

Orange County Auto Outlook™

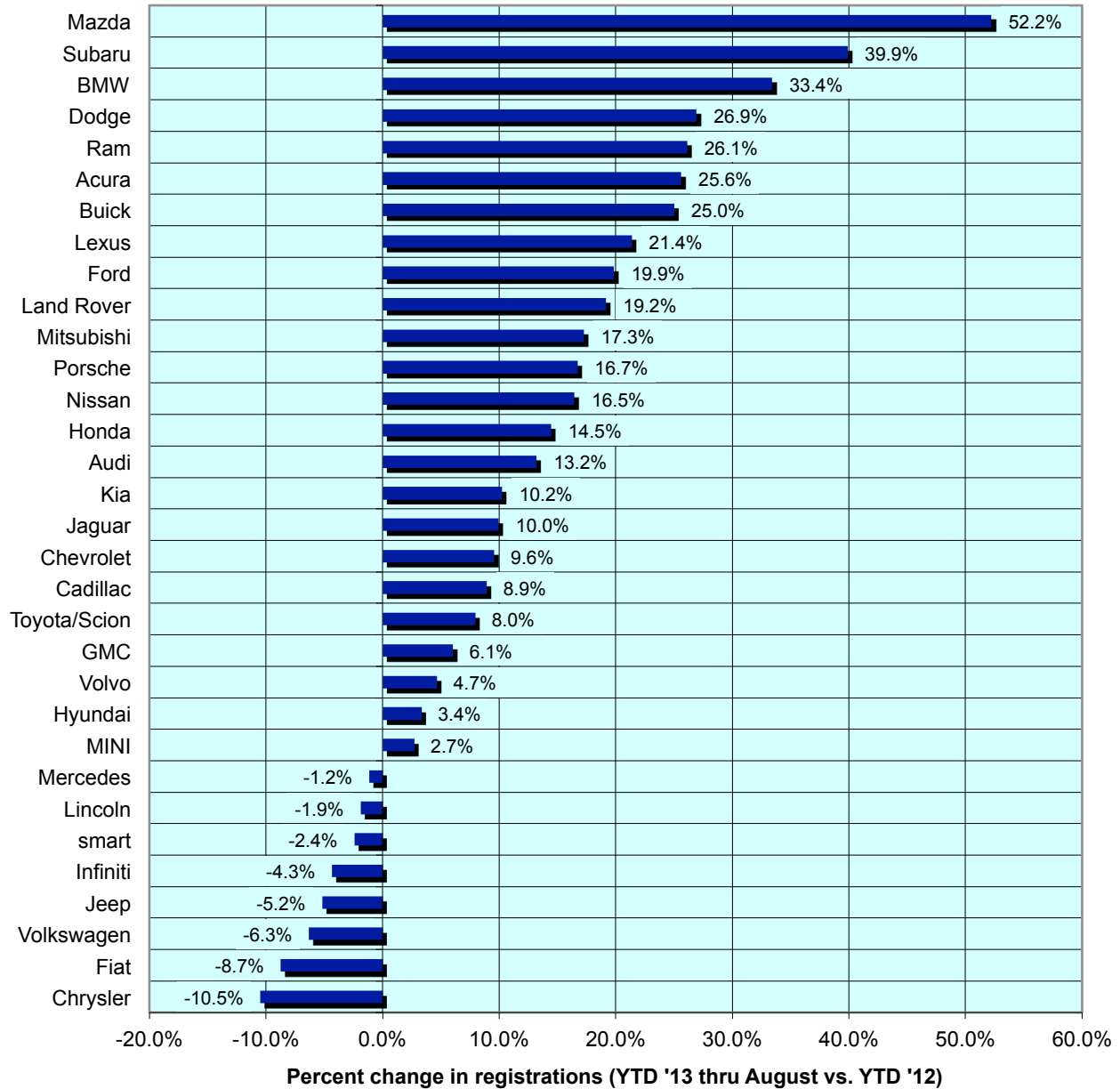
Comprehensive information on the Orange County new retail vehicle market
 Monthly Report - Retail Sales for August 2013 *DOES NOT INCLUDE FLEET SALES*



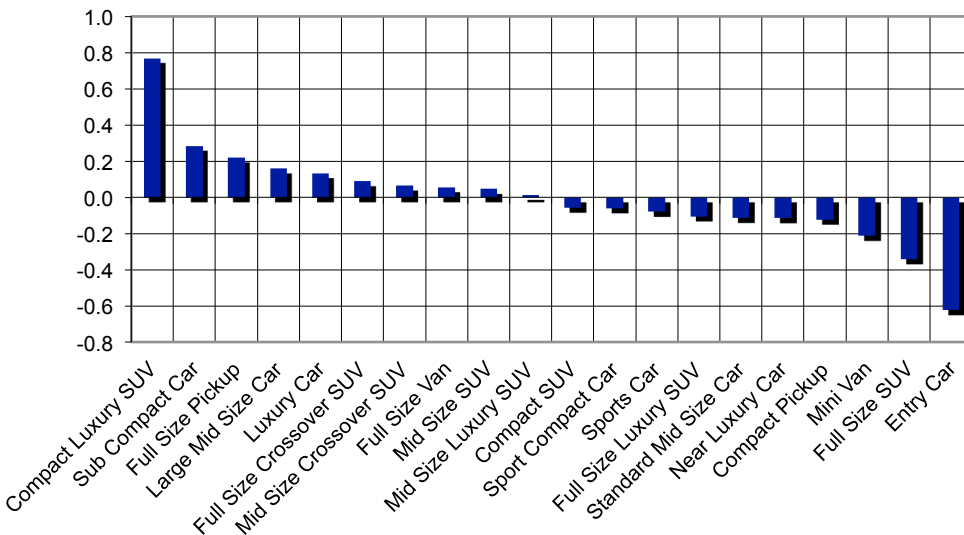
Orange County New Retail Car and Light Truck Registrations												
	August			Three Month Period June '13 thru August '13			YTD thru August			YTD Market Share (%)		
	Orange County			Orange County			Orange County			Orange County		
	2012	2013	% chg.	Prev.	Curr.	% chg.	2012	2013	% chg.	2012	2013	Chg.
MARKET SUMMARY												
TOTAL	11,459	12,802	11.7%	39,185	42,713	9.0%	96,179	107,919	12.2%			
Cars	7,157	7,888	10.2%	24,224	26,418	9.1%	60,159	67,048	11.5%	62.5	62.1	-0.4
Light Trucks	4,302	4,914	14.2%	14,961	16,295	8.9%	36,020	40,871	13.5%	37.5	37.9	0.4
Domestic	2,123	2,668	25.7%	7,645	8,710	13.9%	18,622	21,335	14.6%	19.4	19.8	0.4
European	2,346	2,465	5.1%	7,973	8,158	2.3%	20,041	21,615	7.9%	20.8	20.0	-0.8
Japanese	5,668	6,318	11.5%	19,305	21,355	10.6%	46,694	53,497	14.6%	48.5	49.6	1.0
Korean	1,322	1,351	2.2%	4,262	4,490	5.3%	10,822	11,472	6.0%	11.3	10.6	-0.6
BRAND REGISTRATIONS												
Acura	146	225	54.1%	575	671	16.7%	1,374	1,726	25.6%	1.4	1.6	0.2
Audi	253	251	-0.8%	771	838	8.7%	1,940	2,196	13.2%	2.0	2.0	0.0
BMW	471	603	28.0%	1,625	2,016	24.1%	4,123	5,501	33.4%	4.3	5.1	0.8
Buick	38	66	73.7%	168	197	17.3%	380	475	25.0%	0.4	0.4	0.0
Cadillac	125	126	0.8%	299	316	5.7%	839	914	8.9%	0.9	0.8	0.0
Chevrolet	446	549	23.1%	1,653	1,772	7.2%	3,910	4,285	9.6%	4.1	4.0	-0.1
C/D/J/R	529	623	17.8%	1,935	2,033	5.1%	4,641	4,887	5.3%	4.8	4.5	-0.3
Chrysler	56	72	28.6%	234	220	-6.0%	582	521	-10.5%	0.6	0.5	-0.1
Dodge	128	184	43.8%	466	583	25.1%	1,110	1,409	26.9%	1.2	1.3	0.2
Jeep	289	279	-3.5%	1,029	947	-8.0%	2,436	2,310	-5.2%	2.5	2.1	-0.4
Ram	56	88	57.1%	206	283	37.4%	513	647	26.1%	0.5	0.6	0.1
Fiat	48	30	-37.5%	165	133	-19.4%	378	345	-8.7%	0.4	0.3	-0.1
Ford	832	1,048	26.0%	3,048	3,577	17.4%	7,533	9,029	19.9%	7.8	8.4	0.5
GMC	135	134	-0.7%	467	458	-1.9%	1,107	1,174	6.1%	1.2	1.1	-0.1
Honda	1,434	1,782	24.3%	4,935	5,758	16.7%	12,249	14,019	14.5%	12.7	13.0	0.3
Hyundai	723	793	9.7%	2,561	2,628	2.6%	6,653	6,876	3.4%	6.9	6.4	-0.5
Infiniti	247	146	-40.9%	611	434	-29.0%	1,267	1,212	-4.3%	1.3	1.1	-0.2
Jaguar	27	35	29.6%	70	88	25.7%	211	232	10.0%	0.2	0.2	0.0
Kia	599	558	-6.8%	1,701	1,862	9.5%	4,169	4,596	10.2%	4.3	4.3	-0.1
Land Rover	90	105	16.7%	279	290	3.9%	689	821	19.2%	0.7	0.8	0.0
Lexus	447	527	17.9%	1,492	1,723	15.5%	3,556	4,316	21.4%	3.7	4.0	0.3
Lincoln	18	30	66.7%	75	85	13.3%	212	208	-1.9%	0.2	0.2	0.0
Mazda	337	326	-3.3%	908	1,147	26.3%	2,101	3,198	52.2%	2.2	3.0	0.8
Mercedes	614	704	14.7%	2,401	2,260	-5.9%	6,225	6,153	-1.2%	6.5	5.7	-0.8
MINI	132	117	-11.4%	445	401	-9.9%	1,065	1,094	2.7%	1.1	1.0	-0.1
Mitsubishi	120	100	-16.7%	298	310	4.0%	637	747	17.3%	0.7	0.7	0.0
Nissan	682	702	2.9%	2,365	2,481	4.9%	5,640	6,568	16.5%	5.9	6.1	0.2
Porsche	76	79	3.9%	275	250	-9.1%	610	712	16.7%	0.6	0.7	0.0
smart	11	12	9.1%	44	45	2.3%	124	121	-2.4%	0.1	0.1	0.0
Subaru	132	219	65.9%	586	732	24.9%	1,271	1,778	39.9%	1.3	1.6	0.3
Tesla	0	92		0	272		0	363		0.0	0.3	0.3
Toyota/Scion	2,121	2,291	8.0%	7,493	8,099	8.1%	18,442	19,910	8.0%	19.2	18.4	-0.7
Volkswagen	538	470	-12.6%	1,659	1,618	-2.5%	4,103	3,844	-6.3%	4.3	3.6	-0.7
Volvo	54	38	-29.6%	144	137	-4.9%	342	358	4.7%	0.4	0.3	0.0
Other	34	21	-38.2%	137	82	-40.1%	388	261	-32.7%	0.4	0.2	-0.2

The table shows new retail light vehicle registrations in Orange County. Monthly registration figures can be subject to fluctuations. 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 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 August vs. YTD 2012)



Change in Segment Market Share - YTD 2013 thru August 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.