

# Orange County Auto Outlook™

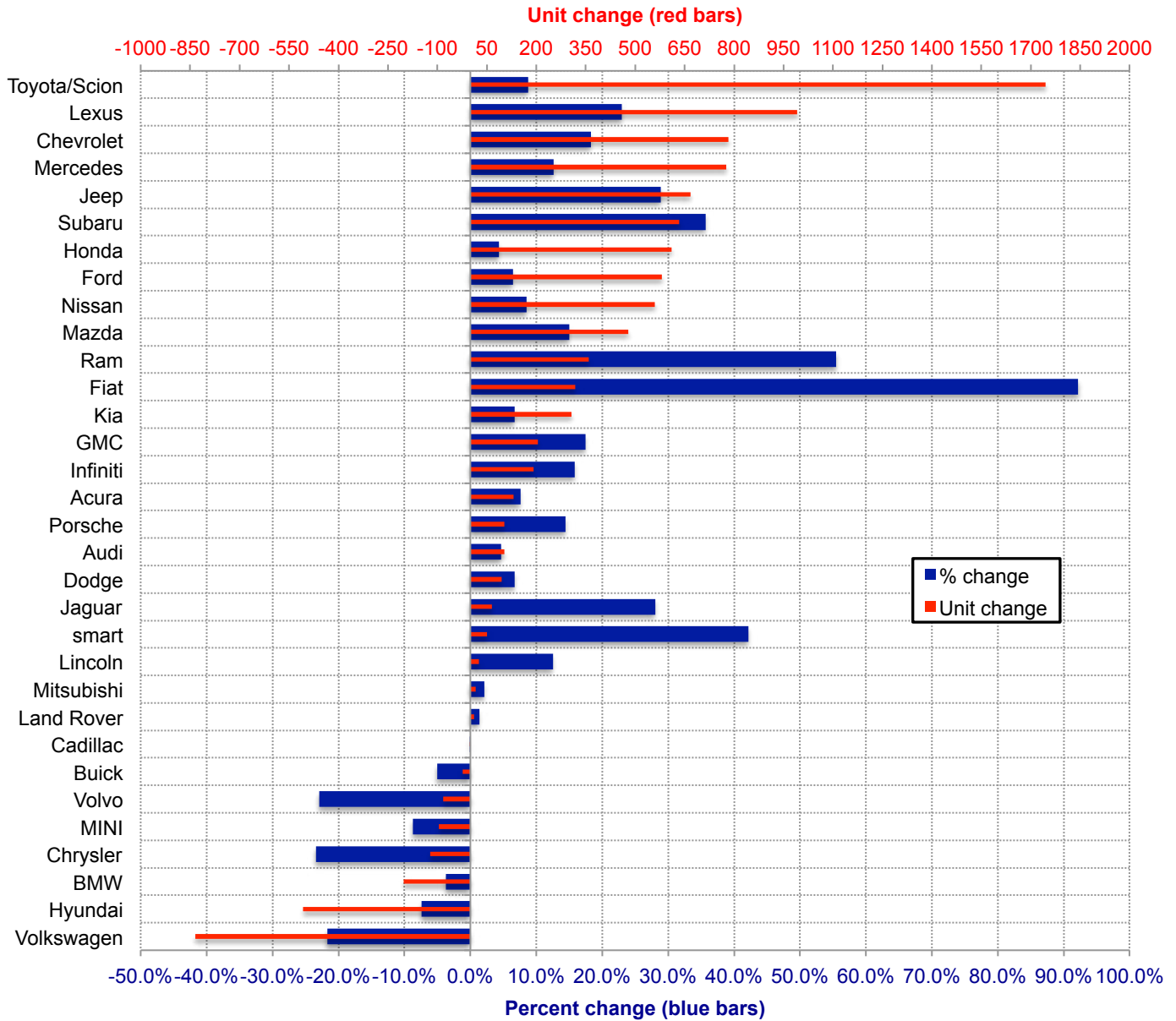
Comprehensive information on the Orange County new retail vehicle market  
 Monthly Report - Retail Sales for August 2014 \*DOES NOT INCLUDE FLEET SALES\*



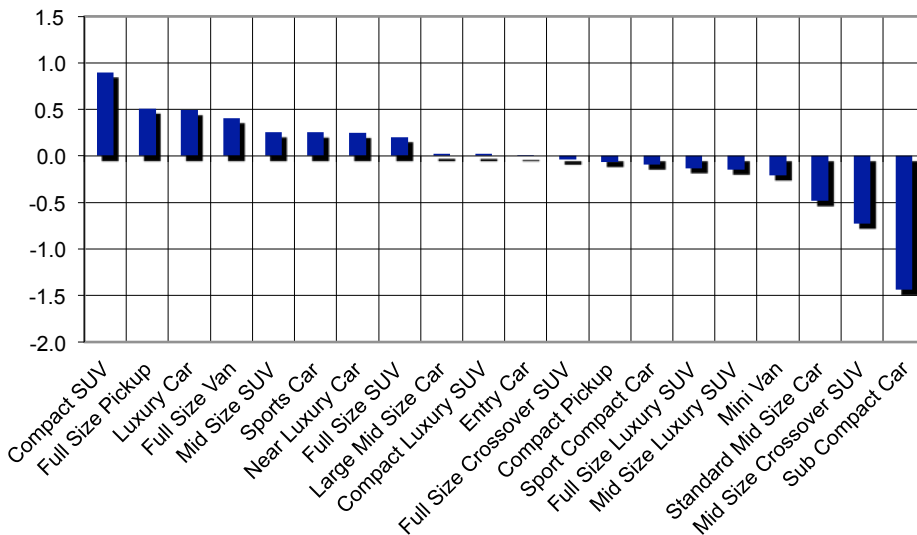
Orange County New Retail Car and Light Truck Registrations												
	August			Three Month Period June '14 thru Aug '14			YTD thru August			YTD Market Share (%)		
	Orange County			Orange County			Orange County			Orange County		
	2013	2014	% chg.	Prev.	Curr.	% chg.	2013	2014	% chg.	2013	2014	Chg.
<b>MARKET SUMMARY</b>												
TOTAL	12,802	13,592	6.2%	42,713	46,514	8.9%	107,919	116,208	7.7%			
Cars	7,888	8,224	4.3%	26,418	28,514	7.9%	67,048	71,049	6.0%	62.1	61.1	-1.0
Light Trucks	4,914	5,368	9.2%	16,295	18,000	10.5%	40,871	45,159	10.5%	37.9	38.9	1.0
Domestic	2,668	2,735	2.5%	8,710	9,558	9.7%	21,335	24,106	13.0%	19.8	20.7	1.0
European	2,465	2,612	6.0%	8,158	8,713	6.8%	21,615	21,998	1.8%	20.0	18.9	-1.1
Japanese	6,318	6,978	10.4%	21,355	23,709	11.0%	53,497	58,832	10.0%	49.6	50.6	1.1
Korean	1,351	1,267	-6.2%	4,490	4,534	1.0%	11,472	11,272	-1.7%	10.6	9.7	-0.9
<b>BRAND REGISTRATIONS</b>												
Acura	225	195	-13.3%	671	655	-2.4%	1,726	1,857	7.6%	1.6	1.6	0.0
Audi	251	286	13.9%	838	993	18.5%	2,196	2,299	4.7%	2.0	2.0	-0.1
BMW	603	615	2.0%	2,016	2,025	0.4%	5,501	5,298	-3.7%	5.1	4.6	-0.5
Buick	66	43	-34.8%	197	169	-14.2%	475	451	-5.1%	0.4	0.4	-0.1
Cadillac	126	100	-20.6%	316	339	7.3%	914	913	-0.1%	0.8	0.8	-0.1
Chevrolet	549	599	9.1%	1,772	1,999	12.8%	4,285	5,068	18.3%	4.0	4.4	0.4
C/D/J/R	623	732	17.5%	2,033	2,442	20.1%	4,887	5,886	20.4%	4.5	5.1	0.5
Chrysler	72	60	-16.7%	220	171	-22.3%	521	399	-23.4%	0.5	0.3	-0.1
Dodge	184	162	-12.0%	583	610	4.6%	1,409	1,504	6.7%	1.3	1.3	0.0
Jeep	279	362	29.7%	947	1,240	30.9%	2,310	2,977	28.9%	2.1	2.6	0.4
Ram	88	148	68.2%	283	421	48.8%	647	1,006	55.5%	0.6	0.9	0.3
Fiat	30	82	173.3%	133	282	112.0%	345	663	92.2%	0.3	0.6	0.3
Ford	1,048	1,073	2.4%	3,577	3,739	4.5%	9,029	9,610	6.4%	8.4	8.3	-0.1
GMC	134	153	14.2%	458	577	26.0%	1,174	1,379	17.5%	1.1	1.2	0.1
Honda	1,782	1,632	-8.4%	5,758	5,969	3.7%	14,019	14,629	4.4%	13.0	12.6	-0.4
Hyundai	793	720	-9.2%	2,628	2,558	-2.7%	6,876	6,369	-7.4%	6.4	5.5	-0.9
Infiniti	146	116	-20.5%	434	512	18.0%	1,212	1,404	15.8%	1.1	1.2	0.1
Jaguar	35	30	-14.3%	88	105	19.3%	232	297	28.0%	0.2	0.3	0.0
Kia	558	547	-2.0%	1,862	1,976	6.1%	4,596	4,903	6.7%	4.3	4.2	0.0
Land Rover	105	93	-11.4%	290	277	-4.5%	821	832	1.3%	0.8	0.7	0.0
Lexus	527	728	38.1%	1,723	2,090	21.3%	4,316	5,308	23.0%	4.0	4.6	0.6
Lincoln	30	13	-56.7%	85	79	-7.1%	208	234	12.5%	0.2	0.2	0.0
Mazda	326	536	64.4%	1,147	1,488	29.7%	3,198	3,677	15.0%	3.0	3.2	0.2
Mercedes	704	829	17.8%	2,260	2,733	20.9%	6,153	6,929	12.6%	5.7	6.0	0.3
MINI	117	125	6.8%	401	447	11.5%	1,094	999	-8.7%	1.0	0.9	-0.2
Mitsubishi	100	63	-37.0%	310	263	-15.2%	747	763	2.1%	0.7	0.7	0.0
Nissan	702	790	12.5%	2,481	2,818	13.6%	6,568	7,128	8.5%	6.1	6.1	0.0
Porsche	79	87	10.1%	250	325	30.0%	712	815	14.5%	0.7	0.7	0.0
smart	12	20	66.7%	45	77	71.1%	121	172	42.1%	0.1	0.1	0.0
Subaru	219	305	39.3%	732	1,017	38.9%	1,778	2,412	35.7%	1.6	2.1	0.4
Toyota/Scion	2,291	2,613	14.1%	8,099	8,897	9.9%	19,910	21,654	8.8%	18.4	18.6	0.2
Volkswagen	470	335	-28.7%	1,618	1,155	-28.6%	3,844	3,009	-21.7%	3.6	2.6	-1.0
Volvo	38	40	5.3%	137	115	-16.1%	358	276	-22.9%	0.3	0.2	-0.1
Other	113	92	-18.6%	354	393	11.0%	624	974	56.1%	0.6	0.8	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 August vs. YTD 2013)**



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