

Orange County Auto Outlook™

Comprehensive information on the Orange County new retail vehicle market
 Monthly Report - Retail Sales for July 2011 **“DOES NOT INCLUDE FLEET SALES”**



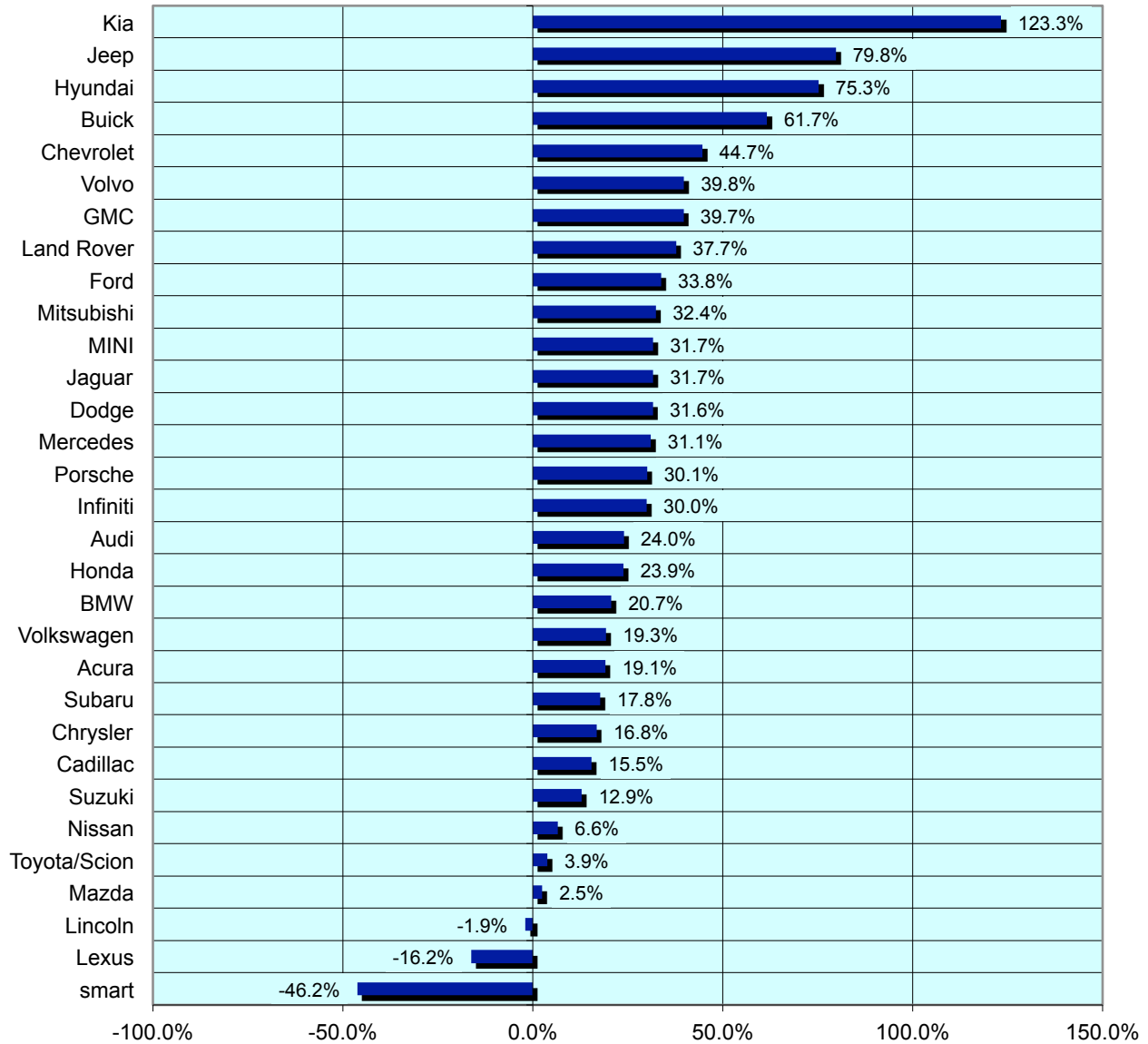
Orange County New Retail Car and Light Truck Registrations

	July				Three Month Period May '11 thru July '11				YTD thru July				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	8,157	8,618	5.7%	-9.9%	25,720	28,716	11.6%	5.6%	57,197	70,326	23.0%	17.0%			
Cars	4,895	5,150	5.2%	-13.7%	15,582	17,474	12.1%	5.3%	34,492	42,715	23.8%	16.1%	60.3	60.7	0.4
Light Trucks	3,262	3,468	6.3%	-5.9%	10,138	11,242	10.9%	5.9%	22,705	27,611	21.6%	17.9%	39.7	39.3	-0.4
Domestic	1,424	1,795	26.1%	-2.2%	4,642	5,932	27.8%	13.4%	10,070	13,763	36.7%	24.0%	17.6	19.6	2.0
Japanese	4,539	3,771	-16.9%	-25.9%	13,862	12,473	-10.0%	-10.8%	31,184	34,056	9.2%	4.6%	54.5	48.4	-6.1
European	1,720	1,973	14.7%	4.9%	5,346	6,794	27.1%	18.2%	12,059	15,202	26.1%	19.4%	21.1	21.6	0.5
Korean	474	1,079	127.6%	21.3%	1,870	3,517	88.1%	42.5%	3,884	7,305	88.1%	51.9%	6.8	10.4	3.6
BRAND REGISTRATIONS															
Acura	167	144	-13.8%	-17.6%	500	495	-1.0%	-5.9%	1,036	1,234	19.1%	11.6%	1.8	1.8	0.0
Audi	179	185	3.4%	10.0%	525	630	20.0%	8.7%	1,152	1,429	24.0%	11.8%	2.0	2.0	0.0
BMW	461	477	3.5%	13.3%	1,256	1,551	23.5%	20.1%	2,916	3,521	20.7%	20.8%	5.1	5.0	-0.1
Buick	23	47	104.3%	-4.2%	94	143	52.1%	17.3%	222	359	61.7%	34.3%	0.4	0.5	0.1
Cadillac	108	66	-38.9%	-20.0%	264	249	-5.7%	1.7%	600	693	15.5%	25.5%	1.0	1.0	0.0
Chevrolet	291	347	19.2%	-12.2%	991	1,238	24.9%	9.7%	2,133	3,087	44.7%	24.0%	3.7	4.4	0.7
Chrysler	33	42	27.3%	27.1%	119	140	17.6%	35.1%	238	278	16.8%	41.9%	0.4	0.4	0.0
Dodge	107	144	34.6%	-7.9%	359	417	16.2%	11.4%	729	959	31.6%	30.7%	1.3	1.4	0.1
Fiat	0	27			0	56			0	56					
Ford	623	816	31.0%	-8.2%	2,058	2,648	28.7%	10.8%	4,404	5,892	33.8%	20.4%	7.7	8.4	0.7
GMC	107	123	15.0%	-13.9%	342	396	15.8%	6.5%	736	1,028	39.7%	24.8%	1.3	1.5	0.2
Honda	1,171	1,067	-8.9%	-26.5%	3,633	3,567	-1.8%	-9.7%	7,995	9,902	23.9%	7.2%	14.0	14.1	0.1
Hyundai	353	699	98.0%	15.2%	1,385	2,305	66.4%	29.4%	2,849	4,994	75.3%	41.1%	5.0	7.1	2.1
Infiniti	160	88	-45.0%	-33.5%	398	384	-3.5%	-16.5%	812	1,056	30.0%	8.4%	1.4	1.5	0.1
Jaguar	46	20	-56.5%	-10.9%	83	122	47.0%	7.5%	180	237	31.7%	11.6%	0.3	0.3	0.0
Jeep	98	162	65.3%	30.3%	306	559	82.7%	52.7%	669	1,203	79.8%	56.7%	1.2	1.7	0.5
Kia	121	380	214.0%	36.9%	485	1,212	149.9%	66.9%	1,035	2,311	123.3%	70.6%	1.8	3.3	1.5
Land Rover	55	43	-21.8%	9.6%	163	212	30.1%	7.4%	366	504	37.7%	15.8%	0.6	0.7	0.1
Lexus	482	271	-43.8%	-32.9%	1,383	856	-38.1%	-24.7%	3,159	2,648	-16.2%	-10.2%	5.5	3.8	-1.7
Lincoln	27	21	-22.2%	4.2%	77	85	10.4%	7.4%	207	203	-1.9%	5.6%	0.4	0.3	-0.1
Mazda	169	256	51.5%	-15.4%	673	738	9.7%	-6.9%	1,617	1,658	2.5%	-1.4%	2.8	2.4	-0.4
Mercedes	288	644	123.6%	30.0%	1,528	2,132	39.5%	14.0%	3,728	4,886	31.1%	14.3%	6.5	6.9	0.4
MINI	153	98	-35.9%	6.3%	376	448	19.1%	46.2%	747	984	31.7%	48.2%	1.3	1.4	0.1
Mitsubishi	12	65	441.7%	7.2%	168	253	50.6%	27.3%	510	675	32.4%	35.5%	0.9	1.0	0.1
Nissan	450	393	-12.7%	-13.0%	1,455	1,447	-0.5%	-1.0%	3,511	3,744	6.6%	14.3%	6.1	5.3	-0.8
Porsche	94	59	-37.2%	21.5%	188	237	26.1%	48.9%	372	484	30.1%	43.6%	0.7	0.7	0.0
smart	10	6	-40.0%	-46.6%	27	14	-48.1%	-25.3%	52	28	-46.2%	-28.7%	0.1	0.0	-0.1
Subaru	92	109	18.5%	-11.5%	284	319	12.3%	2.9%	729	859	17.8%	14.3%	1.3	1.2	-0.1
Suzuki	9	10	11.1%	12.1%	44	46	4.5%	19.8%	101	114	12.9%	18.7%	0.2	0.2	0.0
Toyota/Scion	1,827	1,368	-25.1%	-28.8%	5,324	4,368	-18.0%	-16.5%	11,707	12,166	3.9%	-1.3%	20.5	17.3	-3.2
Volkswagen	360	377	4.7%	13.5%	1,024	1,193	16.5%	27.3%	2,119	2,527	19.3%	24.3%	3.7	3.6	-0.1
Volvo	50	40	-20.0%	17.5%	116	174	50.0%	38.1%	304	425	39.8%	26.0%	0.5	0.6	0.1
Other	31	24	-22.6%	-87.6%	92	82	-10.9%	-82.5%	262	182	-30.5%	-79.8%	0.5	0.3	-0.2

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.

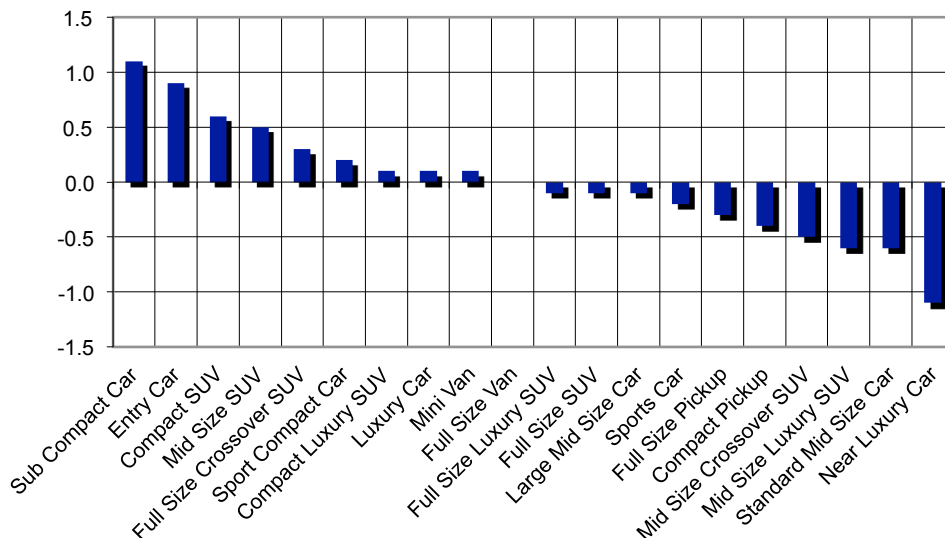
Source: AutoCount an Experian Company. U.S. retail sales figures for May are estimated based on reporting from 39 states.

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



Percent change in registrations (YTD '11 thru July vs. Year Earlier)

Change in Segment Market Share - YTD 2011 thru July 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.

