

# Orange County Auto Outlook™

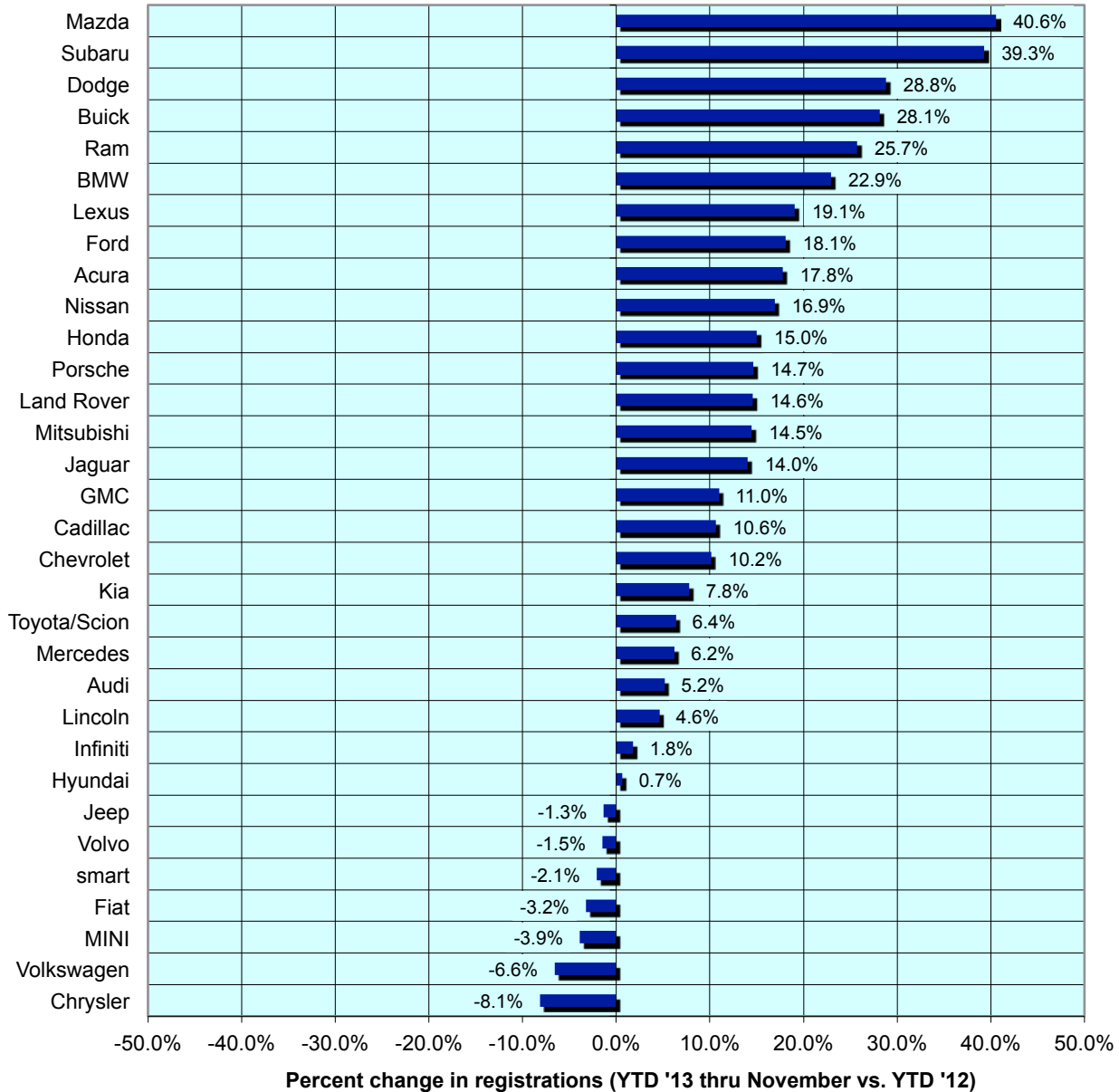
Comprehensive information on the Orange County new retail vehicle market  
 Monthly Report - Retail Sales for November 2013 \*DOES NOT INCLUDE FLEET SALES\*



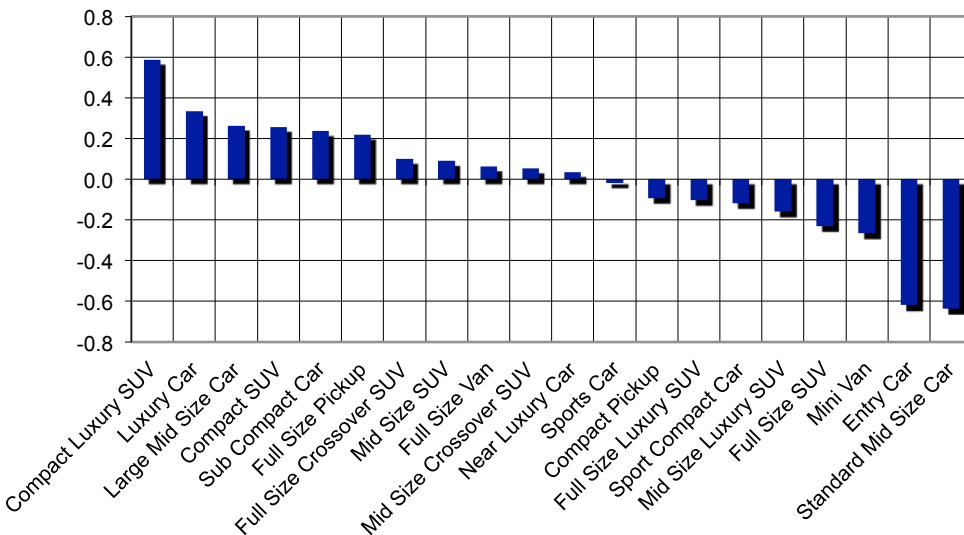
Orange County New Retail Car and Light Truck Registrations												
	November			Three Month Period Sep '13 thru Nov '13			Year-to-date thru November			YTD Market Share (%)		
	Orange County			Orange County			Orange County			Orange County		
	2012	2013	% chg.	Prev.	Curr.	% chg.	2012	2013	% chg.	2012	2013	Chg.
<b>MARKET SUMMARY</b>												
TOTAL	10,593	12,204	15.2%	38,640	42,227	9.3%	134,819	150,146	11.4%			
Cars	6,685	7,606	13.8%	24,629	26,595	8.0%	84,788	93,643	10.4%	62.9	62.4	-0.5
Light Trucks	3,908	4,598	17.7%	14,011	15,632	11.6%	50,031	56,503	12.9%	37.1	37.6	0.5
Domestic	1,931	2,408	24.7%	6,977	8,266	18.5%	25,599	29,601	15.6%	19.0	19.7	0.7
European	2,481	2,642	6.5%	7,996	8,344	4.4%	28,037	29,959	6.9%	20.8	20.0	-0.8
Japanese	5,054	5,955	17.8%	19,204	21,288	10.9%	65,898	74,785	13.5%	48.9	49.8	0.9
Korean	1,127	1,199	6.4%	4,463	4,329	-3.0%	15,285	15,801	3.4%	11.3	10.5	-0.8
<b>BRAND REGISTRATIONS</b>												
Acura	180	218	21.1%	685	699	2.0%	2,059	2,425	17.8%	1.5	1.6	0.1
Audi	280	208	-25.7%	860	749	-12.9%	2,800	2,945	5.2%	2.1	2.0	-0.1
BMW	592	566	-4.4%	1,845	1,836	-0.5%	5,968	7,337	22.9%	4.4	4.9	0.5
Buick	36	68	88.9%	157	213	35.7%	537	688	28.1%	0.4	0.5	0.1
Cadillac	84	94	11.9%	317	365	15.1%	1,156	1,279	10.6%	0.9	0.9	0.0
Chevrolet	419	523	24.8%	1,545	1,724	11.6%	5,455	6,009	10.2%	4.0	4.0	0.0
C/D/J/R	426	479	12.4%	1,568	1,833	16.9%	6,209	6,720	8.2%	4.6	4.5	-0.1
Chrysler	50	37	-26.0%	167	167	0.0%	749	688	-8.1%	0.6	0.5	-0.1
Dodge	96	122	27.1%	369	496	34.4%	1,479	1,905	28.8%	1.1	1.3	0.2
Jeep	218	237	8.7%	811	894	10.2%	3,247	3,204	-1.3%	2.4	2.1	-0.3
Ram	62	83	33.9%	221	276	24.9%	734	923	25.7%	0.5	0.6	0.1
Fiat	29	38	31.0%	121	138	14.0%	499	483	-3.2%	0.4	0.3	0.0
Ford	841	1,010	20.1%	2,915	3,309	13.5%	10,448	12,338	18.1%	7.7	8.2	0.5
GMC	99	159	60.6%	385	482	25.2%	1,492	1,656	11.0%	1.1	1.1	0.0
Honda	1,299	1,572	21.0%	4,842	5,641	16.5%	17,091	19,660	15.0%	12.7	13.1	0.4
Hyundai	689	770	11.8%	2,822	2,661	-5.7%	9,475	9,537	0.7%	7.0	6.4	-0.7
Infiniti	120	156	30.0%	489	576	17.8%	1,756	1,788	1.8%	1.3	1.2	-0.1
Jaguar	11	27	145.5%	74	93	25.7%	285	325	14.0%	0.2	0.2	0.0
Kia	438	429	-2.1%	1,641	1,668	1.6%	5,810	6,264	7.8%	4.3	4.2	-0.1
Land Rover	68	92	35.3%	264	271	2.7%	953	1,092	14.6%	0.7	0.7	0.0
Lexus	454	530	16.7%	1,627	1,855	14.0%	5,183	6,171	19.1%	3.8	4.1	0.3
Lincoln	26	31	19.2%	90	108	20.0%	302	316	4.6%	0.2	0.2	0.0
Mazda	254	350	37.8%	1,070	1,259	17.7%	3,171	4,457	40.6%	2.4	3.0	0.6
Mercedes	823	1,040	26.4%	2,302	2,906	26.2%	8,527	9,059	6.2%	6.3	6.0	-0.3
MINI	127	89	-29.9%	430	343	-20.2%	1,495	1,437	-3.9%	1.1	1.0	-0.2
Mitsubishi	54	72	33.3%	233	249	6.9%	870	996	14.5%	0.6	0.7	0.0
Nissan	579	738	27.5%	2,220	2,622	18.1%	7,860	9,190	16.9%	5.8	6.1	0.3
Porsche	92	85	-7.6%	263	289	9.9%	873	1,001	14.7%	0.6	0.7	0.0
smart	15	22	46.7%	69	68	-1.4%	193	189	-2.1%	0.1	0.1	0.0
Subaru	164	243	48.2%	528	728	37.9%	1,799	2,506	39.3%	1.3	1.7	0.3
Toyota/Scion	1,930	2,076	7.6%	7,473	7,658	2.5%	25,915	27,568	6.4%	19.2	18.4	-0.9
Volkswagen	394	399	1.3%	1,551	1,439	-7.2%	5,654	5,283	-6.6%	4.2	3.5	-0.7
Volvo	28	36	28.6%	137	114	-16.8%	479	472	-1.5%	0.4	0.3	0.0
Other	42	84	100.0%	117	331	182.9%	505	955	89.1%	0.4	0.6	0.3

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.

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



**Change in Segment Market Share - YTD 2013 thru November 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 (949-428-5050) or Auto Outlook (800-206-0102).

Exclusive source for new vehicle registration data is AutoCount data from Experian Automotive.