

Orange County Auto Outlook™

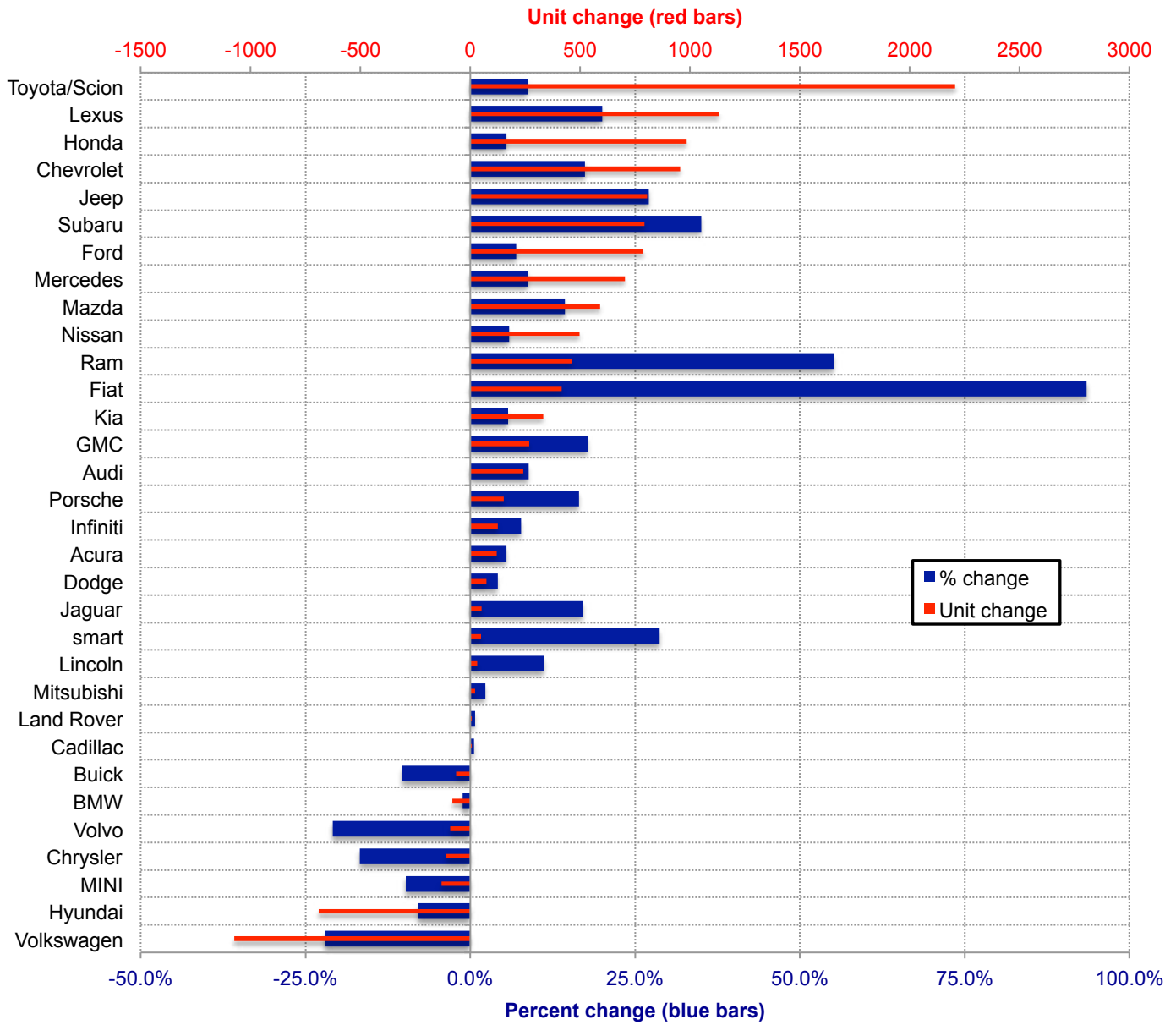
Comprehensive information on the Orange County new retail vehicle market
 Monthly Report - Retail Sales for October 2014 *DOES NOT INCLUDE FLEET SALES*



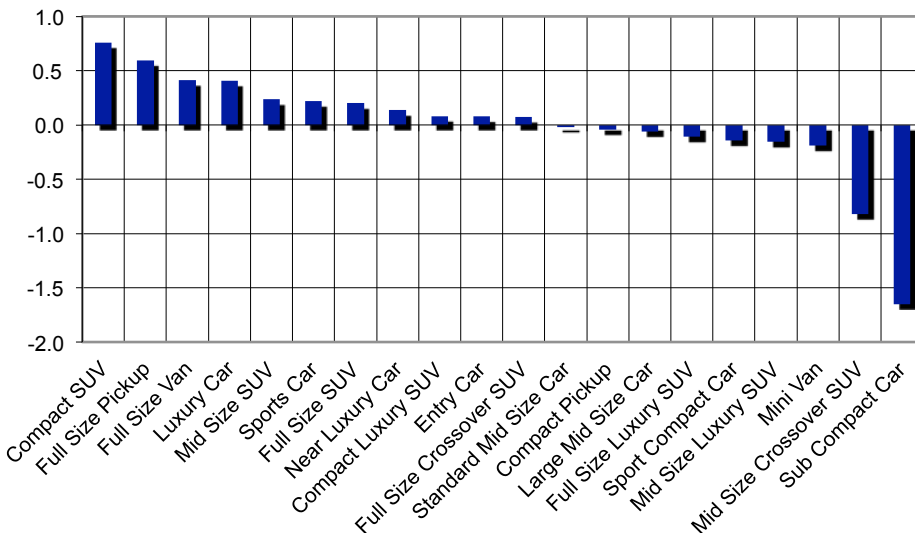
Orange County New Retail Car and Light Truck Registrations												
	October			Three Month Period Aug '14 thru Oct '14			YTD thru October			YTD Market Share (%)		
	Orange County			Orange County			Orange County			Orange County		
	2013	2014	% chg.	Prev.	Curr.	% chg.	2013	2014	% chg.	2013	2014	Chg.
MARKET SUMMARY												
TOTAL	12,085	12,869	6.5%	42,825	45,398	6.0%	137,942	148,014	7.3%			
Cars	7,796	8,094	3.8%	26,877	27,959	4.0%	86,037	90,784	5.5%	62.4	61.3	-1.0
Light Trucks	4,289	4,775	11.3%	15,948	17,439	9.3%	51,905	57,230	10.3%	37.6	38.7	1.0
Domestic	2,286	2,661	16.4%	8,526	9,281	8.9%	27,193	30,652	12.7%	19.7	20.7	1.0
European	2,438	2,459	0.9%	8,167	8,458	3.6%	27,317	27,844	1.9%	19.8	18.8	-1.0
Japanese	6,144	6,649	8.2%	21,651	23,421	8.2%	68,830	75,275	9.4%	49.9	50.9	1.0
Korean	1,217	1,100	-9.6%	4,481	4,238	-5.4%	14,602	14,243	-2.5%	10.6	9.6	-1.0
BRAND REGISTRATIONS												
Acura	161	196	21.7%	706	666	-5.7%	2,207	2,328	5.5%	1.6	1.6	0.0
Audi	227	253	11.5%	792	965	21.8%	2,737	2,978	8.8%	2.0	2.0	0.0
BMW	577	595	3.1%	1,873	2,007	7.2%	6,771	6,690	-1.2%	4.9	4.5	-0.4
Buick	47	38	-19.1%	211	148	-29.9%	620	556	-10.3%	0.4	0.4	-0.1
Cadillac	112	106	-5.4%	397	379	-4.5%	1,185	1,192	0.6%	0.9	0.8	-0.1
Chevrolet	489	549	12.3%	1,750	1,972	12.7%	5,486	6,441	17.4%	4.0	4.4	0.4
C/D/J/R	466	602	29.2%	1,977	2,319	17.3%	6,241	7,473	19.7%	4.5	5.0	0.5
Chrysler	54	62	14.8%	202	203	0.5%	651	542	-16.7%	0.5	0.4	-0.1
Dodge	132	131	-0.8%	558	515	-7.7%	1,783	1,857	4.2%	1.3	1.3	0.0
Jeep	218	289	32.6%	936	1,156	23.5%	2,967	3,771	27.1%	2.2	2.5	0.4
Ram	62	120	93.5%	281	445	58.4%	840	1,303	55.1%	0.6	0.9	0.3
Fiat	54	101	87.0%	130	280	115.4%	445	861	93.5%	0.3	0.6	0.3
Ford	912	974	6.8%	3,347	3,579	6.9%	11,328	12,116	7.0%	8.2	8.2	0.0
GMC	126	156	23.8%	457	538	17.7%	1,497	1,764	17.8%	1.1	1.2	0.1
Honda	1,634	1,802	10.3%	5,851	6,075	3.8%	18,088	19,072	5.4%	13.1	12.9	-0.2
Hyundai	774	620	-19.9%	2,684	2,427	-9.6%	8,767	8,076	-7.9%	6.4	5.5	-0.9
Infiniti	181	133	-26.5%	566	470	-17.0%	1,632	1,758	7.7%	1.2	1.2	0.0
Jaguar	32	30	-6.3%	101	82	-18.8%	298	349	17.1%	0.2	0.2	0.0
Kia	443	480	8.4%	1,797	1,811	0.8%	5,835	6,167	5.7%	4.2	4.2	-0.1
Land Rover	60	60	0.0%	284	268	-5.6%	1,000	1,007	0.7%	0.7	0.7	0.0
Lexus	537	563	4.8%	1,852	2,191	18.3%	5,641	6,771	20.0%	4.1	4.6	0.5
Lincoln	36	41	13.9%	107	96	-10.3%	285	317	11.2%	0.2	0.2	0.0
Mazda	386	448	16.1%	1,235	1,556	26.0%	4,107	4,697	14.4%	3.0	3.2	0.2
Mercedes	873	770	-11.8%	2,570	2,622	2.0%	8,019	8,722	8.8%	5.8	5.9	0.1
MINI	86	86	0.0%	371	342	-7.8%	1,348	1,216	-9.8%	1.0	0.8	-0.2
Mitsubishi	58	105	81.0%	277	245	-11.6%	924	945	2.3%	0.7	0.6	0.0
Nissan	839	739	-11.9%	2,586	2,611	1.0%	8,452	8,949	5.9%	6.1	6.0	-0.1
Porsche	92	91	-1.1%	283	339	19.8%	916	1,067	16.5%	0.7	0.7	0.1
smart	14	24	71.4%	58	63	8.6%	167	215	28.7%	0.1	0.1	0.0
Subaru	227	266	17.2%	704	949	34.8%	2,263	3,056	35.0%	1.6	2.1	0.4
Toyota/Scion	2,121	2,397	13.0%	7,873	8,658	10.0%	25,492	27,699	8.7%	18.5	18.7	0.2
Volkswagen	361	318	-11.9%	1,510	1,135	-24.8%	4,884	3,809	-22.0%	3.5	2.6	-1.0
Volvo	35	31	-11.4%	116	109	-6.0%	436	345	-20.9%	0.3	0.2	-0.1
Other	125	295	136.0%	360	496	37.8%	871	1,378	58.2%	0.6	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 October vs. YTD 2013)



Change in Segment Market Share - YTD 2014 thru October 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.