

Orange County Auto Outlook™

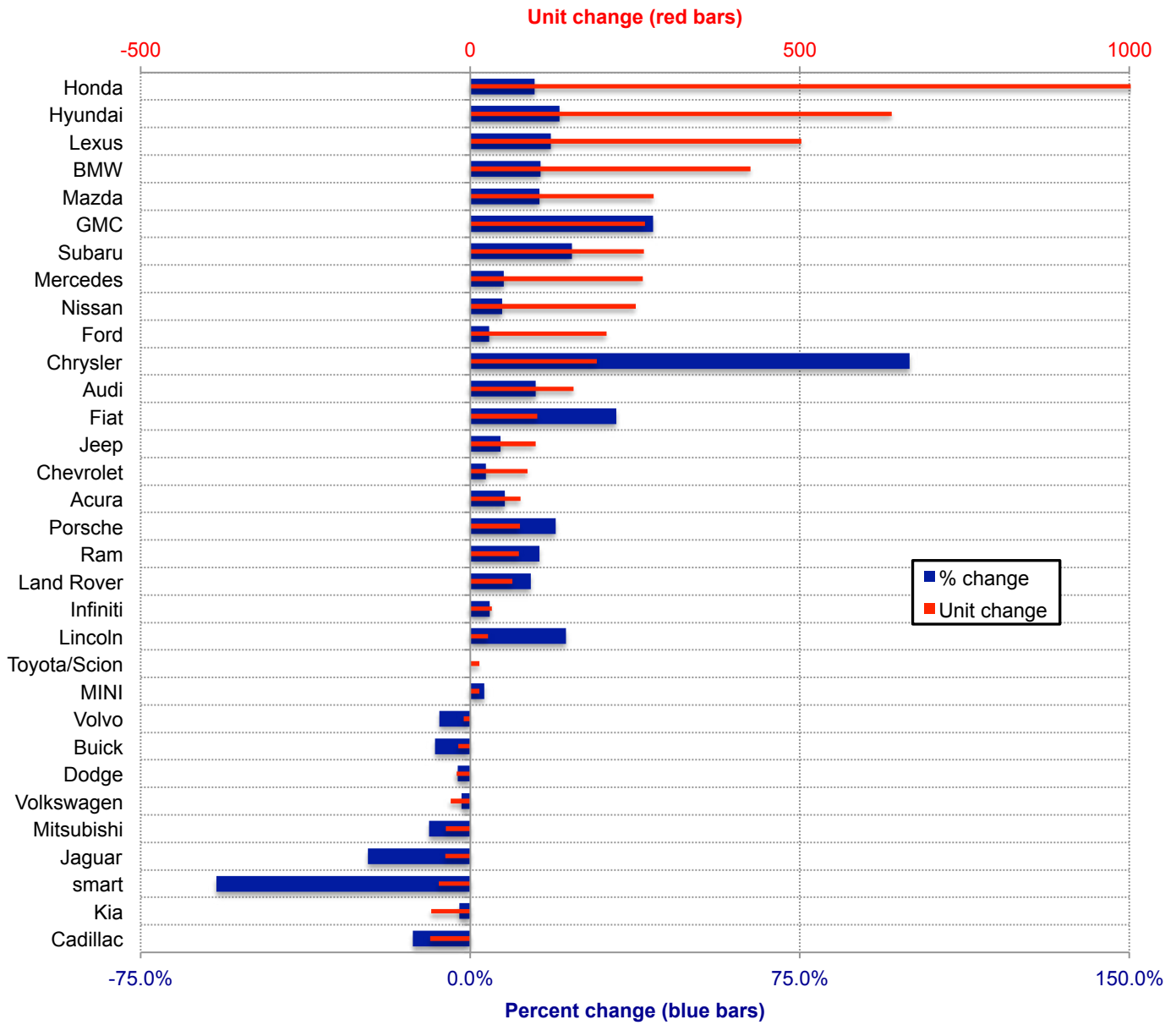
Comprehensive information on the Orange County new retail vehicle market
 Monthly Report - Retail Sales for April 2015 *DOES NOT INCLUDE FLEET SALES*



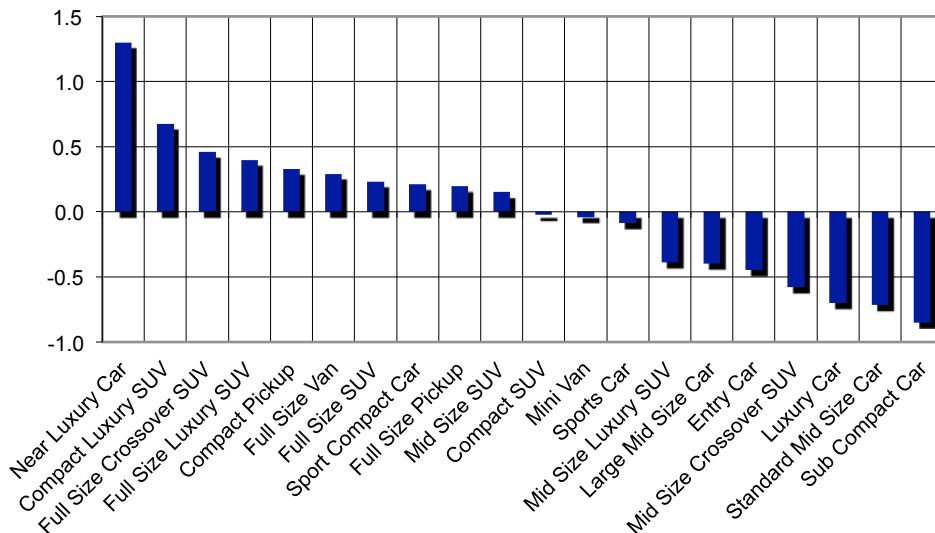
Orange County New Retail Car and Light Truck Registrations												
	April			Three Month Period Feb '15 thru Apr '15			YTD thru April			YTD Market Share (%)		
	Orange County			Orange County			Orange County			Orange County		
	2014	2015	% chg.	Prev.	Curr.	% chg.	2014	2015	% chg.	2014	2015	Chg.
MARKET SUMMARY												
TOTAL	13,771	14,888	8.1%	41,442	45,168	9.0%	56,504	61,609	9.0%			
Cars	8,492	9,050	6.6%	25,302	26,943	6.5%	34,409	36,478	6.0%	60.9	59.2	-1.7
Light Trucks	5,279	5,838	10.6%	16,140	18,225	12.9%	22,095	25,131	13.7%	39.1	40.8	1.7
Domestic	2,854	3,070	7.6%	8,739	9,380	7.3%	11,832	12,891	9.0%	20.9	20.9	0.0
European	2,564	2,895	12.9%	7,668	8,543	11.4%	10,842	11,911	9.9%	19.2	19.3	0.1
Japanese	6,906	7,490	8.5%	20,882	22,776	9.1%	28,367	30,764	8.4%	50.2	49.9	-0.3
Korean	1,447	1,433	-1.0%	4,153	4,469	7.6%	5,463	6,043	10.6%	9.7	9.8	0.1
BRAND REGISTRATIONS												
Acura	210	225	7.1%	688	732	6.4%	974	1,050	7.8%	1.7	1.7	0.0
Audi	270	319	18.1%	748	818	9.4%	1,052	1,209	14.9%	1.9	2.0	0.1
BMW	632	646	2.2%	1,828	2,110	15.4%	2,650	3,075	16.0%	4.7	5.0	0.3
Buick	51	44	-13.7%	168	124	-26.2%	225	207	-8.0%	0.4	0.3	-0.1
Cadillac	97	88	-9.3%	322	292	-9.3%	466	405	-13.1%	0.8	0.7	-0.1
Chevrolet	642	572	-10.9%	1,846	1,847	0.1%	2,466	2,553	3.5%	4.4	4.1	-0.3
C/D/J/R	707	789	11.6%	2,077	2,273	9.4%	2,814	3,158	12.2%	5.0	5.1	0.1
Chrysler	35	90	157.1%	141	272	92.9%	192	384	100.0%	0.3	0.6	0.3
Dodge	186	176	-5.4%	521	503	-3.5%	720	699	-2.9%	1.3	1.1	-0.2
Jeep	362	392	8.3%	1,076	1,105	2.7%	1,431	1,530	6.9%	2.5	2.5	0.0
Ram	124	131	5.6%	339	393	15.9%	471	545	15.7%	0.8	0.9	0.1
Fiat	95	192	102.1%	252	356	41.3%	307	409	33.2%	0.5	0.7	0.2
Ford	1,058	1,208	14.2%	3,549	3,790	6.8%	4,786	4,993	4.3%	8.5	8.1	-0.4
GMC	178	171	-3.9%	467	633	35.5%	637	902	41.6%	1.1	1.5	0.4
Honda	1,793	1,966	9.6%	5,166	5,840	13.0%	6,956	7,971	14.6%	12.3	12.9	0.6
Hyundai	709	858	21.0%	2,240	2,750	22.8%	3,147	3,786	20.3%	5.6	6.1	0.5
Infiniti	173	159	-8.1%	493	554	12.4%	743	776	4.4%	1.3	1.3	0.0
Jaguar	28	21	-25.0%	109	91	-16.5%	163	125	-23.3%	0.3	0.2	-0.1
Kia	738	575	-22.1%	1,913	1,719	-10.1%	2,316	2,257	-2.5%	4.1	3.7	-0.4
Land Rover	90	134	48.9%	355	405	14.1%	466	530	13.7%	0.8	0.9	0.1
Lexus	597	842	41.0%	1,799	2,265	25.9%	2,737	3,239	18.3%	4.8	5.3	0.5
Lincoln	26	36	38.5%	87	117	34.5%	124	151	21.8%	0.2	0.2	0.0
Mazda	362	435	20.2%	1,306	1,535	17.5%	1,768	2,046	15.7%	3.1	3.3	0.2
Mercedes	806	907	12.5%	2,378	2,736	15.1%	3,454	3,716	7.6%	6.1	6.0	-0.1
MINI	83	86	3.6%	327	314	-4.0%	448	462	3.1%	0.8	0.7	-0.1
Mitsubishi	107	88	-17.8%	331	269	-18.7%	394	357	-9.4%	0.7	0.6	-0.1
Nissan	858	848	-1.2%	2,754	2,792	1.4%	3,474	3,725	7.2%	6.1	6.0	-0.1
Porsche	85	135	58.8%	293	351	19.8%	387	462	19.4%	0.7	0.7	0.0
smart	20	8	-60.0%	69	22	-68.1%	83	35	-57.8%	0.1	0.1	0.0
Subaru	246	341	38.6%	848	1,069	26.1%	1,140	1,403	23.1%	2.0	2.3	0.3
Toyota/Scion	2,560	2,586	1.0%	7,497	7,720	3.0%	10,181	10,195	0.1%	18.0	16.5	-1.5
Volkswagen	360	351	-2.5%	1,057	1,036	-2.0%	1,492	1,462	-2.0%	2.6	2.4	-0.2
Volvo	39	31	-20.5%	99	91	-8.1%	142	132	-7.0%	0.3	0.2	-0.1
Other	151	227	50.3%	376	517	37.5%	512	818	59.8%	0.9	1.3	0.4

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 2015 thru April vs. YTD 2014)



Change in Segment Market Share - YTD 2015 thru April vs. YTD 2014



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.