

Orange County Auto Outlook™



Comprehensive information on the Orange County automotive market

FORECAST

Market Moves Higher in First Quarter of 2015

4.7% improvement predicted for entire year

Below is a summary of nine key trends and developments in the Orange County new vehicle market.

County market gets off to good start in 2015; increase is above Nation

County new retail registrations were up 9.3% for the first three months of this year versus a year earlier, above the 5.6% uptick in the National market.

Sixth consecutive annual increase likely in 2015

County new retail light vehicle registrations are predicted to increase 4.7% from '14 to '15.

Market has come a long way from depths of 2009 sales trough

As shown below, the county new vehicle market has recovered steadily during the past six years. Registrations this year are projected to exceed '09 levels by nearly 90,000 units.

Trucks grab a larger share of county market

Light truck market share increased from 39.4% during the first three months of 2014 to 41.3% this year

Alternative powertrain vehicle sales decline

County sales of hybrid and electric cars and trucks fell 10.4% so far this year, while the overall market improved. Market share slipped to 6.6%.

Toyota, Honda, Ford, Hyundai, and Nissan are leaders in county market

Toyota was the best selling brand so far this year, with a 16.3% share. Honda's county share was 12.9%, well above its 7.4% share in the U.S.

Chrysler, GMC, BMW, Hyundai, and Ram gain a lot of ground early this year

New retail registrations for each of these five brands were up more than 19% so far in 2015.

Honda Civic best-selling car in county market; CR-V is light truck leader

Honda Accord and Toyota Camry were ranked second and third behind Civic in the car market, while Ford F-Series and Toyota RAV4 trailed the CR-V.

Korean brands gain ground in 2015

Korean brands accounted for a larger chunk of the county market so far this year, with share increasing from 9.4% during the first three months of 2014 to 9.9% this year.

Percent Change in County Light Truck and Car Registrations YTD '15 thru March vs. YTD '14

Light Trucks (Pickups, SUVs, and Vans)



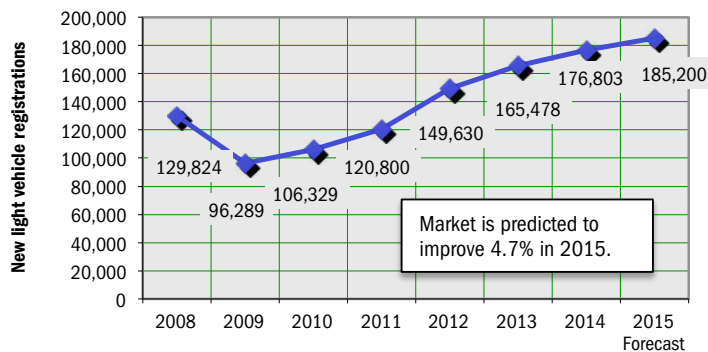
UP
14.7%

Passenger Cars



UP
5.8%

Annual Trend in Orange County New Vehicle Market



The graph above shows annual new retail light vehicle registrations in the county from 2008 thru 2014 and Auto Outlook's projection for 2015.

Market Summary

	YTD '13 thru March	YTD '14 thru March	YTD '15 thru March	% ch. '14 to '15
TOTAL	40,331	42,733	46,721	9.3%
Car	25,057	25,917	27,428	5.8%
Light Truck	15,274	16,816	19,293	14.7%
Detroit Three	7,728	8,978	9,821	9.4%
European	8,581	8,278	9,016	8.9%
Japanese	19,724	21,461	23,274	8.4%
Korean	4,298	4,016	4,610	14.8%

Detroit Three consists of vehicles sold by GM, Ford, and Chrysler.

Data Source: AutoCount data from Experian Automotive.

MARKET TRACKER: MONTHLY MOVING AVERAGE

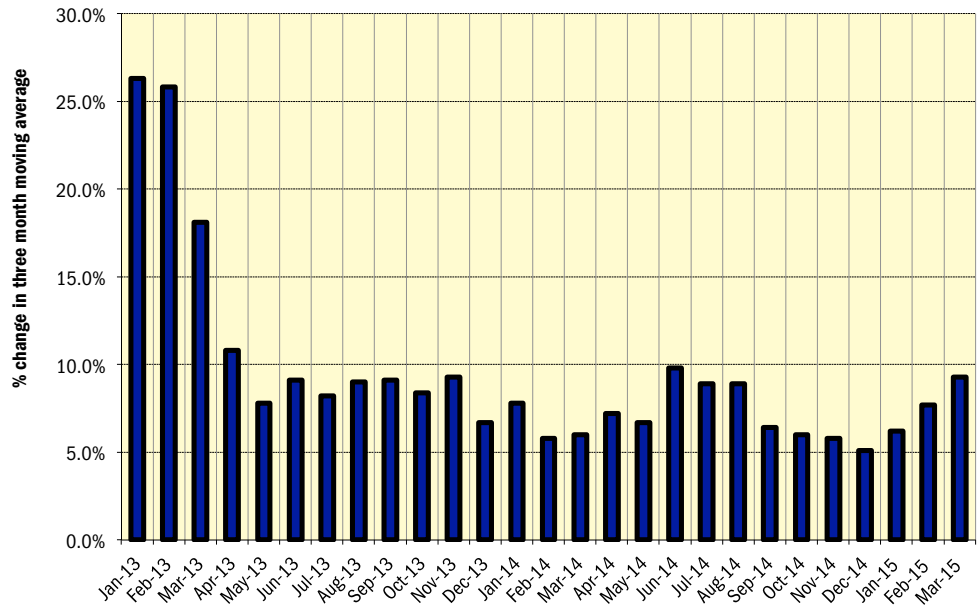
New Vehicle Market Stays Hot

Percent change in three month moving average has improved for 40 consecutive months!

The graph to the right provides a clear picture of the general trending direction of the Orange County new retail light vehicle market. And as highlighted in the graph, the trend over the past two years is decidedly positive. The graph shows the year-over-year percent change in the three month moving average of new retail light vehicle registrations. The three month moving average provides a clearer picture of the trending direction than individual monthly registrations, which can fluctuate due to such factors as the timing of manufacturer incentive programs, weather, and vehicle title processing delays by governmental agencies.

New vehicle registrations have continued their upward trend during the past several years, with the three month moving average increasing from year earlier levels in 62 of the past 64 months!

Percent Change in Orange County New Retail Light Vehicle Registrations Three Month Moving Average versus Year Earlier

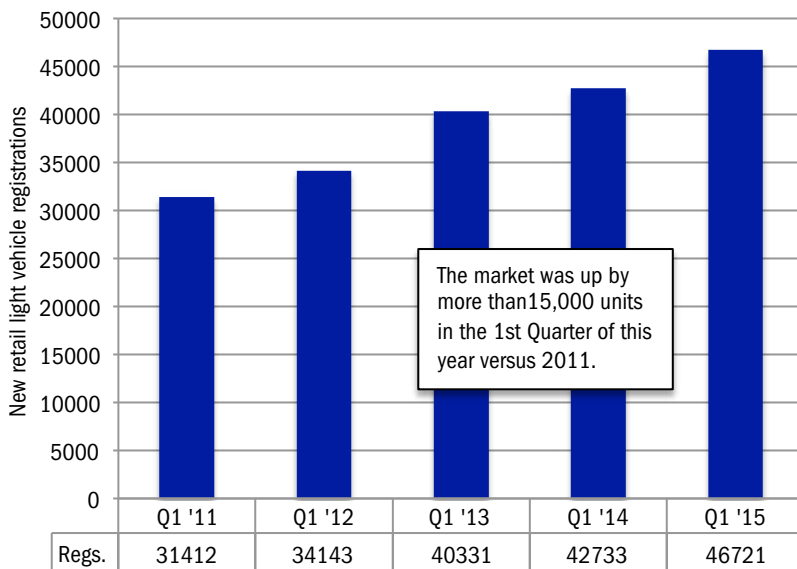


MARKET TRACKER: QUARTERLY PERSPECTIVE

1Q '15 Registrations Up From '14

First Quarter total was up 48% from 2011

QUARTERLY PERSPECTIVE
Five Years of First Quarter Results in Orange County Market



The market was up by more than 15,000 units in the 1st Quarter of this year versus 2011.

First quarter registrations during past five years

WHAT
NEW AND USED
CARS SELL WELL
IN MY MARKETS?

WHO ARE
MY TOP
COMPETITORS?
-BY MARKET AREA?

ANSWERS DRIVE RESULTS.

You need insights into your marketplace to make the best decisions to maximize profits. The AutoCount® Dealer Report analyzes full details on new and used competitive dealer market share, down to specific areas you define. You bring the questions. We'll bring the answers.



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Details on Data

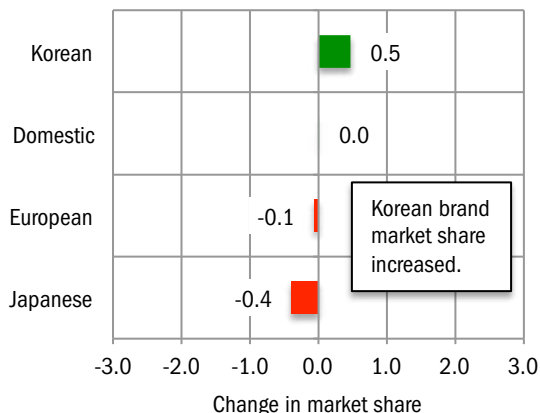
Data presented measures new vehicles registered to purchasers (or lessees) residing in Orange County. Monthly recording of registrations occurs when vehicle title is processed.

Data Source: AutoCount Data from Experian Automotive.

MARKET TRACKER: BRAND MARKET SHARE

Korean Brands Gain

Change in County Market Share
YTD 2015 thru March vs. YTD 2014



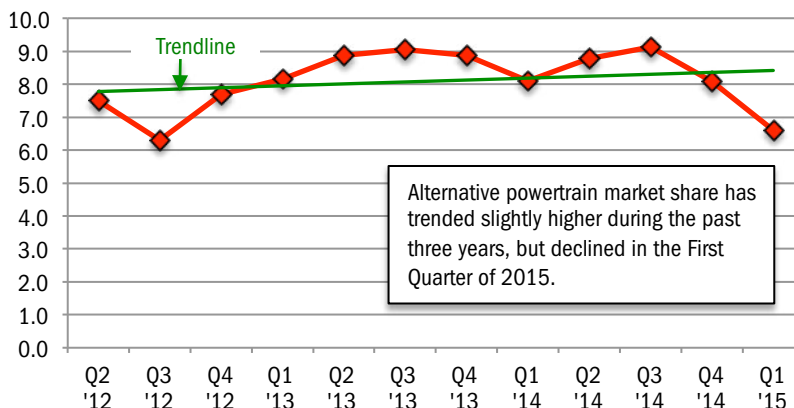
The graph above shows the change in market share for four primary brand segments.

Data Source: AutoCount data from Experian Automotive.

MARKET TRACKER: HYBRID AND ELECTRIC VEHICLES

Hybrid/Electric Share Declines

Quarterly Alternative Powertrain Market Share
(includes hybrid and electric vehicles)



The graph above shows hybrid powertrain and electric vehicle quarterly market share in the county. The line shows market share trend over the past 12 quarters.

Data Source: AutoCount data from Experian Automotive.

MARKET TRACKER: SEGMENTS

Sub Compact Car Segment is Largest in County Market

Orange County Segment Market Share Review

Segment	Market Share YTD '14 thru March	Market Share YTD '15 thru March	Change in share YTD '14 to '15	Best selling model in segment
Sub Compact Car	20.7	19.4	-1.3	Honda Civic
Standard Mid Size Car	15.4	15.0	-0.4	Honda Accord
Compact SUV	10.4	10.4	0.0	Honda CR-V
Near Luxury Car	9.2	10.4	1.2	Mercedes C-Class
Luxury Car	7.0	6.3	-0.7	Mercedes E-Class
Full Size Pickup	4.6	5.1	0.5	Ford F-Series
Mid Size Luxury SUV	5.5	5.1	-0.4	Lexus RX
Entry Car	4.2	3.5	-0.7	Honda Fit
Mid Size Crossover SUV	4.2	3.5	-0.7	Honda Pilot
Compact Luxury SUV	2.3	2.9	0.6	Acura RDX
Mid Size SUV	2.7	2.9	0.2	Jeep Grand Cherokee
Mini Van	2.8	2.8	0.0	Toyota Sienna
Full Size Crossover SUV	2.1	2.6	0.5	Ford Flex
Compact Pickup	1.9	2.3	0.4	Toyota Tacoma
Sport Compact Car	1.8	2.1	0.3	Ford Mustang
Full Size Van	1.0	1.4	0.4	Ford Transit Connect
Full Size Luxury SUV	1.0	1.3	0.3	Mercedes GL-Class
Full Size SUV	0.8	1.1	0.3	Chevrolet Tahoe
Large Mid Size Car	1.5	1.1	-0.4	Toyota Avalon
Sports Car	0.9	0.8	-0.1	Porsche 911

The table above shows Orange county market share for 20 vehicle segments during the first three months of 2014 and 2015, and the change in market share over the period. The best selling model in each segment is also shown. Segments are ranked from top to bottom based on ytd 2015 share. Most popular segment in the county is Sub Compact Car, while Near Luxury Car had the largest increase. Source: AutoCount data from Experian Automotive.

BRAND SCOREBOARD - PART ONE

Honda Registrations Increased by 842 Units in 1Q 2015

Chrysler and GMC had the largest percentage increases

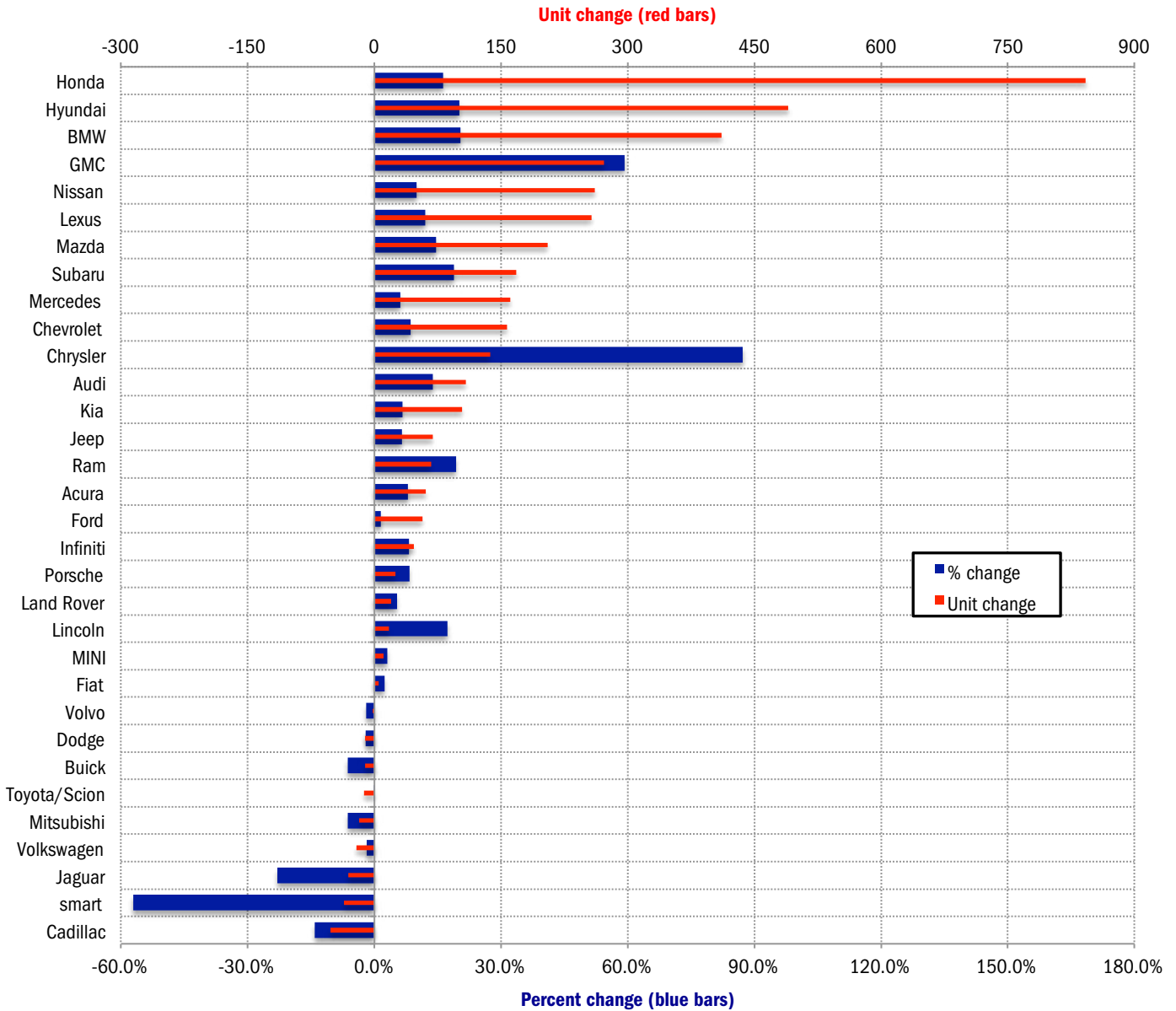
The graph below presents a comprehensive picture of brands that are gaining (or losing) ground in the county market. It shows both the unit AND percent change in registrations from the First Quarter of 2014 to this year. Viewing both measures on the same graph provides a

more clear-cut signal on how each brand is doing.

Here are a couple of examples: Chrysler had a sizeable percentage increase in the First Quarter (up 87.3%; shown by the thick blue bar on the graph), but it's not a top-selling brand.

Chrysler registrations increased by less than 140 units. Honda's percentage increase was in the middle of the pack (up 16.3%), but unit registrations were up by a sizeable 842. GMC had relatively large unit and percentage increases.

Change in New Retail Light Vehicle Registrations (YTD 2015 thru March vs. YTD 2014)



Source: AutoCount data from Experian Automotive.

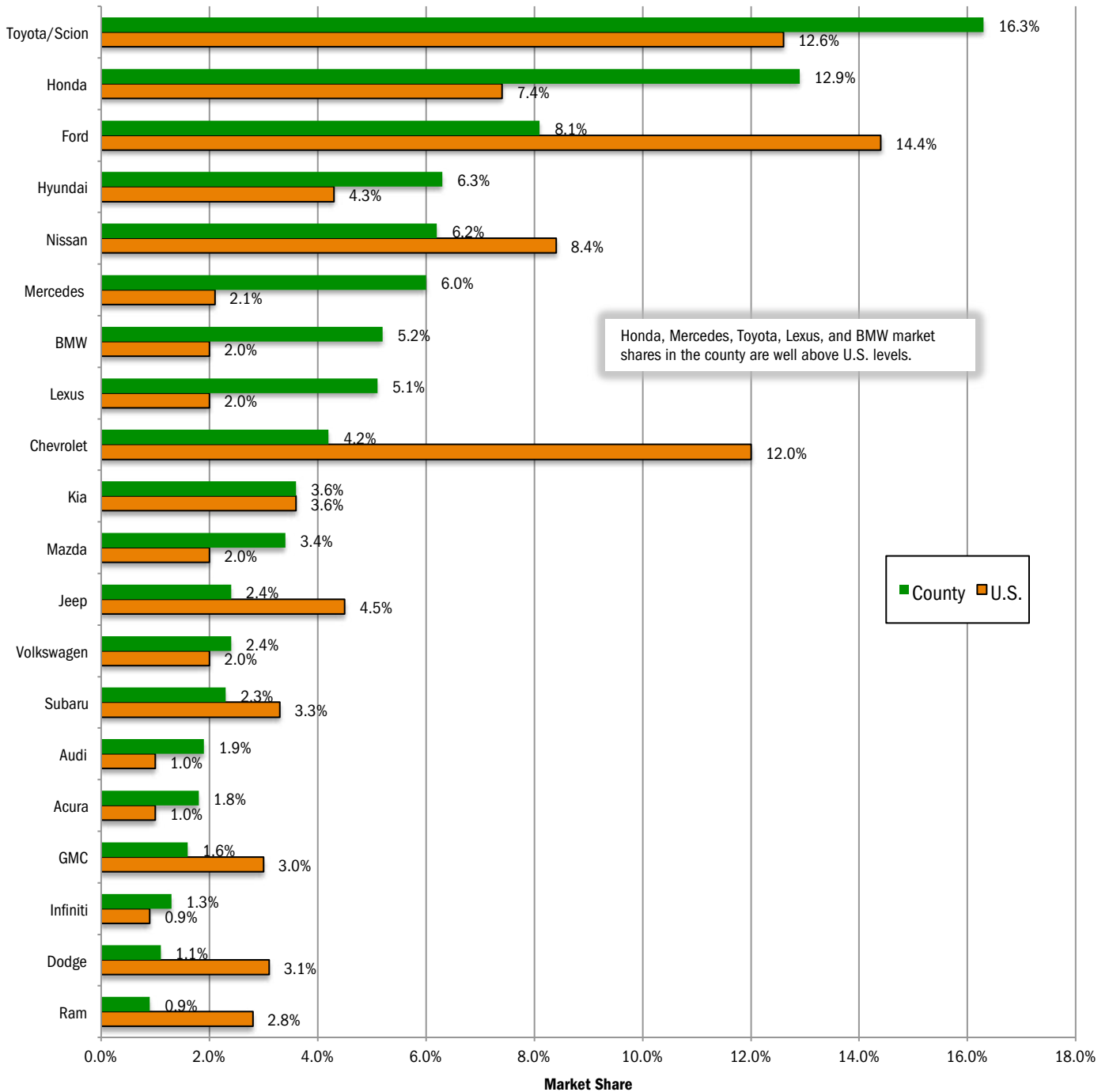
BRAND SCOREBOARD - PART TWO

Toyota and Honda are Leaders in Orange County Market

Honda's county market share is 5.5 points higher than in the Nation.

The graph below provides a comparison of Orange County and U.S. market share during the first three months of this year for the top 20 selling brands in the county. Brands are positioned on the graph from top to bottom based on county market share. Toyota was the county leader, accounting for 16.3% of the market, well above its 12.6% share in the Nation. Honda market share in the county was 12.9%, 5.5 points higher than its U.S. share. Source for Orange County registrations: AutoCount data from Experian Automotive. Source for U.S. sales: Automotive News.

County and U.S. Market Share - YTD 2015 thru March



MODEL SCOREBOARD

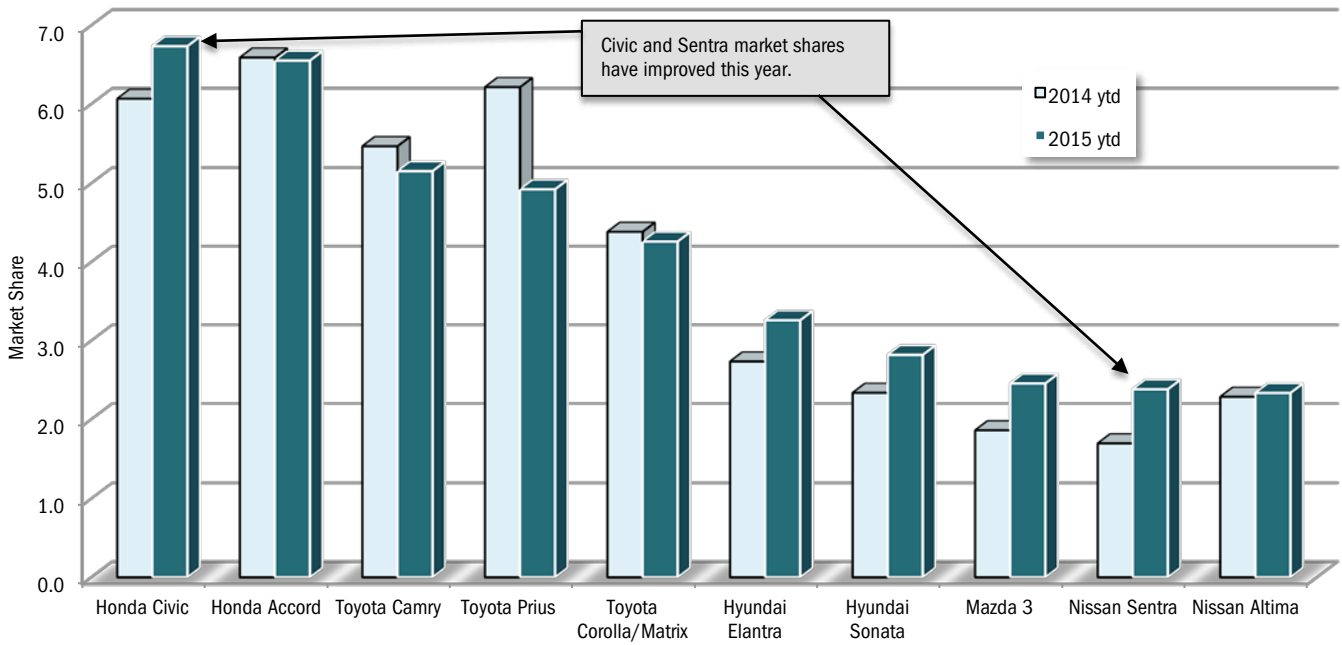
Honda Civic is Best-Seller in County Car Market

Silverado and CR-V market shares increase

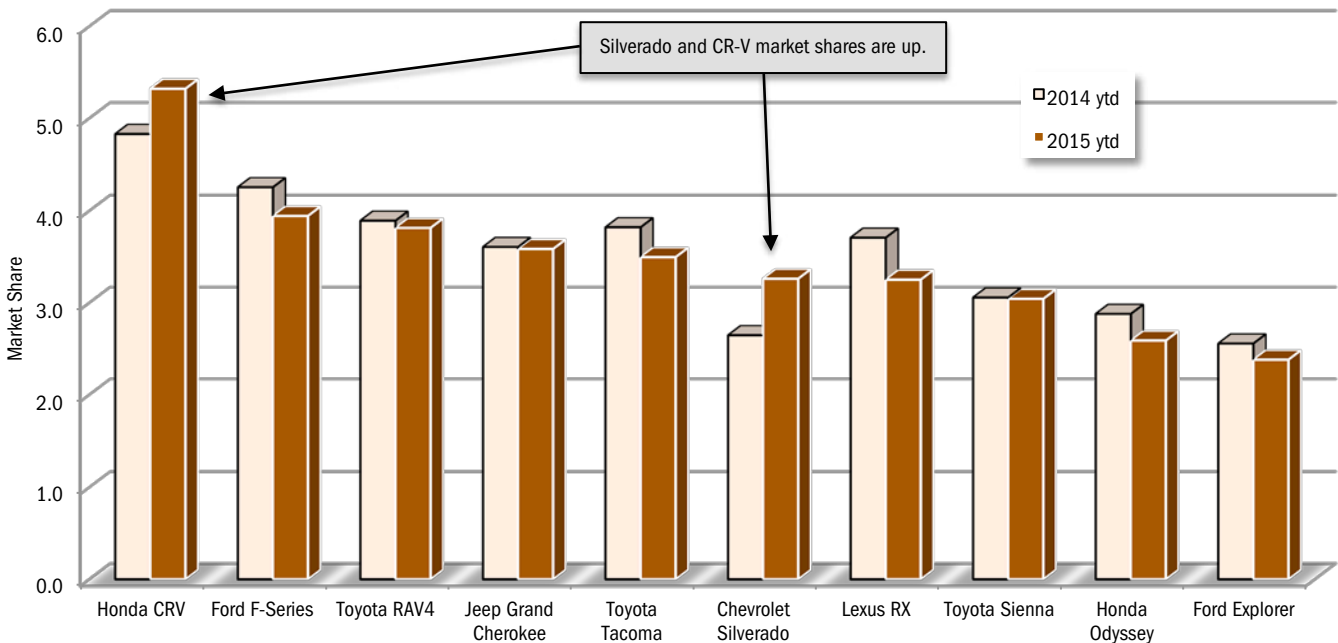
The two graphs below show market shares in the county car and light truck markets during the first three months of 2014 and 2015. Includes the top ten selling car and light truck models.

Data source: AutoCount data from Experian Automotive.

Change in Market Share for Top 10 Selling Cars - YTD 2015 thru March vs. YTD 2014



Change in Market Share for Top 10 Selling Light Trucks - YTD 2015 thru March vs. YTD 2014



COMPARISON OF ORANGE COUNTY AND U.S. MARKETS

Orange County Market Increased 9.3% in First Quarter of '15

U.S. market was up 5.6%

	Orange County Retail Market	U.S. Market*
Market Growth % change in registrations YTD 2015 thru March vs. YTD 2014	9.3%	5.6%
Car Market Share Car share of industry retail light vehicle YTD 2015 thru March	58.7%	46.5%
Domestic Brand Market Share Domestic brand share of industry retail light vehicle registrations - YTD 2015 thru March	21.0%	44.8%

Brand	New Retail Registrations -YTD 2015 thru March				Market Share (YTD 2015 thru March)	
	Orange County		U.S.*		Orange County	U.S.
	Regs.	% ch. from '14	Sales	% ch. from '14		
Acura	825	8.0%	39,644	4.5%	1.8	1.0
Audi	890	13.8%	40,098	13.8%	1.9	1.0
BMW	2,429	20.4%	78,492	8.4%	5.2	2.0
Buick	163	-6.3%	50,497	-4.5%	0.3	1.3
Cadillac	317	-14.1%	37,175	-6.1%	0.7	0.9
Chevrolet	1,981	8.6%	476,556	5.3%	4.2	12.0
Chry Dodge Jeep Ram	2,369	12.4%	494,599	6.5%	5.1	12.5
Chrysler	294	87.3%	81,933	13.0%	0.6	2.1
Dodge	523	-2.1%	123,511	-15.0%	1.1	3.1
Jeep	1,138	6.5%	178,749	22.6%	2.4	4.5
Ram	414	19.3%	110,406	9.3%	0.9	2.8
Fiat	217	2.4%	11,038	-3.4%	0.5	0.3
Ford	3,785	1.5%	570,422	2.1%	8.1	14.4
GMC	731	59.3%	119,811	14.7%	1.6	3.0
Honda	6,005	16.3%	294,299	2.4%	12.9	7.4
Hyundai	2,928	20.1%	172,029	7.5%	6.3	4.3
Infiniti	617	8.2%	33,842	8.4%	1.3	0.9
Jaguar	104	-23.0%	4,336	-8.0%	0.2	0.1
Kia	1,682	6.6%	141,100	6.1%	3.6	3.6
Land Rover	396	5.3%	16,976	29.8%	0.8	0.4
Lexus	2,397	12.0%	77,180	18.6%	5.1	2.0
Lincoln	115	17.3%	21,478	-0.6%	0.2	0.5
Mazda	1,611	14.6%	78,044	0.0%	3.4	2.0
Mercedes	2,809	6.1%	83,715	8.4%	6.0	2.1
MINI	376	3.0%	12,777	47.6%	0.8	0.3
Mitsubishi	269	-6.3%	23,790	19.9%	0.6	0.6
Nissan	2,877	10.0%	333,786	3.1%	6.2	8.4
Porsche	327	8.3%	11,430	12.8%	0.7	0.3
smart	27	-57.1%	1,533	-31.5%	0.1	0.0
Subaru	1,062	18.8%	131,281	16.8%	2.3	3.3
Toyota/Scion	7,609	-0.2%	498,440	9.3%	16.3	12.6
Volkswagen	1,111	-1.9%	79,239	-9.3%	2.4	2.0
Volvo	101	-1.9%	13,722	0.2%	0.2	0.3
Other	591	63.7%	7,617	-13.9%	1.3	0.2

The two tables above provide a comparison of the Orange County and U.S. new light vehicle markets.

*U.S. figures include fleets

Data Source for Orange County: AutoCount data from Experian Automotive. Source for U.S. figures: Automotive News.

Orange County New Retail Car and Light Truck Registrations									
	March			YTD thru March			YTD		
	Orange County			Orange County			Market Share (%)		
	2014	2015	% chg.	2014	2015	% chg.	2014	2015	Chg.
MARKET SUMMARY									
TOTAL	16,077	17,419	8.3%	42,733	46,721	9.3%	0.0	0.0	0.0
Cars	9,815	10,369	5.6%	25,917	27,428	5.8%	60.6	58.7	-1.9
Light Trucks	6,262	7,050	12.6%	16,816	19,293	14.7%	39.4	41.3	1.9
Domestic	3,409	3,616	6.1%	8,978	9,821	9.4%	21.0	21.0	0.0
European	2,901	3,251	12.1%	8,278	9,016	8.9%	19.4	19.3	-0.1
Japanese	8,222	8,930	8.6%	21,461	23,274	8.4%	50.2	49.8	-0.4
Korean	1,545	1,622	5.0%	4,016	4,610	14.8%	9.4	9.9	0.5
BRAND REGISTRATIONS									
Acura	300	287	-4.3%	764	825	8.0%	1.8	1.8	0.0
Audi	255	297	16.5%	782	890	13.8%	1.8	1.9	0.1
BMW	694	808	16.4%	2,018	2,429	20.4%	4.7	5.2	0.5
Buick	68	49	-27.9%	174	163	-6.3%	0.4	0.3	-0.1
Cadillac	143	114	-20.3%	369	317	-14.1%	0.9	0.7	-0.2
Chevrolet	727	743	2.2%	1,824	1,981	8.6%	4.3	4.2	-0.1
C/D/J/R	718	807	12.4%	2,107	2,369	12.4%	4.9	5.1	0.2
Chrysler	52	87	67.3%	157	294	87.3%	0.4	0.6	0.2
Dodge	188	185	-1.6%	534	523	-2.1%	1.2	1.1	-0.1
Jeep	373	384	2.9%	1,069	1,138	6.5%	2.5	2.4	-0.1
Ram	105	151	43.8%	347	414	19.3%	0.8	0.9	0.1
Fiat	103	112	8.7%	212	217	2.4%	0.5	0.5	0.0
Ford	1,421	1,484	4.4%	3,728	3,785	1.5%	8.7	8.1	-0.6
GMC	190	283	48.9%	459	731	59.3%	1.1	1.6	0.5
Honda	1,863	2,333	25.2%	5,163	6,005	16.3%	12.1	12.9	0.8
Hyundai	873	1,027	17.6%	2,438	2,928	20.1%	5.7	6.3	0.6
Infiniti	165	243	47.3%	570	617	8.2%	1.3	1.3	0.0
Jaguar	33	38	15.2%	135	104	-23.0%	0.3	0.2	-0.1
Kia	672	595	-11.5%	1,578	1,682	6.6%	3.7	3.6	-0.1
Land Rover	125	145	16.0%	376	396	5.3%	0.9	0.8	-0.1
Lexus	658	818	24.3%	2,140	2,397	12.0%	5.0	5.1	0.1
Lincoln	42	43	2.4%	98	115	17.3%	0.2	0.2	0.0
Mazda	576	628	9.0%	1,406	1,611	14.6%	3.3	3.4	0.1
Mercedes	940	1,049	11.6%	2,648	2,809	6.1%	6.2	6.0	-0.2
MINI	146	127	-13.0%	365	376	3.0%	0.9	0.8	-0.1
Mitsubishi	135	114	-15.6%	287	269	-6.3%	0.7	0.6	-0.1
Nissan	1,181	1,049	-11.2%	2,616	2,877	10.0%	6.1	6.2	0.1
Porsche	108	116	7.4%	302	327	8.3%	0.7	0.7	0.0
smart	25	7	-72.0%	63	27	-57.1%	0.1	0.1	0.0
Subaru	352	409	16.2%	894	1,062	18.8%	2.1	2.3	0.2
Toyota/Scion	2,992	3,049	1.9%	7,621	7,609	-0.2%	17.8	16.3	-1.5
Volkswagen	388	426	9.8%	1,132	1,111	-1.9%	2.6	2.4	-0.2
Volvo	41	32	-22.0%	103	101	-1.9%	0.2	0.2	0.0
Other	143	187	30.8%	361	591	63.7%	0.8	1.3	0.5

Orange County Auto Outlook

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Explanation of Data

Data presented in Auto Outlook measures new vehicle registrations in Orange County. Monthly recording of registrations occurs when vehicle title information is processed.

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Data Source: AutoCount data from Experian Automotive.