

Orange County Auto Outlook™

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



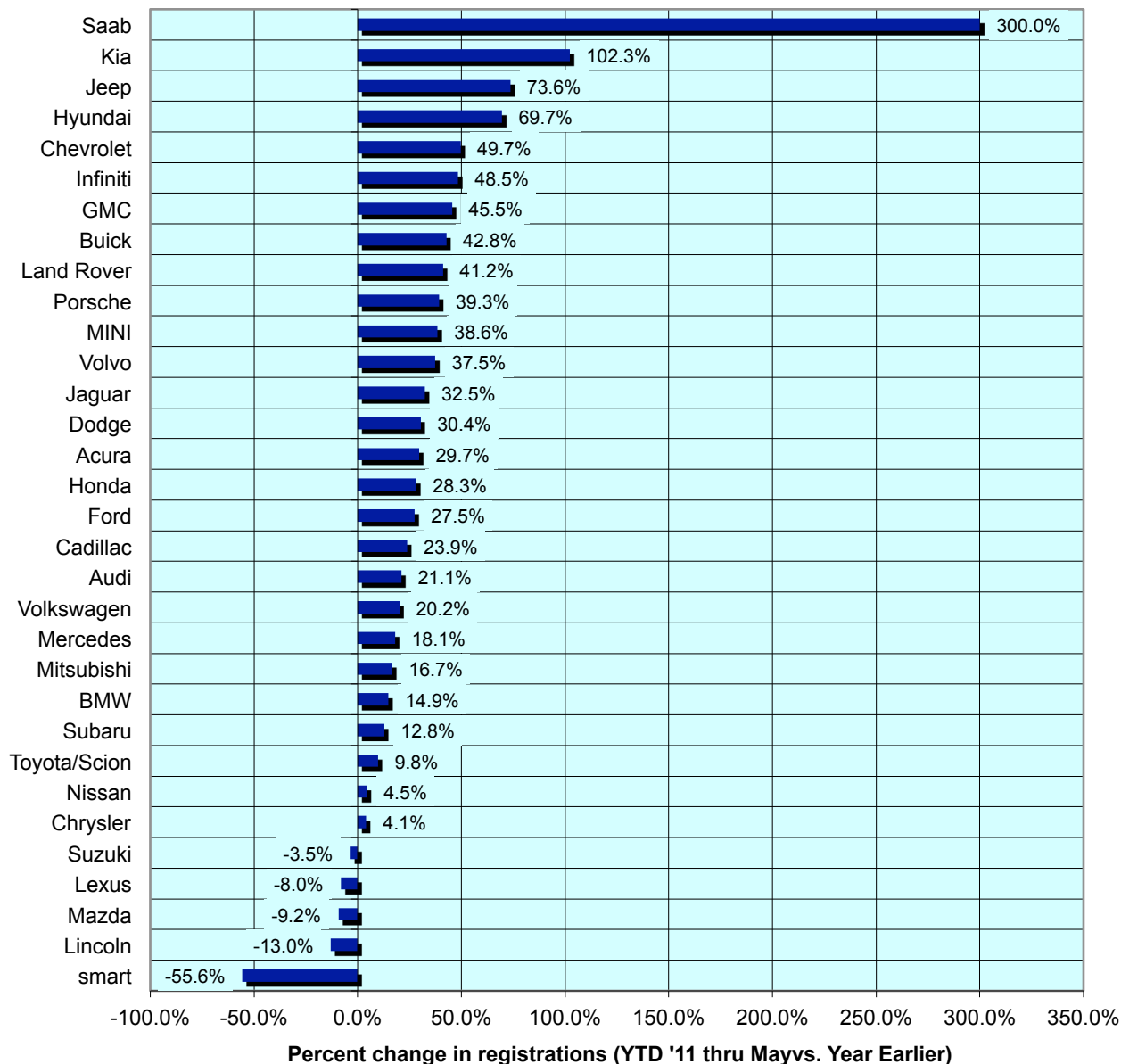
Orange County New Retail Car and Light Truck Registrations

	May				Three Month Period Mar '11 thru May '11				YTD thru May				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	8,626	9,550	10.7%	-3.7%	27,425	31,543	15.0%	13.9%	41,769	51,160	22.5%	20.3%			
Cars	5,263	5,907	12.2%	-1.7%	16,493	19,605	18.9%	16.2%	25,181	31,135	23.6%	19.6%	60.3	60.9	0.6
Light Trucks	3,363	3,643	8.3%	-5.8%	10,932	11,938	9.2%	11.5%	16,588	20,025	20.7%	21.1%	39.7	39.1	-0.6
Domestic	1,563	1,879	20.2%	0.9%	4,772	5,968	25.1%	18.9%	7,277	9,710	33.4%	26.3%	17.4	19.0	1.6
Japanese	4,708	4,310	-8.5%	-15.3%	15,185	15,815	4.1%	4.6%	22,954	25,893	12.8%	10.7%	55.0	50.6	-4.4
European	1,725	2,244	30.1%	6.2%	5,546	6,655	20.0%	14.5%	8,790	10,652	21.2%	17.2%	21.0	20.8	-0.2
Korean	630	1,117	77.3%	28.1%	1,922	3,105	61.6%	42.7%	2,748	4,905	78.5%	53.4%	6.6	9.6	3.0
BRAND REGISTRATIONS															
Acura	170	212	24.7%	2.5%	528	593	12.3%	12.4%	733	951	29.7%	22.2%	1.8	1.9	0.1
Audi	176	213	21.0%	-2.8%	544	603	10.8%	3.7%	836	1,012	21.1%	10.5%	2.0	2.0	0.0
BMW	381	476	24.9%	9.2%	1,304	1,496	14.7%	14.0%	2,129	2,446	14.9%	18.8%	5.1	4.8	-0.3
Buick	45	41	-8.9%	7.4%	104	153	47.1%	30.5%	180	257	42.8%	40.6%	0.4	0.5	0.1
Cadillac	65	74	13.8%	1.1%	271	289	6.6%	22.5%	418	518	23.9%	37.1%	1.0	1.0	0.0
Chevrolet	313	420	34.2%	1.6%	970	1,412	45.6%	22.8%	1,516	2,269	49.7%	29.1%	3.6	4.4	0.8
Chrysler	43	38	-11.6%	8.6%	117	101	-13.7%	30.0%	169	176	4.1%	38.5%	0.4	0.3	-0.1
Dodge	124	128	3.2%	-3.1%	346	428	23.7%	23.5%	514	670	30.4%	37.5%	1.2	1.3	0.1
Ford	726	830	14.3%	-2.1%	2,151	2,521	17.2%	14.9%	3,196	4,074	27.5%	22.1%	7.7	8.0	0.3
GMC	119	145	21.8%	-6.6%	349	475	36.1%	18.3%	534	777	45.5%	30.6%	1.3	1.5	0.2
Honda	1,283	1,203	-6.2%	-12.6%	3,952	4,712	19.2%	9.1%	5,877	7,538	28.3%	14.5%	14.1	14.7	0.6
Hyundai	466	715	53.4%	13.8%	1,358	2,113	55.6%	30.8%	2,006	3,404	69.7%	43.6%	4.8	6.7	1.9
Infiniti	121	155	28.1%	-17.5%	345	519	50.4%	11.9%	557	827	48.5%	20.2%	1.3	1.6	0.3
Jaguar	12	36	200.0%	29.5%	62	88	41.9%	18.3%	114	151	32.5%	18.8%	0.3	0.3	0.0
Jeep	92	179	94.6%	34.2%	308	506	64.3%	44.5%	474	823	73.6%	54.6%	1.1	1.6	0.5
Kia	164	402	145.1%	52.4%	564	992	75.9%	62.0%	742	1,501	102.3%	69.1%	1.8	2.9	1.1
Land Rover	44	71	61.4%	-9.5%	166	222	33.7%	9.7%	257	363	41.2%	15.7%	0.6	0.7	0.1
Lexus	408	304	-25.5%	-19.8%	1,358	1,165	-14.2%	-5.5%	2,278	2,096	-8.0%	-3.3%	5.5	4.1	-1.4
Lincoln	25	23	-8.0%	-6.8%	114	81	-28.9%	-2.4%	162	141	-13.0%	2.0%	0.4	0.3	-0.1
Mazda	260	219	-15.8%	-15.3%	819	706	-13.8%	-6.8%	1,255	1,139	-9.2%	-0.6%	3.0	2.2	-0.8
Mercedes	617	713	15.6%	-7.4%	1,844	2,059	11.7%	3.4%	2,935	3,467	18.1%	9.7%	7.0	6.8	-0.2
MINI	108	154	42.6%	52.4%	335	487	45.4%	60.7%	498	690	38.6%	50.8%	1.2	1.3	0.1
Mitsubishi	89	102	14.6%	21.1%	305	321	5.2%	33.5%	449	524	16.7%	38.3%	1.1	1.0	-0.1
Nissan	487	473	-2.9%	-11.0%	1,787	1,699	-4.9%	14.4%	2,651	2,770	4.5%	19.5%	6.3	5.4	-0.9
Porsche	50	93	86.0%	60.8%	159	222	39.6%	47.1%	244	340	39.3%	43.7%	0.6	0.7	0.1
Saab	0	5		162.8%	2	10	400.0%	215.2%	4	16	300.0%	52.4%	0.0	0.0	0.0
smart	11	2	-81.8%	-19.8%	23	10	-56.5%	-28.1%	36	16	-55.6%	-28.9%	0.1	0.0	-0.1
Subaru	104	105	1.0%	-9.3%	401	396	-1.2%	9.4%	572	645	12.8%	16.4%	1.4	1.3	-0.1
Suzuki	25	14	-44.0%	-3.6%	68	55	-19.1%	4.9%	85	82	-3.5%	12.8%	0.2	0.2	0.0
Toyota/Scion	1,761	1,523	-13.5%	-21.5%	5,617	5,649	0.6%	-2.6%	8,490	9,321	9.8%	4.5%	20.3	18.2	-2.1
Volkswagen	271	379	39.9%	17.0%	905	1,169	29.2%	20.0%	1,425	1,713	20.2%	20.6%	3.4	3.3	-0.1
Volvo	34	68	100.0%	23.6%	145	209	44.1%	25.3%	232	319	37.5%	17.9%	0.6	0.6	0.0
Other	32	35	9.4%	-76.6%	104	82	-21.2%	-78.2%	201	124	-38.3%	-77.9%	0.5	0.2	-0.3

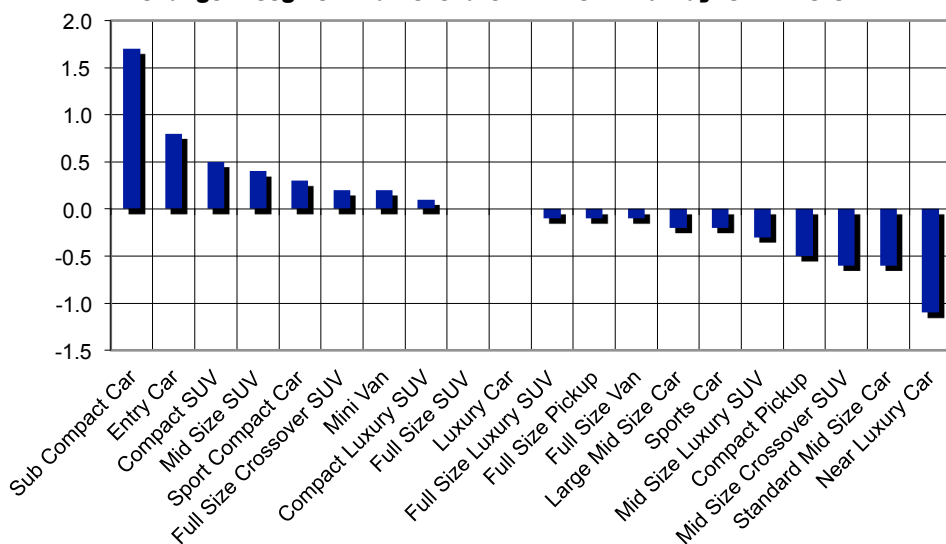
The table shows new retail light vehicle registrations in Orange County. Please keep in mind that monthly registration figures can occasionally be subject to fluctuations, resulting in over or under estimation of actual results. This usually occurs due to processing delays by governmental agencies. For 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 May are estimated based on reporting from 39 states.

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



Change in Segment Market Share - YTD 2011 thru May 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.

