

Orange County Auto Outlook™

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

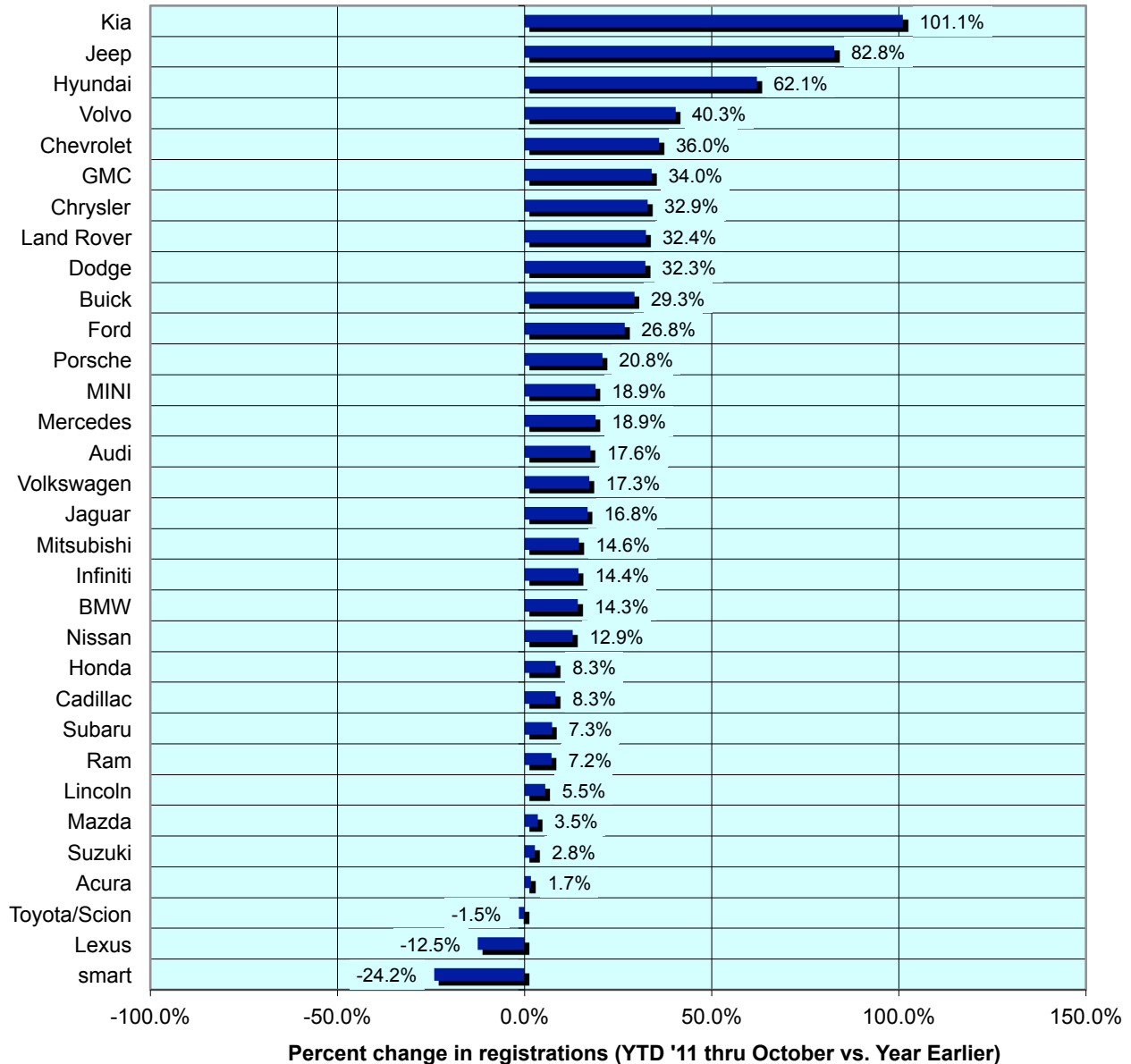


Orange County New Retail Car and Light Truck Registrations

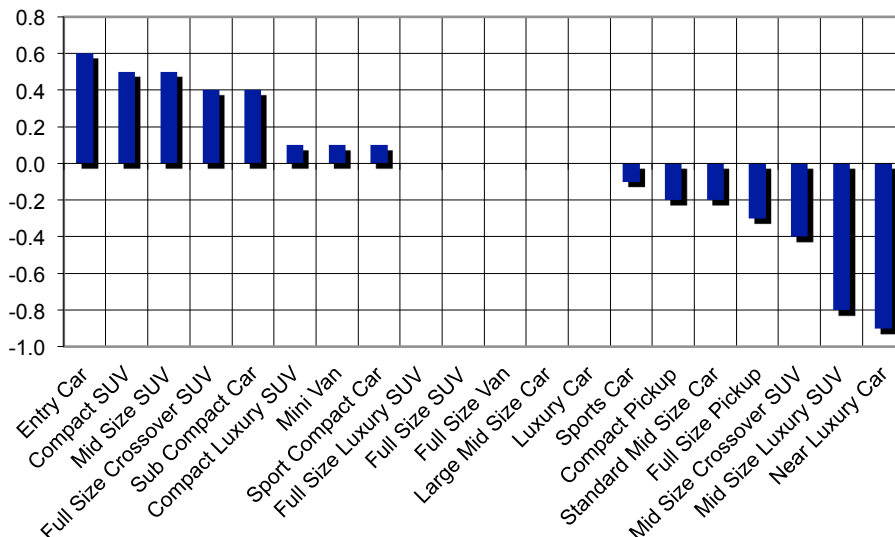
	October				Three Month Period August '11 thru October '11				YTD thru October				YTD Market Share (%)		
	Orange County			U.S.	Orange County			U.S.	Orange County			U.S.	Orange County		
	2010	2011	% chg.	% chg.	Yr. Ago	Current	% chg.	% chg.	2010	2011	% chg.	% chg.	2010	2011	Chg.
MARKET SUMMARY															
TOTAL	8,726	8,936	2.4%	2.7%	29,014	29,934	3.2%	6.3%	86,211	100,230	16.3%	14.3%			
Cars	5,279	5,255	-0.5%	-2.0%	17,634	17,707	0.4%	1.6%	52,148	60,492	16.0%	12.7%	60.5	60.4	-0.1
Light Trucks	3,447	3,681	6.8%	7.2%	11,380	12,227	7.4%	11.0%	34,063	39,738	16.7%	16.0%	39.5	39.6	0.1
Domestic	1,625	1,981	21.9%	10.8%	5,264	6,285	19.4%	16.3%	15,334	19,992	30.4%	22.1%	17.8	19.9	2.1
European	1,871	1,820	-2.7%	12.8%	6,043	6,297	4.2%	14.8%	18,097	21,555	19.1%	18.9%	21.0	21.5	0.5
Japanese	4,430	4,184	-5.6%	-10.9%	15,343	13,805	-10.0%	-8.6%	46,507	47,831	2.8%	1.3%	53.9	47.7	-6.2
Korean	800	951	18.9%	22.9%	2,364	3,547	50.0%	28.6%	6,273	10,852	73.0%	44.4%	7.3	10.8	3.5
BRAND REGISTRATIONS															
Acura	134	125	-6.7%	-6.8%	537	414	-22.9%	-14.2%	1,565	1,592	1.7%	1.2%	1.8	1.6	-0.2
Audi	167	182	9.0%	30.9%	583	605	3.8%	22.9%	1,730	2,034	17.6%	15.2%	2.0	2.0	0.0
BMW	443	450	1.6%	22.1%	1,507	1,516	0.6%	18.8%	4,407	5,037	14.3%	19.6%	5.1	5.0	-0.1
Buick	38	25	-34.2%	-13.0%	133	104	-21.8%	5.2%	358	463	29.3%	24.6%	0.4	0.5	0.1
Cadillac	91	83	-8.8%	-1.1%	304	276	-9.2%	-0.3%	895	969	8.3%	16.8%	1.0	1.0	0.0
Chevrolet	306	420	37.3%	0.1%	1,120	1,345	20.1%	13.7%	3,258	4,432	36.0%	22.3%	3.8	4.4	0.6
C/D/J/R	298	462	55.0%	26.8%	978	1,455	48.8%	35.6%	2,612	3,895	49.1%	40.5%	3.0	3.9	0.9
Chrysler	30	76	153.3%	52.6%	129	211	63.6%	53.0%	368	489	32.9%	46.0%	0.4	0.5	0.1
Dodge	95	95	0.0%	7.7%	271	325	19.9%	28.6%	755	999	32.3%	30.7%	0.9	1.0	0.1
Jeep	134	242	80.6%	39.3%	405	757	86.9%	49.4%	1,072	1,960	82.8%	55.3%	1.2	2.0	0.8
Ram	39	49	25.6%	14.8%	173	162	-6.4%	13.5%	417	447	7.2%	28.2%	0.5	0.4	-0.1
FIAT	0	54			0	119			0	175			0.0	0.2	0.2
Ford	741	858	15.8%	5.4%	2,285	2,591	13.4%	10.0%	6,690	8,483	26.8%	18.1%	7.8	8.5	0.7
GMC	125	105	-16.0%	-6.7%	353	430	21.8%	15.7%	1,088	1,458	34.0%	24.0%	1.3	1.5	0.2
Honda	1,113	979	-12.0%	-11.8%	4,120	3,150	-23.5%	-18.7%	12,105	13,108	8.3%	-0.3%	14.0	13.1	-0.9
Hyundai	569	651	14.4%	19.4%	1,660	2,344	41.2%	21.3%	4,526	7,338	62.1%	34.4%	5.2	7.3	2.1
Infiniti	144	153	6.3%	0.8%	484	440	-9.1%	-6.7%	1,281	1,466	14.4%	3.4%	1.5	1.5	0.0
Jaguar	24	17	-29.2%	1.3%	101	83	-17.8%	-18.1%	274	320	16.8%	0.1%	0.3	0.3	0.0
Kia	231	300	29.9%	25.9%	704	1,203	70.9%	39.0%	1,747	3,514	101.1%	60.3%	2.0	3.5	1.5
Land Rover	42	56	33.3%	36.4%	154	182	18.2%	23.7%	518	686	32.4%	18.3%	0.6	0.7	0.1
Lexus	392	346	-11.7%	-4.9%	1,304	1,249	-4.2%	-5.5%	4,452	3,897	-12.5%	-8.8%	5.2	3.9	-1.3
Lincoln	22	28	27.3%	6.6%	64	84	31.3%	17.0%	272	287	5.5%	8.6%	0.3	0.3	0.0
Mazda	239	220	-7.9%	-1.9%	780	846	8.5%	5.1%	2,420	2,504	3.5%	1.2%	2.8	2.5	-0.3
Mercedes	657	510	-22.4%	14.0%	1,909	1,925	0.8%	11.8%	5,726	6,811	18.9%	12.5%	6.6	6.8	0.2
MINI	84	78	-7.1%	26.3%	320	263	-17.8%	-2.0%	1,049	1,247	18.9%	31.2%	1.2	1.2	0.0
Mitsubishi	84	73	-13.1%	29.6%	263	235	-10.6%	27.5%	794	910	14.6%	33.8%	0.9	0.9	0.0
Nissan	479	624	30.3%	9.1%	1,450	1,879	29.6%	14.3%	4,979	5,623	12.9%	15.3%	5.8	5.6	-0.2
Porsche	80	49	-38.8%	3.0%	210	201	-4.3%	11.6%	567	685	20.8%	31.8%	0.7	0.7	0.0
smart	3	9	200.0%	-6.7%	12	19	58.3%	-23.9%	62	47	-24.2%	-27.8%	0.1	0.0	-0.1
Subaru	119	100	-16.0%	-6.9%	365	319	-12.6%	-1.1%	1,098	1,178	7.3%	10.6%	1.3	1.2	-0.1
Suzuki	26	18	-30.8%	14.8%	38	31	-18.4%	26.7%	141	145	2.8%	21.8%	0.2	0.1	-0.1
Toyota/Scion	1,700	1,546	-9.1%	-17.3%	6,002	5,242	-12.7%	-14.8%	17,665	17,408	-1.5%	-4.9%	20.5	17.4	-3.1
Volkswagen	319	373	16.9%	35.4%	1,066	1,186	11.3%	24.0%	3,165	3,713	17.3%	24.4%	3.7	3.7	0.0
Volvo	23	22	-4.3%	29.9%	100	139	39.0%	25.7%	402	564	40.3%	26.8%	0.5	0.6	0.1
Other	33	20	-39.4%	-82.5%	108	59	-45.4%	-80.4%	365	241	-34.0%	-75.6%	0.4	0.2	-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. figures for Oct are estimated based on reporting from 38 states.

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



Change in Segment Market Share - YTD 2011 thru October 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.

