

Orange County Auto Outlook™

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



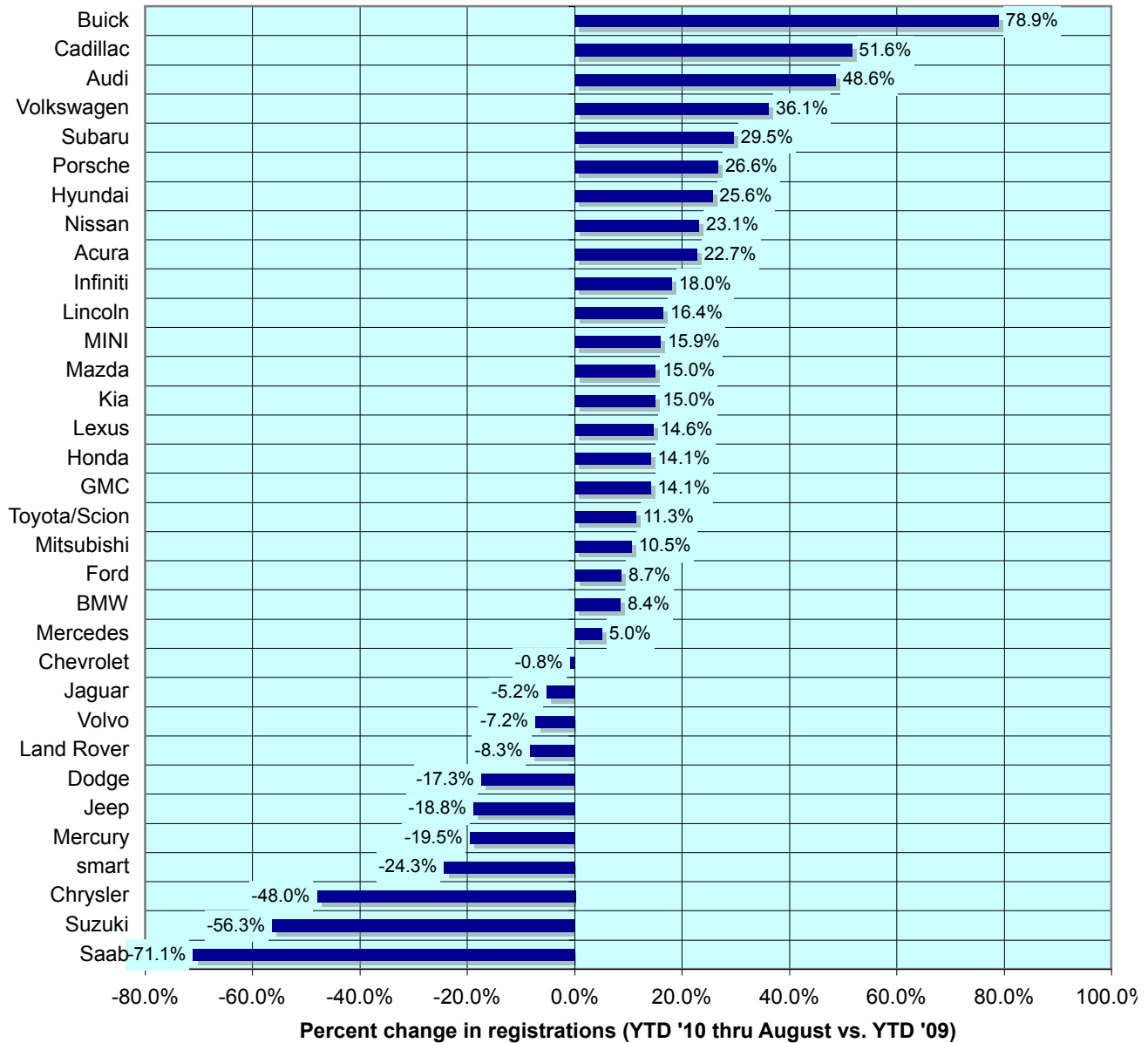
Orange County New Retail Car and Light Truck Registrations

	August				Three Month Period June '10 thru Aug '10				YTD thru August				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	9,217	8,382	-9.1%	-14.4%	23,839	26,494	11.1%	-3.3%	62,214	69,178	11.2%	2.7%			
Cars	6,047	5,139	-15.0%	-24.0%	15,069	16,118	7.0%	-10.5%	37,343	41,744	11.8%	0.1%	60.0	60.3	0.3
Light Trucks	3,170	3,243	2.3%	-1.2%	8,770	10,376	18.3%	5.6%	24,871	27,434	10.3%	5.6%	40.0	39.7	-0.3
Domestic	1,705	1,581	-7.3%	-18.8%	4,521	4,842	7.1%	-8.1%	12,524	12,304	-1.8%	-4.8%	20.1	17.8	-2.3
Japanese	5,451	4,500	-17.4%	-15.1%	13,299	14,283	7.4%	-3.1%	33,345	38,030	14.1%	6.0%	53.6	55.0	1.4
European	1,552	1,777	14.5%	5.8%	4,654	5,641	21.2%	3.9%	12,962	14,695	13.4%	7.0%	20.8	21.2	0.4
Korean	509	524	2.9%	-8.4%	1,365	1,728	26.6%	14.3%	3,383	4,149	22.6%	23.6%	5.4	6.0	0.6
BRAND REGISTRATIONS															
Acura	122	141	15.6%	37.6%	333	494	48.3%	25.1%	1,024	1,256	22.7%	14.5%	1.6	1.8	0.2
Audi	108	204	88.9%	19.5%	345	577	67.2%	8.0%	970	1,441	48.6%	18.6%	1.6	2.1	0.5
BMW	364	460	26.4%	12.6%	1,116	1,391	24.6%	5.4%	3,303	3,579	8.4%	4.0%	5.3	5.2	-0.1
Buick	18	52	188.9%	91.5%	59	105	78.0%	49.5%	161	288	78.9%	35.1%	0.3	0.4	0.1
Cadillac	43	96	123.3%	95.3%	140	304	117.1%	60.7%	483	732	51.6%	27.9%	0.8	1.1	0.3
Chevrolet	358	347	-3.1%	-22.7%	969	1,069	10.3%	-4.1%	2,647	2,625	-0.8%	3.9%	4.3	3.8	-0.5
Chrysler	103	52	-49.5%	-30.8%	206	134	-35.0%	-32.2%	592	308	-48.0%	-35.6%	1.0	0.4	-0.6
Dodge	126	143	13.5%	-24.0%	340	393	15.6%	-19.4%	1,113	920	-17.3%	-25.4%	1.8	1.3	-0.5
Ford	726	646	-11.0%	-11.8%	1,957	2,052	4.9%	4.5%	4,904	5,329	8.7%	13.7%	7.9	7.7	-0.2
GMC	75	89	18.7%	5.3%	257	323	25.7%	17.8%	758	865	14.1%	16.3%	1.2	1.3	0.1
Honda	1,239	1,185	-4.4%	-16.2%	3,224	3,698	14.7%	-7.1%	8,567	9,771	14.1%	2.2%	13.8	14.1	0.3
Hyundai	373	388	4.0%	-10.2%	916	1,285	40.3%	15.7%	2,429	3,052	25.6%	26.7%	3.9	4.4	0.5
Infiniti	124	123	-0.8%	33.2%	308	416	35.1%	25.8%	815	962	18.0%	22.1%	1.3	1.4	0.1
Jaguar	17	44	158.8%	73.1%	66	119	80.3%	31.4%	249	236	-5.2%	-3.8%	0.4	0.3	-0.1
Jeep	158	121	-23.4%	4.7%	331	348	5.1%	-1.1%	1,034	840	-18.8%	-16.7%	1.7	1.2	-0.5
Kia	136	136	0.0%	-5.2%	449	443	-1.3%	12.2%	954	1,097	15.0%	18.7%	1.5	1.6	0.1
Land Rover	38	60	57.9%	29.1%	154	186	20.8%	26.8%	492	451	-8.3%	17.3%	0.8	0.7	-0.1
Lexus	408	404	-1.0%	-4.5%	1,157	1,440	24.5%	2.7%	3,306	3,789	14.6%	11.5%	5.3	5.5	0.2
Lincoln	23	20	-13.0%	5.2%	55	74	34.5%	-0.7%	207	241	16.4%	-1.7%	0.3	0.3	0.0
Mazda	291	258	-11.3%	-5.3%	646	702	8.7%	12.5%	1,736	1,996	15.0%	13.2%	2.8	2.9	0.1
Mercedes	427	472	10.5%	19.0%	1,463	1,454	-0.6%	15.1%	4,264	4,478	5.0%	13.8%	6.9	6.5	-0.4
Mercury	12	13	8.3%	-34.6%	39	28	-28.2%	-19.9%	87	70	-19.5%	-16.9%	0.1	0.1	0.0
MINI	138	98	-29.0%	-3.7%	332	382	15.1%	-3.9%	772	895	15.9%	-2.3%	1.2	1.3	0.1
Mitsubishi	47	83	76.6%	-20.9%	153	169	10.5%	-7.4%	569	629	10.5%	-12.0%	0.9	0.9	0.0
Nissan	613	416	-32.1%	-16.3%	1,567	1,453	-7.3%	-0.7%	3,425	4,216	23.1%	14.7%	5.5	6.1	0.6
Porsche	41	64	56.1%	34.7%	111	210	89.2%	14.2%	364	461	26.6%	5.1%	0.6	0.7	0.1
Saab	5	0	-100.0%	-27.3%	17	7	-58.8%	-60.5%	38	11	-71.1%	-59.5%	0.1	0.0	-0.1
smart	17	5	-70.6%	-68.2%	26	23	-11.5%	-62.8%	74	56	-24.3%	-68.6%	0.1	0.1	0.0
Subaru	114	125	9.6%	-4.4%	291	318	9.3%	10.9%	699	905	29.5%	25.2%	1.1	1.3	0.2
Suzuki	5	9	80.0%	-60.1%	40	30	-25.0%	-44.9%	268	117	-56.3%	-49.1%	0.4	0.2	-0.2
Toyota/Scion	2,487	1,756	-29.4%	-21.0%	5,573	5,563	-0.2%	-8.0%	12,919	14,385	11.3%	1.7%	20.8	20.8	0.0
Volkswagen	314	314	0.0%	3.0%	783	1,113	42.1%	5.9%	1,901	2,588	36.1%	14.5%	3.1	3.7	0.6
Volvo	65	33	-49.2%	-37.4%	190	121	-36.3%	-29.2%	387	359	-7.2%	-10.3%	0.6	0.5	-0.1
Other	82	25	-69.5%	-30.9%	226	70	-69.0%	-2.9%	703	230	-67.3%	16.8%	1.1	0.3	-0.8

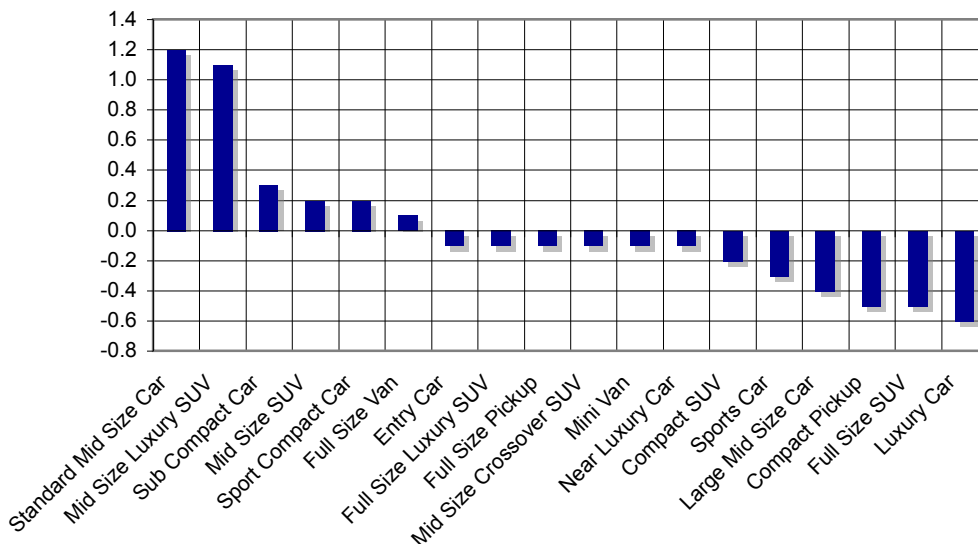
The table shows new retail light vehicle registrations in Orange County. Please keep in mind that monthly registration figures can occasionally be subject to fluctuations, resulting in over or under estimation of actual results. This usually occurs due to processing delays by governmental agencies. For 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 August are estimated based on reporting from 38 states.

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



Change in Segment Market Share - YTD 2010 thru August 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.

