

# Orange County Auto Outlook™

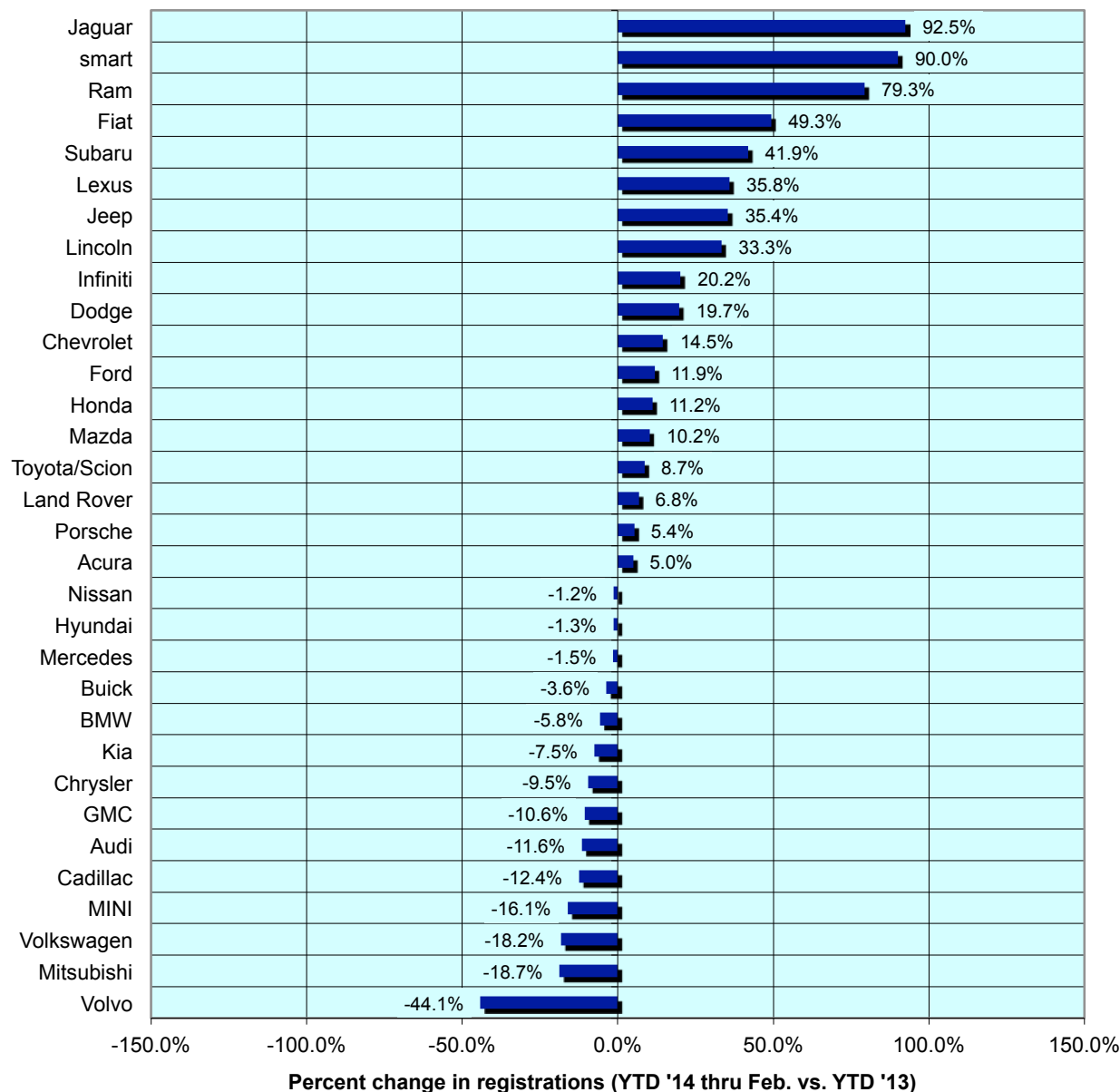
Comprehensive information on the Orange County new retail vehicle market  
 Monthly Report - Retail Sales for February 2014 \*DOES NOT INCLUDE FLEET SALES\*



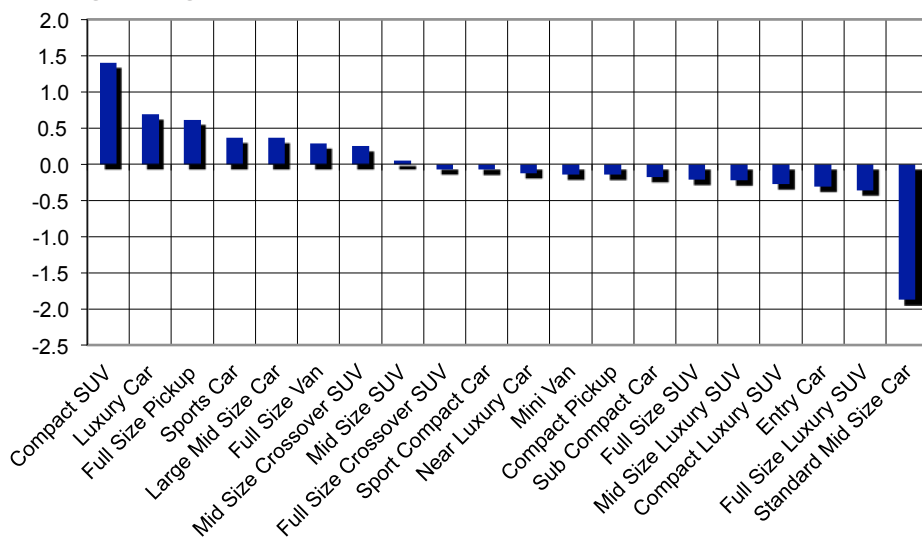
Orange County New Retail Car and Light Truck Registrations												
	February			Three Month Period Dec '13 thru Feb '14			YTD thru February			YTD Market Share (%)		
	Orange County			Orange County			Orange County			Orange County		
	2013	2014	% chg.	Prev.	Curr.	% chg.	2013	2014	% chg.	2013	2014	Chg.
<b>MARKET SUMMARY</b>												
TOTAL	10,755	11,594	7.8%	39,693	41,988	5.8%	24,882	26,656	7.1%			
Cars	6,676	6,995	4.8%	24,484	25,584	4.5%	15,314	16,102	5.1%	61.5	60.4	-1.1
Light Trucks	4,079	4,599	12.7%	15,209	16,404	7.9%	9,568	10,554	10.3%	38.5	39.6	1.1
Domestic	2,181	2,476	13.5%	7,378	8,569	16.1%	4,785	5,569	16.4%	19.2	20.9	1.7
European	2,198	2,203	0.2%	9,401	8,729	-7.1%	5,653	5,377	-4.9%	22.7	20.2	-2.5
Japanese	5,175	5,754	11.2%	18,882	20,640	9.3%	11,879	13,239	11.4%	47.7	49.7	1.9
Korean	1,201	1,161	-3.3%	4,032	4,050	0.4%	2,565	2,471	-3.7%	10.3	9.3	-1.0
<b>BRAND REGISTRATIONS</b>												
Acura	178	178	0.0%	642	715	11.4%	442	464	5.0%	1.8	1.7	0.0
Audi	244	223	-8.6%	938	831	-11.4%	596	527	-11.6%	2.4	2.0	-0.4
BMW	538	502	-6.7%	2,405	2,097	-12.8%	1,405	1,324	-5.8%	5.6	5.0	-0.7
Buick	53	49	-7.5%	158	163	3.2%	110	106	-3.6%	0.4	0.4	0.0
Cadillac	121	82	-32.2%	391	361	-7.7%	258	226	-12.4%	1.0	0.8	-0.2
Chevrolet	404	477	18.1%	1,479	1,771	19.7%	958	1,097	14.5%	3.9	4.1	0.3
C/D/J/R	514	652	26.8%	1,614	2,000	23.9%	1,054	1,389	31.8%	4.2	5.2	1.0
Chrysler	57	54	-5.3%	202	157	-22.3%	116	105	-9.5%	0.5	0.4	-0.1
Dodge	152	147	-3.3%	448	485	8.3%	289	346	19.7%	1.2	1.3	0.1
Jeep	236	341	44.5%	763	1,005	31.7%	514	696	35.4%	2.1	2.6	0.5
Ram	69	110	59.4%	201	353	75.6%	135	242	79.3%	0.5	0.9	0.4
Fiat	34	54	58.8%	149	158	6.0%	73	109	49.3%	0.3	0.4	0.1
Ford	931	1,070	14.9%	3,200	3,550	10.9%	2,062	2,307	11.9%	8.3	8.7	0.4
GMC	136	99	-27.2%	466	415	-10.9%	301	269	-10.6%	1.2	1.0	-0.2
Honda	1,279	1,510	18.1%	4,729	5,147	8.8%	2,968	3,300	11.2%	11.9	12.4	0.5
Hyundai	742	658	-11.3%	2,609	2,592	-0.7%	1,586	1,565	-1.3%	6.4	5.9	-0.5
Infiniti	120	155	29.2%	543	634	16.8%	337	405	20.2%	1.4	1.5	0.2
Jaguar	22	48	118.2%	75	144	92.0%	53	102	92.5%	0.2	0.4	0.2
Kia	459	503	9.6%	1,423	1,458	2.5%	979	906	-7.5%	3.9	3.4	-0.5
Land Rover	99	140	41.4%	356	357	0.3%	235	251	6.8%	0.9	0.9	0.0
Lexus	405	544	34.3%	1,833	2,235	21.9%	1,091	1,482	35.8%	4.4	5.6	1.2
Lincoln	22	19	-13.6%	70	90	28.6%	42	56	33.3%	0.2	0.2	0.0
Mazda	329	368	11.9%	1,119	1,373	22.7%	753	830	10.2%	3.0	3.1	0.1
Mercedes	651	632	-2.9%	2,987	3,003	0.5%	1,734	1,708	-1.5%	7.0	6.4	-0.6
MINI	117	98	-16.2%	411	323	-21.4%	261	219	-16.1%	1.0	0.8	-0.2
Mitsubishi	88	89	1.1%	292	252	-13.7%	187	152	-18.7%	0.8	0.6	-0.2
Nissan	758	715	-5.7%	2,214	2,358	6.5%	1,453	1,435	-1.2%	5.8	5.4	-0.5
Porsche	89	100	12.4%	310	319	2.9%	184	194	5.4%	0.7	0.7	0.0
smart	12	24	100.0%	38	47	23.7%	20	38	90.0%	0.1	0.1	0.1
Subaru	145	250	72.4%	599	830	38.6%	382	542	41.9%	1.5	2.0	0.5
Toyota/Scion	1,869	1,945	4.1%	6,861	7,096	3.4%	4,260	4,629	8.7%	17.1	17.4	0.2
Volkswagen	344	309	-10.2%	1,481	1,192	-19.5%	910	744	-18.2%	3.7	2.8	-0.9
Volvo	27	19	-29.6%	142	109	-23.2%	111	62	-44.1%	0.4	0.2	-0.2
Other	25	82	228.0%	159	368	131.4%	77	218	183.1%	0.3	0.8	0.5

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 2014 thru February vs. YTD 2013)**



**Change in Segment Market Share - YTD 2014 thru February vs. YTD 2013**



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.