# Orange County Auto Outlook™

**Comprehensive information on the Orange County automotive market**

**FORECAST**

## Market Outlook Remains Intact, Despite Weaker Economy

***Full year increase expected to exceed 15% in 2011, 8.6% improvement predicted in 2012***

A preponderance of economic indicators has taken a turn for the worse over the past several months. This had led many economists to downgrade their growth projections, with an increasing number expecting a recession. And clearly, many indicators are flashing warning signs: GDP growth has softened, the national unemployment rate has remained above 9%, real estate and housing are stuck in the basement, the Federal Government debt rating was downgraded, and the risk of banking contagion resulting from the European debt crisis has heightened. It's a long and daunting list, to be sure.

However, despite all of this apparent gloom, Auto Outlook's forecast for the Orange County new vehicle market hasn't varied much from the beginning of this year. Early in 2011, we pegged the new vehicle sales increase for this year at 12.8%. Now, after three quarters in the books, it looks like the market will post a 15.2% improvement.

Why hasn't the weakening economy resulted in a downgrade to our forecast? Simply put, a sluggish economy, with a weak labor market and subdued consumer spending were already baked into our projections. The easy-credit environment of most of the last decade, combined with the significant expansion of household debt have necessitated the ensuing, and ongoing de-leveraging process. It's a long term process that requires households to cut spending and increase savings, which restricts economic growth, and hinders job creation. With monetary policy tapped out, and fiscal stimulus limited due to high government debt, the economy is likely to be stuck in the slow lane for an extended period.

Considering all of this, why have sales increased this year, and how can they possibly move higher again in 2012? The answer is pent up demand. As we have emphasized since the market downturn in 2009, postponed vehicle purchases will provide a significant sales boost. And below average sales in 2010 and 2011 have added to the pent up demand stockpile.

Bottom line: County new vehicle registrations will remain relatively weak in 2012, but should increase for the third consecutive year. (See sidebar on right for specifics.)

## Market Trends

**New retail market predicted to approach 133,000 units in 2012**

The total represents an 8.6% increase from this year's projected total.

**Detroit 3 grab share from imports**

Market share for Detroit Three brands increased from 17.7% during the first nine months of 2010 to 19.7% this year.

**Kia, Jeep, and Hyundai post big percentage gains**

New registrations increased more than 60% for each of the three brands so far this year.

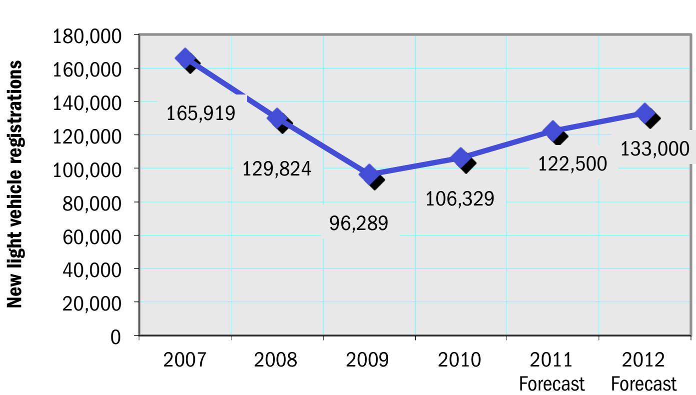
**Hyundai Elantra share up sharply**

The Elantra has posted big gains in the county Sub Compact Car segment.

**County market out-performs U.S.**

County market up 17.8% so far this year, above the 16% increase in the Nation.

### Annual Trend in Orange County New Vehicle Market




The graph above shows annual new retail light vehicle registrations in the county from 2007 thru 2010, and Auto Outlook's projection for all of 2011 and 2012.

### Market Summary

| | 2009 | 2010 | Forecast 2011 | % ch. '10 to '11 |
|---|---|---|---|---|
| TOTAL | 96,289 | 106,329 | 122,500 | 15.2% |
| Car | 58,419 | 63,969 | 73,622 | 15.1% |
| Light Truck | 37,870 | 42,360 | 48,878 | 15.4% |
| Detroit Three | 18,603 | 19,172 | 23,888 | 24.6% |
| European | 20,236 | 22,516 | 26,828 | 19.2% |
| Japanese | 51,975 | 56,628 | 60,025 | 6.0% |
| Korean | 5,475 | 8,013 | 11,759 | 46.7% |

Detroit Three consists of vehicles sold by GM, Ford and Chrysler.
Historical data Source: AutoCount data from Experian Automotive.

**MARKET TRACKER**

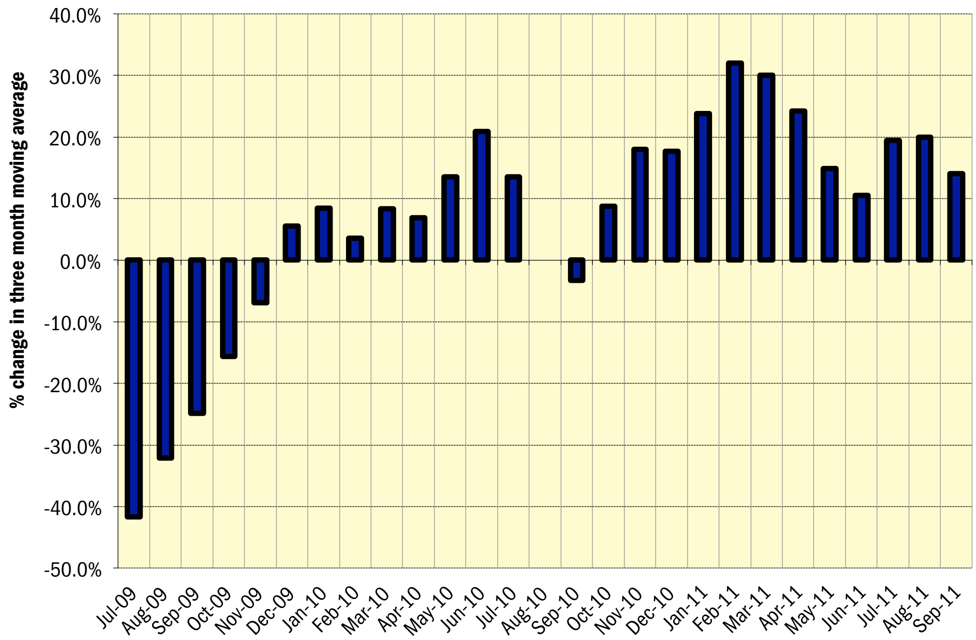
# Market Keeps Momentum Going

***Percent change in three month moving average increases for 12 consecutive months!***

The graph to the right provides a clear picture of the general trending direction of the Orange County new retail light vehicle market. And as highlighted in the graph, the trend over the past year is positive. The graph shows the year-over-year percent change in the three month moving average of new retail light vehicle registrations. The three month moving average provides a clearer picture of the trending direction than individual monthly registrations, which can fluctuate due to such factors as the timing of manufacturer incentive programs, weather, and vehicle title processing delays by governmental agencies.

The market is clearly emerging from the 2009 slump. The three month moving average has increased from year earlier levels in 20 of the past 22 months.

**Percent Change in Orange County New Retail Light Vehicle Registrations**
**Three Month Moving Average versus Year Earlier**



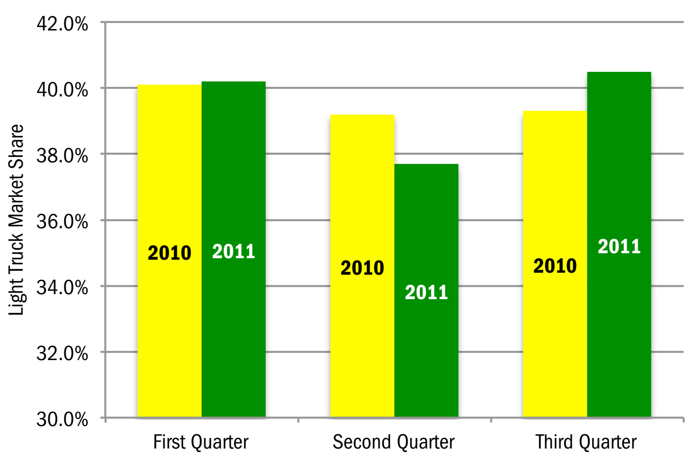

**MARKET TRACKER (Continued)**

# Light Truck Market Share Increases in Third Quarter

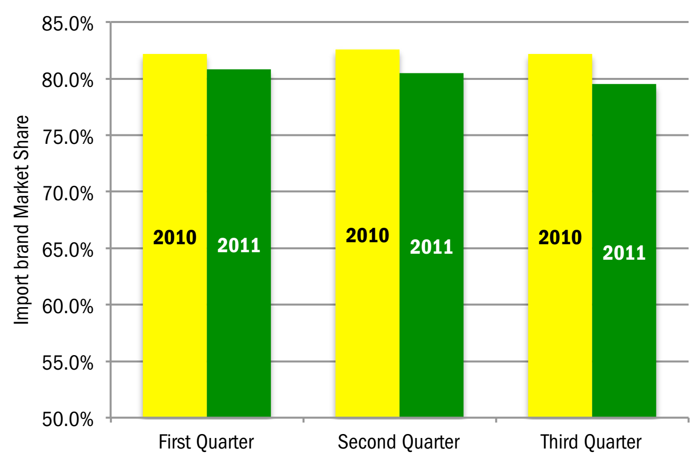
***Detroit Three continue to grab share from imports***

The two graphs below show light truck and import brand share of the overall Orange County market during the first three quarters of 2010 and 2011. Light truck share was higher than year earlier levels in the Third Quarter of this year. Strong new product introductions by the Detroit Three and the Japanese earthquake and tsunami contributed to the decline in import brand share during 2011.

**Quarterly Light Truck Market Share**
**First Three Quarters of 2010 and 2011**




**Import Brand Market Share**
**First Three Quarters of 2010 and 2011**



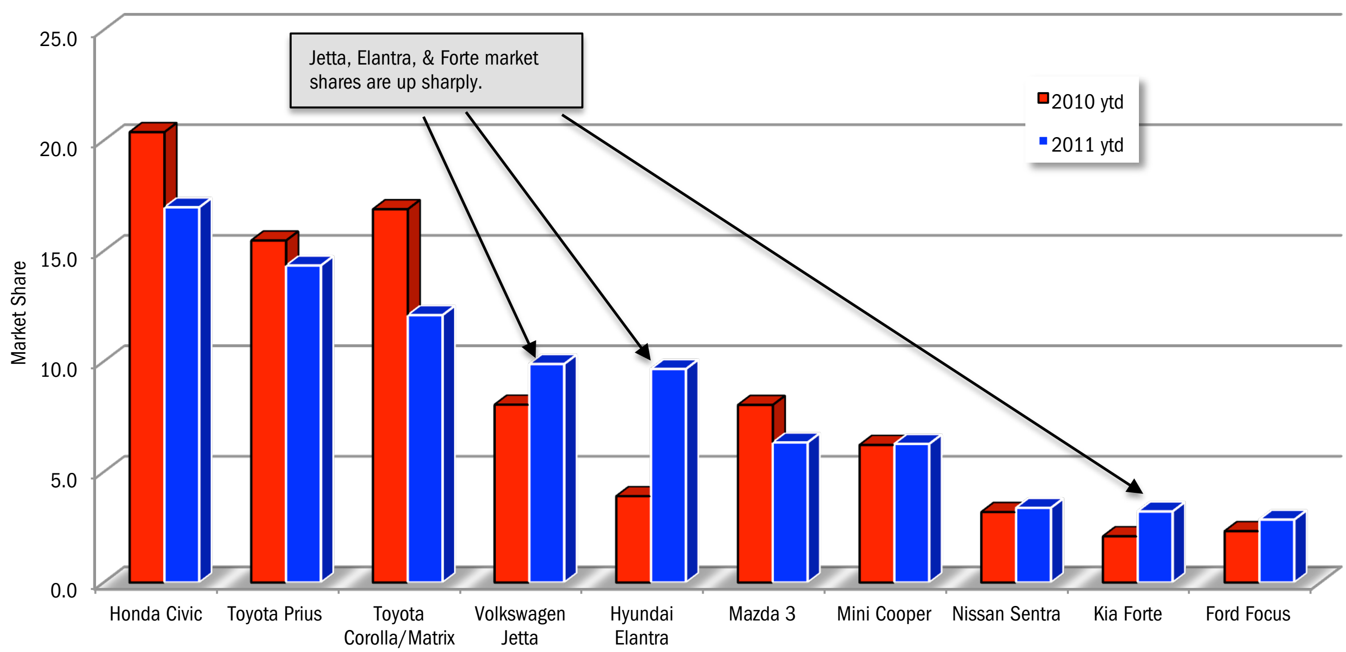
**MODEL SCOREBOARD**

# Hyundai Elantra Gains Ground in Sub Compact Car Segment

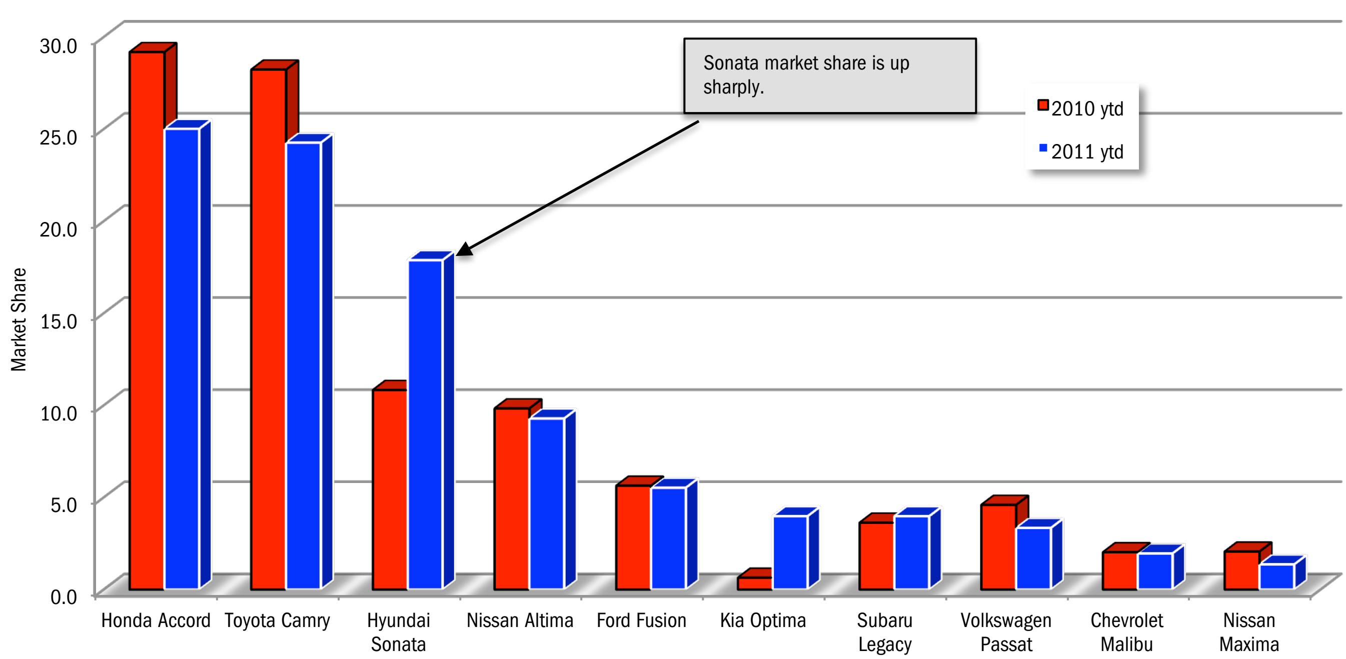
### *Sonata is big winner among Standard Mid Size Cars*

The two graphs below show market shares in the Sub Compact and Standard Mid Size Car segments during the first nine months of 2010 and 2011. Supply disruptions brought about by the earthquake and tsunami pushed down market shares for most Japanese models, while giving a boost to many redesigned Korean and Detroit Three models. Data source: AutoCount data from Experian Automotive.

**Change in Market Share for Top 10 Selling Sub Compact Cars - YTD 2011 thru September vs. YTD 2010**




**Change in Market Share for Top 10 Selling Standard Mid Size Cars - YTD 2011 thru September vs. YTD 2010**



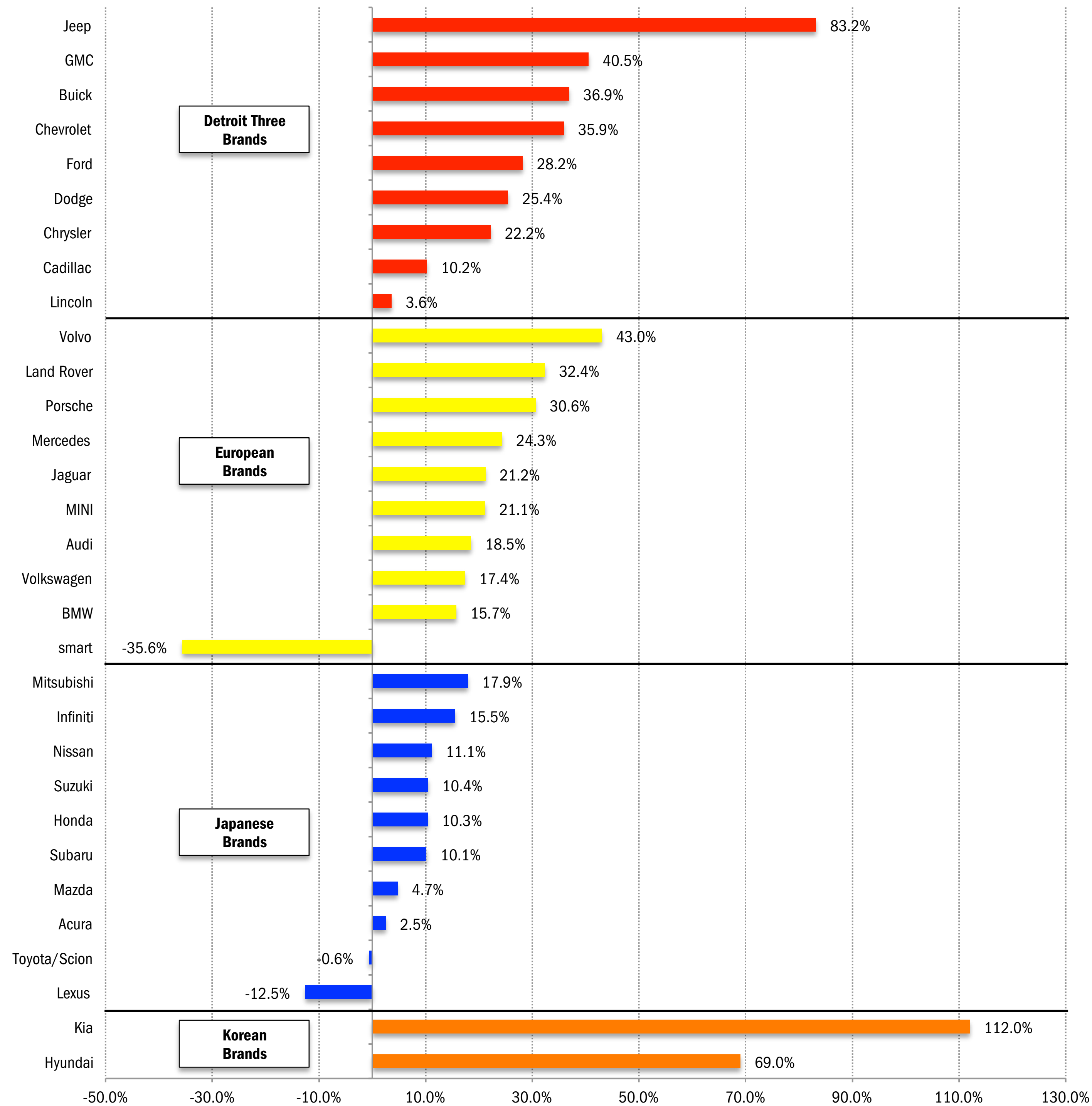
**BRAND SCOREBOARD - PART ONE**

# Kia and Jeep Post Largest Gains So Far This Year

***Mitsubishi has largest percentage increase among Japanese brands***

The graphs below provides a comparative evaluation of brand sales performance in the county market. It shows the year-to-date percent change in registrations for each brand, organized by category (i.e., Detroit Three, European, Japanese, and Korean). The March earthquake and tsunami were major factors for the relatively weak performance of Japanese brands. Source: AutoCount data from Experian Automotive.

**Percent Change in County New Retail Light Vehicle Registrations**
**YTD 2011 thru September vs. YTD 2010**



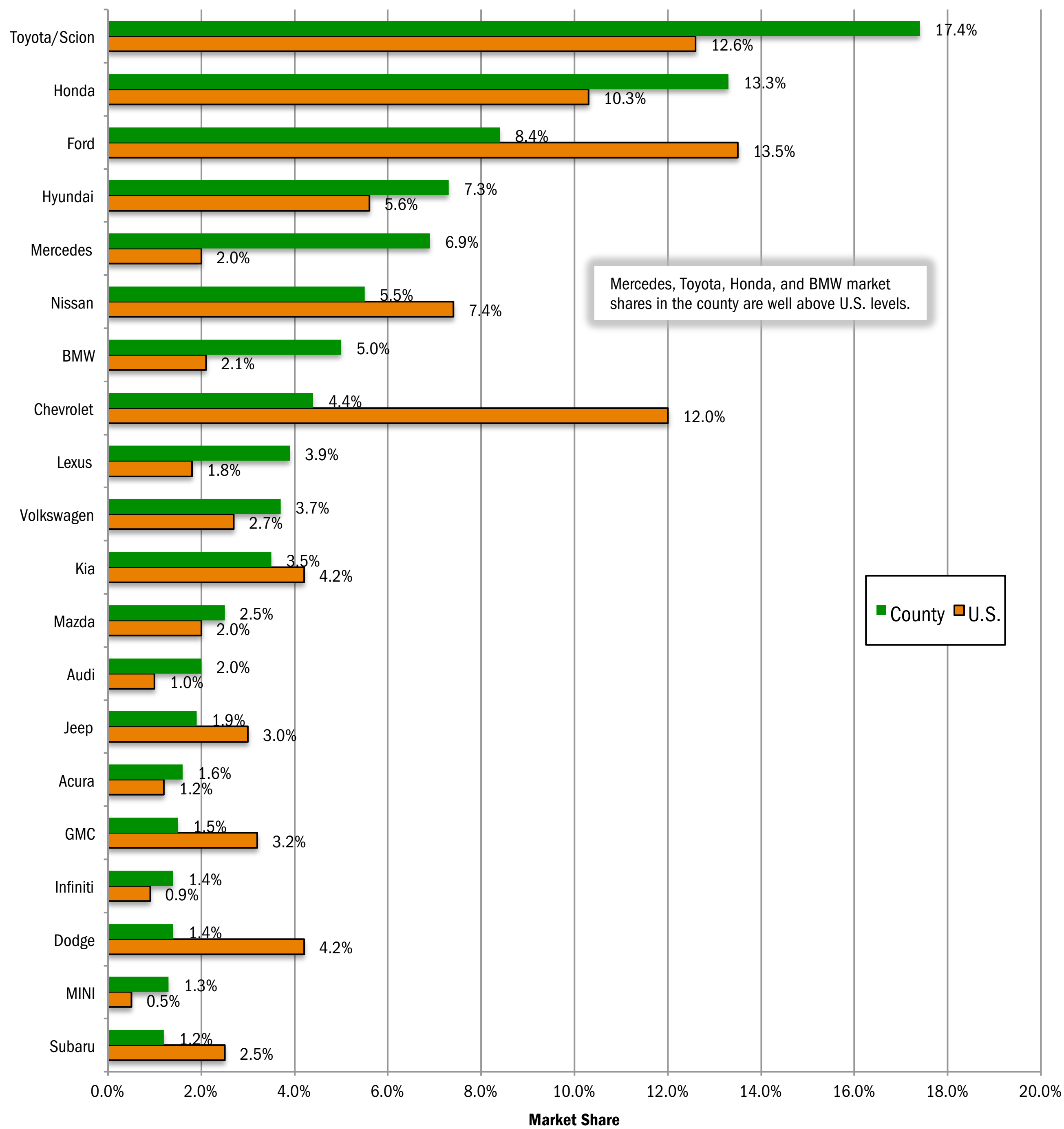
BRAND SCOREBOARD - PART TWO

# Toyota Still Top Seller in County; Share is Well Above U.S.

### *Mercedes' share of county market exceeds U.S. by 4.9 points*

The graphs below provide a comparison of Orange County and U.S. new retail market share during the first nine months of this year for the top 20 selling brands in the county. Brands are positioned on the graph from top to bottom based on county market share. Toyota/Scion was the county leader, accounting for 17.4% of the market, above its 12.6% share in the Nation. Honda market share in the county was 13.3%, three points higher than its U.S. share. Source: AutoCount data from Experian Automotive.

**County and U.S. Market Share - YTD 2011 thru September**



**SEGMENT WATCH**

# Compact SUV Market Share Increases

***County Near Luxury Car market share much higher than U.S.***

The table below provides a synopsis of the five most popular vehicle segments in the Orange County market. Below is an explanation of the three main sections of the table:

**County market share review:** Segment share of the overall market during the first nine months of 2010 and 2011, and the change in share. Also displays the primary reason contributing to the change in market share.

**County market share versus U.S.:** Comparison of segment market shares in the Orange County and U.S. markets during the first three quarters of this year.

**Top five selling vehicles in segment:** top five selling models, based on new retail registrations, so far this year.

**Primary Conclusions**

- Sub Compact Car is the most popular segment in the county (20.5% share).
- Compact SUV share increased 0.6 points so far this year.
- County near luxury car share was 4 points higher than in the U.S.

**Review of Top Five Vehicle Segments in Orange County Market**

| | | Sub Compact Car | Standard Mid Size Car | Near Luxury Car | Compact SUV | Luxury Car |
|---|---|---|---|---|---|---|
| County Market Share Review YTD thru September | YTD '10 share | 20.1% | 15.5% | 11.1% | 8.5% | 6.2% |
| | YTD '11 share | 20.5% | 15.1% | 10.3% | 9.1% | 6.4% |
| | Change in share | Up 0.4 points | Down 0.4 points | Down 0.8 points | Up 0.6 points | Up 0.2 points |
| | Primary reason for gain or loss | Higher fuel prices | Tight supplies of top selling models | Lack of key new/redesigned products | Higher fuel prices | Not much change |
| County Market Share vs. U.S. YTD thru September | YTD '11 county share | 20.5% | 15.1% | 10.3% | 9.1% | 6.4% |
| | YTD '11 U.S. share | 17.2% | 16.6% | 4.9% | 13.3% | 2.4% |
| | County versus U.S. | 3.3 points higher in county | 1.5 points lower in county | 5.4 points higher in county | 4.2 points lower in county | 4 points higher in county |
| Top Five Selling Vehicles in Segment YTD '11 thru September | #1 | Honda Civic | Honda Accord | BMW 3-Series | Honda CRV | Mercedes E-Class |
| | #2 | Toyota Prius | Toyota Camry | Mercedes C-Class | Toyota RAV4 | BMW 5-Series |
| | #3 | Toyota Corolla/Matrix | Hyundai Sonata | Hyundai Genesis | Ford Escape | Mercedes S-Class |
| | #4 | Volkswagen Jetta | Nissan Altima | Infiniti G | Jeep Wrangler | Audi A5 |
| | #5 | Hyundai Elantra | Ford Fusion | Lexus IS | Chevrolet Equinox | Porsche Panamera |

COMPARISON OF ORANGE COUNTY, LOS ANGELES COUNTY, AND U.S. MARKETS

# Orange County Market Up 17.8% So Far This Year

***Los Angeles County market was up 15.5%; U.S. up 16%***

| | Orange County Retail Market | Los Angeles County Retail Market | U.S. Retail Market |
|---|---|---|---|
| **Market Growth**<br>**% change in registrations**<br>**YTD 2011 thru Sept. vs. YTD 2010** | 17.8% | 15.5% | 16.0% |
| **Car Market Share**<br>**Car share of industry retail light vehicle**<br>**YTD 2011 thru Sept.** | 60.5% | 65.0% | 50.1% |
| **Domestic Brand Market Share**<br>**Domestic brand share of industry retail light vehicle registrations - YTD 2011 thru Sept.** | 19.7% | 18.0% | 41.0% |

| | New Retail Registrations - YTD 2011 thru September | | | | | | Market Share (YTD 2011 thru Sept.) | | |
|---|---|---|---|---|---|---|---|---|---|
| | Orange County | | Los Angeles County | | U.S. | | | | |
| Brand | Regs. | % ch. from '10 | Regs. | % ch. from '10 | Regs. | % ch. from '10 | Orange County | L.A. County | U.S. |
| Acura | 1,467 | 2.5% | 3,441 | 6.0% | 90,168 | 3.2% | 1.6 | 1.5 | 1.2 |
| Audi | 1,852 | 18.5% | 5,583 | 2.3% | 77,522 | 15.2% | 2.0 | 2.5 | 1.0 |
| BMW | 4,587 | 15.7% | 12,988 | 21.2% | 162,358 | 20.9% | 5.0 | 5.8 | 2.1 |
| Buick | 438 | 36.9% | 906 | 23.9% | 115,481 | 29.3% | 0.5 | 0.4 | 1.5 |
| Cadillac | 886 | 10.2% | 2,211 | 23.4% | 96,584 | 20.0% | 1.0 | 1.0 | 1.3 |
| Chevrolet | 4,012 | 35.9% | 10,501 | 45.1% | 917,123 | 24.3% | 4.4 | 4.7 | 12.0 |
| Chry Dodge Jeep Ram | 3,433 | 48.4% | 7,215 | 54.9% | 662,473 | 41.8% | 3.8 | 3.2 | 8.6 |
| Chrysler | 413 | 22.2% | 858 | 54.0% | 107,775 | 45.2% | 0.5 | 0.4 | 1.4 |
| Dodge | 904 | 45.6% | 2,386 | 65.5% | 185,954 | 40.3% | 1.0 | 1.1 | 2.4 |
| Jeep | 1,718 | 83.2% | 3,128 | 67.8% | 233,099 | 57.1% | 1.9 | 1.4 | 3.0 |
| Ram | 398 | -4.6% | 843 | 6.2% | 135,645 | 21.0% | 0.4 | 0.4 | 1.8 |
| Fiat | 121 | | 408 | | 6,102 | | 0.1 | 0.2 | 0.1 |
| Ford | 7,625 | 28.2% | 16,381 | 29.4% | 1,038,519 | 20.0% | 8.4 | 7.3 | 13.5 |
| GMC | 1,353 | 40.5% | 2,418 | 22.2% | 243,443 | 26.6% | 1.5 | 1.1 | 3.2 |
| Honda | 12,129 | 10.3% | 32,650 | 7.5% | 789,450 | 1.5% | 13.3 | 14.5 | 10.3 |
| Hyundai | 6,687 | 69.0% | 9,865 | 93.8% | 430,903 | 36.9% | 7.3 | 4.4 | 5.6 |
| Infiniti | 1,313 | 15.5% | 3,577 | 4.8% | 69,516 | 4.6% | 1.4 | 1.6 | 0.9 |
| Jaguar | 303 | 21.2% | 783 | -9.3% | 8,536 | 1.5% | 0.3 | 0.3 | 0.1 |
| Kia | 3,214 | 112.0% | 6,556 | 108.4% | 320,049 | 65.7% | 3.5 | 2.9 | 4.2 |
| Land Rover | 630 | 32.4% | 1,795 | 16.6% | 23,167 | 17.6% | 0.7 | 0.8 | 0.3 |
| Lexus | 3,551 | -12.5% | 8,310 | -17.0% | 139,904 | -7.8% | 3.9 | 3.7 | 1.8 |
| Lincoln | 259 | 3.6% | 860 | 18.8% | 51,933 | 9.1% | 0.3 | 0.4 | 0.7 |
| Mazda | 2,284 | 4.7% | 3,862 | 6.1% | 155,188 | 2.8% | 2.5 | 1.7 | 2.0 |
| Mercedes | 6,301 | 24.3% | 15,521 | 15.0% | 156,474 | 13.7% | 6.9 | 6.9 | 2.0 |
| MINI | 1,169 | 21.1% | 3,394 | 31.3% | 41,418 | 33.2% | 1.3 | 1.5 | 0.5 |
| Mitsubishi | 837 | 17.9% | 968 | 15.0% | 44,406 | 36.5% | 0.9 | 0.4 | 0.6 |
| Nissan | 4,999 | 11.1% | 16,193 | 31.5% | 565,726 | 15.4% | 5.5 | 7.2 | 7.4 |
| Porsche | 636 | 30.6% | 2,093 | 25.3% | 21,173 | 37.8% | 0.7 | 0.9 | 0.3 |
| Saab | 23 | 109.1% | 87 | 42.6% | 4,343 | 45.1% | 0.0 | 0.0 | 0.1 |
| smart | 38 | -35.6% | 169 | -20.3% | 2,954 | -28.7% | 0.0 | 0.1 | 0.0 |
| Subaru | 1,078 | 10.1% | 2,403 | 9.1% | 188,250 | 12.0% | 1.2 | 1.1 | 2.5 |
| Suzuki | 127 | 10.4% | 31 | -8.8% | 18,206 | 21.8% | 0.1 | 0.0 | 0.2 |
| Toyota/Scion | 15,862 | -0.6% | 42,400 | -5.0% | 965,790 | -3.0% | 17.4 | 18.8 | 12.6 |
| Volkswagen | 3,340 | 17.4% | 9,524 | 26.6% | 207,040 | 24.6% | 3.7 | 4.2 | 2.7 |
| Volvo | 542 | 43.0% | 1,453 | 21.3% | 43,543 | 27.6% | 0.6 | 0.6 | 0.6 |
| Other | 198 | -38.3% | 519 | -35.5% | 13,343 | -80.5% | 0.2 | 0.2 | 0.2 |

The two tables above provide a comparison of the Orange County, Los Angeles County, and U.S. new retail light vehicle markets.

Source: AutoCount data from Experian Automotive.

**Orange County New Retail Car and Light Truck Registrations**

| | September | | | | Three Month Period July '11 thru September '11 | | | | YTD thru September | | | | 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 | 11,885 | 11,574 | -2.6% | 13.4% | 25,947 | 29,616 | 14.1% | 4.6% | 77,485 | 91,294 | 17.8% | 16.0% | | | |
| Cars | 7,204 | 6,839 | -5.1% | 7.8% | 15,749 | 17,609 | 11.8% | 0.9% | 46,869 | 55,236 | 17.9% | 14.7% | 60.5 | 60.5 | 0.0 |
| Light Trucks | 4,681 | 4,735 | 1.2% | 19.2% | 10,198 | 12,007 | 17.7% | 8.4% | 30,616 | 36,058 | 17.8% | 17.3% | 39.5 | 39.5 | 0.0 |
| Domestic | 2,047 | 2,330 | 13.8% | 27.4% | 4,628 | 6,072 | 31.2% | 14.1% | 13,709 | 18,011 | 31.4% | 23.8% | 17.7 | 19.7 | 2.0 |
| European | 2,392 | 2,387 | -0.2% | 18.8% | 5,366 | 6,477 | 20.7% | 15.0% | 16,226 | 19,735 | 21.6% | 20.0% | 20.9 | 21.6 | 0.7 |
| Japanese | 6,412 | 5,513 | -14.0% | -3.6% | 14,060 | 13,392 | -4.8% | -11.1% | 42,077 | 43,647 | 3.7% | 2.9% | 54.3 | 47.8 | -6.5 |
| Korean | 1,034 | 1,344 | 30.0% | 36.7% | 1,893 | 3,675 | 94.1% | 31.6% | 5,473 | 9,901 | 80.9% | 47.9% | 7.1 | 10.8 | 3.7 |
| BRAND REGISTRATIONS | | | | | | | | | | | | | | | |
| Acura | 262 | 143 | -45.4% | -8.3% | 519 | 433 | -16.6% | -16.5% | 1,431 | 1,467 | 2.5% | 3.2% | 1.8 | 1.6 | -0.2 |
| Audi | 212 | 217 | 2.4% | 37.3% | 540 | 608 | 12.6% | 19.1% | 1,563 | 1,852 | 18.5% | 15.2% | 2.0 | 2.0 | 0.0 |
| BMW | 604 | 600 | -0.7% | 32.6% | 1,384 | 1,543 | 11.5% | 17.7% | 3,964 | 4,587 | 15.7% | 20.9% | 5.1 | 5.0 | -0.1 |
| Buick | 43 | 41 | -4.7% | 18.0% | 111 | 126 | 13.5% | 9.1% | 320 | 438 | 36.9% | 29.3% | 0.4 | 0.5 | 0.1 |
| Cadillac | 113 | 108 | -4.4% | 16.8% | 288 | 259 | -10.1% | -3.6% | 804 | 886 | 10.2% | 20.0% | 1.0 | 1.0 | 0.0 |
| Chevrolet | 464 | 497 | 7.1% | 21.1% | 1,016 | 1,272 | 25.2% | 11.6% | 2,952 | 4,012 | 35.9% | 24.3% | 3.8 | 4.4 | 0.6 |
| C/D/J/R | 364 | 563 | 54.7% | 42.2% | 845 | 1,341 | 58.7% | 32.6% | 2,314 | 3,433 | 48.4% | 41.8% | 3.0 | 3.8 | 0.8 |
| Chrysler | 47 | 79 | 68.1% | 55.1% | 122 | 177 | 45.1% | 45.2% | 338 | 413 | 22.2% | 45.2% | 0.4 | 0.5 | 0.1 |
| Dodge | 95 | 128 | 34.7% | 43.9% | 216 | 328 | 51.9% | 32.1% | 621 | 904 | 45.6% | 40.3% | 0.8 | 1.0 | 0.2 |
| Jeep | 150 | 296 | 97.3% | 57.7% | 339 | 677 | 99.7% | 47.9% | 938 | 1,718 | 83.2% | 57.1% | 1.2 | 1.9 | 0.7 |
| Ram | 72 | 60 | -16.7% | 10.9% | 168 | 159 | -5.4% | 4.3% | 417 | 398 | -4.6% | 21.0% | 0.5 | 0.4 | -0.1 |
| Fiat | 0 | 40 | | | 0 | 92 | | | 0 | 121 | | | 0.0 | 0.1 | 0.1 |
| Ford | 895 | 917 | 2.5% | 21.1% | 1,976 | 2,549 | 29.0% | 9.3% | 5,949 | 7,625 | 28.2% | 20.0% | 7.7 | 8.4 | 0.7 |
| GMC | 138 | 176 | 27.5% | 23.4% | 302 | 448 | 48.3% | 16.1% | 963 | 1,353 | 40.5% | 26.6% | 1.2 | 1.5 | 0.3 |
| Honda | 1,822 | 1,245 | -31.7% | -12.0% | 3,819 | 3,238 | -15.2% | -21.2% | 10,992 | 12,129 | 10.3% | 1.5% | 14.2 | 13.3 | -0.9 |
| Hyundai | 698 | 831 | 19.1% | 29.5% | 1,336 | 2,392 | 79.0% | 21.7% | 3,957 | 6,687 | 69.0% | 36.9% | 5.1 | 7.3 | 2.2 |
| Infiniti | 217 | 164 | -24.4% | 5.0% | 451 | 375 | -16.9% | -15.9% | 1,137 | 1,313 | 15.5% | 4.6% | 1.5 | 1.4 | -0.1 |
| Jaguar | 33 | 38 | 15.2% | -2.9% | 109 | 86 | -21.1% | -20.2% | 250 | 303 | 21.2% | 1.5% | 0.3 | 0.3 | 0.0 |
| Kia | 336 | 513 | 52.7% | 47.8% | 557 | 1,283 | 130.3% | 47.4% | 1,516 | 3,214 | 112.0% | 65.7% | 2.0 | 3.5 | 1.5 |
| Land Rover | 52 | 69 | 32.7% | 32.0% | 150 | 169 | 12.7% | 17.8% | 476 | 630 | 32.4% | 17.6% | 0.6 | 0.7 | 0.1 |
| Lexus | 507 | 542 | 6.9% | 7.4% | 1,246 | 1,174 | -5.8% | -10.8% | 4,060 | 3,551 | -12.5% | -7.8% | 5.2 | 3.9 | -1.3 |
| Lincoln | 22 | 28 | 27.3% | 27.8% | 61 | 77 | 26.2% | 15.8% | 250 | 259 | 3.6% | 9.1% | 0.3 | 0.3 | 0.0 |
| Mazda | 283 | 360 | 27.2% | 21.6% | 658 | 882 | 34.0% | 4.4% | 2,181 | 2,284 | 4.7% | 2.8% | 2.8 | 2.5 | -0.3 |
| Mercedes | 780 | 704 | -9.7% | 14.4% | 1,452 | 2,059 | 41.8% | 16.4% | 5,069 | 6,301 | 24.3% | 13.7% | 6.5 | 6.9 | 0.4 |
| MINI | 136 | 91 | -33.1% | -9.1% | 342 | 283 | -17.3% | -2.9% | 965 | 1,169 | 21.1% | 33.2% | 1.2 | 1.3 | 0.1 |
| Mitsubishi | 96 | 85 | -11.5% | 46.8% | 187 | 227 | 21.4% | 28.2% | 710 | 837 | 17.9% | 36.5% | 0.9 | 0.9 | 0.0 |
| Nissan | 555 | 743 | 33.9% | 15.5% | 1,283 | 1,648 | 28.4% | 7.1% | 4,500 | 4,999 | 11.1% | 15.4% | 5.8 | 5.5 | -0.3 |
| Porsche | 66 | 91 | 37.9% | 27.1% | 195 | 211 | 8.2% | 20.5% | 487 | 636 | 30.6% | 37.8% | 0.6 | 0.7 | 0.1 |
| smart | 4 | 7 | 75.0% | 0.0% | 16 | 16 | 0.0% | -34.6% | 59 | 38 | -35.6% | -28.7% | 0.1 | 0.0 | -0.1 |
| Subaru | 121 | 109 | -9.9% | -5.6% | 310 | 328 | 5.8% | -3.3% | 979 | 1,078 | 10.1% | 12.0% | 1.3 | 1.2 | -0.1 |
| Suzuki | 3 | 4 | 33.3% | 14.7% | 18 | 23 | 27.8% | 24.1% | 115 | 127 | 10.4% | 21.8% | 0.1 | 0.1 | 0.0 |
| Toyota/Scion | 2,546 | 2,118 | -16.8% | -9.6% | 5,569 | 5,064 | -9.1% | -15.7% | 15,965 | 15,862 | -0.6% | -3.0% | 20.6 | 17.4 | -3.2 |
| Volkswagen | 432 | 448 | 3.7% | 30.7% | 997 | 1,190 | 19.4% | 20.2% | 2,846 | 3,340 | 17.4% | 24.6% | 3.7 | 3.7 | 0.0 |
| Volvo | 44 | 63 | 43.2% | 35.4% | 112 | 157 | 40.2% | 25.8% | 379 | 542 | 43.0% | 27.6% | 0.5 | 0.6 | 0.1 |
| Other | 37 | 19 | -48.6% | -77.9% | 98 | 63 | -35.7% | -81.3% | 332 | 221 | -33.4% | -75.3% | 0.4 | 0.2 | -0.2 |

## Orange County Auto Outlook

Published by Auto Outlook, Inc.

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**Explanation of Data**

Data presented in Auto Outlook measures new vehicle registrations in Orange County. Monthly recording of registrations occurs when vehicle title information is processed.

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