

Orange County Auto Outlook™

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



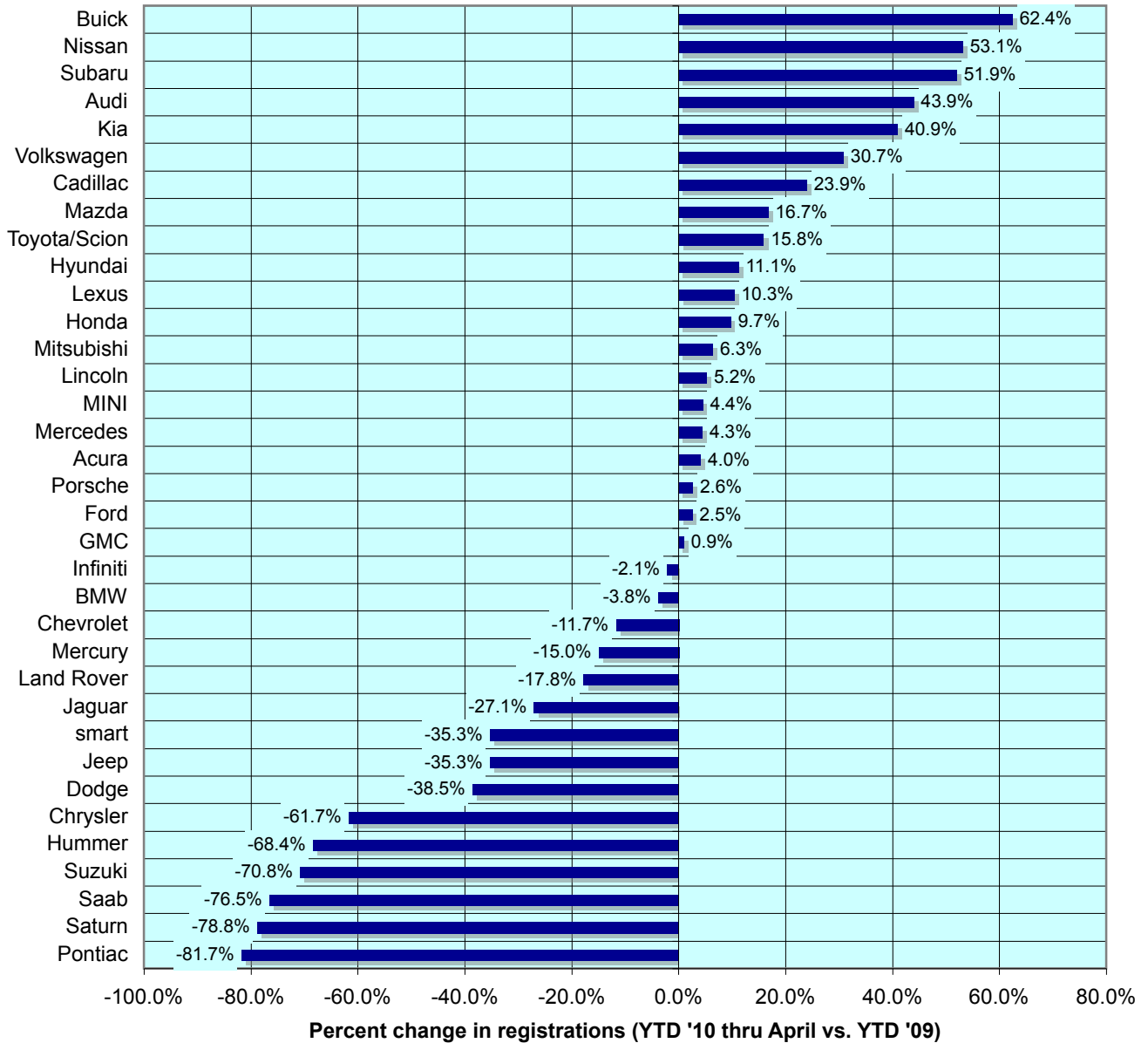
Orange County New Retail Car and Light Truck Registrations

	April				Three Month Period Feb '10 thru Apr '10				YTD thru April				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	9,494	10,202	7.5%	19.9%	23,120	25,770	11.5%	19.6%	31,803	34,173	7.5%	16.7%			
Cars	5,689	6,162	8.3%	16.8%	13,522	15,366	13.6%	19.1%	18,300	20,434	11.7%	18.6%	57.5	59.8	2.3
Light Trucks	3,805	4,040	6.2%	23.6%	9,598	10,404	8.4%	20.1%	13,503	13,739	1.7%	14.6%	42.5	40.2	-2.3
Domestic	1,909	1,614	-15.5%	17.1%	4,775	4,495	-5.9%	19.0%	6,824	5,910	-13.4%	17.7%	21.5	17.3	-4.2
Japanese	5,173	5,992	15.8%	22.3%	12,169	14,467	18.9%	21.1%	16,494	19,043	15.5%	15.2%	51.9	55.7	3.8
European	1,973	2,009	1.8%	20.1%	4,909	5,378	9.6%	17.0%	6,879	7,329	6.5%	18.4%	21.6	21.4	-0.2
Korean	439	587	33.7%	24.3%	1,267	1,430	12.9%	18.0%	1,606	1,891	17.7%	16.9%	5.0	5.5	0.5
BRAND REGISTRATIONS															
Acura	202	216	6.9%	21.6%	433	465	7.4%	23.2%	569	592	4.0%	15.5%	1.8	1.7	-0.1
Audi	138	207	50.0%	32.9%	338	508	50.3%	33.3%	478	688	43.9%	34.3%	1.5	2.0	0.5
BMW	567	443	-21.9%	10.0%	1,340	1,313	-2.0%	9.1%	1,878	1,807	-3.8%	8.8%	5.9	5.3	-0.6
Buick	26	23	-11.5%	36.6%	72	97	34.7%	52.4%	85	138	62.4%	50.5%	0.3	0.4	0.1
Cadillac	74	110	48.6%	35.7%	196	294	50.0%	36.7%	293	363	23.9%	26.8%	0.9	1.1	0.2
Chevrolet	370	322	-13.0%	17.7%	954	922	-3.4%	29.5%	1,408	1,243	-11.7%	31.1%	4.4	3.6	-0.8
Chrysler	96	39	-59.4%	61.4%	225	104	-53.8%	20.9%	342	131	-61.7%	16.7%	1.1	0.4	-0.7
Dodge	246	125	-49.2%	24.4%	519	316	-39.1%	-0.8%	657	404	-38.5%	-2.6%	2.1	1.2	-0.9
Ford	676	696	3.0%	26.3%	1,746	1,953	11.9%	38.7%	2,494	2,557	2.5%	36.2%	7.8	7.5	-0.3
GMC	102	112	9.8%	20.3%	270	320	18.5%	32.3%	423	427	0.9%	27.3%	1.3	1.2	-0.1
Honda	1,527	1,515	-0.8%	11.7%	3,254	3,704	13.8%	15.2%	4,368	4,790	9.7%	11.0%	13.7	14.0	0.3
Hummer	6	6	0.0%	-47.3%	16	12	-25.0%	-61.7%	38	12	-68.4%	-66.8%	0.1	0.0	-0.1
Hyundai	299	417	39.5%	29.7%	948	1,021	7.7%	18.7%	1,247	1,385	11.1%	19.8%	3.9	4.1	0.2
Infiniti	122	108	-11.5%	46.2%	302	307	1.7%	30.5%	434	425	-2.1%	20.5%	1.4	1.2	-0.2
Jaguar	45	22	-51.1%	-30.1%	101	75	-25.7%	-17.6%	144	105	-27.1%	-10.5%	0.5	0.3	-0.2
Jeep	176	133	-24.4%	-0.1%	448	321	-28.3%	3.1%	618	400	-35.3%	1.1%	1.9	1.2	-0.7
Kia	140	170	21.4%	17.3%	319	409	28.2%	16.9%	359	506	40.9%	12.9%	1.1	1.5	0.4
Land Rover	63	57	-9.5%	34.6%	188	173	-8.0%	23.3%	269	221	-17.8%	20.0%	0.8	0.6	-0.2
Lexus	469	532	13.4%	29.3%	1,196	1,336	11.7%	26.1%	1,760	1,941	10.3%	20.6%	5.5	5.7	0.2
Lincoln	39	38	-2.6%	21.9%	97	118	21.6%	19.8%	135	142	5.2%	18.7%	0.4	0.4	0.0
Mazda	244	305	25.0%	17.3%	660	804	21.8%	8.6%	886	1,034	16.7%	7.1%	2.8	3.0	0.2
Mercedes	589	665	12.9%	25.1%	1,612	1,727	7.1%	20.9%	2,308	2,407	4.3%	25.5%	7.3	7.0	-0.3
Mercury	12	9	-25.0%	19.1%	31	20	-35.5%	23.3%	40	34	-15.0%	19.9%	0.1	0.1	0.0
MINI	119	111	-6.7%	5.1%	287	295	2.8%	2.3%	388	405	4.4%	3.3%	1.2	1.2	0.0
Mitsubishi	89	85	-4.5%	0.3%	270	292	8.1%	2.8%	349	371	6.3%	-1.1%	1.1	1.1	0.0
Nissan	483	685	41.8%	33.8%	1,104	1,793	62.4%	37.2%	1,489	2,279	53.1%	33.0%	4.7	6.7	2.0
Pontiac	20	1	-95.0%	-99.5%	67	7	-89.6%	-99.4%	82	15	-81.7%	-98.8%	0.3	0.0	-0.3
Porsche	76	52	-31.6%	-5.7%	145	150	3.4%	1.2%	196	201	2.6%	2.8%	0.6	0.6	0.0
Saab	5	0	-100.0%	-75.9%	7	3	-57.1%	-84.5%	17	4	-76.5%	-75.0%	0.1	0.0	-0.1
Saturn	66	0	-100.0%	-94.9%	133	11	-91.7%	-72.7%	208	44	-78.8%	-76.9%	0.7	0.1	-0.6
smart	22	12	-45.5%	-49.4%	31	16	-48.4%	-60.1%	34	22	-35.3%	-66.9%	0.1	0.1	0.0
Subaru	103	152	47.6%	48.2%	251	403	60.6%	44.7%	318	483	51.9%	41.1%	1.0	1.4	0.4
Suzuki	36	13	-63.9%	-23.3%	147	51	-65.3%	-60.3%	212	62	-70.8%	-56.9%	0.7	0.2	-0.5
Toyota/Scion	1,894	2,380	25.7%	23.8%	4,547	5,309	16.8%	19.7%	6,101	7,062	15.8%	10.5%	19.2	20.7	1.5
Volkswagen	277	375	35.4%	42.0%	691	931	34.7%	38.8%	921	1,204	30.7%	39.4%	2.9	3.5	0.6
Volvo	44	46	4.5%	1.0%	115	142	23.5%	1.5%	166	204	22.9%	8.3%	0.5	0.6	0.1
Other	32	20	-37.5%	217.5%	60	48	-20.0%	80.4%	89	65	-27.0%	30.5%	0.3	0.2	-0.1

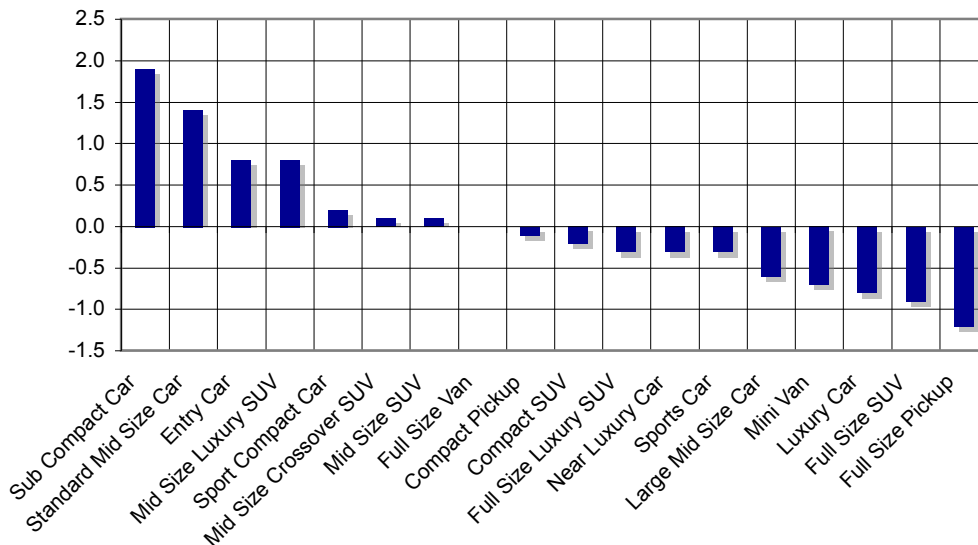
The table shows new retail light vehicle registrations in Orange County. **Please keep in mind that monthly registration figures can occasionally be subject to fluctuations, resulting in over or under estimation of actual results. This usually occurs due to processing delays by governmental agencies. 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 for area registrations: AutoCount. Source for U.S. data: Automotive News. Note: U.S. data includes fleet sales.

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



Change in Segment Market Share - YTD 2010 thru April 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.

