

# Orange County Auto Outlook™

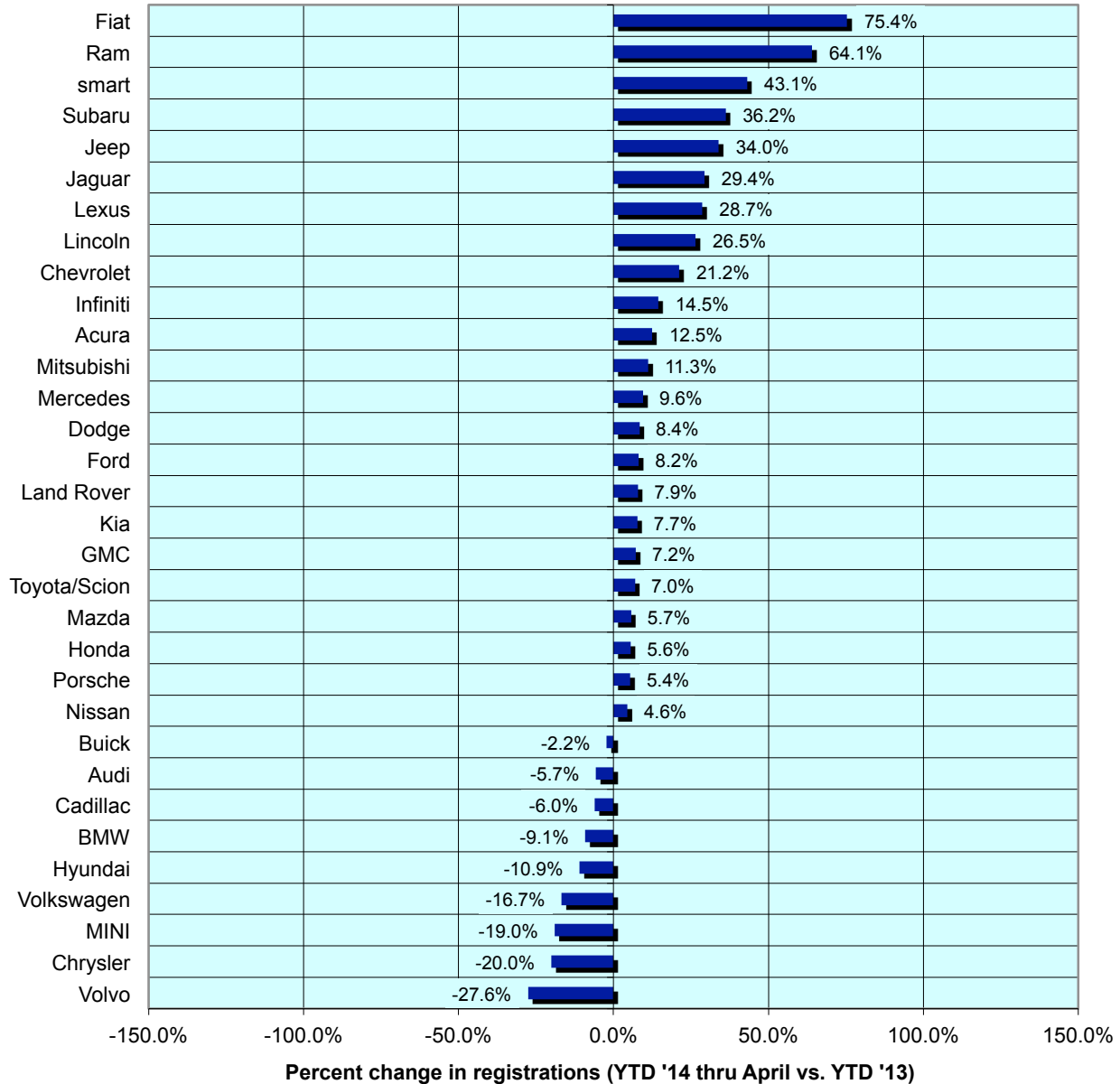
Comprehensive information on the Orange County new retail vehicle market  
 Monthly Report - Retail Sales for April 2014 \*DOES NOT INCLUDE FLEET SALES\*



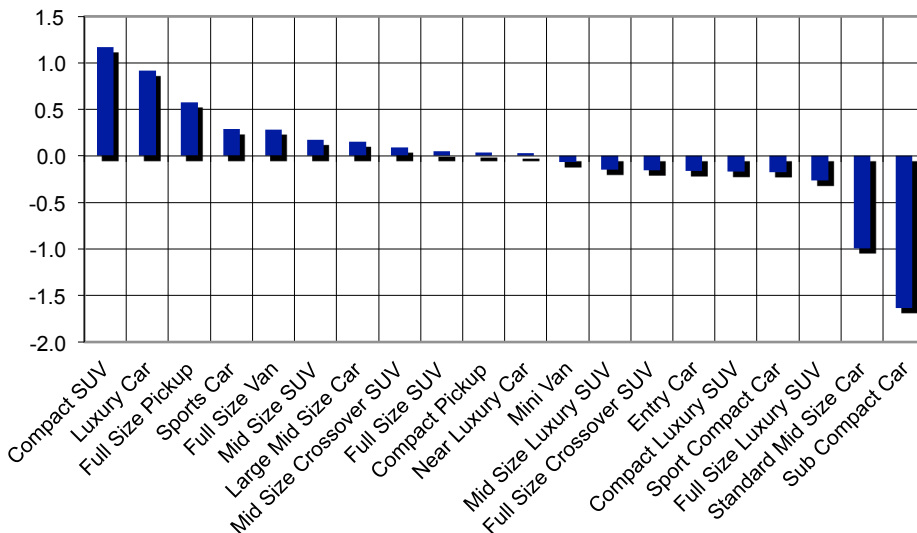
Orange County New Retail Car and Light Truck Registrations												
	April			Three Month Period Feb '14 thru Apr '14			YTD thru April			YTD Market Share (%)		
	Orange County			Orange County			Orange County			Orange County		
	2013	2014	% chg.	Prev.	Curr.	% chg.	2013	2014	% chg.	2013	2014	Chg.
<b>MARKET SUMMARY</b>												
TOTAL	12,458	13,771	10.5%	38,662	41,442	7.2%	52,789	56,504	7.0%			
Cars	7,918	8,492	7.2%	24,337	25,302	4.0%	32,975	34,409	4.3%	62.5	60.9	-1.6
Light Trucks	4,540	5,279	16.3%	14,325	16,140	12.7%	19,814	22,095	11.5%	37.5	39.1	1.6
Domestic	2,406	2,854	18.6%	7,530	8,739	16.1%	10,134	11,832	16.8%	19.2	20.9	1.7
European	2,434	2,564	5.3%	7,560	7,668	1.4%	11,015	10,842	-1.6%	20.9	19.2	-1.7
Japanese	6,234	6,906	10.8%	19,254	20,882	8.5%	25,958	28,367	9.3%	49.2	50.2	1.0
Korean	1,384	1,447	4.6%	4,318	4,153	-3.8%	5,682	5,463	-3.9%	10.8	9.7	-1.1
<b>BRAND REGISTRATIONS</b>												
Acura	215	210	-2.3%	602	688	14.3%	866	974	12.5%	1.6	1.7	0.1
Audi	243	270	11.1%	763	748	-2.0%	1,115	1,052	-5.7%	2.1	1.9	-0.3
BMW	696	632	-9.2%	2,047	1,828	-10.7%	2,914	2,650	-9.1%	5.5	4.7	-0.8
Buick	50	51	2.0%	173	168	-2.9%	230	225	-2.2%	0.4	0.4	0.0
Cadillac	113	97	-14.2%	359	322	-10.3%	496	466	-6.0%	0.9	0.8	-0.1
Chevrolet	478	642	34.3%	1,480	1,846	24.7%	2,034	2,466	21.2%	3.9	4.4	0.5
C/D/J/R	565	707	25.1%	1,719	2,077	20.8%	2,259	2,814	24.6%	4.3	5.0	0.7
Chrysler	64	35	-45.3%	181	141	-22.1%	240	192	-20.0%	0.5	0.3	-0.1
Dodge	168	186	10.7%	527	521	-1.1%	664	720	8.4%	1.3	1.3	0.0
Jeep	261	362	38.7%	790	1,076	36.2%	1,068	1,431	34.0%	2.0	2.5	0.5
Ram	72	124	72.2%	221	339	53.4%	287	471	64.1%	0.5	0.8	0.3
Fiat	52	95	82.7%	136	252	85.3%	175	307	75.4%	0.3	0.5	0.2
Ford	1,038	1,058	1.9%	3,292	3,549	7.8%	4,423	4,786	8.2%	8.4	8.5	0.1
GMC	140	178	27.1%	429	467	8.9%	594	637	7.2%	1.1	1.1	0.0
Honda	1,658	1,793	8.1%	4,900	5,166	5.4%	6,589	6,956	5.6%	12.5	12.3	-0.2
Hyundai	836	709	-15.2%	2,688	2,240	-16.7%	3,532	3,147	-10.9%	6.7	5.6	-1.1
Infiniti	128	173	35.2%	432	493	14.1%	649	743	14.5%	1.2	1.3	0.1
Jaguar	29	28	-3.4%	95	109	14.7%	126	163	29.4%	0.2	0.3	0.0
Kia	548	738	34.7%	1,630	1,913	17.4%	2,150	2,316	7.7%	4.1	4.1	0.0
Land Rover	71	90	26.8%	296	355	19.9%	432	466	7.9%	0.8	0.8	0.0
Lexus	480	597	24.4%	1,441	1,799	24.8%	2,127	2,737	28.7%	4.0	4.8	0.8
Lincoln	22	26	18.2%	78	87	11.5%	98	124	26.5%	0.2	0.2	0.0
Mazda	403	362	-10.2%	1,249	1,306	4.6%	1,673	1,768	5.7%	3.2	3.1	0.0
Mercedes	656	806	22.9%	2,068	2,378	15.0%	3,151	3,454	9.6%	6.0	6.1	0.1
MINI	142	83	-41.5%	409	327	-20.0%	553	448	-19.0%	1.0	0.8	-0.3
Mitsubishi	66	107	62.1%	255	331	29.8%	354	394	11.3%	0.7	0.7	0.0
Nissan	798	858	7.5%	2,627	2,754	4.8%	3,322	3,474	4.6%	6.3	6.1	-0.1
Porsche	78	85	9.0%	272	293	7.7%	367	387	5.4%	0.7	0.7	0.0
smart	22	20	-9.1%	50	69	38.0%	58	83	43.1%	0.1	0.1	0.0
Subaru	203	246	21.2%	600	848	41.3%	837	1,140	36.2%	1.6	2.0	0.4
Toyota/Scion	2,283	2,560	12.1%	7,127	7,497	5.2%	9,518	10,181	7.0%	18.0	18.0	0.0
Volkswagen	382	360	-5.8%	1,225	1,057	-13.7%	1,791	1,492	-16.7%	3.4	2.6	-0.8
Volvo	37	39	5.4%	112	99	-11.6%	196	142	-27.6%	0.4	0.3	-0.1
Other	26	151	480.8%	108	376	248.1%	160	512	220.0%	0.3	0.9	0.6

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 April vs. YTD 2013)**



**Change in Segment Market Share - YTD 2014 thru April 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.