

# Orange County Auto Outlook™

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



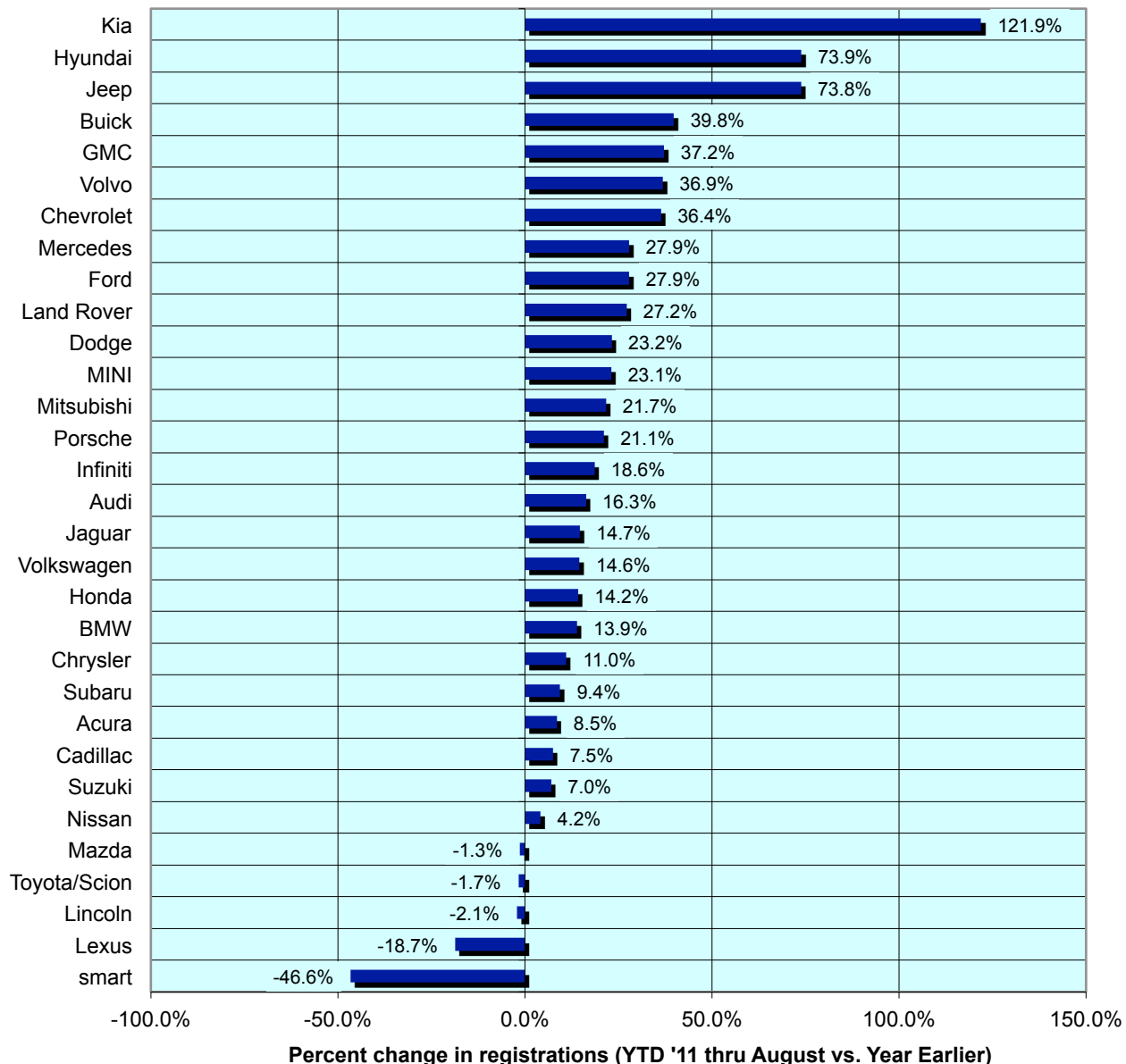
## Orange County New Retail Car and Light Truck Registrations

	August				Three Month Period June '11 thru August '11				YTD thru August				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	8,403	9,424	12.2%	4.8%	26,329	28,590	8.6%	5.7%	68,098	79,720	17.1%	16.3%			
Cars	5,151	5,612	8.9%	1.0%	15,977	17,185	7.6%	4.0%	41,175	48,396	17.5%	15.7%	60.5	60.7	0.2
Light Trucks	3,252	3,812	17.2%	8.7%	10,352	11,405	10.2%	7.4%	26,923	31,324	16.3%	17.0%	39.5	39.3	-0.2
Domestic	1,592	1,974	24.0%	13.8%	4,820	5,971	23.9%	14.3%	12,097	15,681	29.6%	23.3%	17.8	19.7	1.9
European	1,780	2,090	17.4%	16.4%	5,570	6,696	20.2%	19.5%	14,360	17,348	20.8%	20.2%	21.1	21.8	0.7
Japanese	4,501	4,108	-8.7%	-11.0%	14,103	12,271	-13.0%	-11.5%	37,057	38,134	2.9%	3.7%	54.4	47.8	-6.6
Korean	530	1,252	136.2%	31.2%	1,836	3,652	98.9%	39.2%	4,584	8,557	86.7%	49.6%	6.7	10.7	4.0
BRAND REGISTRATIONS															
Acura	141	146	3.5%	-10.6%	487	429	-11.9%	-14.5%	1,220	1,324	8.5%	6.1%	1.8	1.7	-0.1
Audi	204	206	1.0%	24.8%	570	623	9.3%	12.5%	1,406	1,635	16.3%	13.3%	2.1	2.1	0.0
BMW	460	466	1.3%	27.0%	1,372	1,541	12.3%	20.2%	3,501	3,987	13.9%	20.9%	5.1	5.0	-0.1
Buick	52	38	-26.9%	8.7%	104	140	34.6%	13.9%	284	397	39.8%	30.9%	0.4	0.5	0.1
Cadillac	100	85	-15.0%	-2.4%	306	260	-15.0%	-1.9%	724	778	7.5%	21.6%	1.1	1.0	-0.1
Chevrolet	350	428	22.3%	7.6%	1,061	1,246	17.4%	11.0%	2,577	3,515	36.4%	23.8%	3.8	4.4	0.6
Chrysler	52	56	7.7%	52.8%	132	158	19.7%	46.4%	301	334	11.0%	44.0%	0.4	0.4	0.0
Dodge	143	155	8.4%	9.8%	390	444	13.8%	15.8%	904	1,114	23.2%	30.4%	1.3	1.4	0.1
Fiat	0	25			0	69			0	81					
Ford	649	816	25.7%	2.9%	2,049	2,634	28.6%	10.5%	5,245	6,708	27.9%	19.4%	7.7	8.4	0.7
GMC	90	149	65.6%	9.4%	324	400	23.5%	11.8%	858	1,177	37.2%	25.5%	1.3	1.5	0.2
Honda	1,185	926	-21.9%	-23.5%	3,652	3,290	-9.9%	-16.7%	9,529	10,884	14.2%	4.0%	14.0	13.7	-0.3
Hyundai	393	862	119.3%	23.6%	1,361	2,452	80.2%	26.7%	3,367	5,856	73.9%	38.5%	4.9	7.3	2.4
Infiniti	123	123	0.0%	-11.7%	412	352	-14.6%	-17.5%	969	1,149	18.6%	5.6%	1.4	1.4	0.0
Jaguar	44	28	-36.4%	-27.4%	117	114	-2.6%	-13.4%	231	265	14.7%	3.6%	0.3	0.3	0.0
Jeep	121	219	81.0%	47.2%	344	599	74.1%	52.7%	818	1,422	73.8%	56.8%	1.2	1.8	0.6
Kia	137	390	184.7%	50.5%	475	1,200	152.6%	62.4%	1,217	2,701	121.9%	68.9%	1.8	3.4	1.6
Land Rover	60	57	-5.0%	24.7%	184	198	7.6%	14.9%	441	561	27.2%	17.1%	0.6	0.7	0.1
Lexus	405	361	-10.9%	1.3%	1,423	913	-35.8%	-21.2%	3,701	3,009	-18.7%	-8.8%	5.4	3.8	-1.6
Lincoln	20	28	40.0%	25.0%	74	90	21.6%	13.0%	236	231	-2.1%	7.6%	0.3	0.3	0.0
Mazda	258	266	3.1%	6.9%	695	785	12.9%	-2.1%	1,950	1,924	-1.3%	0.4%	2.9	2.4	-0.5
Mercedes	472	711	50.6%	33.4%	1,442	2,130	47.7%	21.5%	4,377	5,597	27.9%	15.4%	6.4	7.0	0.6
MINI	100	94	-6.0%	-1.2%	378	388	2.6%	24.6%	876	1,078	23.1%	40.8%	1.3	1.4	0.1
Mitsubishi	83	77	-7.2%	34.5%	169	228	34.9%	31.5%	618	752	21.7%	36.6%	0.9	0.9	0.0
Nissan	416	512	23.1%	10.5%	1,432	1,486	3.8%	2.7%	4,083	4,256	4.2%	15.1%	6.0	5.3	-0.7
Porsche	64	61	-4.7%	34.2%	206	205	-0.5%	34.4%	450	545	21.1%	41.4%	0.7	0.7	0.0
smart	5	3	-40.0%	-47.5%	22	15	-31.8%	-37.4%	58	31	-46.6%	-31.6%	0.1	0.0	-0.1
Subaru	125	110	-12.0%	-0.9%	314	324	3.2%	1.1%	886	969	9.4%	14.0%	1.3	1.2	-0.1
Suzuki	9	9	0.0%	43.9%	30	41	36.7%	31.2%	115	123	7.0%	22.5%	0.2	0.2	0.0
Toyota/Scion	1,756	1,578	-10.1%	-13.9%	5,489	4,423	-19.4%	-16.2%	13,979	13,744	-1.7%	-2.0%	20.5	17.2	-3.3
Volkswagen	315	365	15.9%	25.6%	1,099	1,179	7.3%	25.8%	2,524	2,892	14.6%	24.7%	3.7	3.6	-0.1
Volvo	33	54	63.6%	24.9%	118	160	35.6%	32.2%	350	479	36.9%	27.0%	0.5	0.6	0.1
Other	38	20	-47.4%	-81.1%	98	74	-24.5%	-79.8%	303	202	-33.3%	-74.7%	0.4	0.3	-0.1

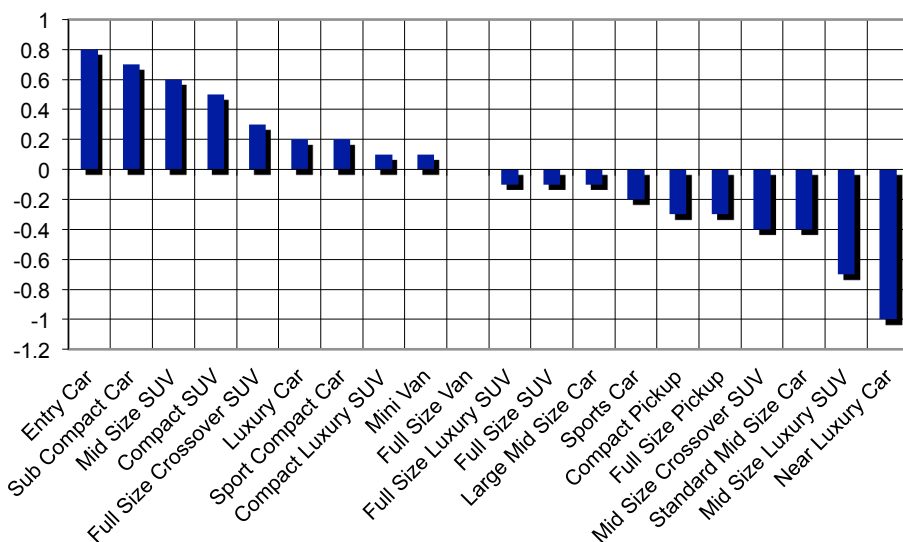
The table shows new retail light vehicle registrations in Orange County. Please keep in mind that monthly registration figures can occasionally be subject to fluctuations, resulting in over or under estimation of actual results. This usually occurs due to processing delays by governmental agencies. For 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 August vs. Year Earlier)**



**Change in Segment Market Share - YTD 2011 thru August 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](http://www.autocount.com).

