

Orange County Auto Outlook™

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

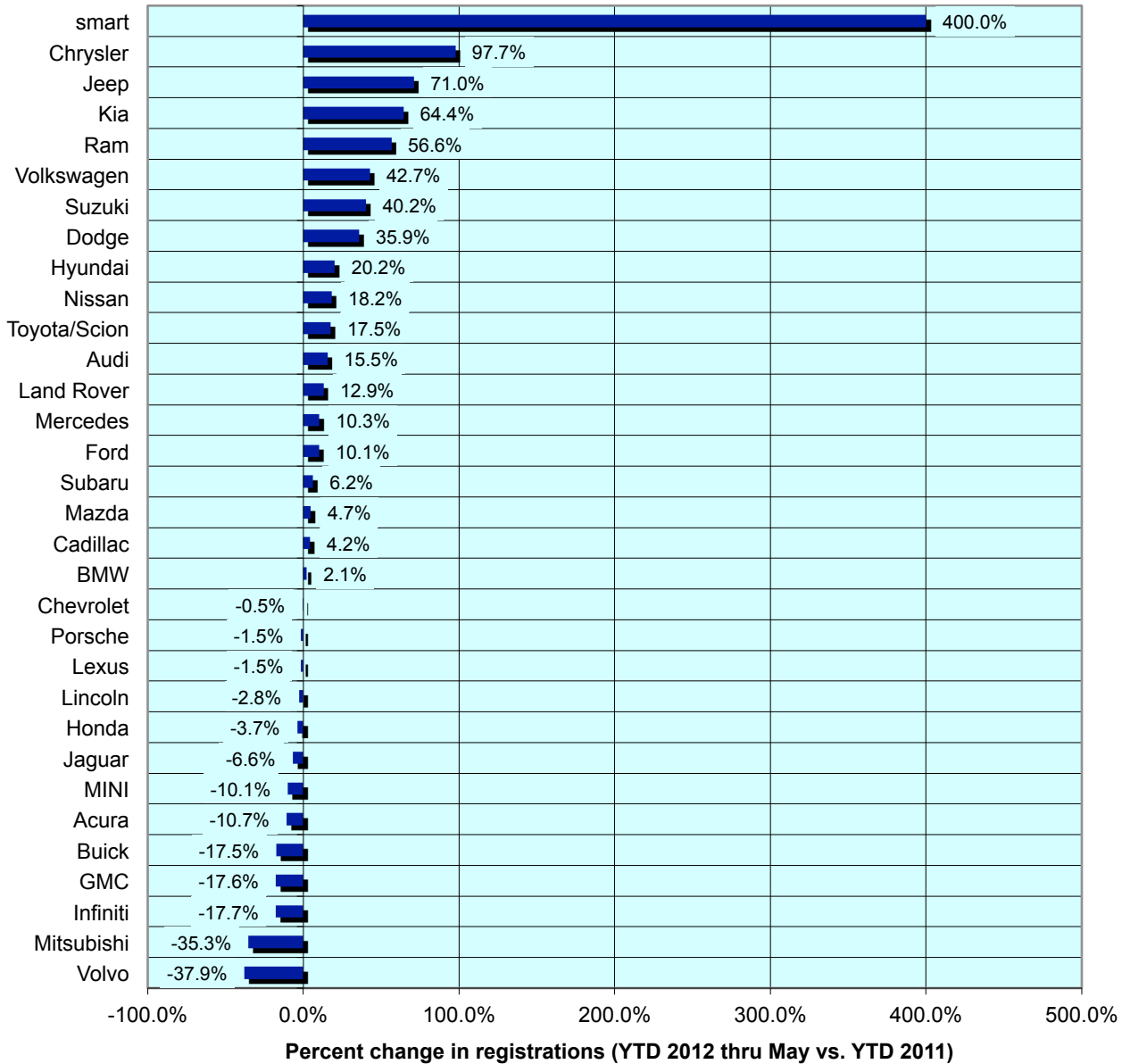


Orange County New Retail Car and Light Truck Registrations

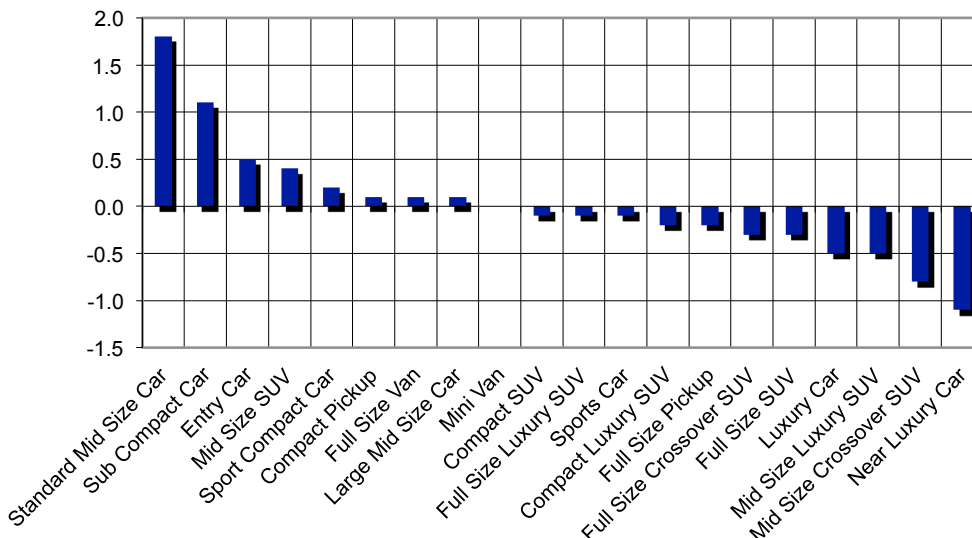
| | May | | | | Three Month Period Mar '12 thru May '12 | | | | YTD thru May | | | | YTD Market Share (%) | | |
|----------------------------|---------------|--------|--------|--------|--|--------|--------|--------|---------------|--------|--------|--------|-------------------------|------|------|
| | 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 | 9,550 | 11,383 | 19.2% | 15.2% | 31,513 | 37,405 | 18.7% | 9.9% | 51,130 | 56,994 | 11.5% | 8.4% | | | |
| Cars | 5,970 | 7,346 | 23.0% | 14.9% | 19,671 | 24,037 | 22.2% | 11.2% | 31,210 | 35,897 | 15.0% | 9.6% | 61.0 | 63.0 | 2.0 |
| Light Trucks | 3,580 | 4,037 | 12.8% | 15.6% | 11,842 | 13,368 | 12.9% | 8.4% | 19,920 | 21,097 | 5.9% | 7.1% | 39.0 | 37.0 | -2.0 |
| Domestic | 1,879 | 2,058 | 9.5% | 14.3% | 5,968 | 7,205 | 20.7% | 11.1% | 9,710 | 10,977 | 13.0% | 9.7% | 19.0 | 19.3 | 0.3 |
| European | 2,244 | 2,134 | -4.9% | 13.2% | 6,655 | 7,239 | 8.8% | 14.6% | 10,652 | 12,068 | 13.3% | 17.5% | 20.8 | 21.2 | 0.4 |
| Japanese | 4,310 | 5,960 | 38.3% | 18.3% | 15,785 | 18,602 | 17.8% | 6.5% | 25,863 | 27,389 | 5.9% | 3.3% | 50.6 | 48.1 | -2.5 |
| Korean | 1,117 | 1,231 | 10.2% | 9.1% | 3,105 | 4,359 | 40.4% | 14.6% | 4,905 | 6,560 | 33.7% | 16.6% | 9.6 | 11.5 | 1.9 |
| BRAND REGISTRATIONS | | | | | | | | | | | | | | | |
| Acura | 159 | 135 | -15.1% | 15.1% | 537 | 507 | -5.6% | -3.2% | 895 | 799 | -10.7% | -6.9% | 1.8 | 1.4 | -0.4 |
| Audi | 213 | 216 | 1.4% | 24.1% | 603 | 686 | 13.8% | 22.7% | 1,012 | 1,169 | 15.5% | 19.7% | 2.0 | 2.1 | 0.1 |
| BMW | 476 | 374 | -21.4% | 20.0% | 1,496 | 1,482 | -0.9% | 8.9% | 2,446 | 2,498 | 2.1% | 9.3% | 4.8 | 4.4 | -0.4 |
| Buick | 41 | 44 | 7.3% | -0.2% | 153 | 145 | -5.2% | -3.5% | 257 | 212 | -17.5% | -8.3% | 0.5 | 0.4 | -0.1 |
| Cadillac | 74 | 101 | 36.5% | 3.7% | 289 | 324 | 12.1% | -7.4% | 518 | 540 | 4.2% | -10.8% | 1.0 | 0.9 | -0.1 |
| Chevrolet | 420 | 423 | 0.7% | 1.3% | 1,412 | 1,529 | 8.3% | 2.6% | 2,269 | 2,257 | -0.5% | -0.6% | 4.4 | 4.0 | -0.4 |
| C/D/J/R | 345 | 563 | 63.2% | 32.3% | 1,035 | 1,857 | 79.4% | 32.9% | 1,669 | 2,706 | 62.1% | 33.7% | 3.3 | 4.7 | 1.4 |
| Chrysler | 38 | 68 | 78.9% | 52.0% | 101 | 237 | 134.7% | 58.2% | 176 | 348 | 97.7% | 55.4% | 0.3 | 0.6 | 0.3 |
| Dodge | 94 | 146 | 55.3% | 18.6% | 314 | 451 | 43.6% | 23.0% | 474 | 644 | 35.9% | 24.6% | 0.9 | 1.1 | 0.2 |
| Jeep | 179 | 292 | 63.1% | 38.9% | 506 | 945 | 86.8% | 35.8% | 823 | 1,407 | 71.0% | 38.1% | 1.6 | 2.5 | 0.9 |
| Ram | 34 | 57 | 67.6% | 24.5% | 114 | 224 | 96.5% | 23.0% | 196 | 307 | 56.6% | 23.3% | 0.4 | 0.5 | 0.1 |
| FIAT | 12 | 39 | | | 12 | 144 | | | 12 | 213 | | | 0.0 | 0.4 | 0.4 |
| Ford | 830 | 808 | -2.7% | 2.9% | 2,521 | 2,887 | 14.5% | 6.0% | 4,074 | 4,485 | 10.1% | 9.3% | 8.0 | 7.9 | -0.1 |
| GMC | 145 | 91 | -37.2% | -1.0% | 475 | 377 | -20.6% | 1.1% | 777 | 640 | -17.6% | -3.4% | 1.5 | 1.1 | -0.4 |
| Honda | 1,256 | 1,658 | 32.0% | 21.3% | 4,768 | 5,000 | 4.9% | 4.6% | 7,594 | 7,314 | -3.7% | 0.0% | 14.9 | 12.8 | -2.1 |
| Hyundai | 715 | 754 | 5.5% | 11.1% | 2,113 | 2,676 | 26.6% | 10.1% | 3,404 | 4,092 | 20.2% | 10.1% | 6.7 | 7.2 | 0.5 |
| Infiniti | 155 | 133 | -14.2% | 33.2% | 489 | 392 | -19.8% | -6.0% | 797 | 656 | -17.7% | -8.4% | 1.6 | 1.2 | -0.4 |
| Jaguar | 36 | 20 | -44.4% | -9.2% | 88 | 94 | 6.8% | 4.8% | 151 | 141 | -6.6% | 2.9% | 0.3 | 0.2 | -0.1 |
| Kia | 402 | 477 | 18.7% | 14.7% | 992 | 1,683 | 69.7% | 23.6% | 1,501 | 2,468 | 64.4% | 27.7% | 2.9 | 4.3 | 1.4 |
| Land Rover | 71 | 60 | -15.5% | 33.3% | 222 | 241 | 8.6% | 21.8% | 363 | 410 | 12.9% | 22.9% | 0.7 | 0.7 | 0.0 |
| Lexus | 304 | 387 | 27.3% | 24.9% | 1,165 | 1,268 | 8.8% | 4.5% | 2,096 | 2,064 | -1.5% | -1.8% | 4.1 | 3.6 | -0.5 |
| Lincoln | 23 | 28 | 21.7% | 4.6% | 81 | 86 | 6.2% | 1.6% | 141 | 137 | -2.8% | 4.5% | 0.3 | 0.2 | -0.1 |
| Mazda | 219 | 261 | 19.2% | 13.1% | 706 | 793 | 12.3% | 8.8% | 1,139 | 1,193 | 4.7% | 6.7% | 2.2 | 2.1 | -0.1 |
| Mercedes | 713 | 646 | -9.4% | 35.0% | 2,059 | 2,191 | 6.4% | 20.6% | 3,467 | 3,824 | 10.3% | 22.1% | 6.8 | 6.7 | -0.1 |
| MINI | 154 | 127 | -17.5% | 5.6% | 487 | 385 | -20.9% | -1.9% | 690 | 620 | -10.1% | 6.1% | 1.3 | 1.1 | -0.2 |
| Mitsubishi | 102 | 85 | -16.7% | -8.4% | 321 | 243 | -24.3% | -9.9% | 524 | 339 | -35.3% | -5.7% | 1.0 | 0.6 | -0.4 |
| Nissan | 473 | 529 | 11.8% | 0.9% | 1,699 | 2,103 | 23.8% | 2.6% | 2,770 | 3,275 | 18.2% | 3.6% | 5.4 | 5.7 | 0.3 |
| Porsche | 93 | 70 | -24.7% | 8.6% | 222 | 205 | -7.7% | 0.5% | 340 | 335 | -1.5% | -3.0% | 0.7 | 0.6 | -0.1 |
| smart | 2 | 9 | 350.0% | 52.2% | 10 | 69 | 590.0% | 92.1% | 16 | 80 | 400.0% | 87.6% | 0.0 | 0.1 | 0.1 |
| Subaru | 105 | 144 | 37.1% | 17.3% | 396 | 494 | 24.7% | 13.7% | 645 | 685 | 6.2% | 14.6% | 1.3 | 1.2 | -0.1 |
| Suzuki | 14 | 12 | -14.3% | -10.4% | 55 | 62 | 12.7% | -4.2% | 82 | 115 | 40.2% | -5.0% | 0.2 | 0.2 | 0.0 |
| Toyota/Scion | 1,523 | 2,616 | 71.8% | 32.8% | 5,649 | 7,740 | 37.0% | 13.6% | 9,321 | 10,949 | 17.5% | 7.5% | 18.2 | 19.2 | 1.0 |
| Volkswagen | 379 | 508 | 34.0% | 28.5% | 1,169 | 1,526 | 30.5% | 25.3% | 1,713 | 2,444 | 42.7% | 28.7% | 3.4 | 4.3 | 0.9 |
| Volvo | 68 | 34 | -50.0% | -6.5% | 209 | 138 | -34.0% | -6.7% | 319 | 198 | -37.9% | -4.1% | 0.6 | 0.3 | -0.3 |
| Other | 28 | 31 | 10.7% | -30.0% | 80 | 78 | -2.5% | -28.5% | 128 | 136 | 6.3% | -38.6% | 0.3 | 0.2 | -0.1 |

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 May vs. YTD 2011)



Change in Segment Market Share - YTD 2012 thru May 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.

