

Orange County Auto Outlook™

Comprehensive information on the Orange County new retail vehicle market
 Monthly Report - Retail Sales for April 2012 **"DOES NOT INCLUDE FLEET SALES"**

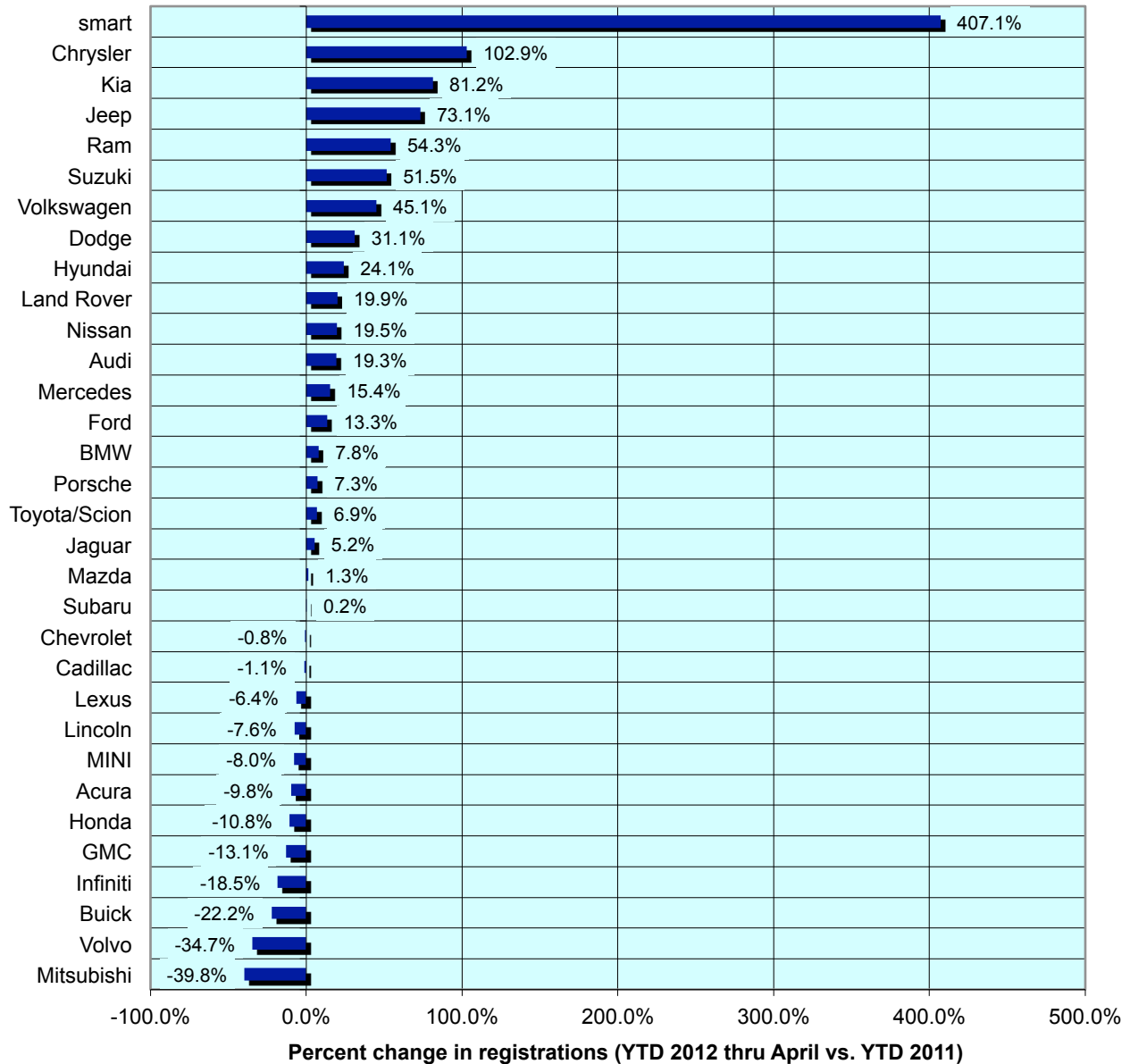


Orange County New Retail Car and Light Truck Registrations

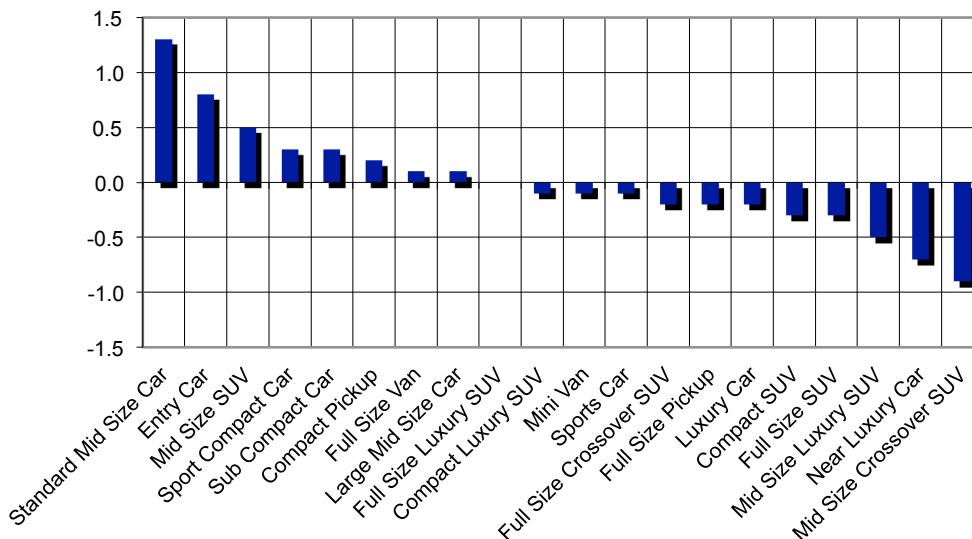
	April				Three Month Period Feb '12 thru April '12				YTD thru April				YTD Market Share (%)		
	Orange County			U.S.	Orange County			U.S.	Orange County			U.S.	Orange County		
	2011	2012	% chg.	% chg.	2011	2012	% chg.	% chg.	2011	2012	% chg.	% chg.	2011	2012	Chg.
MARKET SUMMARY															
TOTAL	10,168	11,468	12.8%	8.0%	30,690	34,888	13.7%	8.0%	41,580	45,611	9.7%	6.4%			
Cars	6,457	7,382	14.3%	8.2%	18,780	22,119	17.8%	9.9%	25,241	28,510	13.0%	7.7%	60.7	62.5	1.8
Light Trucks	3,711	4,086	10.1%	7.7%	11,910	12,769	7.2%	6.0%	16,339	17,101	4.7%	5.0%	39.3	37.5	-1.8
Domestic	1,801	2,171	20.5%	12.4%	5,798	6,903	19.1%	9.3%	7,831	8,919	13.9%	8.1%	18.8	19.6	0.8
European	2,166	2,238	3.3%	17.3%	6,071	7,009	15.5%	18.0%	8,408	9,934	18.1%	18.7%	20.2	21.8	1.6
Japanese	5,271	5,691	8.0%	0.8%	15,929	16,717	4.9%	2.3%	21,553	21,429	-0.6%	-0.6%	51.8	47.0	-4.8
Korean	930	1,368	47.1%	13.8%	2,892	4,259	47.3%	19.3%	3,788	5,329	40.7%	18.9%	9.1	11.7	2.6
BRAND REGISTRATIONS															
Acura	177	152	-14.1%	-0.2%	521	496	-4.8%	-5.2%	736	664	-9.8%	-8.5%	1.8	1.5	-0.3
Audi	174	188	8.0%	39.5%	604	718	18.9%	25.6%	799	953	19.3%	22.7%	1.9	2.1	0.2
BMW	528	496	-6.1%	31.7%	1,376	1,501	9.1%	12.7%	1,970	2,124	7.8%	11.6%	4.7	4.7	0.0
Buick	51	44	-13.7%	-0.8%	163	140	-14.1%	-8.5%	216	168	-22.2%	-10.9%	0.5	0.4	-0.1
Cadillac	97	95	-2.1%	0.9%	309	327	5.8%	-13.1%	444	439	-1.1%	-12.8%	1.1	1.0	-0.1
Chevrolet	442	496	12.2%	-2.5%	1,367	1,433	4.8%	-3.3%	1,849	1,834	-0.8%	-4.1%	4.4	4.0	-0.4
C/D/J/R	292	512	75.3%	28.1%	964	1,670	73.2%	31.7%	1,324	2,143	61.9%	31.4%	3.2	4.7	1.5
Chrysler	29	60	106.9%	70.7%	96	212	120.8%	60.9%	138	280	102.9%	56.2%	0.3	0.6	0.3
Dodge	96	113	17.7%	3.7%	303	392	29.4%	18.8%	380	498	31.1%	19.9%	0.9	1.1	0.2
Jeep	131	273	108.4%	42.4%	457	859	88.0%	37.7%	644	1,115	73.1%	38.7%	1.5	2.4	0.9
Ram	36	66	83.3%	9.3%	108	207	91.7%	19.3%	162	250	54.3%	18.3%	0.4	0.5	0.1
FIAT	0	29			0	138			0	174			0.0	0.4	0.4
Ford	758	875	15.4%	-2.8%	2,448	2,857	16.7%	7.2%	3,244	3,677	13.3%	8.3%	7.8	8.1	0.3
GMC	131	118	-9.9%	-9.1%	455	393	-13.6%	-6.5%	632	549	-13.1%	-7.9%	1.5	1.2	-0.3
Honda	1,705	1,568	-8.0%	2.9%	4,761	4,427	-7.0%	1.3%	6,338	5,656	-10.8%	-3.4%	15.2	12.4	-2.8
Hyundai	615	775	26.0%	12.0%	2,047	2,648	29.4%	13.4%	2,689	3,338	24.1%	11.8%	6.5	7.3	0.8
Infiniti	134	113	-15.7%	-18.1%	477	382	-19.9%	-13.4%	642	523	-18.5%	-15.6%	1.5	1.1	-0.4
Jaguar	29	32	10.3%	26.0%	76	99	30.3%	19.1%	115	121	5.2%	10.9%	0.3	0.3	0.0
Kia	315	593	88.3%	25.4%	845	1,611	90.7%	30.9%	1,099	1,991	81.2%	31.7%	2.6	4.4	1.8
Land Rover	74	78	5.4%	30.7%	206	258	25.2%	27.7%	292	350	19.9%	24.0%	0.7	0.8	0.1
Lexus	373	395	5.9%	3.2%	1,231	1,201	-2.4%	-0.4%	1,792	1,677	-6.4%	-5.2%	4.3	3.7	-0.6
Lincoln	29	31	6.9%	2.4%	90	83	-7.8%	6.1%	118	109	-7.6%	5.5%	0.3	0.2	-0.1
Mazda	225	232	3.1%	13.1%	652	720	10.4%	9.1%	920	932	1.3%	6.0%	2.2	2.0	-0.2
Mercedes	659	690	4.7%	25.7%	1,892	2,080	9.9%	21.8%	2,754	3,178	15.4%	22.9%	6.6	7.0	0.4
MINI	188	117	-37.8%	2.7%	421	343	-18.5%	6.0%	536	493	-8.0%	9.8%	1.3	1.1	-0.2
Mitsubishi	96	73	-24.0%	-10.6%	319	205	-35.7%	-6.0%	422	254	-39.8%	-4.4%	1.0	0.6	-0.4
Nissan	578	692	19.7%	-3.3%	1,710	2,148	25.6%	3.1%	2,297	2,746	19.5%	2.4%	5.5	6.0	0.5
Porsche	54	60	11.1%	12.1%	191	198	3.7%	-0.3%	247	265	7.3%	-3.7%	0.6	0.6	0.0
smart	7	20	185.7%	118.3%	10	67	570.0%	122.4%	14	71	407.1%	102.6%	0.0	0.2	0.2
Subaru	133	157	18.0%	16.0%	397	412	3.8%	16.7%	540	541	0.2%	15.4%	1.3	1.2	-0.1
Suzuki	10	27	170.0%	6.9%	55	71	29.1%	1.0%	68	103	51.5%	-1.8%	0.2	0.2	0.0
Toyota/Scion	1,840	2,282	24.0%	10.7%	5,806	6,655	14.6%	5.8%	7,798	8,333	6.9%	2.1%	18.8	18.3	-0.5
Volkswagen	370	452	22.2%	38.7%	1,039	1,412	35.9%	31.2%	1,334	1,936	45.1%	31.5%	3.2	4.2	1.0
Volvo	58	52	-10.3%	2.9%	186	125	-32.8%	-0.9%	251	164	-34.7%	-0.9%	0.6	0.4	-0.2
Other	26	24	-7.7%	-18.8%	72	70	-2.8%	-31.8%	100	105	5.0%	-41.4%	0.2	0.2	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 Feb are estimated based on reporting from 38 states.

Percent Change in New Retail Light Vehicle Registrations (YTD 2012 thru April vs. YTD 2011)



Change in Segment Market Share - YTD 2012 thru April vs. YTD 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.

