

# Orange County Auto Outlook™

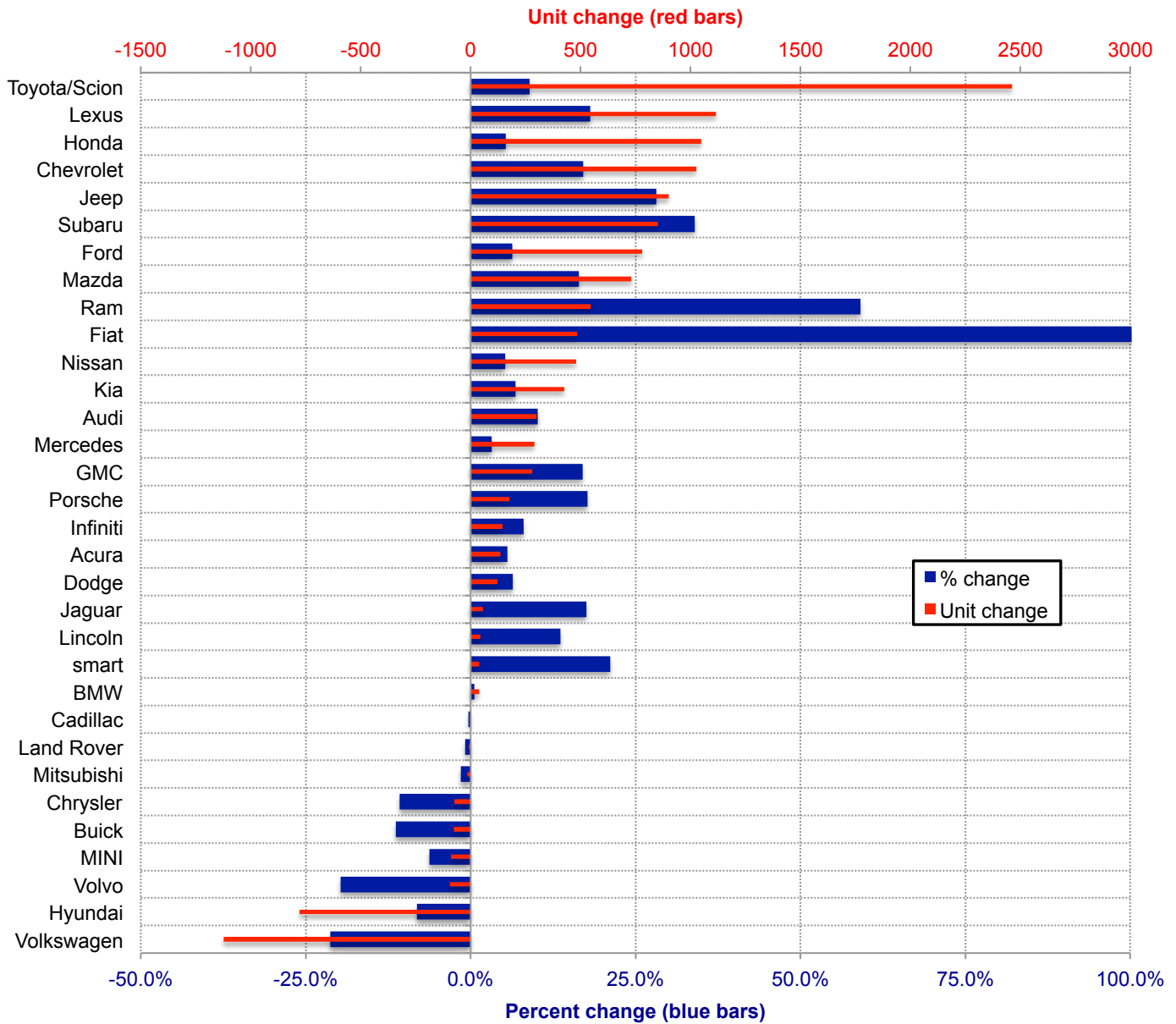
Comprehensive information on the Orange County new retail vehicle market  
 Monthly Report - Retail Sales for November 2014 \*DOES NOT INCLUDE FLEET SALES\*



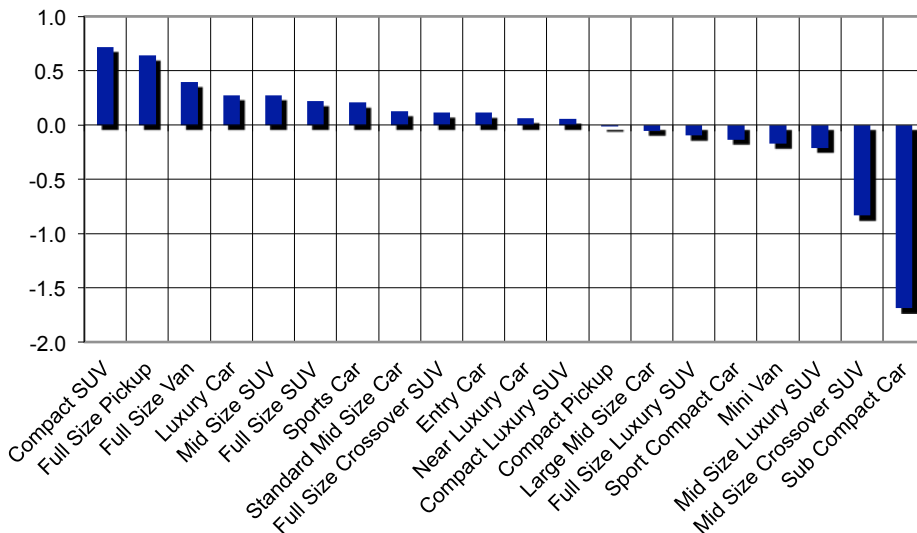
Orange County New Retail Car and Light Truck Registrations												
	November			Three Month Period Sep '14 thru Nov '14			YTD thru November			YTD Market Share (%)		
	Orange County			Orange County			Orange County			Orange County		
	2013	2014	% chg.	Prev.	Curr.	% chg.	2013	2014	% chg.	2013	2014	Chg.
<b>MARKET SUMMARY</b>												
TOTAL	12,204	12,889	5.6%	42,227	44,695	5.8%	150,146	160,903	7.2%			
Cars	7,606	7,805	2.6%	26,595	27,540	3.6%	93,643	98,589	5.3%	62.4	61.3	-1.1
Light Trucks	4,598	5,084	10.6%	15,632	17,155	9.7%	56,503	62,314	10.3%	37.6	38.7	1.1
Domestic	2,408	2,725	13.2%	8,266	9,271	12.2%	29,601	33,377	12.8%	19.7	20.7	1.0
European	2,642	2,520	-4.6%	8,344	8,366	0.3%	29,959	30,364	1.4%	20.0	18.9	-1.1
Japanese	5,955	6,440	8.1%	21,288	22,883	7.5%	74,785	81,715	9.3%	49.8	50.8	1.0
Korean	1,199	1,204	0.4%	4,329	4,175	-3.6%	15,801	15,447	-2.2%	10.5	9.6	-0.9
<b>BRAND REGISTRATIONS</b>												
Acura	218	232	6.4%	699	703	0.6%	2,425	2,560	5.6%	1.6	1.6	0.0
Audi	208	267	28.4%	749	946	26.3%	2,945	3,245	10.2%	2.0	2.0	0.1
BMW	566	686	21.2%	1,836	2,078	13.2%	7,337	7,376	0.5%	4.9	4.6	-0.3
Buick	68	54	-20.6%	213	159	-25.4%	688	610	-11.3%	0.5	0.4	-0.1
Cadillac	94	83	-11.7%	365	362	-0.8%	1,279	1,275	-0.3%	0.9	0.8	-0.1
Chevrolet	523	594	13.6%	1,724	1,967	14.1%	6,009	7,035	17.1%	4.0	4.4	0.4
C/D/J/R	479	741	54.7%	1,833	2,328	27.0%	6,720	8,214	22.2%	4.5	5.1	0.6
Chrysler	37	72	94.6%	167	215	28.7%	688	614	-10.8%	0.5	0.4	-0.1
Dodge	122	170	39.3%	496	523	5.4%	1,905	2,027	6.4%	1.3	1.3	0.0
Jeep	237	334	40.9%	894	1,128	26.2%	3,204	4,105	28.1%	2.1	2.6	0.4
Ram	83	165	98.8%	276	462	67.4%	923	1,468	59.0%	0.6	0.9	0.3
Fiat	38	106	178.9%	138	304	120.3%	483	967	100.2%	0.3	0.6	0.3
Ford	1,010	1,002	-0.8%	3,309	3,508	6.0%	12,338	13,118	6.3%	8.2	8.2	-0.1
GMC	159	173	8.8%	482	558	15.8%	1,656	1,937	17.0%	1.1	1.2	0.1
Honda	1,572	1,637	4.1%	5,641	6,080	7.8%	19,660	20,709	5.3%	13.1	12.9	-0.2
Hyundai	770	682	-11.4%	2,661	2,389	-10.2%	9,537	8,758	-8.2%	6.4	5.4	-0.9
Infiniti	156	174	11.5%	576	528	-8.3%	1,788	1,932	8.1%	1.2	1.2	0.0
Jaguar	27	33	22.2%	93	85	-8.6%	325	382	17.5%	0.2	0.2	0.0
Kia	429	522	21.7%	1,668	1,786	7.1%	6,264	6,689	6.8%	4.2	4.2	0.0
Land Rover	92	76	-17.4%	271	251	-7.4%	1,092	1,083	-0.8%	0.7	0.7	-0.1
Lexus	530	516	-2.6%	1,855	1,979	6.7%	6,171	7,287	18.1%	4.1	4.5	0.4
Lincoln	31	42	35.5%	108	125	15.7%	316	359	13.6%	0.2	0.2	0.0
Mazda	350	492	40.6%	1,259	1,512	20.1%	4,457	5,189	16.4%	3.0	3.2	0.3
Mercedes	1,040	627	-39.7%	2,906	2,420	-16.7%	9,059	9,349	3.2%	6.0	5.8	-0.2
MINI	89	131	47.2%	343	348	1.5%	1,437	1,347	-6.3%	1.0	0.8	-0.1
Mitsubishi	72	36	-50.0%	249	218	-12.4%	996	981	-1.5%	0.7	0.6	-0.1
Nissan	738	721	-2.3%	2,622	2,542	-3.1%	9,190	9,670	5.2%	6.1	6.0	-0.1
Porsche	85	111	30.6%	289	363	25.6%	1,001	1,178	17.7%	0.7	0.7	0.1
smart	22	14	-36.4%	68	57	-16.2%	189	229	21.2%	0.1	0.1	0.0
Subaru	243	302	24.3%	728	946	29.9%	2,506	3,358	34.0%	1.7	2.1	0.4
Toyota/Scion	2,076	2,330	12.2%	7,658	8,375	9.4%	27,568	30,029	8.9%	18.4	18.7	0.3
Volkswagen	399	350	-12.3%	1,439	1,150	-20.1%	5,283	4,159	-21.3%	3.5	2.6	-0.9
Volvo	36	34	-5.6%	114	103	-9.6%	472	379	-19.7%	0.3	0.2	-0.1
Other	84	121	44.0%	331	525	58.6%	955	1,499	57.0%	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 November vs. YTD 2013)



### Change in Segment Market Share - YTD 2014 thru November 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.