

# Orange County Auto Outlook™

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



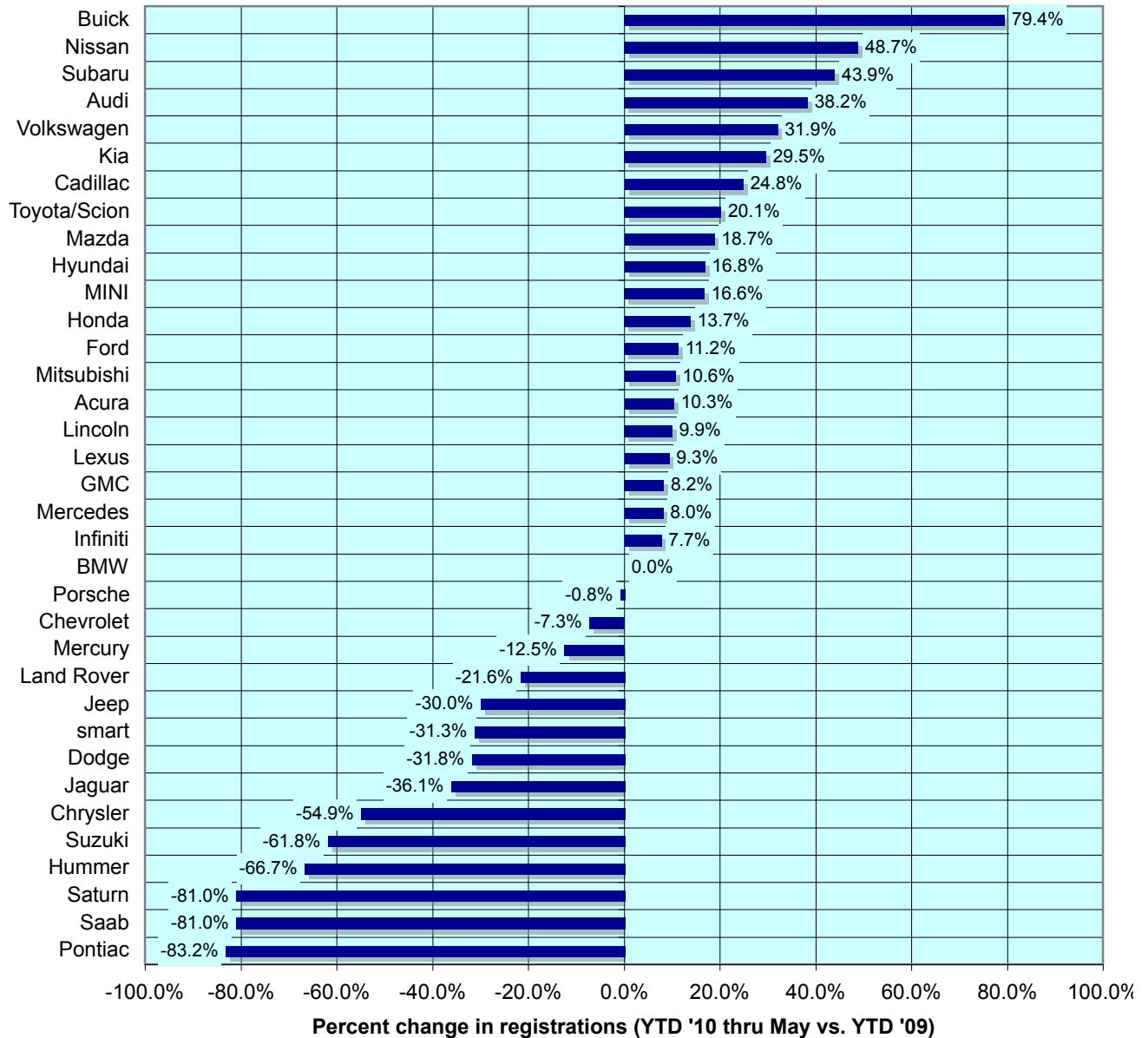
## Orange County New Retail Car and Light Truck Registrations

	May				Three Month Period Mar '10 thru May '10				YTD thru May				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.
<b>MARKET SUMMARY</b>															
TOTAL	6,572	8,511	29.5%	19.1%	24,155	28,432	17.7%	21.1%	38,375	42,684	11.2%	17.3%			
Cars	3,978	5,188	30.4%	16.4%	14,304	17,023	19.0%	18.4%	22,273	25,628	15.1%	18.1%	58.0	60.0	2.0
Light Trucks	2,594	3,323	28.1%	22.4%	9,851	11,409	15.8%	24.3%	16,102	17,056	5.9%	16.4%	42.0	40.0	-2.0
Domestic	1,179	1,552	31.6%	22.5%	4,825	4,965	2.9%	20.2%	8,003	7,462	-6.8%	18.8%	20.9	17.5	-3.4
Japanese	3,552	4,704	32.4%	15.9%	12,839	15,970	24.4%	23.1%	20,046	23,747	18.5%	15.4%	52.2	55.6	3.4
European	1,429	1,725	20.7%	8.7%	5,176	5,815	12.3%	14.5%	8,308	9,054	9.0%	16.1%	21.6	21.2	-0.4
Korean	412	530	28.6%	27.7%	1,315	1,682	27.9%	23.4%	2,018	2,421	20.0%	19.3%	5.3	5.7	0.4
<b>BRAND REGISTRATIONS</b>															
Acura	122	170	39.3%	24.3%	451	557	23.5%	25.4%	691	762	10.3%	17.5%	1.8	1.8	0.0
Audi	147	176	19.7%	22.7%	407	572	40.5%	29.4%	625	864	38.2%	31.4%	1.6	2.0	0.4
BMW	309	381	23.3%	-2.9%	1,348	1,363	1.1%	3.1%	2,187	2,188	0.0%	6.0%	5.7	5.1	-0.6
Buick	17	45	164.7%	37.4%	77	107	39.0%	48.2%	102	183	79.4%	47.4%	0.3	0.4	0.1
Cadillac	50	65	30.0%	53.6%	167	284	70.1%	43.6%	343	428	24.8%	32.1%	0.9	1.0	0.1
Chevrolet	270	313	15.9%	31.4%	984	1,010	2.6%	29.4%	1,678	1,556	-7.3%	31.2%	4.4	3.6	-0.8
Chrysler	44	43	-2.3%	29.5%	214	122	-43.0%	27.4%	386	174	-54.9%	19.4%	1.0	0.4	-0.6
Dodge	116	123	6.0%	47.8%	546	360	-34.1%	14.8%	773	527	-31.8%	6.7%	2.0	1.2	-0.8
Ford	453	720	58.9%	28.0%	1,787	2,234	25.0%	32.8%	2,947	3,277	11.2%	34.0%	7.7	7.7	0.0
GMC	78	115	47.4%	28.2%	278	359	29.1%	31.4%	501	542	8.2%	27.5%	1.3	1.3	0.0
Honda	975	1,283	31.6%	18.6%	3,550	4,154	17.0%	17.1%	5,343	6,073	13.7%	12.8%	13.9	14.2	0.3
Hummer	4	2	-50.0%	17.9%	15	11	-26.7%	-27.2%	42	14	-66.7%	-48.6%	0.1	0.0	-0.1
Hyundai	266	382	43.6%	32.8%	944	1,171	24.0%	25.5%	1,513	1,767	16.8%	22.7%	3.9	4.1	0.2
Infiniti	73	121	65.8%	24.6%	307	347	13.0%	35.2%	507	546	7.7%	21.3%	1.3	1.3	0.0
Jaguar	39	12	-69.2%	-17.6%	112	65	-42.0%	-21.6%	183	117	-36.1%	-12.2%	0.5	0.3	-0.2
Jeep	85	92	8.2%	6.1%	444	326	-26.6%	3.0%	703	492	-30.0%	2.1%	1.8	1.2	-0.6
Kia	146	148	1.4%	20.6%	371	511	37.7%	20.4%	505	654	29.5%	14.6%	1.3	1.5	0.2
Land Rover	69	44	-36.2%	21.9%	209	174	-16.7%	29.6%	338	265	-21.6%	20.4%	0.9	0.6	-0.3
Lexus	389	408	4.9%	31.3%	1,267	1,429	12.8%	34.0%	2,149	2,349	9.3%	23.1%	5.6	5.5	-0.1
Lincoln	17	25	47.1%	-9.5%	87	119	36.8%	8.6%	152	167	9.9%	11.5%	0.4	0.4	0.0
Mazda	204	260	27.5%	35.2%	723	860	18.9%	18.1%	1,090	1,294	18.7%	12.5%	2.8	3.0	0.2
Mercedes	493	617	25.2%	26.7%	1,725	1,933	12.1%	26.8%	2,801	3,024	8.0%	25.8%	7.3	7.1	-0.2
Mercury	8	8	0.0%	-10.7%	31	25	-19.4%	9.7%	48	42	-12.5%	11.6%	0.1	0.1	0.0
MINI	52	108	107.7%	-8.2%	280	350	25.0%	-1.6%	440	513	16.6%	0.1%	1.1	1.2	0.1
Mitsubishi	67	89	32.8%	8.8%	291	316	8.6%	9.4%	416	460	10.6%	0.8%	1.1	1.1	0.0
Nissan	369	484	31.2%	24.1%	1,226	1,886	53.8%	33.9%	1,858	2,763	48.7%	30.9%	4.8	6.5	1.7
Pontiac	13	1	-92.3%	-98.6%	64	2	-96.9%	-99.2%	95	16	-83.2%	-98.7%	0.2	0.0	-0.2
Porsche	57	50	-12.3%	-5.4%	175	166	-5.1%	-1.0%	253	251	-0.8%	1.0%	0.7	0.6	-0.1
Saab	4	0	-100.0%	-77.8%	9	2	-77.8%	-82.2%	21	4	-81.0%	-75.5%	0.1	0.0	-0.1
Saturn	24	0	-100.0%	-99.4%	130	6	-95.4%	-86.1%	232	44	-81.0%	-82.0%	0.6	0.1	-0.5
smart	14	11	-21.4%	-40.5%	40	25	-37.5%	-51.8%	48	33	-31.3%	-62.8%	0.1	0.1	0.0
Subaru	90	104	15.6%	35.2%	282	418	48.2%	43.0%	408	587	43.9%	39.7%	1.1	1.4	0.3
Suzuki	16	25	56.3%	-26.4%	117	70	-40.2%	-53.5%	228	87	-61.8%	-53.0%	0.6	0.2	-0.4
Toyota/Scion	1,245	1,760	41.4%	3.6%	4,619	5,931	28.4%	21.8%	7,346	8,822	20.1%	8.9%	19.1	20.7	1.6
Volkswagen	197	271	37.6%	20.3%	687	955	39.0%	33.4%	1,118	1,475	31.9%	34.6%	2.9	3.5	0.6
Volvo	31	34	9.7%	-16.5%	125	151	20.8%	-12.1%	197	238	20.8%	2.2%	0.5	0.6	0.1
Other	19	21	10.5%	-19.8%	66	61	-7.6%	62.8%	108	86	-20.4%	15.4%	0.3	0.2	-0.1

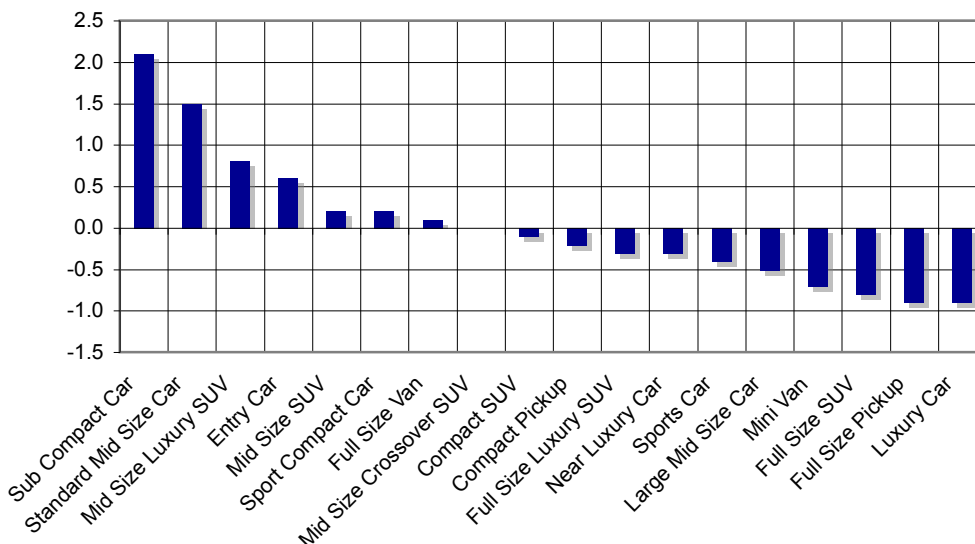
The table shows new retail light vehicle registrations in Orange County. **Please keep in mind that monthly registration figures can occasionally be subject to fluctuations, resulting in over or under estimation of actual results. This usually occurs due to processing delays by governmental agencies. 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 May vs. YTD 2009)**



**Change in Segment Market Share - YTD 2010 thru May 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](http://www.autocount.com).

