

Orange County Auto Outlook™

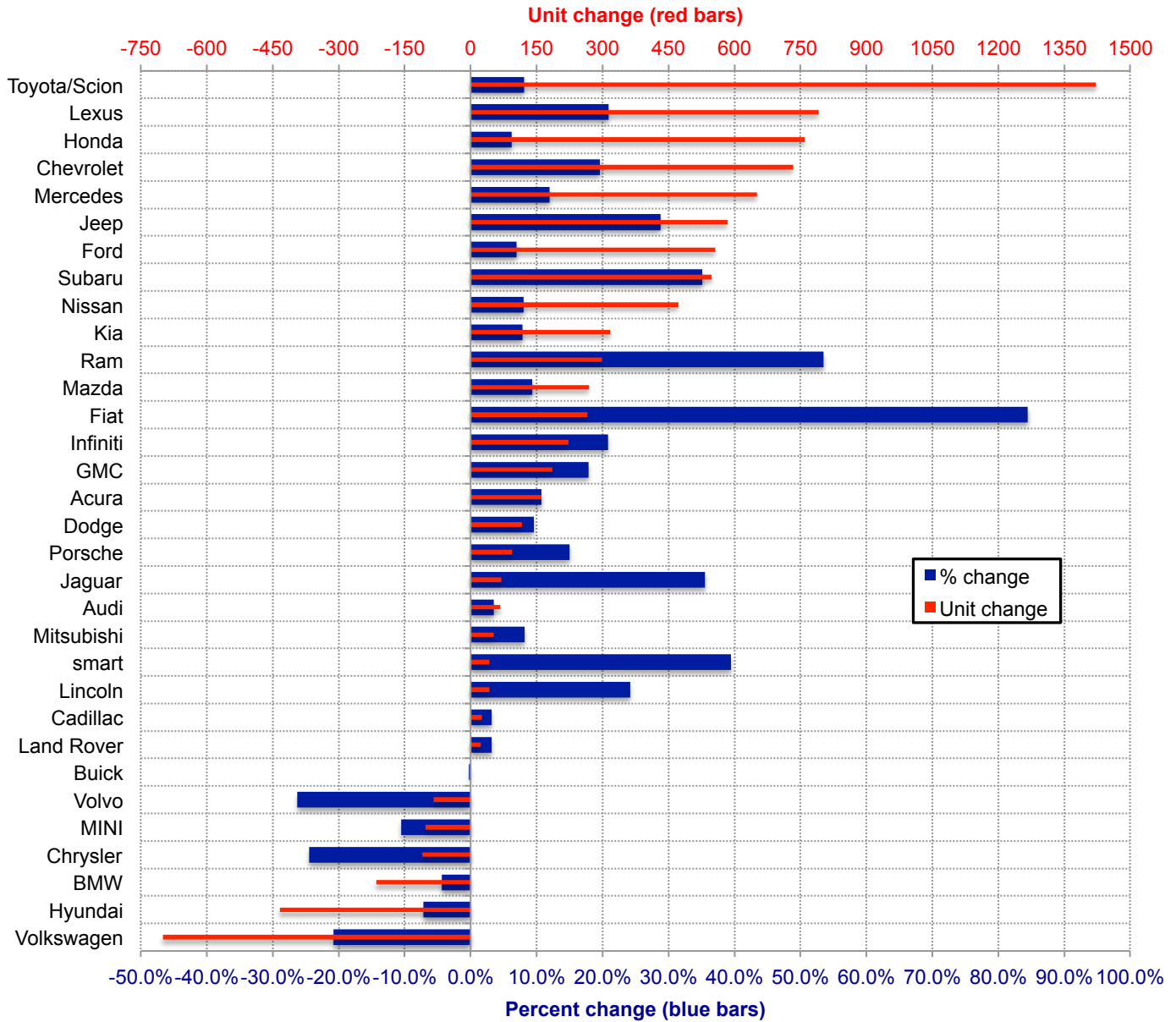
Comprehensive information on the Orange County new retail vehicle market
 Monthly Report - Retail Sales for July 2014 *DOES NOT INCLUDE FLEET SALES*



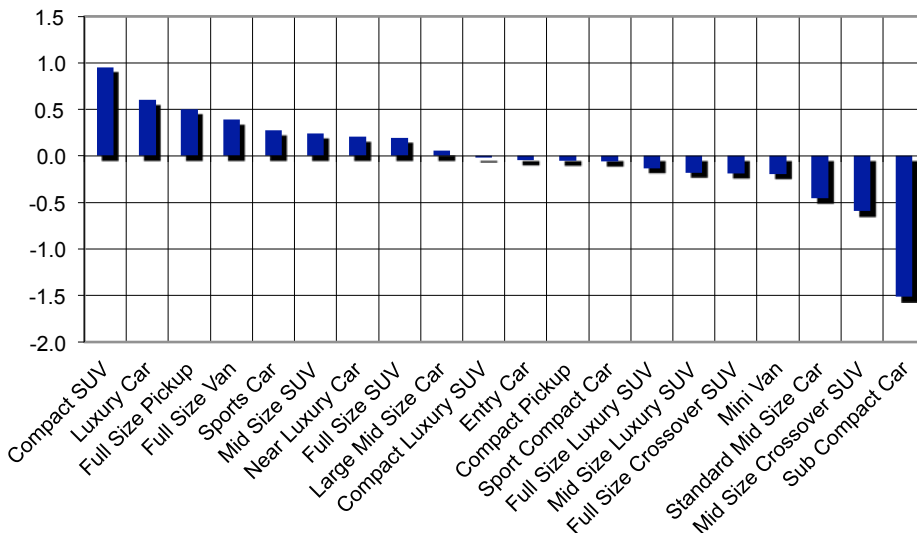
Orange County New Retail Car and Light Truck Registrations												
	July			Three Month Period May '14 thru July '14			YTD thru July			YTD Market Share (%)		
	Orange County			Orange County			Orange County			Orange County		
	2013	2014	% chg.	Prev.	Curr.	% chg.	2013	2014	% chg.	2013	2014	Chg.
MARKET SUMMARY												
TOTAL	13,005	14,011	7.7%	42,328	46,112	8.9%	95,117	102,616	7.9%			
Cars	8,062	8,653	7.3%	26,185	28,457	8.7%	59,160	62,866	6.3%	62.2	61.3	-0.9
Light Trucks	4,943	5,358	8.4%	16,143	17,655	9.4%	35,957	39,750	10.5%	37.8	38.7	0.9
Domestic	2,517	2,889	14.8%	8,533	9,539	11.8%	18,667	21,371	14.5%	19.6	20.8	1.2
European	2,449	2,642	7.9%	8,135	8,544	5.0%	19,150	19,386	1.2%	20.1	18.9	-1.2
Japanese	6,712	7,089	5.6%	21,221	23,487	10.7%	47,179	51,854	9.9%	49.6	50.5	0.9
Korean	1,327	1,391	4.8%	4,439	4,542	2.3%	10,121	10,005	-1.1%	10.6	9.7	-0.9
BRAND REGISTRATIONS												
Acura	220	179	-18.6%	635	688	8.3%	1,501	1,662	10.7%	1.6	1.6	0.0
Audi	248	299	20.6%	830	961	15.8%	1,945	2,013	3.5%	2.0	2.0	-0.1
BMW	586	652	11.3%	1,984	2,033	2.5%	4,898	4,683	-4.4%	5.1	4.6	-0.6
Buick	53	62	17.0%	179	183	2.2%	409	408	-0.2%	0.4	0.4	0.0
Cadillac	81	111	37.0%	292	347	18.8%	788	813	3.2%	0.8	0.8	0.0
Chevrolet	544	605	11.2%	1,702	2,003	17.7%	3,736	4,469	19.6%	3.9	4.4	0.4
C/D/J/R	548	732	33.6%	2,005	2,340	16.7%	4,264	5,154	20.9%	4.5	5.0	0.5
Chrysler	46	52	13.0%	209	147	-29.7%	449	339	-24.5%	0.5	0.3	-0.1
Dodge	165	170	3.0%	561	622	10.9%	1,225	1,342	9.6%	1.3	1.3	0.0
Jeep	253	390	54.2%	963	1,184	22.9%	2,031	2,615	28.8%	2.1	2.5	0.4
Ram	84	120	42.9%	272	387	42.3%	559	858	53.5%	0.6	0.8	0.2
Fiat	46	99	115.2%	140	274	95.7%	315	581	84.4%	0.3	0.6	0.2
Ford	1,070	1,080	0.9%	3,558	3,751	5.4%	7,981	8,537	7.0%	8.4	8.3	-0.1
GMC	136	179	31.6%	446	589	32.1%	1,040	1,226	17.9%	1.1	1.2	0.1
Honda	1,835	2,009	9.5%	5,648	6,041	7.0%	12,237	12,997	6.2%	12.9	12.7	-0.2
Hyundai	766	777	1.4%	2,551	2,502	-1.9%	6,083	5,649	-7.1%	6.4	5.5	-0.9
Infiniti	148	150	1.4%	417	545	30.7%	1,066	1,288	20.8%	1.1	1.3	0.1
Jaguar	22	33	50.0%	71	104	46.5%	197	267	35.5%	0.2	0.3	0.1
Kia	561	614	9.4%	1,888	2,040	8.1%	4,038	4,356	7.9%	4.2	4.2	0.0
Land Rover	74	79	6.8%	284	273	-3.9%	716	739	3.2%	0.8	0.7	0.0
Lexus	529	560	5.9%	1,662	1,843	10.9%	3,789	4,580	20.9%	4.0	4.5	0.5
Lincoln	23	15	-34.8%	80	97	21.3%	178	221	24.2%	0.2	0.2	0.0
Mazda	362	393	8.6%	1,199	1,373	14.5%	2,872	3,141	9.4%	3.0	3.1	0.0
Mercedes	696	806	15.8%	2,298	2,646	15.1%	5,449	6,100	11.9%	5.7	5.9	0.2
MINI	110	132	20.0%	424	426	0.5%	977	874	-10.5%	1.0	0.9	-0.2
Mitsubishi	97	59	-39.2%	293	306	4.4%	647	700	8.2%	0.7	0.7	0.0
Nissan	699	769	10.0%	2,544	2,864	12.6%	5,866	6,338	8.0%	6.2	6.2	0.0
Porsche	72	86	19.4%	266	341	28.2%	633	728	15.0%	0.7	0.7	0.0
smart	15	21	40.0%	51	69	35.3%	109	152	39.4%	0.1	0.1	0.0
Subaru	224	287	28.1%	722	967	33.9%	1,559	2,107	35.2%	1.6	2.1	0.4
Toyota/Scion	2,598	2,683	3.3%	8,101	8,860	9.4%	17,619	19,041	8.1%	18.5	18.6	0.0
Volkswagen	498	347	-30.3%	1,583	1,182	-25.3%	3,374	2,674	-20.7%	3.5	2.6	-0.9
Volvo	54	37	-31.5%	124	94	-24.2%	320	236	-26.3%	0.3	0.2	-0.1
Other	90	156	73.3%	351	370	5.4%	511	882	72.6%	0.5	0.9	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.

Change in New Retail Light Vehicle Registrations (YTD 2014 thru July vs. YTD 2013)



Change in Segment Market Share - YTD 2014 thru July 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.