

# Orange County Auto Outlook™

Comprehensive information on the Orange County new retail vehicle market

Monthly Report - Retail Sales for Nov 2011 **"DOES NOT INCLUDE FLEET SALES"**

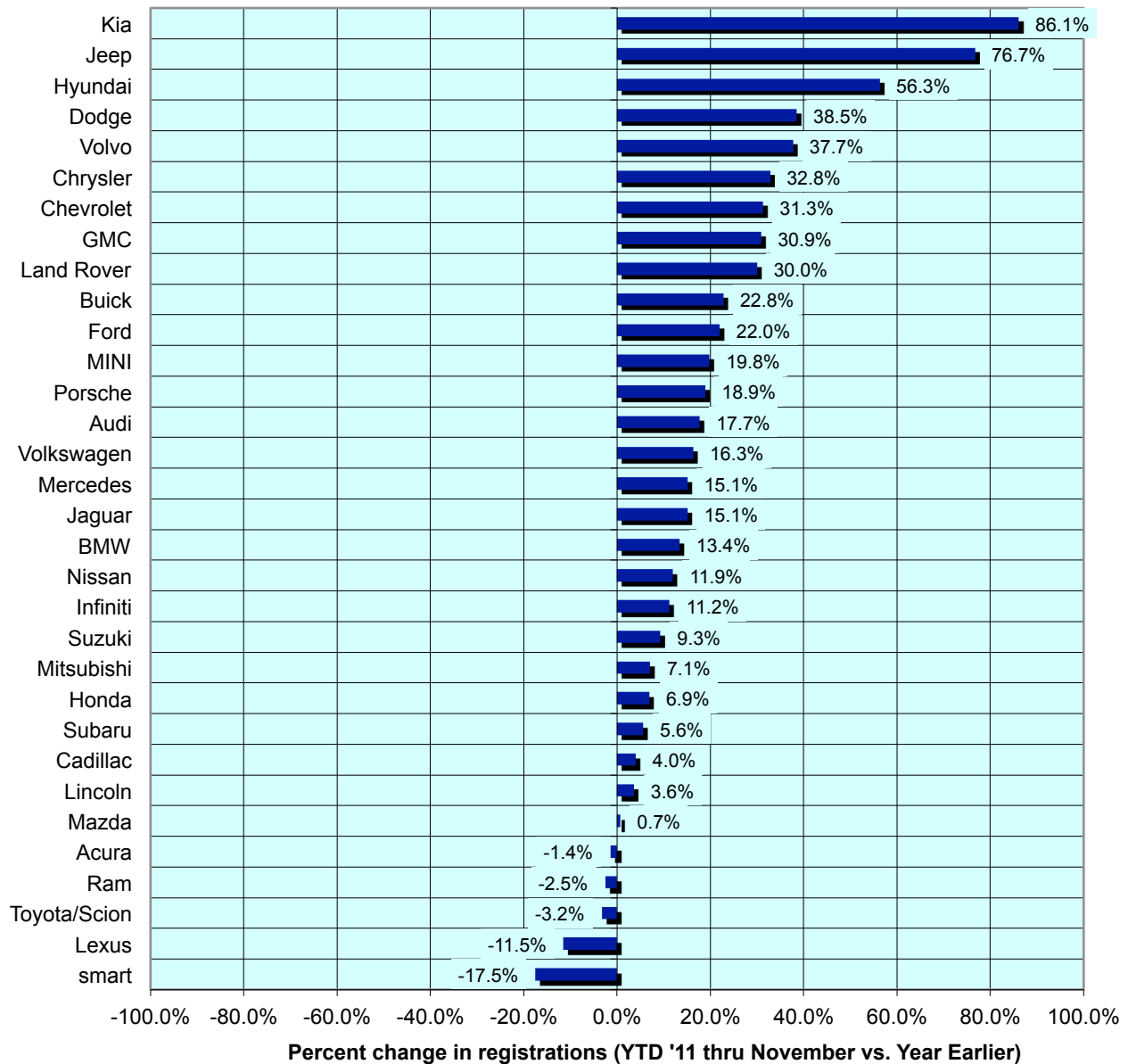


## Orange County New Retail Car and Light Truck Registrations

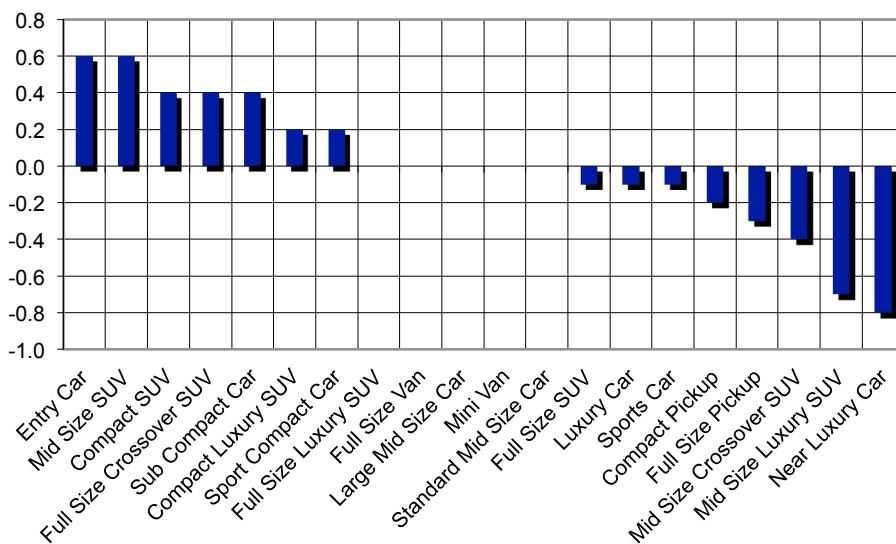
	November				Three Month Period September '11 thru November '11				YTD thru November				YTD Market Share (%)		
	Orange County			U.S.	Orange County			U.S.	Orange County			U.S.	Orange County		
	2010	2011	% chg.	% chg.	Yr. Ago	Current	% chg.	% chg.	2010	2011	% chg.	% chg.	2010	2011	Chg.
<b>MARKET SUMMARY</b>															
TOTAL	9,288	8,603	-7.4%	11.1%	29,899	29,113	-2.6%	8.5%	95,499	108,833	14.0%	14.1%			
Cars	5,392	5,144	-4.6%	6.7%	17,875	17,250	-3.5%	3.6%	57,540	65,647	14.1%	12.4%	60.3	60.3	0.0
Light Trucks	3,896	3,459	-11.2%	15.2%	12,024	11,863	-1.3%	13.3%	37,959	43,186	13.8%	15.9%	39.7	39.7	0.0
Domestic	1,872	1,723	-8.0%	17.3%	5,544	6,034	8.8%	17.9%	17,206	21,715	26.2%	21.7%	18.0	20.0	2.0
European	2,002	2,056	2.7%	20.0%	6,265	6,263	0.0%	16.1%	20,099	23,611	17.5%	19.0%	21.0	21.7	0.7
Japanese	4,519	3,867	-14.4%	-1.5%	15,361	13,564	-11.7%	-5.4%	51,026	51,698	1.3%	1.2%	53.4	47.5	-5.9
Korean	895	957	6.9%	35.2%	2,729	3,252	19.2%	29.0%	7,168	11,809	64.7%	43.5%	7.5	10.9	3.4
<b>BRAND REGISTRATIONS</b>															
Acura	168	117	-30.4%	7.0%	564	385	-31.7%	-9.5%	1,733	1,709	-1.4%	0.8%	1.8	1.6	-0.2
Audi	171	203	18.7%	28.0%	550	602	9.5%	22.5%	1,901	2,237	17.7%	15.1%	2.0	2.1	0.1
BMW	438	459	4.8%	17.8%	1,485	1,509	1.6%	14.7%	4,845	5,496	13.4%	17.9%	5.1	5.0	-0.1
Buick	42	28	-33.3%	-14.4%	123	94	-23.6%	-0.3%	400	491	22.8%	21.6%	0.4	0.5	0.1
Cadillac	109	75	-31.2%	-6.8%	313	266	-15.0%	-0.2%	1,004	1,044	4.0%	14.2%	1.1	1.0	-0.1
Chevrolet	409	381	-6.8%	3.0%	1,179	1,298	10.1%	13.4%	3,667	4,813	31.3%	21.6%	3.8	4.4	0.6
C/D/J/R	327	407	24.5%	33.0%	989	1,432	44.8%	37.5%	2,939	4,302	46.4%	40.4%	3.1	4.0	0.9
Chrysler	41	54	31.7%	58.7%	118	209	77.1%	57.8%	409	543	32.8%	47.7%	0.4	0.5	0.1
Dodge	79	102	29.1%	22.0%	269	325	20.8%	31.0%	795	1,101	38.5%	37.3%	0.8	1.0	0.2
Jeep	148	196	32.4%	49.6%	432	734	69.9%	49.6%	1,220	2,156	76.7%	54.6%	1.3	2.0	0.7
Ram	59	55	-6.8%	8.4%	170	164	-3.5%	15.9%	515	502	-2.5%	20.5%	0.5	0.5	0.0
FIAT	0	39			0	133			0	214			0.0	0.2	0.2
Ford	838	698	-16.7%	7.4%	2,474	2,473	0.0%	12.4%	7,528	9,181	22.0%	17.7%	7.9	8.4	0.5
GMC	106	105	-0.9%	-9.6%	369	386	4.6%	9.6%	1,194	1,563	30.9%	22.1%	1.3	1.4	0.1
Honda	1,048	958	-8.6%	8.1%	3,983	3,182	-20.1%	-8.6%	13,153	14,066	6.9%	0.2%	13.8	12.9	-0.9
Hyundai	605	680	12.4%	40.1%	1,872	2,162	15.5%	26.2%	5,131	8,018	56.3%	34.6%	5.4	7.4	2.0
Infiniti	127	99	-22.0%	-1.3%	488	416	-14.8%	-4.1%	1,408	1,565	11.2%	2.1%	1.5	1.4	-0.1
Jaguar	17	15	-11.8%	5.0%	74	70	-5.4%	-8.9%	291	335	15.1%	-0.9%	0.3	0.3	0.0
Kia	290	277	-4.5%	44.8%	857	1,090	27.2%	38.3%	2,037	3,791	86.1%	59.3%	2.1	3.5	1.4
Land Rover	58	63	8.6%	46.7%	152	188	23.7%	28.9%	576	749	30.0%	19.4%	0.6	0.7	0.1
Lexus	347	348	0.3%	-1.4%	1,246	1,236	-0.8%	-7.0%	4,799	4,245	-11.5%	-9.1%	5.0	3.9	-1.1
Lincoln	33	29	-12.1%	-16.7%	77	85	10.4%	2.9%	305	316	3.6%	5.9%	0.3	0.3	0.0
Mazda	258	192	-25.6%	5.6%	780	772	-1.0%	4.3%	2,678	2,696	0.7%	1.2%	2.8	2.5	-0.3
Mercedes	801	702	-12.4%	47.0%	2,238	1,916	-14.4%	15.4%	6,527	7,513	15.1%	14.1%	6.8	6.9	0.1
MINI	65	88	35.4%	45.6%	285	257	-9.8%	8.9%	1,114	1,335	19.8%	31.3%	1.2	1.2	0.0
Mitsubishi	106	54	-49.1%	32.2%	286	212	-25.9%	26.6%	900	964	7.1%	32.6%	0.9	0.9	0.0
Nissan	511	520	1.8%	17.2%	1,545	1,887	22.1%	16.8%	5,490	6,143	11.9%	15.8%	5.7	5.6	-0.1
Porsche	64	65	1.6%	7.3%	210	205	-2.4%	2.7%	631	750	18.9%	27.8%	0.7	0.7	0.0
smart	1	5	400.0%	13.4%	8	21	162.5%	-2.0%	63	52	-17.5%	-25.5%	0.1	0.0	-0.1
Subaru	118	106	-10.2%	-10.9%	358	315	-12.0%	-5.2%	1,216	1,284	5.6%	8.9%	1.3	1.2	-0.1
Suzuki	10	20	100.0%	14.9%	39	42	7.7%	16.5%	151	165	9.3%	21.0%	0.2	0.2	0.0
Toyota/Scion	1,826	1,453	-20.4%	-1.8%	6,072	5,117	-15.7%	-11.6%	19,491	18,861	-3.2%	-4.7%	20.4	17.3	-3.1
Volkswagen	339	361	6.5%	35.4%	1,090	1,182	8.4%	25.5%	3,504	4,074	16.3%	24.2%	3.7	3.7	0.0
Volvo	30	31	3.3%	27.3%	97	116	19.6%	23.8%	432	595	37.7%	25.9%	0.5	0.5	0.0
Other	26	25	-3.8%	-79.4%	96	64	-33.3%	-77.9%	391	266	-32.0%	-75.7%	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 Nov are estimated based on reporting from 40 states.

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



**Change in Segment Market Share - YTD 2011 thru November 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).

