

# Orange County Auto Outlook™

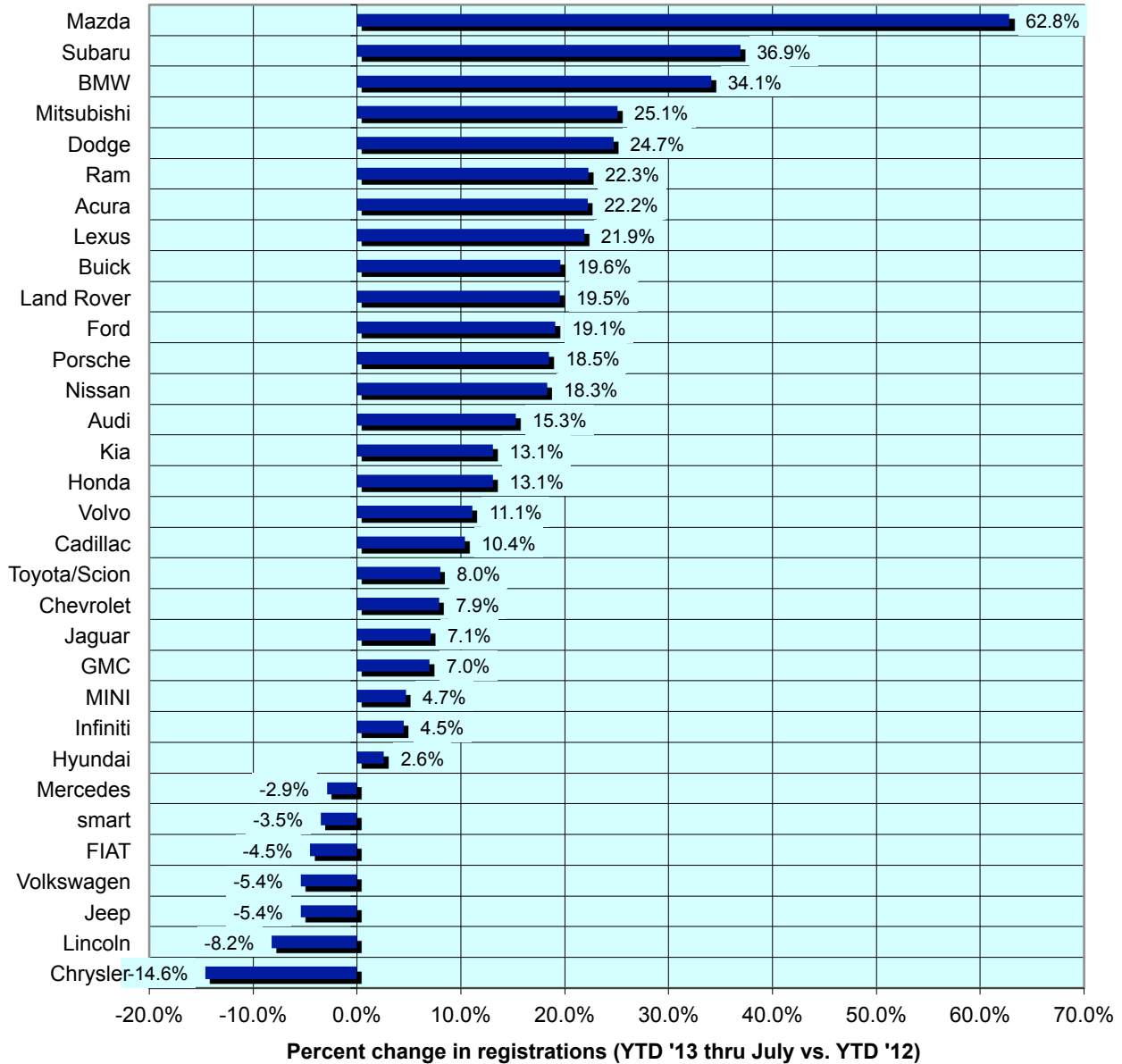
Comprehensive information on the Orange County new retail vehicle market  
 Monthly Report - Retail Sales for July 2013 \*DOES NOT INCLUDE FLEET SALES\*



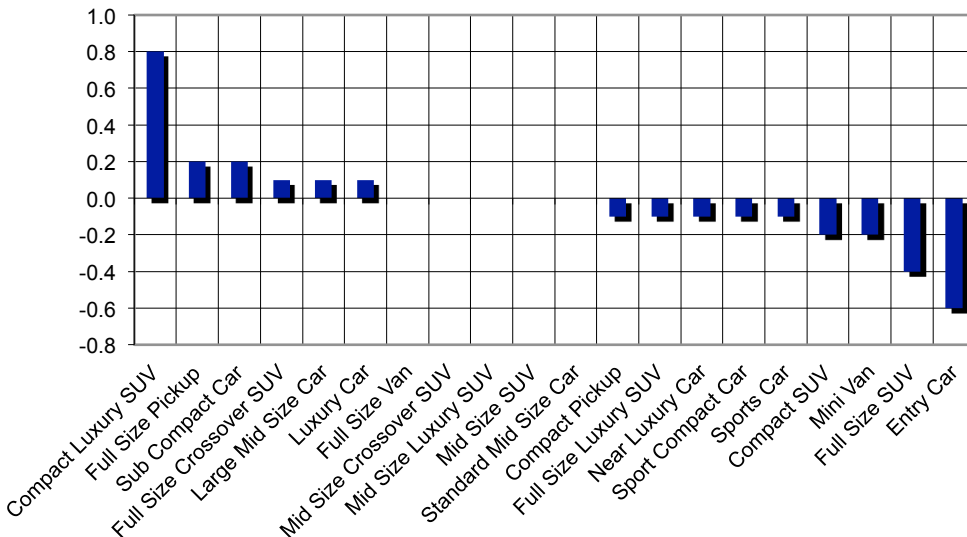
Orange County New Retail Car and Light Truck Registrations												
	July			Three Month Period May '13 thru July '13			YTD thru July			YTD Market Share (%)		
	Orange County			Orange County			Orange County			Orange County		
	2012	2013	% chg.	Prev.	Curr.	% chg.	2012	2013	% chg.	2012	2013	Chg.
<b>MARKET SUMMARY</b>												
TOTAL	12,296	13,005	5.8%	39,109	42,328	8.2%	84,720	95,117	12.3%			
Cars	7,602	8,060	6.0%	24,421	26,183	7.2%	53,001	59,158	11.6%	62.6	62.2	-0.4
Light Trucks	4,694	4,945	5.3%	14,688	16,145	9.9%	31,719	35,959	13.4%	37.4	37.8	0.4
Domestic	2,478	2,517	1.6%	7,580	8,533	12.6%	16,499	18,667	13.1%	19.5	19.6	0.1
European	2,529	2,449	-3.2%	7,761	8,135	4.8%	17,695	19,150	8.2%	20.9	20.1	-0.8
Japanese	5,985	6,712	12.1%	19,597	21,221	8.3%	41,026	47,179	15.0%	48.4	49.6	1.2
Korean	1,304	1,327	1.8%	4,171	4,439	6.4%	9,500	10,121	6.5%	11.2	10.6	-0.6
<b>BRAND REGISTRATIONS</b>												
Acura	169	220	30.2%	564	635	12.6%	1,228	1,501	22.2%	1.4	1.6	0.2
Audi	234	248	6.0%	734	830	13.1%	1,687	1,945	15.3%	2.0	2.0	0.0
BMW	516	586	13.6%	1,528	1,984	29.8%	3,652	4,898	34.1%	4.3	5.1	0.8
Buick	59	53	-10.2%	174	179	2.9%	342	409	19.6%	0.4	0.4	0.0
Cadillac	75	81	8.0%	275	292	6.2%	714	788	10.4%	0.8	0.8	0.0
Chevrolet	557	544	-2.3%	1,630	1,702	4.4%	3,464	3,736	7.9%	4.1	3.9	-0.2
C/D/J/R	615	548	-10.9%	1,969	2,005	1.8%	4,112	4,264	3.7%	4.9	4.5	-0.4
Chrysler	69	46	-33.3%	246	209	-15.0%	526	449	-14.6%	0.6	0.5	-0.1
Dodge	145	165	13.8%	484	561	15.9%	982	1,225	24.7%	1.2	1.3	0.1
Jeep	331	253	-23.6%	1,032	963	-6.7%	2,147	2,031	-5.4%	2.5	2.1	-0.4
Ram	70	84	20.0%	207	272	31.4%	457	559	22.3%	0.5	0.6	0.1
FIAT	59	46	-22.0%	156	140	-10.3%	330	315	-4.5%	0.4	0.3	-0.1
Ford	1,003	1,070	6.7%	3,024	3,558	17.7%	6,701	7,981	19.1%	7.9	8.4	0.5
GMC	146	136	-6.8%	423	446	5.4%	972	1,040	7.0%	1.1	1.1	0.0
Honda	1,513	1,835	21.3%	5,159	5,648	9.5%	10,815	12,237	13.1%	12.8	12.9	0.1
Hyundai	757	766	1.2%	2,592	2,551	-1.6%	5,930	6,083	2.6%	7.0	6.4	-0.6
Infiniti	175	148	-15.4%	497	417	-16.1%	1,020	1,066	4.5%	1.2	1.1	-0.1
Jaguar	15	22	46.7%	63	71	12.7%	184	197	7.1%	0.2	0.2	0.0
Kia	547	561	2.6%	1,579	1,888	19.6%	3,570	4,038	13.1%	4.2	4.2	0.0
Land Rover	77	74	-3.9%	249	284	14.1%	599	716	19.5%	0.7	0.8	0.1
Lexus	446	529	18.6%	1,432	1,662	16.1%	3,109	3,789	21.9%	3.7	4.0	0.3
Lincoln	23	23	0.0%	85	80	-5.9%	194	178	-8.2%	0.2	0.2	0.0
Mazda	284	362	27.5%	832	1,199	44.1%	1,764	2,872	62.8%	2.1	3.0	0.9
Mercedes	828	696	-15.9%	2,433	2,298	-5.5%	5,611	5,449	-2.9%	6.6	5.7	-0.9
MINI	156	110	-29.5%	440	424	-3.6%	933	977	4.7%	1.1	1.0	-0.1
Mitsubishi	77	97	26.0%	263	293	11.4%	517	647	25.1%	0.6	0.7	0.1
Nissan	849	699	-17.7%	2,212	2,544	15.0%	4,958	5,866	18.3%	5.9	6.2	0.3
Porsche	81	72	-11.1%	269	266	-1.1%	534	633	18.5%	0.6	0.7	0.1
smart	14	15	7.1%	42	51	21.4%	113	109	-3.5%	0.1	0.1	0.0
Subaru	174	224	28.7%	598	722	20.7%	1,139	1,559	36.9%	1.3	1.6	0.3
Tesla	0	62		0	271		0	271		0.0	0.3	0.3
Toyota/Scion	2,285	2,598	13.7%	7,988	8,101	1.4%	16,321	17,619	8.0%	19.3	18.5	-0.8
Volkswagen	483	498	3.1%	1,629	1,583	-2.8%	3,565	3,374	-5.4%	4.2	3.5	-0.7
Volvo	34	54	58.8%	124	124	0.0%	288	320	11.1%	0.3	0.3	0.0
Other	45	28	-37.8%	146	80	-45.2%	354	240	-32.2%	0.4	0.3	-0.1

The table shows new retail light vehicle registrations in Orange County. Please keep in mind that monthly registration figures can 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. Note: Registrations for Tesla were reported beginning in May of 2013.

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



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