

# Orange County Auto Outlook™

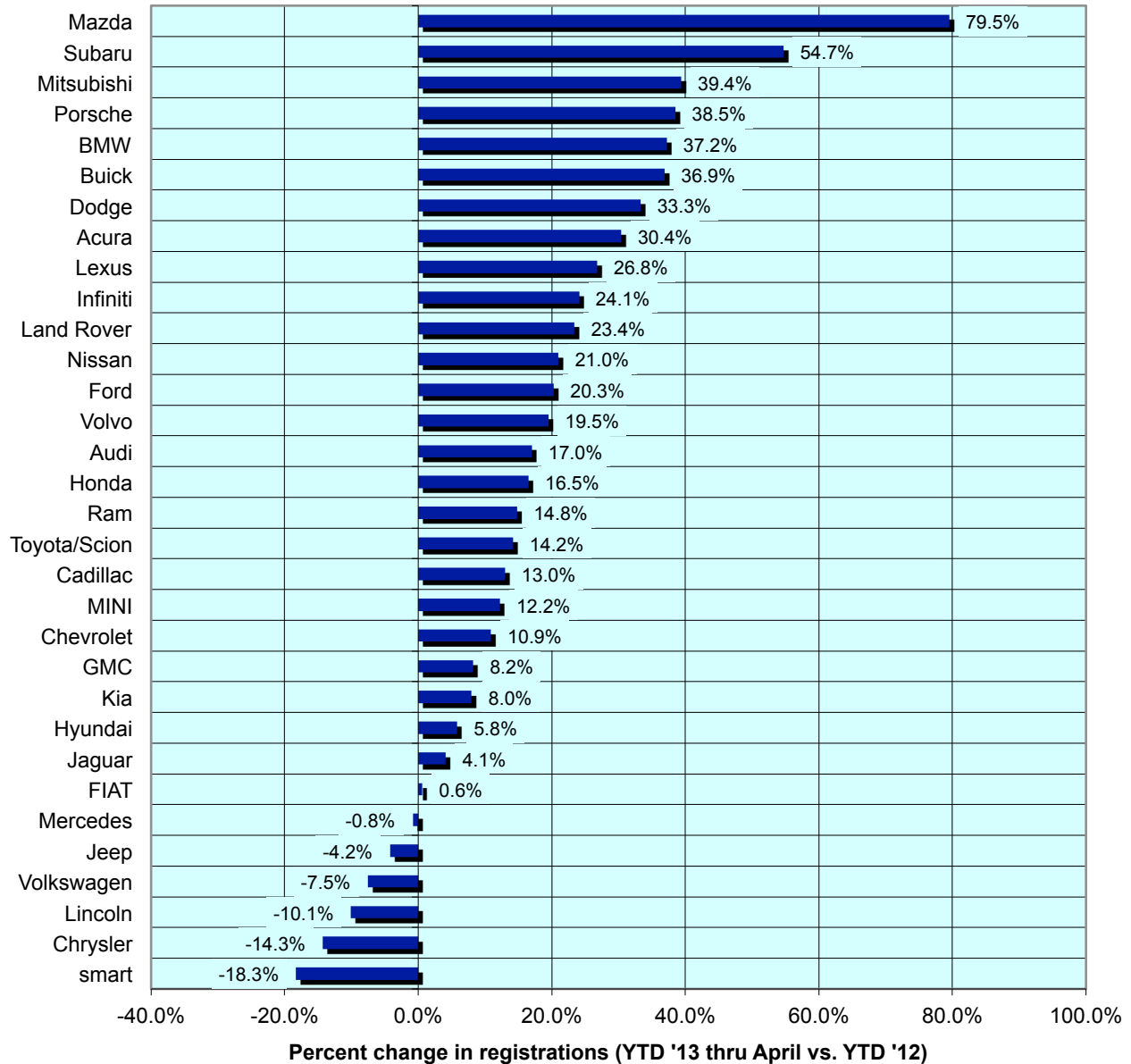
Comprehensive information on the Orange County new retail vehicle market  
 Monthly Report - Retail Sales for April 2013 **"DOES NOT INCLUDE FLEET SALES"**



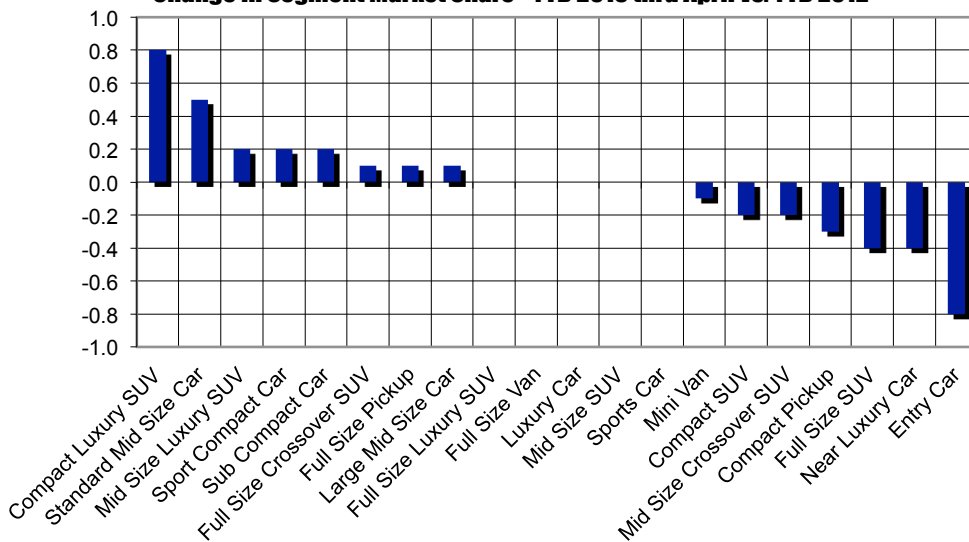
Orange County New Retail Car and Light Truck Registrations												
	April			Three Month Period Feb '13 thru April '13			YTD thru April			YTD Market Share (%)		
	Orange County			Orange County			Orange County			Orange County		
	2012	2013	% chg.	Prev.	Curr.	% chg.	2012	2013	% chg.	2012	2013	Chg.
<b>MARKET SUMMARY</b>												
TOTAL	11,468	12,458	8.6%	34,888	38,662	10.8%	45,611	52,789	15.7%			
Cars	7,426	7,917	6.6%	22,178	24,358	9.8%	28,580	32,995	15.4%	62.7	62.5	-0.2
Light Trucks	4,042	4,541	12.3%	12,710	14,304	12.5%	17,031	19,794	16.2%	37.3	37.5	0.2
Domestic	2,171	2,406	10.8%	6,903	7,530	9.1%	8,919	10,134	13.6%	19.6	19.2	-0.4
European	2,238	2,434	8.8%	7,009	7,560	7.9%	9,934	11,015	10.9%	21.8	20.9	-0.9
Japanese	5,691	6,234	9.5%	16,717	19,254	15.2%	21,429	25,958	21.1%	47.0	49.2	2.2
Korean	1,368	1,384	1.2%	4,259	4,318	1.4%	5,329	5,682	6.6%	11.7	10.8	-0.9
<b>BRAND REGISTRATIONS</b>												
Acura	152	215	41.4%	496	602	21.4%	664	866	30.4%	1.5	1.6	0.1
Audi	188	243	29.3%	718	763	6.3%	953	1,115	17.0%	2.1	2.1	0.0
BMW	496	696	40.3%	1,501	2,047	36.4%	2,124	2,914	37.2%	4.7	5.5	0.8
Buick	44	50	13.6%	140	173	23.6%	168	230	36.9%	0.4	0.4	0.0
Cadillac	95	113	18.9%	327	359	9.8%	439	496	13.0%	1.0	0.9	-0.1
Chevrolet	496	478	-3.6%	1,433	1,480	3.3%	1,834	2,034	10.9%	4.0	3.9	-0.1
C/D/J/R	512	565	10.4%	1,670	1,719	2.9%	2,143	2,259	5.4%	4.7	4.3	-0.4
Chrysler	60	64	6.7%	212	181	-14.6%	280	240	-14.3%	0.6	0.5	-0.1
Dodge	113	168	48.7%	392	527	34.4%	498	664	33.3%	1.1	1.3	0.2
Jeep	273	261	-4.4%	859	790	-8.0%	1,115	1,068	-4.2%	2.4	2.0	-0.4
Ram	66	72	9.1%	207	221	6.8%	250	287	14.8%	0.5	0.5	0.0
FIAT	29	52	79.3%	138	136	-1.4%	174	175	0.6%	0.4	0.3	-0.1
Ford	875	1,038	18.6%	2,857	3,292	15.2%	3,677	4,423	20.3%	8.1	8.4	0.3
GMC	118	140	18.6%	393	429	9.2%	549	594	8.2%	1.2	1.1	-0.1
Honda	1,568	1,658	5.7%	4,427	4,900	10.7%	5,656	6,589	16.5%	12.4	12.5	0.1
Hyundai	775	836	7.9%	2,648	2,688	1.5%	3,338	3,532	5.8%	7.3	6.7	-0.6
Infiniti	113	128	13.3%	382	432	13.1%	523	649	24.1%	1.1	1.2	0.1
Jaguar	32	29	-9.4%	99	95	-4.0%	121	126	4.1%	0.3	0.2	-0.1
Kia	593	548	-7.6%	1,611	1,630	1.2%	1,991	2,150	8.0%	4.4	4.1	-0.3
Land Rover	78	71	-9.0%	258	296	14.7%	350	432	23.4%	0.8	0.8	0.0
Lexus	395	480	21.5%	1,201	1,441	20.0%	1,677	2,127	26.8%	3.7	4.0	0.3
Lincoln	31	22	-29.0%	83	78	-6.0%	109	98	-10.1%	0.2	0.2	0.0
Mazda	232	403	73.7%	720	1,249	73.5%	932	1,673	79.5%	2.0	3.2	1.2
Mercedes	690	656	-4.9%	2,080	2,068	-0.6%	3,178	3,151	-0.8%	7.0	6.0	-1.0
MINI	117	142	21.4%	343	409	19.2%	493	553	12.2%	1.1	1.0	-0.1
Mitsubishi	73	66	-9.6%	205	255	24.4%	254	354	39.4%	0.6	0.7	0.1
Nissan	692	798	15.3%	2,148	2,627	22.3%	2,746	3,322	21.0%	6.0	6.3	0.3
Porsche	60	78	30.0%	198	272	37.4%	265	367	38.5%	0.6	0.7	0.1
smart	20	22	10.0%	67	50	-25.4%	71	58	-18.3%	0.2	0.1	-0.1
Subaru	157	203	29.3%	412	600	45.6%	541	837	54.7%	1.2	1.6	0.4
Toyota/Scion	2,282	2,283	0.0%	6,655	7,127	7.1%	8,333	9,518	14.2%	18.3	18.0	-0.3
Volkswagen	452	382	-15.5%	1,412	1,225	-13.2%	1,936	1,791	-7.5%	4.2	3.4	-0.8
Volvo	52	37	-28.8%	125	112	-10.4%	164	196	19.5%	0.4	0.4	0.0
Other	51	26	-49.0%	141	108	-23.4%	208	160	-23.1%	0.5	0.3	-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: Experian Automotive.

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



**Change in Segment Market Share - YTD 2013 thru April 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.