

Orange County Auto Outlook™

Comprehensive information on the Orange County new retail vehicle market
 Monthly Report - February 2011 (Released March 2011)



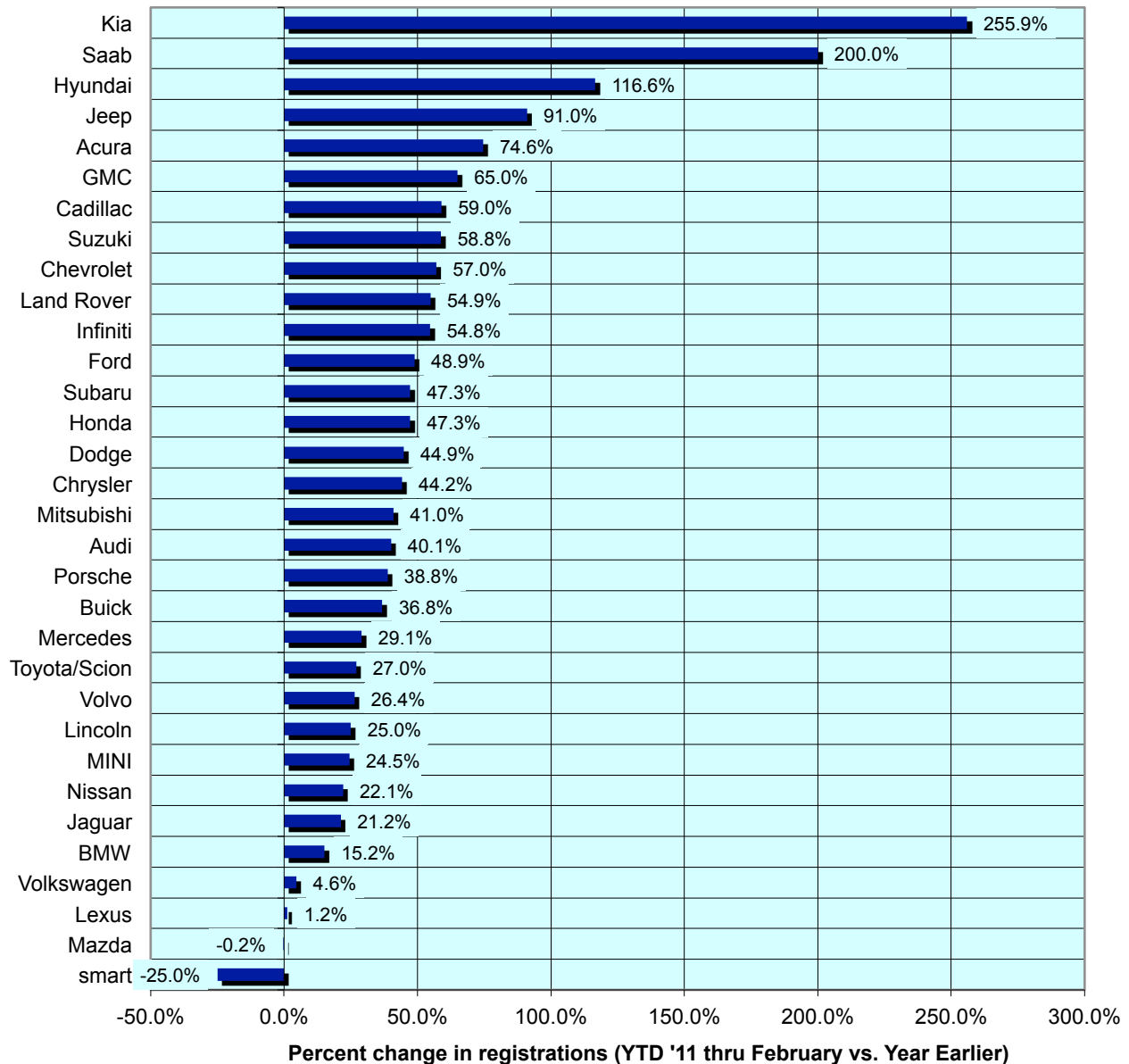
Orange County New Retail Car and Light Truck Registrations

	February				Three Month Period Dec '10 thru Feb '11				YTD thru Feb				YTD Market Share (%)		
	Orange County			U.S.	Orange County			U.S.	Orange County			U.S.	Orange County		
	2010	2011	% chg.	% chg.	Yr. Ago	Current	% chg.	% chg.	2010	2011	% chg.	% chg.	2010	2011	Chg.
MARKET SUMMARY															
TOTAL	5,849	8,727	49.2%	22.9%	22,979	30,447	32.5%	25.0%	14,252	19,617	37.6%	29.0%			
Cars	3,535	5,067	43.3%	14.8%	13,668	17,949	31.3%	17.7%	8,591	11,541	34.3%	21.3%	60.3	58.8	-1.5
Light Trucks	2,314	3,660	58.2%	31.1%	9,311	12,498	34.2%	32.2%	5,661	8,076	42.7%	36.7%	39.7	41.2	1.5
Domestic	1,082	1,709	57.9%	28.8%	4,114	5,708	38.7%	30.6%	2,497	3,742	49.9%	35.9%	17.5	19.1	1.6
Japanese	3,201	4,454	39.1%	14.4%	12,336	15,680	27.1%	15.8%	7,777	10,078	29.6%	19.0%	54.6	51.4	-3.2
European	1,288	1,660	28.9%	9.7%	5,276	6,414	21.6%	16.4%	3,239	3,997	23.4%	17.9%	22.7	20.4	-2.3
Korean	278	904	225.2%	64.2%	1,253	2,645	111.1%	76.7%	739	1,800	143.6%	79.9%	5.2	9.2	4.0
BRAND REGISTRATIONS															
Acura	78	143	83.3%	41.5%	356	558	56.7%	38.0%	205	358	74.6%	46.9%	1.4	1.8	0.4
Audi	112	214	91.1%	32.4%	473	646	36.6%	24.8%	292	409	40.1%	27.9%	2.0	2.1	0.1
BMW	331	356	7.6%	30.1%	1,325	1,629	22.9%	27.3%	825	950	15.2%	32.1%	5.8	4.8	-1.0
Buick	35	51	45.7%	26.9%	115	166	44.3%	40.8%	76	104	36.8%	44.4%	0.5	0.5	0.0
Cadillac	75	94	25.3%	46.9%	251	367	46.2%	48.3%	144	229	59.0%	54.3%	1.0	1.2	0.2
Chevrolet	225	375	66.7%	13.3%	941	1,301	38.3%	21.2%	546	857	57.0%	27.7%	3.8	4.4	0.6
Chrysler	25	33	32.0%	18.9%	85	116	36.5%	42.3%	52	75	44.2%	43.9%	0.4	0.4	0.0
Dodge	79	111	40.5%	28.9%	273	362	32.6%	57.4%	167	242	44.9%	57.0%	1.2	1.2	0.0
Ford	439	757	72.4%	13.3%	1,717	2,371	38.1%	26.0%	1,043	1,553	48.9%	27.6%	7.3	7.9	0.6
GMC	76	125	64.5%	18.1%	317	441	39.1%	34.4%	183	302	65.0%	38.6%	1.3	1.5	0.2
Honda	833	1,249	49.9%	21.4%	2,942	4,428	50.5%	22.3%	1,919	2,826	47.3%	26.0%	13.5	14.4	0.9
Hyundai	232	649	179.7%	65.3%	984	1,882	91.3%	76.6%	596	1,291	116.6%	79.7%	4.2	6.6	2.4
Infiniti	81	143	76.5%	41.4%	285	466	63.5%	37.3%	199	308	54.8%	41.4%	1.4	1.6	0.2
Jaguar	22	24	9.1%	30.6%	85	99	16.5%	17.9%	52	63	21.2%	27.1%	0.4	0.3	-0.1
Jeep	87	130	49.4%	49.3%	241	466	93.4%	71.8%	166	317	91.0%	66.4%	1.2	1.6	0.4
Kia	46	255	454.3%	59.8%	269	763	183.6%	75.9%	143	509	255.9%	78.9%	1.0	2.6	1.6
Land Rover	43	55	27.9%	25.6%	162	216	33.3%	27.8%	91	141	54.9%	29.3%	0.6	0.7	0.1
Lexus	315	370	17.5%	1.1%	1,493	1,482	-0.7%	-0.5%	920	931	1.2%	3.0%	6.5	4.7	-1.8
Lincoln	24	32	33.3%	-10.1%	79	103	30.4%	5.3%	48	60	25.0%	5.3%	0.3	0.3	0.0
Mazda	204	165	-19.1%	7.0%	647	656	1.4%	12.0%	434	433	-0.2%	13.8%	3.0	2.2	-0.8
Mercedes	411	546	32.8%	37.1%	1,834	2,130	16.1%	18.5%	1,091	1,408	29.1%	27.6%	7.7	7.2	-0.5
MINI	53	88	66.0%	38.6%	265	334	26.0%	29.7%	163	203	24.5%	36.4%	1.1	1.0	-0.1
Mitsubishi	65	100	53.8%	50.5%	204	289	41.7%	51.0%	144	203	41.0%	54.2%	1.0	1.0	0.0
Nissan	391	484	23.8%	22.7%	1,364	1,669	22.4%	26.8%	877	1,071	22.1%	28.5%	6.2	5.5	-0.7
Porsche	34	62	82.4%	39.8%	134	188	40.3%	49.2%	85	118	38.8%	45.1%	0.6	0.6	0.0
Saab	1	3	200.0%	-10.7%	4	9	125.0%	-10.7%	2	6	200.0%	-20.2%	0.0	0.0	0.0
smart	2	2	0.0%	-40.4%	12	9	-25.0%	-41.1%	8	6	-25.0%	-34.0%	0.1	0.0	-0.1
Subaru	89	106	19.1%	11.6%	289	376	30.1%	24.7%	169	249	47.3%	23.3%	1.2	1.3	0.1
Suzuki	6	14	133.3%	38.9%	49	60	22.4%	23.1%	17	27	58.8%	30.1%	0.1	0.1	0.0
Toyota/Scion	1,138	1,680	47.6%	28.0%	4,703	5,696	21.1%	10.5%	2,891	3,672	27.0%	17.9%	20.3	18.7	-1.6
Volkswagen	247	249	0.8%	24.6%	807	925	14.6%	22.1%	520	544	4.6%	24.5%	3.6	2.8	-0.8
Volvo	25	45	80.0%	22.5%	135	163	20.7%	-1.8%	87	110	26.4%	6.3%	0.6	0.6	0.0
Other	25	17	-32.0%	-81.2%	139	81	-41.7%	-74.0%	97	42	-56.7%	-78.9%	0.7	0.2	-0.5

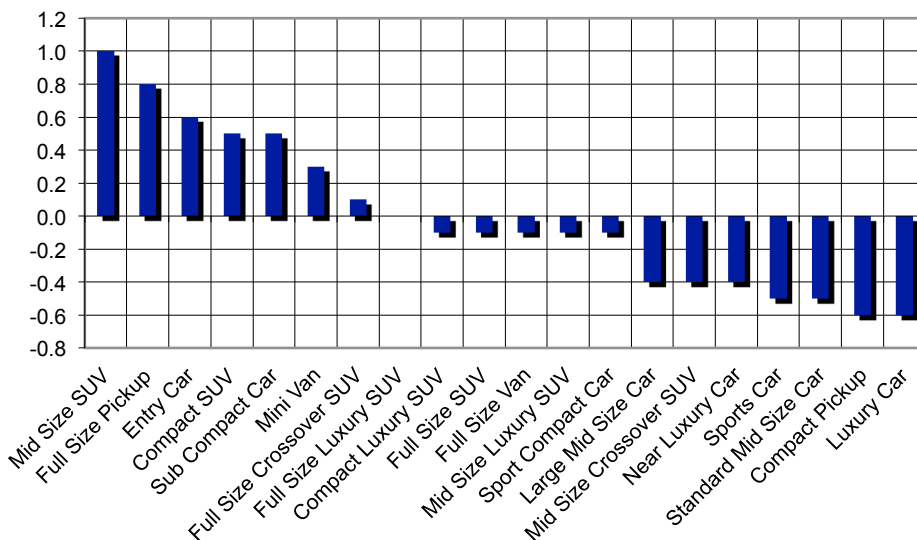
The table shows new retail light vehicle registrations in Orange County. Please keep in mind that monthly registration figures can occasionally be subject to fluctuations, resulting in over or under estimation of actual results. This usually occurs due to processing delays by governmental agencies. For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

Percent Change in New Retail Light Vehicle Registrations (YTD '11 thru February vs. Year Earlier)



Change in Segment Market Share - YTD 2011 thru February vs. YTD 2010



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.

