

# Orange County Auto Outlook™

Comprehensive information on the Orange County new retail vehicle market  
 Monthly Report - Retail Sales for February 2013 **“DOES NOT INCLUDE FLEET SALES”**

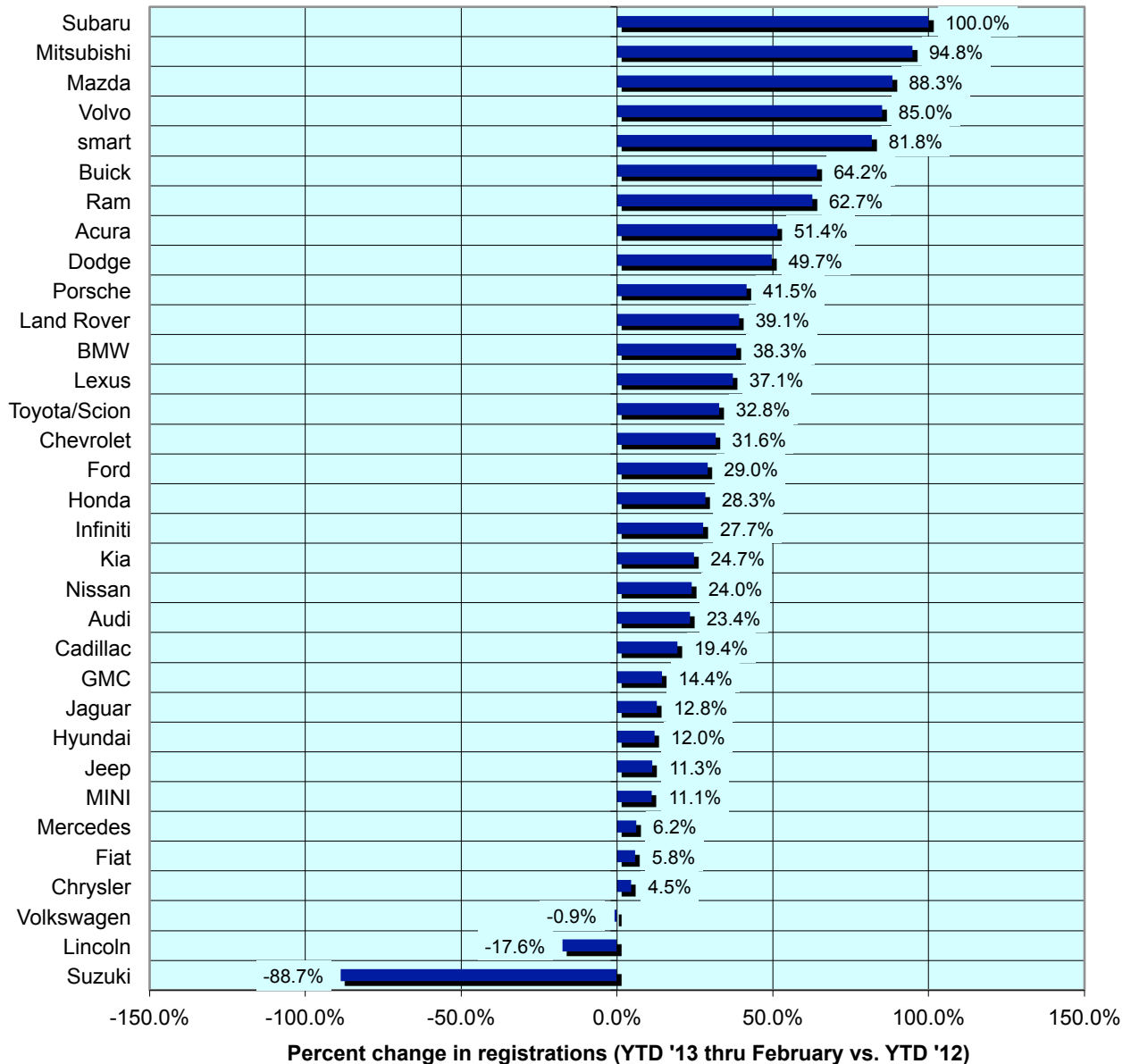


## Orange County New Retail Car and Light Truck Registrations

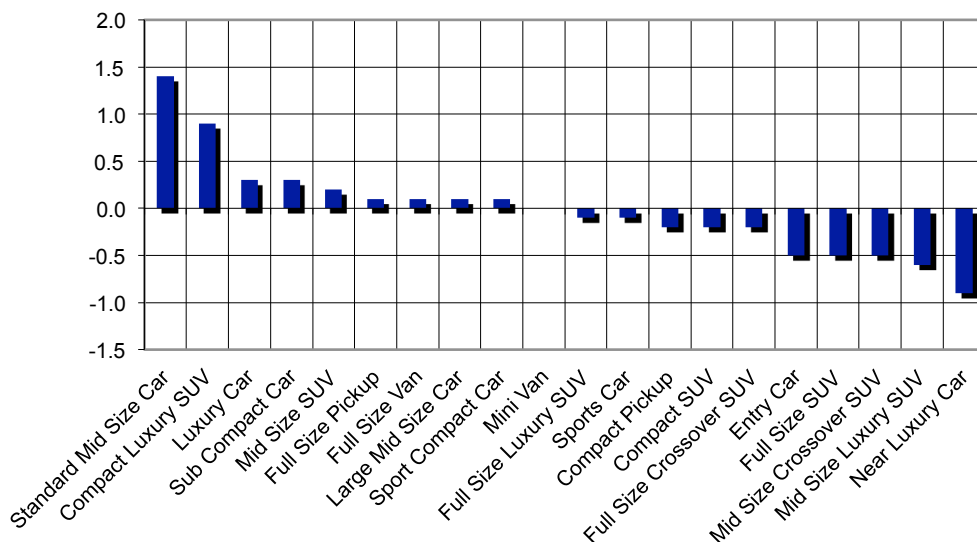
	February			Three Month Period Dec. '12 thru Feb. '13			YTD thru February			YTD Market Share (%)		
	Orange County			Orange County			Orange County			Orange County		
	2012	2013	% chg.	Prev.	Curr.	% chg.	2012	2013	% chg.	2012	2013	Chg.
<b>MARKET SUMMARY</b>												
TOTAL	8,866	10,755	21.3%	31,556	39,693	25.8%	19,589	24,882	27.0%			
Cars	5,475	6,684	22.1%	18,958	24,491	29.2%	11,878	15,321	29.0%	60.6	61.6	1.0
Light Trucks	3,391	4,071	20.1%	12,598	15,202	20.7%	7,711	9,561	24.0%	39.4	38.4	-1.0
Domestic	1,756	2,181	24.2%	6,187	7,378	19.3%	3,772	4,785	26.9%	19.3	19.2	-0.1
European	1,904	2,198	15.4%	7,978	9,401	17.8%	4,829	5,653	17.1%	24.7	22.7	-2.0
Japanese	4,075	5,175	27.0%	13,935	18,882	35.5%	8,787	11,879	35.2%	44.9	47.7	2.8
Korean	1,131	1,201	6.2%	3,456	4,032	16.7%	2,201	2,565	16.5%	11.2	10.3	-0.9
<b>BRAND REGISTRATIONS</b>												
Acura	124	178	43.5%	507	642	26.6%	292	442	51.4%	1.5	1.8	0.3
Audi	248	244	-1.6%	759	938	23.6%	483	596	23.4%	2.5	2.4	-0.1
BMW	393	538	36.9%	1,767	2,405	36.1%	1,016	1,405	38.3%	5.2	5.6	0.4
Buick	39	53	35.9%	119	158	32.8%	67	110	64.2%	0.3	0.4	0.1
Cadillac	104	121	16.3%	365	391	7.1%	216	258	19.4%	1.1	1.0	-0.1
Chevrolet	327	404	23.5%	1,183	1,479	25.0%	728	958	31.6%	3.7	3.9	0.2
C/D/J/R	376	514	36.7%	1,369	1,614	17.9%	849	1,054	24.1%	4.3	4.2	-0.1
Chrysler	43	57	32.6%	179	202	12.8%	111	116	4.5%	0.6	0.5	-0.1
Dodge	87	152	74.7%	312	448	43.6%	193	289	49.7%	1.0	1.2	0.2
Jeep	206	236	14.6%	721	763	5.8%	462	514	11.3%	2.4	2.1	-0.3
Ram	40	69	72.5%	157	201	28.0%	83	135	62.7%	0.4	0.5	0.1
FIAT	33	34	3.0%	110	149	35.5%	69	73	5.8%	0.4	0.3	-0.1
Ford	778	931	19.7%	2,632	3,200	21.6%	1,598	2,062	29.0%	8.2	8.3	0.1
GMC	107	136	27.1%	433	466	7.6%	263	301	14.4%	1.3	1.2	-0.1
Honda	1,085	1,279	17.9%	3,538	4,729	33.7%	2,314	2,968	28.3%	11.8	11.9	0.1
Hyundai	726	742	2.2%	2,241	2,609	16.4%	1,416	1,586	12.0%	7.2	6.4	-0.8
Infiniti	123	120	-2.4%	409	543	32.8%	264	337	27.7%	1.3	1.4	0.1
Jaguar	25	22	-12.0%	68	75	10.3%	47	53	12.8%	0.2	0.2	0.0
Kia	405	459	13.3%	1,215	1,423	17.1%	785	979	24.7%	4.0	3.9	-0.1
Land Rover	77	99	28.6%	280	356	27.1%	169	235	39.1%	0.9	0.9	0.0
Lexus	320	405	26.6%	1,348	1,833	36.0%	796	1,091	37.1%	4.1	4.4	0.3
Lincoln	25	22	-12.0%	86	70	-18.6%	51	42	-17.6%	0.3	0.2	-0.1
Mazda	188	329	75.0%	629	1,119	77.9%	400	753	88.3%	2.0	3.0	1.0
Mercedes	535	651	21.7%	2,748	2,987	8.7%	1,633	1,734	6.2%	8.3	7.0	-1.3
MINI	85	117	37.6%	393	411	4.6%	235	261	11.1%	1.2	1.0	-0.2
Mitsubishi	47	88	87.2%	150	292	94.7%	96	187	94.8%	0.5	0.8	0.3
Nissan	574	758	32.1%	1,743	2,214	27.0%	1,172	1,453	24.0%	6.0	5.8	-0.2
Porsche	63	89	41.3%	202	310	53.5%	130	184	41.5%	0.7	0.7	0.0
smart	7	12	71.4%	13	38	192.3%	11	20	81.8%	0.1	0.1	0.0
Subaru	62	145	133.9%	294	599	103.7%	191	382	100.0%	1.0	1.5	0.5
Suzuki	21	4	-81.0%	73	50	-31.5%	53	6	-88.7%	0.3	0.0	-0.3
Toyota/Scion	1,531	1,869	22.1%	5,243	6,861	30.9%	3,209	4,260	32.8%	16.4	17.1	0.7
Volkswagen	394	344	-12.7%	1,440	1,481	2.8%	918	910	-0.9%	4.7	3.7	-1.0
Volvo	21	27	28.6%	103	142	37.9%	60	111	85.0%	0.3	0.4	0.1
Other	23	21	-8.7%	96	109	13.5%	58	71	22.4%	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: Experian Automotive.

**Percent Change in New Retail Light Vehicle Registrations (YTD 2013 thru February vs. YTD 2012)**



**Change in Segment Market Share - YTD 2013 thru Feb. vs. YTD 2012**



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 data from Experian Automotive.