

Orange County Auto Outlook™

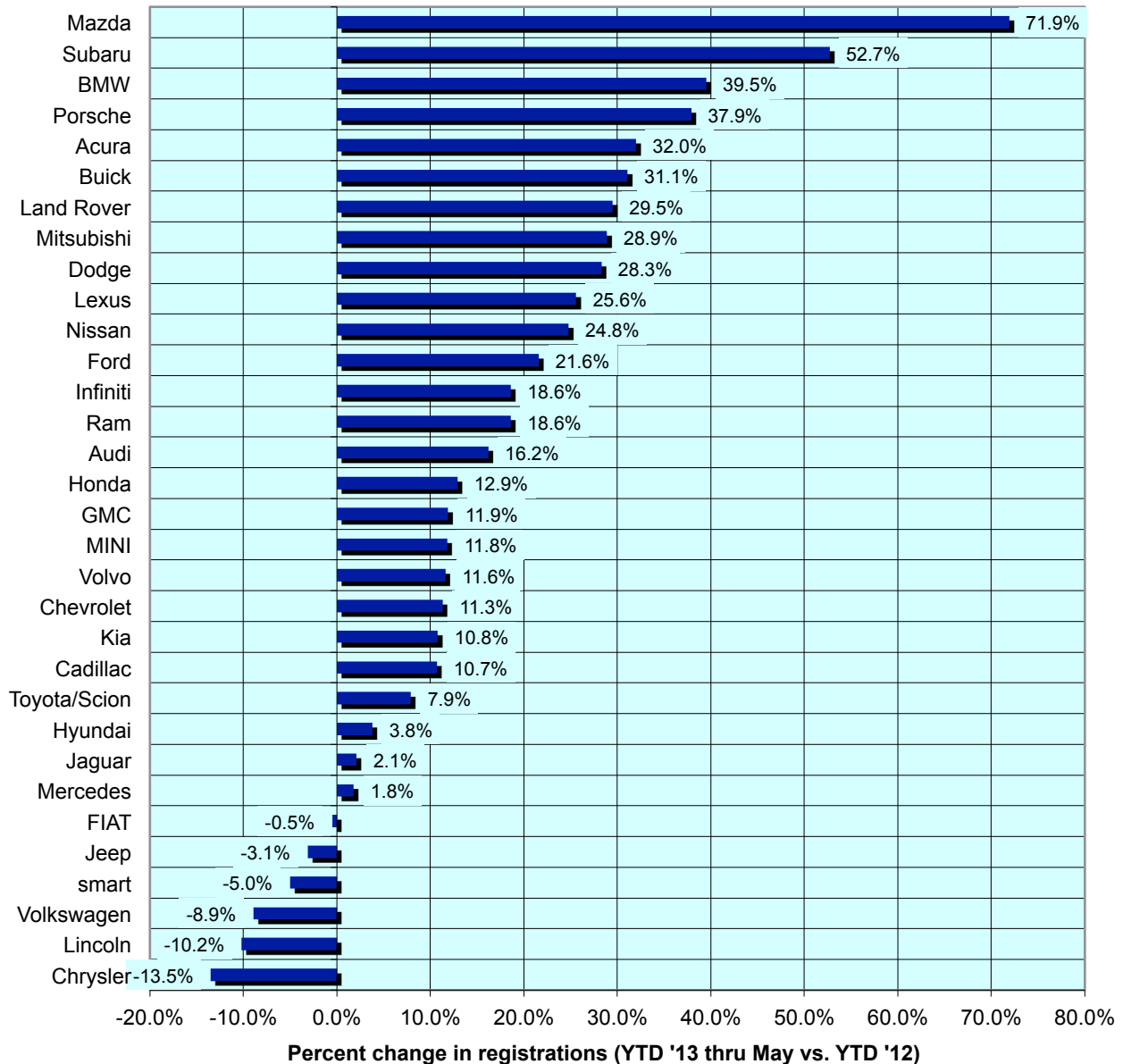
Comprehensive information on the Orange County new retail vehicle market
 Monthly Report - Retail Sales for May 2013 **"DOES NOT INCLUDE FLEET SALES"**



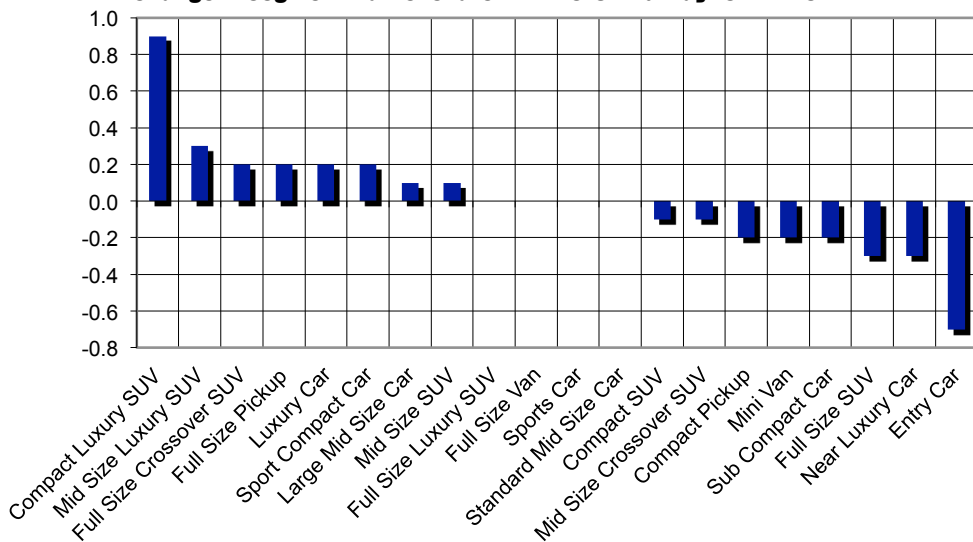
Orange County New Retail Car and Light Truck Registrations												
	May			Three Month Period Mar '13 thru May '13			YTD thru May			YTD Market Share (%)		
	Orange County			Orange County			Orange County			Orange County		
	2012	2013	% chg.	Prev.	Curr.	% chg.	2012	2013	% chg.	2012	2013	Chg.
MARKET SUMMARY												
TOTAL	11,383	12,417	9.1%	37,405	40,324	7.8%	56,994	65,206	14.4%			
Cars	7,353	7,655	4.1%	24,056	25,318	5.2%	35,933	40,631	13.1%	63.0	62.3	-0.7
Light Trucks	4,030	4,762	18.2%	13,349	15,006	12.4%	21,061	24,575	16.7%	37.0	37.7	0.7
Domestic	2,058	2,491	21.0%	7,205	7,840	8.8%	10,977	12,625	15.0%	19.3	19.4	0.1
European	2,134	2,442	14.4%	7,239	7,804	7.8%	12,068	13,457	11.5%	21.2	20.6	-0.6
Japanese	5,960	6,184	3.8%	18,602	20,263	8.9%	27,389	32,142	17.4%	48.1	49.3	1.2
Korean	1,231	1,300	5.6%	4,359	4,417	1.3%	6,560	6,982	6.4%	11.5	10.7	-0.8
BRAND REGISTRATIONS												
Acura	135	189	40.0%	507	613	20.9%	799	1,055	32.0%	1.4	1.6	0.2
Audi	216	243	12.5%	686	762	11.1%	1,169	1,358	16.2%	2.1	2.1	0.0
BMW	374	571	52.7%	1,482	2,080	40.4%	2,498	3,485	39.5%	4.4	5.3	0.9
Buick	44	48	9.1%	145	168	15.9%	212	278	31.1%	0.4	0.4	0.0
Cadillac	101	102	1.0%	324	340	4.9%	540	598	10.7%	0.9	0.9	0.0
Chevrolet	423	479	13.2%	1,529	1,555	1.7%	2,257	2,513	11.3%	4.0	3.9	-0.1
C/D/J/R	563	595	5.7%	1,857	1,800	-3.1%	2,706	2,854	5.5%	4.7	4.4	-0.3
Chrysler	68	61	-10.3%	237	185	-21.9%	348	301	-13.5%	0.6	0.5	-0.1
Dodge	146	162	11.0%	451	537	19.1%	644	826	28.3%	1.1	1.3	0.2
Jeep	292	295	1.0%	945	849	-10.2%	1,407	1,363	-3.1%	2.5	2.1	-0.4
Ram	57	77	35.1%	224	229	2.2%	307	364	18.6%	0.5	0.6	0.1
FIAT	39	37	-5.1%	144	139	-3.5%	213	212	-0.5%	0.4	0.3	-0.1
Ford	808	1,029	27.4%	2,887	3,390	17.4%	4,485	5,452	21.6%	7.9	8.4	0.5
GMC	91	122	34.1%	377	415	10.1%	640	716	11.9%	1.1	1.1	0.0
Honda	1,658	1,672	0.8%	5,000	5,293	5.9%	7,314	8,261	12.9%	12.8	12.7	-0.1
Hyundai	754	716	-5.0%	2,676	2,662	-0.5%	4,092	4,248	3.8%	7.2	6.5	-0.7
Infiniti	133	129	-3.0%	392	441	12.5%	656	778	18.6%	1.2	1.2	0.0
Jaguar	20	18	-10.0%	94	91	-3.2%	141	144	2.1%	0.2	0.2	0.0
Kia	477	584	22.4%	1,683	1,755	4.3%	2,468	2,734	10.8%	4.3	4.2	-0.1
Land Rover	60	99	65.0%	241	296	22.8%	410	531	29.5%	0.7	0.8	0.1
Lexus	387	466	20.4%	1,268	1,502	18.5%	2,064	2,593	25.6%	3.6	4.0	0.4
Lincoln	28	25	-10.7%	86	81	-5.8%	137	123	-10.2%	0.2	0.2	0.0
Mazda	261	378	44.8%	793	1,298	63.7%	1,193	2,051	71.9%	2.1	3.1	1.0
Mercedes	646	742	14.9%	2,191	2,159	-1.5%	3,824	3,893	1.8%	6.7	6.0	-0.7
MINI	127	140	10.2%	385	432	12.2%	620	693	11.8%	1.1	1.1	0.0
Mitsubishi	85	83	-2.4%	243	250	2.9%	339	437	28.9%	0.6	0.7	0.1
Nissan	529	765	44.6%	2,103	2,634	25.2%	3,275	4,087	24.8%	5.7	6.3	0.6
Porsche	70	95	35.7%	205	278	35.6%	335	462	37.9%	0.6	0.7	0.1
smart	9	18	100.0%	69	56	-18.8%	80	76	-5.0%	0.1	0.1	0.0
Subaru	144	209	45.1%	494	664	34.4%	685	1,046	52.7%	1.2	1.6	0.4
Toyota/Scion	2,616	2,293	-12.3%	7,740	7,551	-2.4%	10,949	11,811	7.9%	19.2	18.1	-1.1
Volkswagen	508	435	-14.4%	1,526	1,316	-13.8%	2,444	2,226	-8.9%	4.3	3.4	-0.9
Volvo	34	25	-26.5%	138	110	-20.3%	198	221	11.6%	0.3	0.3	0.0
Other	43	110	155.8%	140	193	37.9%	251	270	7.6%	0.4	0.4	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 May vs. YTD 2012)



Change in Segment Market Share - YTD 2013 thru May 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.