

# Orange County Auto Outlook™

Comprehensive information on the Orange County new retail vehicle market  
 Monthly Report - October 2010 (Released November 2010)



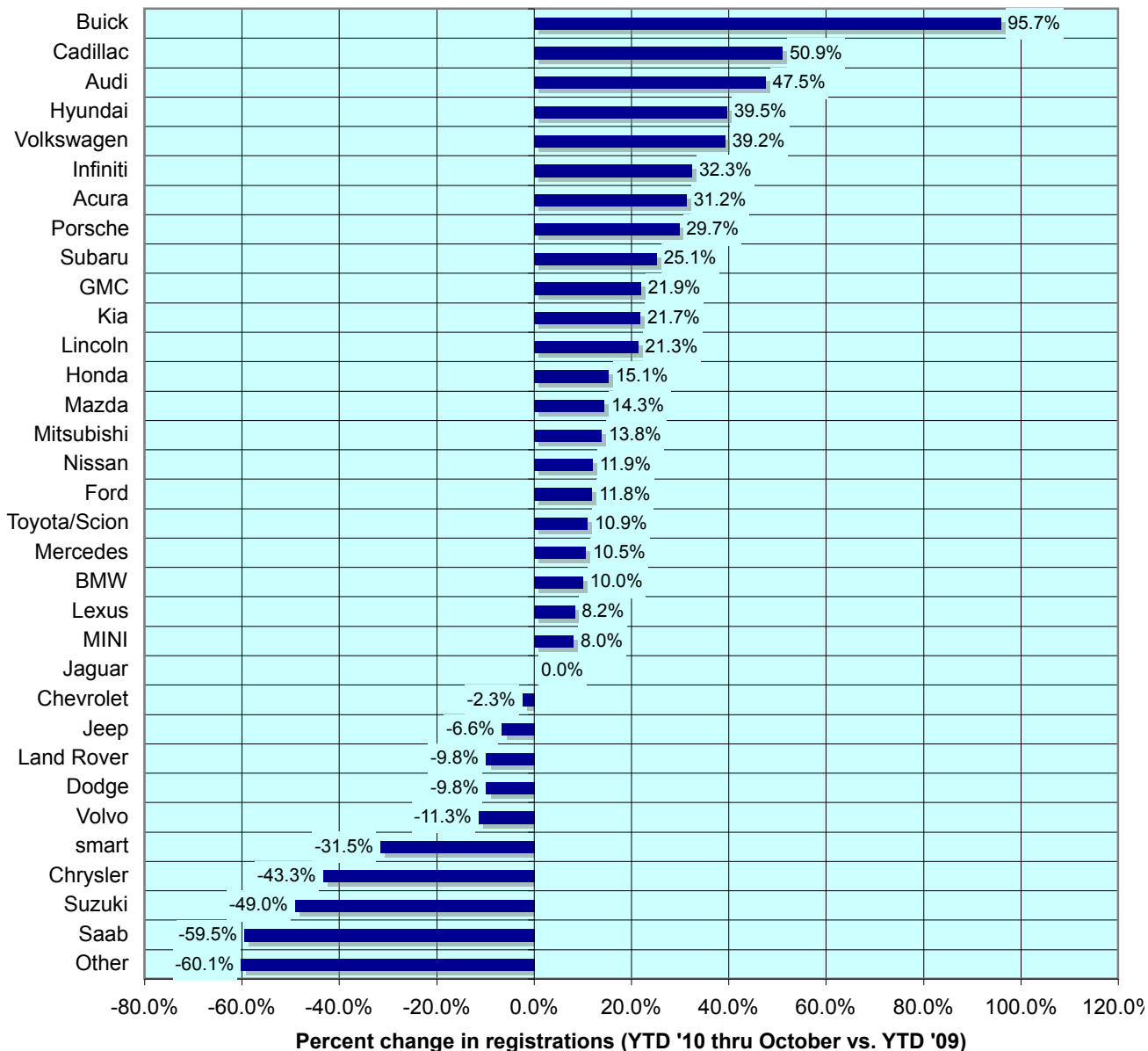
## Orange County New Retail Car and Light Truck Registrations

	October				Three Month Period Aug '10 thru Oct. '10				YTD thru October				YTD Market Share (%)		
	Orange County			U.S.	Orange County			U.S.	Orange County			U.S.	Orange County		
	2009	2010	% chg.	% chg.	Yr. Ago	Current	% chg.	% chg.	2009	2010	% chg.	% chg.	2009	2010	Chg.
<b>MARKET SUMMARY</b>															
TOTAL	7,879	8,726	10.8%	13.8%	26,672	28,920	8.4%	-1.8%	79,669	89,716	12.6%	5.1%			
Cars	4,958	5,279	6.5%	4.5%	17,349	17,584	1.4%	-13.0%	48,631	54,192	11.4%	0.2%	61.0	60.4	-0.6
Light Trucks	2,921	3,447	18.0%	24.4%	9,323	11,336	21.6%	13.0%	31,038	35,524	14.5%	10.6%	39.0	39.6	0.6
Domestic	1,371	1,625	18.5%	19.6%	4,778	5,212	9.1%	0.8%	15,597	15,935	2.2%	0.4%	19.6	17.8	-1.8
Japanese	4,260	4,430	4.0%	5.6%	15,361	15,337	-0.2%	-7.0%	43,255	48,867	13.0%	5.8%	54.3	54.5	0.2
European	1,763	1,871	6.1%	15.1%	4,958	6,033	21.7%	8.9%	16,368	18,951	15.8%	8.9%	20.5	21.1	0.6
Korean	485	800	64.9%	36.0%	1,575	2,338	48.4%	5.6%	4,449	5,963	34.0%	23.6%	5.6	6.6	1.0
<b>BRAND REGISTRATIONS</b>															
Acura	123	134	8.9%	44.2%	357	537	50.4%	45.0%	1,259	1,652	31.2%	22.9%	1.6	1.8	0.2
Audi	133	167	25.6%	15.9%	372	583	56.7%	15.3%	1,234	1,820	47.5%	19.0%	1.5	2.0	0.5
BMW	448	443	-1.1%	32.5%	1,264	1,506	19.1%	12.6%	4,203	4,625	10.0%	7.3%	5.3	5.2	-0.1
Buick	15	38	153.3%	53.8%	45	132	193.3%	86.7%	188	368	95.7%	46.3%	0.2	0.4	0.2
Cadillac	98	91	-7.1%	33.6%	173	289	67.1%	63.8%	613	925	50.9%	34.8%	0.8	1.0	0.2
Chevrolet	334	306	-8.4%	4.2%	1,169	1,100	-5.9%	-7.2%	3,458	3,378	-2.3%	5.3%	4.3	3.8	-0.5
Chrysler	21	30	42.9%	25.7%	190	129	-32.1%	-10.6%	679	385	-43.3%	-28.8%	0.9	0.4	-0.5
Dodge	101	134	32.7%	24.0%	365	442	21.1%	1.6%	1,352	1,219	-9.8%	-17.1%	1.7	1.4	-0.3
Ford	598	741	23.9%	21.4%	2,048	2,275	11.1%	6.5%	6,226	6,958	11.8%	16.6%	7.8	7.8	0.0
GMC	86	125	45.3%	18.2%	240	349	45.4%	23.5%	923	1,125	21.9%	21.8%	1.2	1.3	0.1
Honda	1,094	1,113	1.7%	3.3%	3,709	4,119	11.1%	-10.1%	11,037	12,705	15.1%	2.1%	13.9	14.2	0.3
Hyundai	351	569	62.1%	36.8%	1,036	1,648	59.1%	3.8%	3,092	4,312	39.5%	25.1%	3.9	4.8	0.9
Infiniti	97	144	48.5%	41.2%	309	484	56.6%	36.5%	1,000	1,323	32.3%	28.6%	1.3	1.5	0.2
Jaguar	24	24	0.0%	15.8%	61	101	65.6%	42.6%	293	293	0.0%	4.1%	0.4	0.3	-0.1
Jeep	70	134	91.4%	63.4%	328	405	23.5%	30.6%	1,204	1,124	-6.6%	-4.9%	1.5	1.3	-0.2
Kia	134	231	72.4%	37.1%	539	690	28.0%	9.1%	1,357	1,651	21.7%	21.6%	1.7	1.8	0.1
Land Rover	73	42	-42.5%	10.4%	150	154	2.7%	16.7%	604	545	-9.8%	18.0%	0.8	0.6	-0.2
Lexus	430	392	-8.8%	3.9%	1,435	1,303	-9.2%	-0.4%	4,333	4,688	8.2%	10.7%	5.4	5.2	-0.2
Lincoln	18	22	22.2%	-4.9%	51	64	25.5%	-2.1%	235	285	21.3%	-1.2%	0.3	0.3	0.0
Mazda	197	239	21.3%	26.6%	758	780	2.9%	2.3%	2,203	2,518	14.3%	13.4%	2.8	2.8	0.0
Mercedes	610	657	7.7%	32.0%	1,515	1,909	26.0%	24.1%	5,352	5,915	10.5%	18.2%	6.7	6.6	-0.1
MINI	123	84	-31.7%	-2.3%	398	318	-20.1%	-4.2%	1,032	1,115	8.0%	-1.7%	1.3	1.2	-0.1
Mitsubishi	57	84	47.4%	31.8%	189	263	39.2%	-4.1%	711	809	13.8%	-7.5%	0.9	0.9	0.0
Nissan	563	479	-14.9%	9.3%	1,879	1,448	-22.9%	-5.6%	4,691	5,248	11.9%	13.2%	5.9	5.8	-0.1
Porsche	54	80	48.1%	45.7%	145	210	44.8%	33.7%	468	607	29.7%	12.8%	0.6	0.7	0.1
Saab	4	4	0.0%	37.7%	9	6	-33.3%	-0.4%	42	17	-59.5%	-51.1%	0.1	0.0	-0.1
smart	6	3	-50.0%	-53.8%	35	12	-65.7%	-64.5%	92	63	-31.5%	-67.2%	0.1	0.1	0.0
Subaru	109	119	9.2%	16.9%	330	365	10.6%	3.6%	915	1,145	25.1%	22.0%	1.1	1.3	0.2
Suzuki	10	26	160.0%	-23.5%	23	38	65.2%	-48.7%	286	146	-49.0%	-46.9%	0.4	0.2	-0.2
Toyota/Scion	1,578	1,700	7.7%	2.3%	6,368	6,000	-5.8%	-11.4%	16,800	18,629	10.9%	1.7%	21.1	20.8	-0.3
Volkswagen	233	319	36.9%	32.3%	808	1,059	31.1%	14.5%	2,395	3,333	39.2%	17.5%	3.0	3.7	0.7
Volvo	40	23	-42.5%	-16.9%	158	100	-36.7%	-25.3%	480	426	-11.3%	-10.1%	0.6	0.5	-0.1
Other	47	29	-38.3%	-56.0%	216	102	-52.8%	-75.2%	912	364	-60.1%	-69.9%	1.1	0.4	-0.7

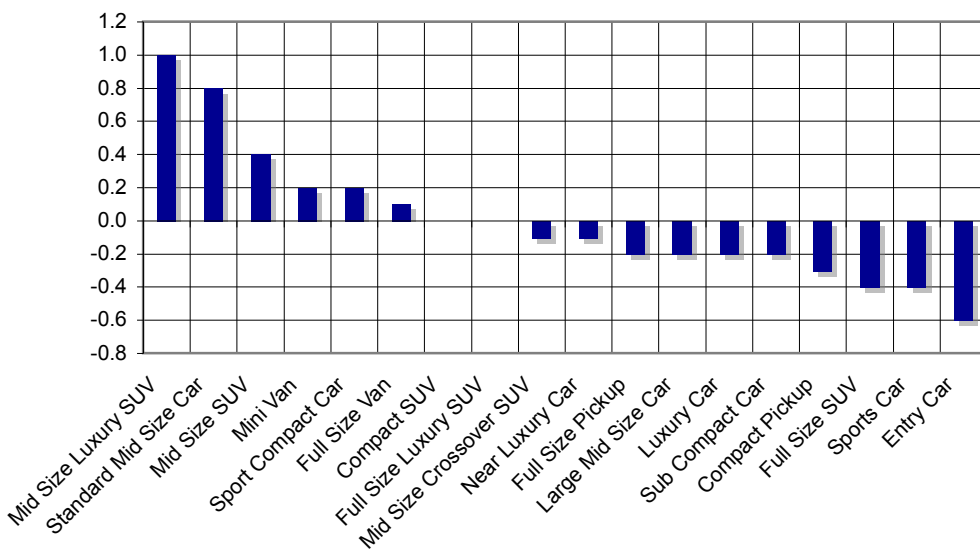
The table shows new retail light vehicle registrations in Orange County. Please keep in mind that monthly registration figures can occasionally be subject to fluctuations, resulting in over or under estimation of actual results. This usually occurs due to processing delays by governmental agencies. For 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: AutoCount an Experian Company. U.S. retail sales figures for October are estimated based on reporting from 39 states.

**Percent Change in New Retail Light Vehicle Registrations (YTD 2010 thru October vs. YTD 2009)**



**Change in Segment Market Share - YTD 2010 thru October vs. YTD 2009**



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, an Experian Company. AutoCount specializes in providing detailed new and used vehicle sales and registration statistics. For more information on AutoCount, call 407.770.5900 or visit their web site: [www.autocount.com](http://www.autocount.com).

