

# Orange County Auto Outlook™

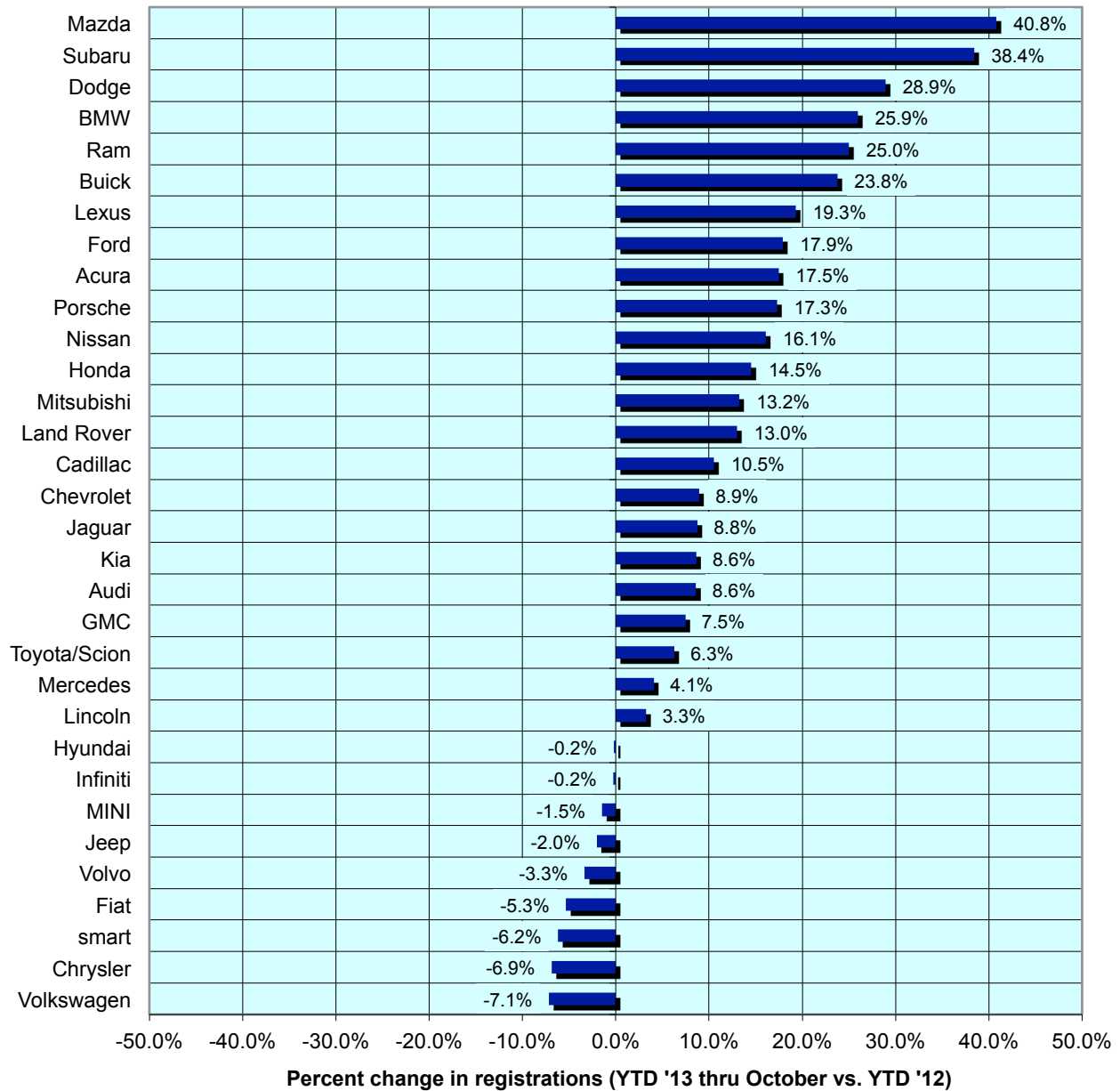
Comprehensive information on the Orange County new retail vehicle market  
 Monthly Report - Retail Sales for October 2013 \*DOES NOT INCLUDE FLEET SALES\*



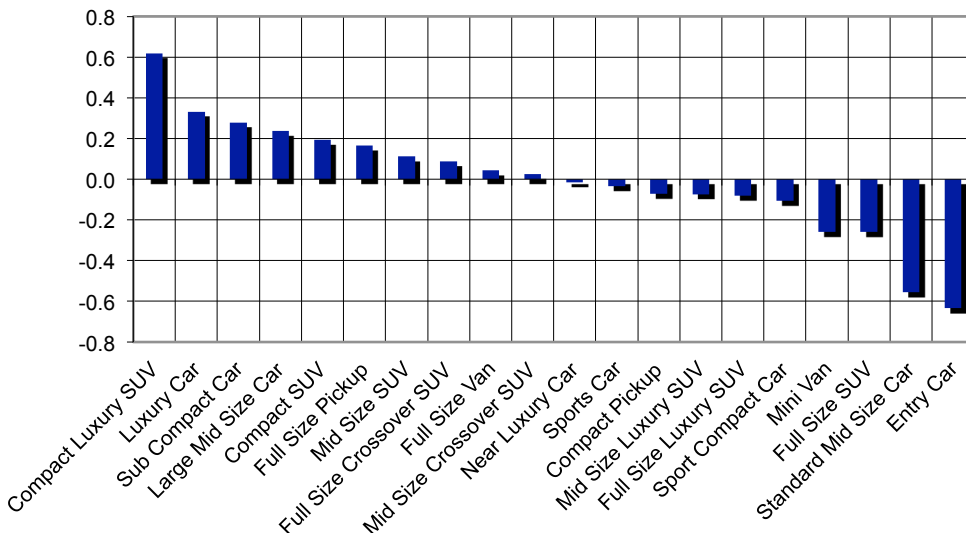
Orange County New Retail Car and Light Truck Registrations												
	October			Three Month Period Aug '13 thru October '13			Year-to-date thru October			YTD Market Share (%)		
	Orange County			Orange County			Orange County			Orange County		
	2012	2013	% chg.	Prev.	Curr.	% chg.	2012	2013	% chg.	2012	2013	Chg.
<b>MARKET SUMMARY</b>												
TOTAL	11,713	12,085	3.2%	39,506	42,825	8.4%	124,226	137,942	11.0%			
Cars	7,531	7,796	3.5%	25,101	26,877	7.1%	78,103	86,037	10.2%	62.9	62.4	-0.5
Light Trucks	4,182	4,289	2.6%	14,405	15,948	10.7%	46,123	51,905	12.5%	37.1	37.6	0.5
Domestic	2,050	2,286	11.5%	7,169	8,526	18.9%	23,668	27,193	14.9%	19.1	19.7	0.7
European	2,505	2,438	-2.7%	7,861	8,167	3.9%	25,556	27,317	6.9%	20.6	19.8	-0.8
Japanese	5,806	6,144	5.8%	19,818	21,651	9.2%	60,844	68,830	13.1%	49.0	49.9	0.9
Korean	1,352	1,217	-10.0%	4,658	4,481	-3.8%	14,158	14,602	3.1%	11.4	10.6	-0.8
<b>BRAND REGISTRATIONS</b>												
Acura	234	161	-31.2%	651	706	8.4%	1,879	2,207	17.5%	1.5	1.6	0.1
Audi	246	227	-7.7%	833	792	-4.9%	2,520	2,737	8.6%	2.0	2.0	0.0
BMW	583	577	-1.0%	1,724	1,873	8.6%	5,376	6,771	25.9%	4.3	4.9	0.6
Buick	52	47	-9.6%	159	211	32.7%	501	620	23.8%	0.4	0.4	0.0
Cadillac	83	112	34.9%	358	397	10.9%	1,072	1,185	10.5%	0.9	0.9	0.0
Chevrolet	465	489	5.2%	1,572	1,750	11.3%	5,036	5,486	8.9%	4.1	4.0	-0.1
C/D/J/R	474	466	-1.7%	1,671	1,977	18.3%	5,783	6,241	7.9%	4.7	4.5	-0.1
Chrysler	49	54	10.2%	173	202	16.8%	699	651	-6.9%	0.6	0.5	-0.1
Dodge	126	132	4.8%	401	558	39.2%	1,383	1,783	28.9%	1.1	1.3	0.2
Jeep	229	218	-4.8%	882	936	6.1%	3,029	2,967	-2.0%	2.4	2.2	-0.3
Ram	70	62	-11.4%	215	281	30.7%	672	840	25.0%	0.5	0.6	0.1
Fiat	36	54	50.0%	140	130	-7.1%	470	445	-5.3%	0.4	0.3	-0.1
Ford	843	912	8.2%	2,906	3,347	15.2%	9,607	11,328	17.9%	7.7	8.2	0.5
GMC	106	126	18.9%	421	457	8.6%	1,393	1,497	7.5%	1.1	1.1	0.0
Honda	1,415	1,634	15.5%	4,977	5,851	17.6%	15,792	18,088	14.5%	12.7	13.1	0.4
Hyundai	865	774	-10.5%	2,856	2,684	-6.0%	8,786	8,767	-0.2%	7.1	6.4	-0.7
Infiniti	134	181	35.1%	616	566	-8.1%	1,636	1,632	-0.2%	1.3	1.2	-0.1
Jaguar	31	32	3.2%	90	101	12.2%	274	298	8.8%	0.2	0.2	0.0
Kia	487	443	-9.0%	1,802	1,797	-0.3%	5,372	5,835	8.6%	4.3	4.2	-0.1
Land Rover	88	60	-31.8%	286	284	-0.7%	885	1,000	13.0%	0.7	0.7	0.0
Lexus	491	537	9.4%	1,620	1,852	14.3%	4,729	5,641	19.3%	3.8	4.1	0.3
Lincoln	27	36	33.3%	82	107	30.5%	276	285	3.3%	0.2	0.2	0.0
Mazda	313	386	23.3%	1,153	1,235	7.1%	2,917	4,107	40.8%	2.3	3.0	0.6
Mercedes	765	873	14.1%	2,093	2,570	22.8%	7,704	8,019	4.1%	6.2	5.8	-0.4
MINI	124	86	-30.6%	435	371	-14.7%	1,368	1,348	-1.5%	1.1	1.0	-0.1
Mitsubishi	82	58	-29.3%	299	277	-7.4%	816	924	13.2%	0.7	0.7	0.0
Nissan	666	839	26.0%	2,323	2,586	11.3%	7,281	8,452	16.1%	5.9	6.1	0.3
Porsche	74	92	24.3%	247	283	14.6%	781	916	17.3%	0.6	0.7	0.0
smart	31	14	-54.8%	65	58	-10.8%	178	167	-6.2%	0.1	0.1	0.0
Subaru	199	227	14.1%	496	704	41.9%	1,635	2,263	38.4%	1.3	1.6	0.3
Toyota/Scion	2,261	2,121	-6.2%	7,664	7,873	2.7%	23,985	25,492	6.3%	19.3	18.5	-0.8
Volkswagen	456	361	-20.8%	1,695	1,510	-10.9%	5,260	4,884	-7.1%	4.2	3.5	-0.7
Volvo	44	35	-20.5%	163	116	-28.8%	451	436	-3.3%	0.4	0.3	0.0
Other	38	125	228.9%	109	360	230.3%	463	871	88.1%	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 October vs. YTD 2012)**



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