,368	49,898	10.0%	147,472	160,588	8.9%			
Cars	8,226	8,615	4.7%	27,967	29,020	3.8%	90,471	94,084	4.0%	61.3	58.6	-2.8
Light Trucks	4,852	6,204	27.9%	17,401	20,878	20.0%	57,001	66,504	16.7%	38.7	41.4	2.8
Domestic	2,703	3,207	18.6%	9,271	10,771	16.2%	30,530	34,636	13.4%	20.7	21.6	0.9
European	2,499	3,002	20.1%	8,415	9,474	12.6%	27,729	30,709	10.7%	18.8	19.1	0.3
Japanese	6,759	7,332	8.5%	23,445	25,412	8.4%	75,024	80,624	7.5%	50.9	50.2	-0.7
Korean	1,117	1,278	14.4%	4,237	4,241	0.1%	14,189	14,619	3.0%	9.6	9.1	-0.5
BRAND REGISTRATIONS												
Acura	200	229	14.5%	673	749	11.3%	2,321	2,529	9.0%	1.6	1.6	0.0
Audi	258	284	10.1%	968	946	-2.3%	2,971	3,149	6.0%	2.0	2.0	0.0
BMW	603	645	7.0%	1,967	2,001	1.7%	6,655	7,204	8.2%	4.5	4.5	0.0
Buick	38	74	94.7%	148	224	51.4%	554	607	9.6%	0.4	0.4	0.0
Cadillac	106	77	-27.4%	373	269	-27.9%	1,187	971	-18.2%	0.8	0.6	-0.2
Chevrolet	559	676	20.9%	1,963	2,253	14.8%	6,414	7,287	13.6%	4.3	4.5	0.2
C/D/J/R	612	760	24.2%	2,307	2,514	9.0%	7,439	8,680	16.7%	5.0	5.4	0.4
Chrysler	64	66	3.1%	199	188	-5.5%	538	876	62.8%	0.4	0.5	0.1
Dodge	133	150	12.8%	520	486	-6.5%	1,848	1,803	-2.4%	1.3	1.1	-0.2
Jeep	293	404	37.9%	1,146	1,399	22.1%	3,757	4,459	18.7%	2.5	2.8	0.3
Ram	122	140	14.8%	442	441	-0.2%	1,296	1,542	19.0%	0.9	1.0	0.1
Fiat	103	89	-13.6%	272	336	23.5%	857	977	14.0%	0.6	0.6	0.0
Ford	990	1,217	22.9%	3,600	4,318	19.9%	12,076	13,151	8.9%	8.2	8.2	0.0
GMC	159	228	43.4%	535	715	33.6%	1,754	2,351	34.0%	1.2	1.5	0.3
Honda	1,830	1,851	1.1%	6,003	6,719	11.9%	19,009	21,223	11.6%	12.9	13.2	0.3
Hyundai	629	761	21.0%	2,434	2,521	3.6%	8,045	8,839	9.9%	5.5	5.5	0.0
Infiniti	136	192	41.2%	477	610	27.9%	1,752	1,938	10.6%	1.2	1.2	0.0
Jaguar	30	21	-30.0%	82	85	3.7%	348	284	-18.4%	0.2	0.2	0.0
Kia	488	517	5.9%	1,803	1,720	-4.6%	6,144	5,780	-5.9%	4.2	3.6	-0.6
Land Rover	61	143	134.4%	263	411	56.3%	1,001	1,327	32.6%	0.7	0.8	0.1
Lexus	573	577	0.7%	2,195	2,328	6.1%	6,746	7,706	14.2%	4.6	4.8	0.2
Lincoln	41	38	-7.3%	103	131	27.2%	315	403	27.9%	0.2	0.3	0.1
Mazda	454	540	18.9%	1,559	1,804	15.7%	4,678	5,307	13.4%	3.2	3.3	0.1
Mercedes	782	1,022	30.7%	2,623	3,086	17.7%	8,689	9,839	13.2%	5.9	6.1	0.2
MINI	88	89	1.1%	343	358	4.4%	1,211	1,242	2.6%	0.8	0.8	0.0
Mitsubishi	108	71	-34.3%	257	216	-16.0%	943	814	-13.7%	0.6	0.5	-0.1
Nissan	751	857	14.1%	2,662	2,748	3.2%	8,921	9,414	5.5%	6.0	5.9	-0.1
Porsche	93	137	47.3%	343	407	18.7%	1,062	1,209	13.8%	0.7	0.8	0.1
smart	25	9	-64.0%	65	44	-32.3%	214	120	-43.9%	0.1	0.1	0.0
Subaru	271	350	29.2%	955	1,107	15.9%	3,044	3,623	19.0%	2.1	2.3	0.2
Toyota/Scion	2,436	2,665	9.4%	8,664	9,131	5.4%	27,610	28,067	1.7%	18.7	17.5	-1.2
Volkswagen	324	442	36.4%	1,133	1,391	22.8%	3,793	4,138	9.1%	2.6	2.6	0.0
Volvo	31	45	45.2%	109	147	34.9%	344	402	16.9%	0.2	0.3	0.1
Other	299	213	-28.8%	489	609	24.5%	1,375	2,007	46.0%	0.9	1.2	0.3

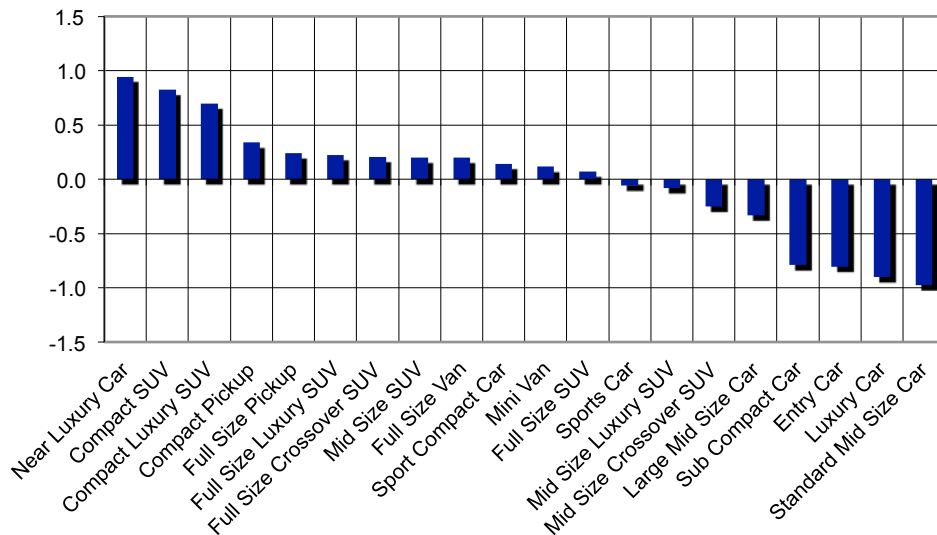
The table shows new retail light vehicle registrations in Orange County. Monthly registration figures can be subject to fluctuations. This usually occurs due to processing delays by governmental agencies. For this reason, the year-to-date figures will typically be more reflective of market results. The top 10 ranked brands are shaded green. Source: Experian Automotive.

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



■ % change
■ Unit change

Change in Segment Market Share - YTD 2015 thru October 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.