

Orange County Auto Outlook™

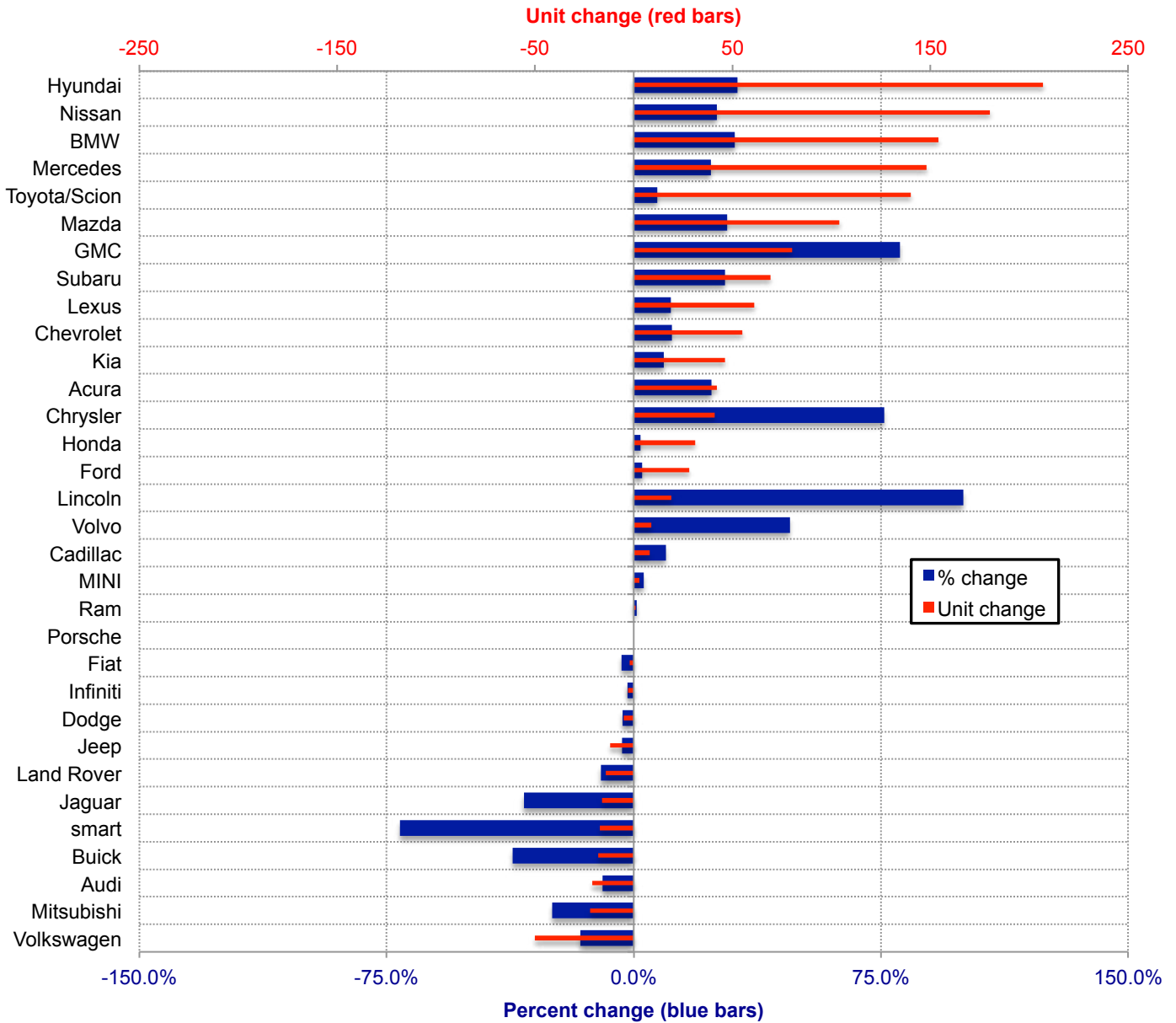
Comprehensive information on the Orange County new retail vehicle market
 Monthly Report - Retail Sales for February 2015 *DOES NOT INCLUDE FLEET SALES*



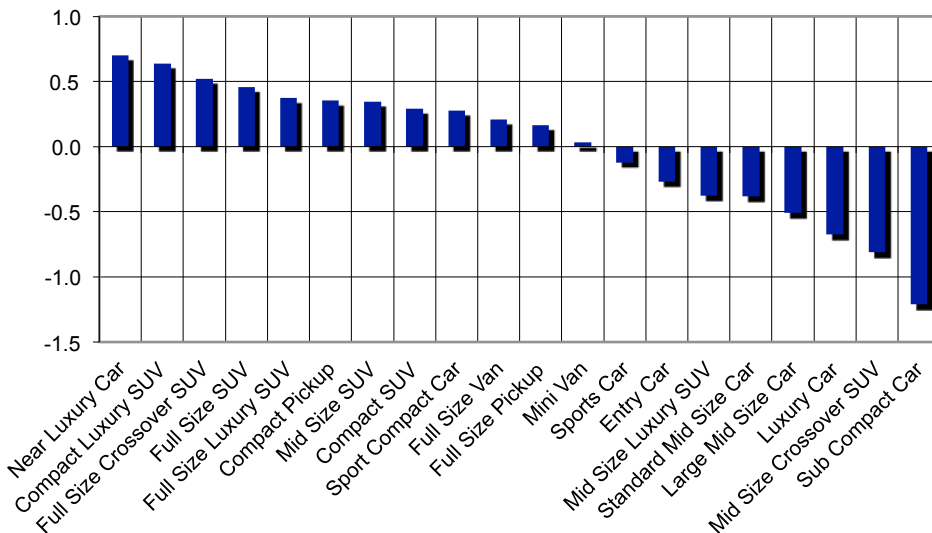
Orange County New Retail Car and Light Truck Registrations												
	February			Three Month Period Dec '14 thru Feb '15			YTD thru February			YTD Market Share (%)		
	Orange County			Orange County			Orange County			Orange County		
	2014	2015	% chg.	Prev.	Curr.	% chg.	2014	2015	% chg.	2014	2015	Chg.
MARKET SUMMARY												
TOTAL	11,594	12,861	10.9%	41,988	45,202	7.7%	26,656	29,302	9.9%			
Cars	6,995	7,524	7.6%	25,584	26,709	4.4%	16,102	17,059	5.9%	60.4	58.2	-2.2
Light Trucks	4,599	5,337	16.0%	16,404	18,493	12.7%	10,554	12,243	16.0%	39.6	41.8	2.2
Domestic	2,476	2,694	8.8%	8,569	9,429	10.0%	5,569	6,205	11.4%	20.9	21.2	0.3
European	2,203	2,397	8.8%	8,729	9,060	3.8%	5,377	5,765	7.2%	20.2	19.7	-0.5
Japanese	5,754	6,356	10.5%	20,640	22,306	8.1%	13,239	14,344	8.3%	49.7	49.0	-0.7
Korean	1,161	1,414	21.8%	4,050	4,407	8.8%	2,471	2,988	20.9%	9.3	10.2	0.9
BRAND REGISTRATIONS												
Acura	178	220	23.6%	715	839	17.3%	464	538	15.9%	1.7	1.8	0.1
Audi	223	202	-9.4%	831	948	14.1%	527	593	12.5%	2.0	2.0	0.0
BMW	502	656	30.7%	2,097	2,582	23.1%	1,324	1,621	22.4%	5.0	5.5	0.5
Buick	49	31	-36.7%	163	166	1.8%	106	114	7.5%	0.4	0.4	0.0
Cadillac	82	90	9.8%	361	312	-13.6%	226	203	-10.2%	0.8	0.7	-0.1
Chevrolet	477	532	11.5%	1,771	1,926	8.8%	1,097	1,238	12.9%	4.1	4.2	0.1
C/D/J/R	652	677	3.8%	2,000	2,371	18.6%	1,389	1,562	12.5%	5.2	5.3	0.1
Chrysler	54	95	75.9%	157	305	94.3%	105	207	97.1%	0.4	0.7	0.3
Dodge	147	142	-3.4%	485	527	8.7%	346	338	-2.3%	1.3	1.2	-0.1
Jeep	341	329	-3.5%	1,005	1,138	13.2%	696	754	8.3%	2.6	2.6	0.0
Ram	110	111	0.9%	353	401	13.6%	242	263	8.7%	0.9	0.9	0.0
Fiat	54	52	-3.7%	158	168	6.3%	109	105	-3.7%	0.4	0.4	0.0
Ford	1,070	1,098	2.6%	3,550	3,494	-1.6%	2,307	2,301	-0.3%	8.7	7.9	-0.8
GMC	99	179	80.8%	415	662	59.5%	269	448	66.5%	1.0	1.5	0.5
Honda	1,510	1,541	2.1%	5,147	5,706	10.9%	3,300	3,672	11.3%	12.4	12.5	0.1
Hyundai	658	865	31.5%	2,592	2,836	9.4%	1,565	1,901	21.5%	5.9	6.5	0.6
Infiniti	155	152	-1.9%	634	602	-5.0%	405	374	-7.7%	1.5	1.3	-0.2
Jaguar	48	32	-33.3%	144	90	-37.5%	102	66	-35.3%	0.4	0.2	-0.2
Kia	503	549	9.1%	1,458	1,571	7.8%	906	1,087	20.0%	3.4	3.7	0.3
Land Rover	140	126	-10.0%	357	334	-6.4%	251	251	0.0%	0.9	0.9	0.0
Lexus	544	605	11.2%	2,235	2,443	9.3%	1,482	1,579	6.5%	5.6	5.4	-0.2
Lincoln	19	38	100.0%	90	114	26.7%	56	72	28.6%	0.2	0.2	0.0
Mazda	368	472	28.3%	1,373	1,533	11.7%	830	983	18.4%	3.1	3.4	0.3
Mercedes	632	780	23.4%	3,003	2,636	-12.2%	1,708	1,760	3.0%	6.4	6.0	-0.4
MINI	98	101	3.1%	323	368	13.9%	219	249	13.7%	0.8	0.8	0.0
Mitsubishi	89	67	-24.7%	252	243	-3.6%	152	155	2.0%	0.6	0.5	-0.1
Nissan	715	895	25.2%	2,358	2,696	14.3%	1,435	1,828	27.4%	5.4	6.2	0.8
Porsche	100	100	0.0%	319	367	15.0%	194	211	8.8%	0.7	0.7	0.0
smart	24	7	-70.8%	47	34	-27.7%	38	20	-47.4%	0.1	0.1	0.0
Subaru	250	319	27.6%	830	1,006	21.2%	542	653	20.5%	2.0	2.2	0.2
Toyota/Scion	1,945	2,085	7.2%	7,096	7,236	2.0%	4,629	4,560	-1.5%	17.4	15.6	-1.8
Volkswagen	309	259	-16.2%	1,192	1,192	0.0%	744	685	-7.9%	2.8	2.3	-0.5
Volvo	19	28	47.4%	109	117	7.3%	62	69	11.3%	0.2	0.2	0.0
Other	82	103	25.6%	368	610	65.8%	218	404	85.3%	0.8	1.4	0.6

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 (February 2015 vs. February 2014)



Change in Segment Market Share - YTD 2015 thru February 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.