

Orange County Auto Outlook™

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



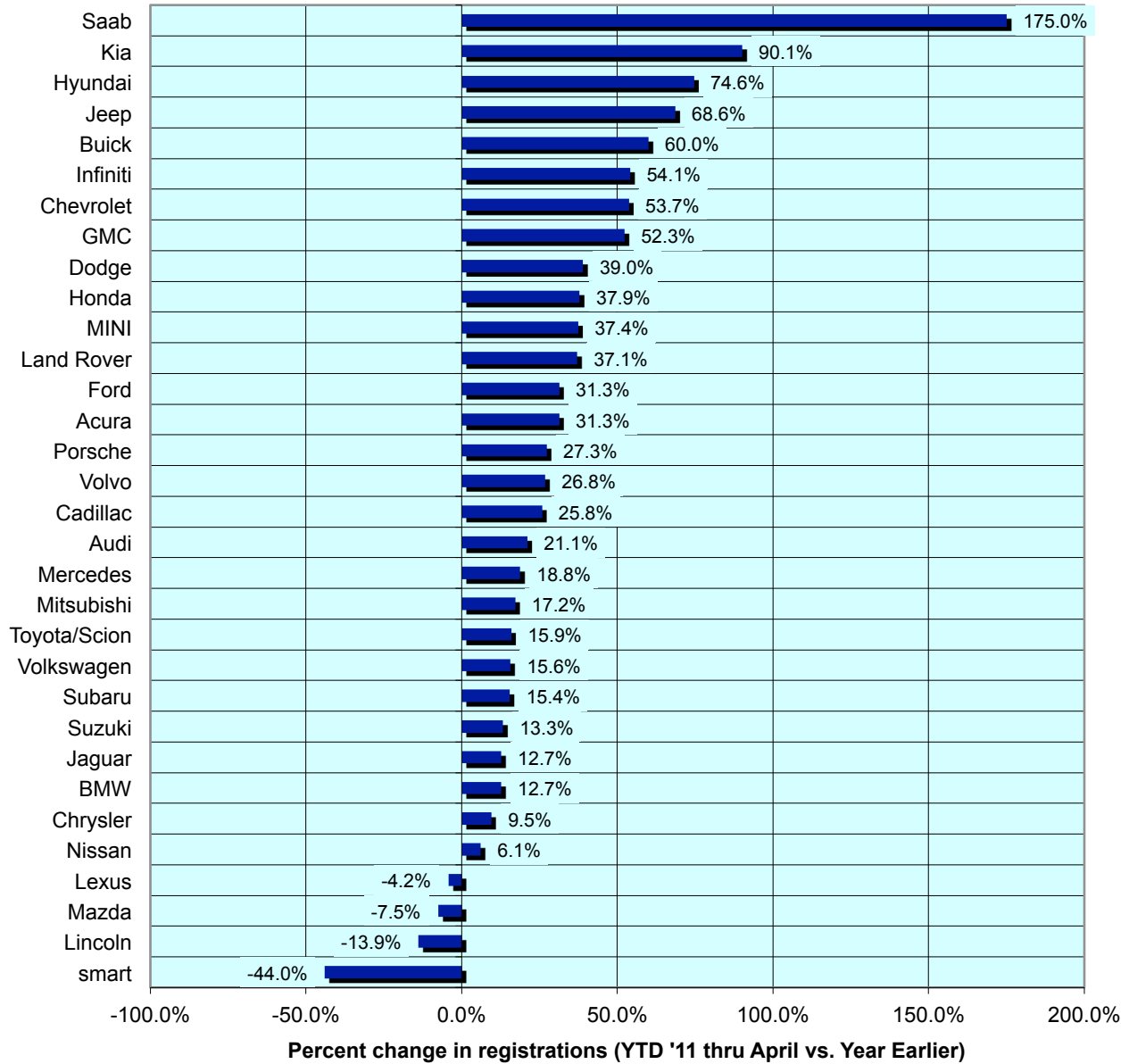
Orange County New Retail Car and Light Truck Registrations

	April				Three Month Period Feb '11 thru Apr '11				YTD thru April				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	8,987	10,198	13.5%	11.7%	24,714	30,720	24.3%	25.9%	33,143	41,610	25.5%	27.8%			
Cars	5,467	6,461	18.2%	12.8%	14,822	18,770	26.6%	25.2%	19,918	25,230	26.7%	25.6%	60.1	60.6	0.5
Light Trucks	3,520	3,737	6.2%	10.6%	9,892	11,950	20.8%	26.5%	13,225	16,380	23.9%	30.1%	39.9	39.4	-0.5
Domestic	1,406	1,801	28.1%	14.2%	4,296	5,798	35.0%	31.2%	5,714	7,831	37.0%	33.8%	17.2	18.8	1.6
Japanese	5,197	5,301	2.0%	4.1%	13,680	15,959	16.7%	17.8%	18,246	21,583	18.3%	18.9%	55.1	51.9	-3.2
European	1,740	2,166	24.5%	13.7%	5,110	6,071	18.8%	19.9%	7,065	8,408	19.0%	21.1%	21.3	20.2	-1.1
Korean	644	930	44.4%	44.5%	1,628	2,892	77.6%	55.6%	2,118	3,788	78.8%	63.1%	6.4	9.1	2.7
BRAND REGISTRATIONS															
Acura	187	180	-3.7%	21.3%	436	524	20.2%	26.3%	563	739	31.3%	32.0%	1.7	1.8	0.1
Audi	179	174	-2.8%	9.3%	480	604	25.8%	14.8%	660	799	21.1%	17.2%	2.0	1.9	-0.1
BMW	384	528	37.5%	22.3%	1,254	1,376	9.7%	22.3%	1,748	1,970	12.7%	25.4%	5.3	4.7	-0.6
Buick	20	51	155.0%	20.5%	94	163	73.4%	46.1%	135	216	60.0%	49.4%	0.4	0.5	0.1
Cadillac	96	97	1.0%	20.1%	284	309	8.8%	44.3%	353	444	25.8%	48.4%	1.1	1.1	0.0
Chevrolet	281	442	57.3%	13.0%	882	1,367	55.0%	34.4%	1,203	1,849	53.7%	35.8%	3.6	4.4	0.8
Chrysler	34	29	-14.7%	16.7%	99	96	-3.0%	41.6%	126	138	9.5%	47.1%	0.4	0.3	-0.1
Dodge	110	132	20.0%	11.7%	301	411	36.5%	40.1%	390	542	39.0%	49.0%	1.2	1.3	0.1
Ford	606	758	25.1%	8.4%	1,865	2,448	31.3%	24.5%	2,470	3,244	31.3%	28.0%	7.5	7.8	0.3
GMC	97	131	35.1%	9.0%	307	455	48.2%	32.8%	415	632	52.3%	38.7%	1.3	1.5	0.2
Honda	1,313	1,702	29.6%	15.7%	3,502	4,758	35.9%	22.2%	4,594	6,335	37.9%	24.0%	13.9	15.2	1.3
Hyundai	458	615	34.3%	34.8%	1,167	2,047	75.4%	47.5%	1,540	2,689	74.6%	56.1%	4.6	6.5	1.9
Infiniti	100	164	64.0%	26.5%	308	507	64.6%	32.1%	436	672	54.1%	34.5%	1.3	1.6	0.3
Jaguar	19	29	52.6%	31.4%	72	76	5.6%	19.9%	102	115	12.7%	21.1%	0.3	0.3	0.0
Jeep	115	131	13.9%	32.8%	303	457	50.8%	54.4%	382	644	68.6%	60.5%	1.2	1.5	0.3
Kia	186	315	69.4%	60.1%	461	845	83.3%	68.1%	578	1,099	90.1%	73.7%	1.7	2.6	0.9
Land Rover	49	74	51.0%	26.8%	165	206	24.8%	24.3%	213	292	37.1%	26.4%	0.6	0.7	0.1
Lexus	461	373	-19.1%	4.9%	1,265	1,231	-2.7%	3.0%	1,870	1,792	-4.2%	3.4%	5.6	4.3	-1.3
Lincoln	33	29	-12.1%	0.6%	113	90	-20.4%	1.2%	137	118	-13.9%	5.3%	0.4	0.3	-0.1
Mazda	264	225	-14.8%	-6.1%	765	652	-14.8%	0.9%	995	920	-7.5%	4.9%	3.0	2.2	-0.8
Mercedes	576	659	14.4%	19.1%	1,638	1,892	15.5%	18.3%	2,318	2,754	18.8%	19.1%	7.0	6.6	-0.4
MINI	96	188	95.8%	84.8%	280	421	50.4%	61.5%	390	536	37.4%	55.1%	1.2	1.3	0.1
Mitsubishi	74	96	29.7%	42.9%	281	319	13.5%	43.0%	360	422	17.2%	46.2%	1.1	1.0	-0.1
Nissan	589	578	-1.9%	20.5%	1,688	1,710	1.3%	28.7%	2,164	2,297	6.1%	29.9%	6.5	5.5	-1.0
Porsche	45	54	20.0%	44.1%	143	191	33.6%	40.7%	194	247	27.3%	43.1%	0.6	0.6	0.0
Saab	0	4	170.7%		3	8	166.7%	99.1%	4	11	175.0%	39.0%	0.0	0.0	0.0
smart	10	7	-30.0%	-25.9%	15	10	-33.3%	-31.2%	25	14	-44.0%	-30.5%	0.1	0.0	-0.1
Subaru	132	133	0.8%	2.5%	386	397	2.8%	17.7%	468	540	15.4%	21.5%	1.4	1.3	-0.1
Suzuki	11	10	-9.1%	10.7%	49	55	12.2%	19.5%	60	68	13.3%	20.4%	0.2	0.2	0.0
Toyota/Scion	2,065	1,840	-10.9%	-9.2%	4,994	5,806	16.3%	13.2%	6,729	7,798	15.9%	12.6%	20.3	18.7	-1.6
Volkswagen	325	370	13.8%	20.7%	881	1,039	17.9%	23.7%	1,154	1,334	15.6%	23.9%	3.5	3.2	-0.3
Volvo	40	58	45.0%	26.5%	136	186	36.8%	27.7%	198	251	26.8%	18.5%	0.6	0.6	0.0
Other	32	22	-31.3%	-85.0%	97	64	-34.0%	-79.8%	169	89	-47.3%	-79.0%	0.5	0.2	-0.3

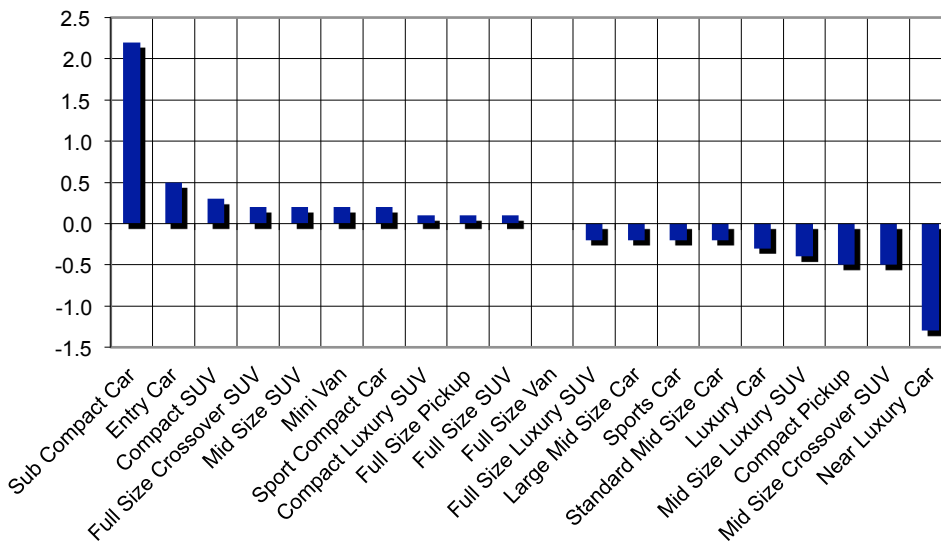
The table shows new retail light vehicle registrations in Orange County. Please keep in mind that monthly registration figures can occasionally be subject to fluctuations, resulting in over or under estimation of actual results. This usually occurs due to processing delays by governmental agencies. For 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 April are estimated based on reporting from 40 states.

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



Change in Segment Market Share - YTD 2011 thru April 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.

