

Orange County Auto Outlook™

Comprehensive information on the Orange County new retail vehicle market

Monthly Report - Retail Sales for Jan 2012 **"DOES NOT INCLUDE FLEET SALES"**

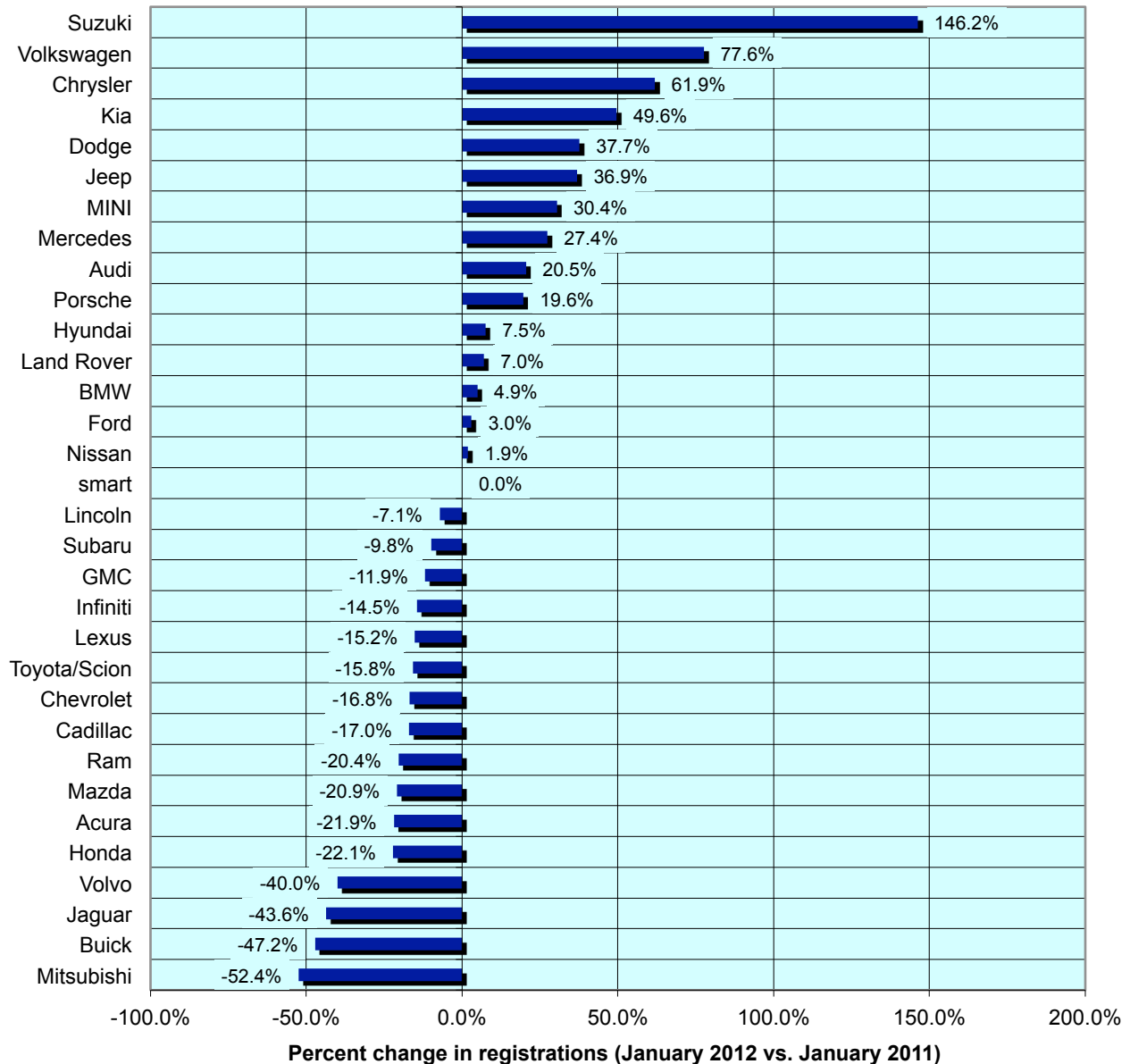


Orange County New Retail Car and Light Truck Registrations

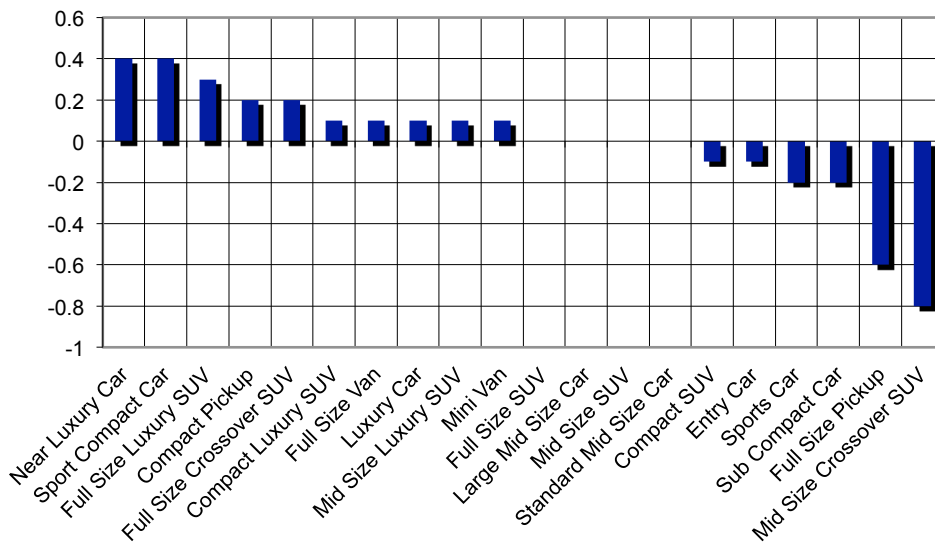
	January				Three Month Period November '11 thru January '12				YTD Totals				YTD Market Share (%)		
	Orange County			U.S.	Orange County			U.S.	Orange County			U.S.	Orange County		
	2011	2012	% chg.	% chg.	Yr. Ago	Current	% chg.	% chg.	2011	2012	% chg.	% chg.	2011	2012	Chg.
MARKET SUMMARY															
TOTAL	10,890	10,723	-1.5%	2.3%	31,008	31,293	0.9%	7.2%	10,890	10,723	-1.5%	2.3%			
Cars	6,460	6,392	-1.1%	2.3%	18,282	18,573	1.6%	5.8%	6,460	6,392	-1.1%	2.3%	59.3	59.6	0.3
Light Trucks	4,430	4,331	-2.2%	2.2%	12,726	12,720	0.0%	8.4%	4,430	4,331	-2.2%	2.2%	40.7	40.4	-0.3
Domestic	2,033	2,016	-0.8%	5.1%	5,871	6,154	4.8%	11.3%	2,033	2,016	-0.8%	5.1%	18.7	18.8	0.1
European	2,337	2,925	25.2%	22.3%	6,756	8,130	20.3%	22.6%	2,337	2,925	25.2%	22.3%	21.5	27.3	5.8
Japanese	5,624	4,712	-16.2%	-8.7%	15,745	13,727	-12.8%	-4.3%	5,624	4,712	-16.2%	-8.7%	51.6	43.9	-7.7
Korean	896	1,070	19.4%	21.0%	2,636	3,282	24.5%	27.7%	896	1,070	19.4%	21.0%	8.2	10.0	1.8
BRAND REGISTRATIONS															
Acura	215	168	-21.9%	-7.9%	583	500	-14.2%	-6.6%	215	168	-21.9%	-7.9%	2.0	1.6	-0.4
Audi	195	235	20.5%	26.5%	603	714	18.4%	19.0%	195	235	20.5%	26.5%	1.8	2.2	0.4
BMW	594	623	4.9%	28.0%	1,711	1,833	7.1%	13.9%	594	623	4.9%	28.0%	5.5	5.8	0.3
Buick	53	28	-47.2%	-17.4%	157	108	-31.2%	-13.1%	53	28	-47.2%	-17.4%	0.5	0.3	-0.2
Cadillac	135	112	-17.0%	-8.2%	382	336	-12.0%	-7.7%	135	112	-17.0%	-8.2%	1.2	1.0	-0.2
Chevrolet	482	401	-16.8%	-15.0%	1,335	1,237	-7.3%	1.7%	482	401	-16.8%	-15.0%	4.4	3.7	-0.7
C/D/J/R	360	473	31.4%	25.6%	997	1,400	40.4%	35.4%	360	473	31.4%	25.6%	3.3	4.4	1.1
Chrysler	42	68	61.9%	45.6%	124	190	53.2%	61.2%	42	68	61.9%	45.6%	0.4	0.6	0.2
Dodge	77	106	37.7%	-10.7%	229	327	42.8%	15.0%	77	106	37.7%	-10.7%	0.7	1.0	0.3
Jeep	187	256	36.9%	49.5%	484	711	46.9%	55.0%	187	256	36.9%	49.5%	1.7	2.4	0.7
Ram	54	43	-20.4%	19.7%	160	172	7.5%	15.9%	54	43	-20.4%	19.7%	0.5	0.4	-0.1
FIAT	0	36			0	116			0	36			0.0	0.3	0.3
Ford	796	820	3.0%	3.5%	2,452	2,552	4.1%	11.8%	796	820	3.0%	3.5%	7.3	7.6	0.3
GMC	177	156	-11.9%	-23.3%	422	431	2.1%	-8.3%	177	156	-11.9%	-23.3%	1.6	1.5	-0.1
Honda	1,577	1,229	-22.1%	-11.0%	4,227	3,411	-19.3%	-7.2%	1,577	1,229	-22.1%	-11.0%	14.5	11.5	-3.0
Hyundai	642	690	7.5%	16.3%	1,838	2,195	19.4%	22.2%	642	690	7.5%	16.3%	5.9	6.4	0.5
Infiniti	165	141	-14.5%	-16.3%	450	385	-14.4%	-11.5%	165	141	-14.5%	-16.3%	1.5	1.3	-0.2
Jaguar	39	22	-43.6%	1.5%	92	58	-37.0%	-8.2%	39	22	-43.6%	1.5%	0.4	0.2	-0.2
Kia	254	380	49.6%	40.2%	798	1,087	36.2%	40.3%	254	380	49.6%	40.2%	2.3	3.5	1.2
Land Rover	86	92	7.0%	26.7%	219	266	21.5%	29.9%	86	92	7.0%	26.7%	0.8	0.9	0.1
Lexus	561	476	-15.2%	-8.8%	1,459	1,376	-5.7%	-6.6%	561	476	-15.2%	-8.8%	5.2	4.4	-0.8
Lincoln	28	26	-7.1%	8.7%	104	90	-13.5%	-1.2%	28	26	-7.1%	8.7%	0.3	0.2	-0.1
Mazda	268	212	-20.9%	1.7%	749	633	-15.5%	0.5%	268	212	-20.9%	1.7%	2.5	2.0	-0.5
Mercedes	862	1,098	27.4%	47.5%	2,385	2,915	22.2%	40.1%	862	1,098	27.4%	47.5%	7.9	10.2	2.3
MINI	115	150	30.4%	36.6%	311	396	27.3%	30.0%	115	150	30.4%	36.6%	1.1	1.4	0.3
Mitsubishi	103	49	-52.4%	5.6%	295	157	-46.8%	6.6%	103	49	-52.4%	5.6%	0.9	0.5	-0.4
Nissan	587	598	1.9%	-2.6%	1,696	1,689	-0.4%	7.5%	587	598	1.9%	-2.6%	5.4	5.6	0.2
Porsche	56	67	19.6%	0.9%	190	204	7.4%	-5.3%	56	67	19.6%	0.9%	0.5	0.6	0.1
smart	4	4	0.0%	45.9%	8	11	37.5%	33.8%	4	4	0.0%	45.9%	0.0	0.0	0.0
Subaru	143	129	-9.8%	11.9%	388	338	-12.9%	-2.5%	143	129	-9.8%	11.9%	1.3	1.2	-0.1
Suzuki	13	32	146.2%	-7.8%	56	72	28.6%	-5.4%	13	32	146.2%	-7.8%	0.1	0.3	0.2
Toyota/Scion	1,992	1,678	-15.8%	-6.1%	5,842	5,165	-11.6%	-4.8%	1,992	1,678	-15.8%	-6.1%	18.3	15.6	-2.7
Volkswagen	295	524	77.6%	46.0%	1,015	1,407	38.6%	34.6%	295	524	77.6%	46.0%	2.7	4.9	2.2
Volvo	65	39	-40.0%	5.3%	148	113	-23.6%	9.6%	65	39	-40.0%	5.3%	0.6	0.4	-0.2
Other	28	35	25.0%	-60.5%	96	98	2.1%	-69.2%	28	35	25.0%	-60.5%	0.3	0.3	0.0

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 (January 2012 vs. January 2011)



Change in Segment Market Share - January 2012 vs. January 2011



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.

