

Orange County Auto Outlook™

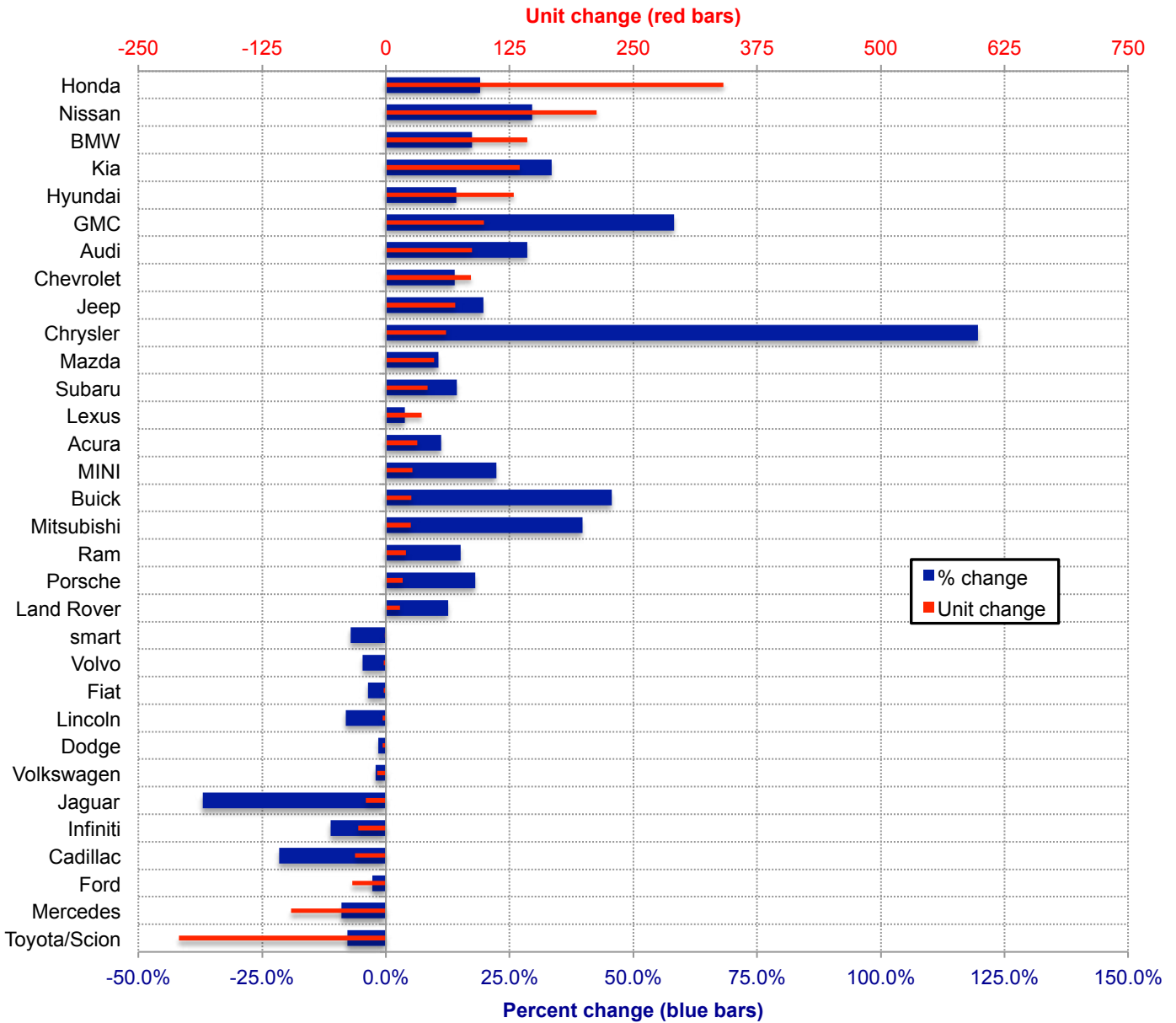
Comprehensive information on the Orange County new retail vehicle market
 Monthly Report - Retail Sales for January 2015 *DOES NOT INCLUDE FLEET SALES*



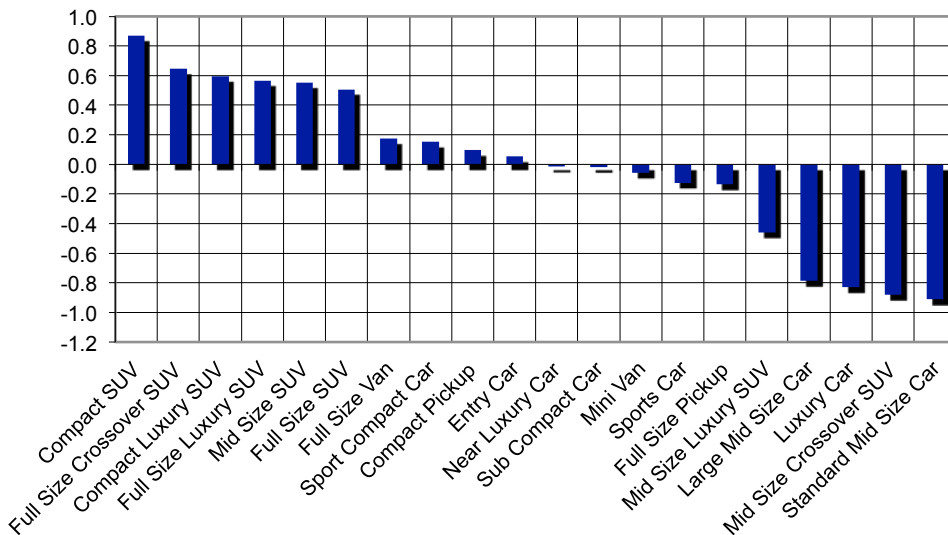
Orange County New Retail Car and Light Truck Registrations												
	January			Three Month Period Nov '14 thru Jan '15			Annual Totals			Annual Market Share (%)		
	Orange County			Orange County			Orange County			Orange County		
	2014	2015	% chg.	Prev.	Curr.	% chg.	2013	2014	% chg.	2013	2014	Chg.
MARKET SUMMARY												
TOTAL	15,062	16,441	9.2%	42,598	45,230	6.2%	165,478	176,803	6.8%			
Cars	9,107	9,535	4.7%	26,195	27,014	3.1%	103,125	108,264	5.0%	62.3	61.2	-1.1
Light Trucks	5,955	6,906	16.0%	16,403	18,216	11.1%	62,353	68,539	9.9%	37.7	38.8	1.1
Domestic	3,093	3,511	13.5%	8,501	9,460	11.3%	32,601	36,601	12.3%	19.7	20.7	1.0
European	3,174	3,368	6.1%	9,168	9,183	0.2%	33,311	33,659	1.0%	20.1	19.0	-1.1
Japanese	7,485	7,988	6.7%	20,841	22,390	7.4%	82,186	89,677	9.1%	49.7	50.7	1.1
Korean	1,310	1,574	20.2%	4,088	4,197	2.7%	17,380	16,866	-3.0%	10.5	9.5	-1.0
BRAND REGISTRATIONS												
Acura	286	318	11.2%	755	851	12.7%	2,676	2,861	6.9%	1.6	1.6	0.0
Audi	304	391	28.6%	816	1,013	24.1%	3,249	3,600	10.8%	2.0	2.0	0.0
BMW	822	965	17.4%	2,161	2,612	20.9%	8,110	8,337	2.8%	4.9	4.7	-0.2
Buick	57	83	45.6%	182	189	3.8%	745	662	-11.1%	0.5	0.4	-0.1
Cadillac	144	113	-21.5%	373	305	-18.2%	1,414	1,384	-2.1%	0.9	0.8	-0.1
Chevrolet	620	706	13.9%	1,817	1,988	9.4%	6,683	7,723	15.6%	4.0	4.4	0.4
C/D/J/R	737	885	20.1%	1,827	2,435	33.3%	7,331	9,023	23.1%	4.4	5.1	0.7
Chrysler	51	112	119.6%	140	282	101.4%	740	712	-3.8%	0.4	0.4	0.0
Dodge	199	196	-1.5%	460	555	20.7%	2,044	2,216	8.4%	1.2	1.3	0.1
Jeep	355	425	19.7%	901	1,143	26.9%	3,513	4,489	27.8%	2.1	2.5	0.4
Ram	132	152	15.2%	326	455	39.6%	1,034	1,606	55.3%	0.6	0.9	0.3
Fiat	55	53	-3.6%	142	222	56.3%	532	1,030	93.6%	0.3	0.6	0.3
Ford	1,237	1,203	-2.7%	3,490	3,398	-2.6%	13,581	14,311	5.4%	8.2	8.1	-0.1
GMC	170	269	58.2%	475	656	38.1%	1,802	2,151	19.4%	1.1	1.2	0.1
Honda	1,790	2,131	19.1%	5,209	5,802	11.4%	21,507	22,743	5.7%	13.0	12.9	-0.1
Hyundai	907	1,036	14.2%	2,704	2,653	-1.9%	10,564	9,693	-8.2%	6.4	5.5	-0.9
Infiniti	250	222	-11.2%	635	624	-1.7%	2,017	2,160	7.1%	1.2	1.2	0.0
Jaguar	54	34	-37.0%	123	91	-26.0%	367	406	10.6%	0.2	0.2	0.0
Kia	403	538	33.5%	1,384	1,544	11.6%	6,816	7,173	5.2%	4.1	4.1	0.0
Land Rover	111	125	12.6%	309	284	-8.1%	1,198	1,166	-2.7%	0.7	0.7	0.0
Lexus	938	974	3.8%	2,221	2,354	6.0%	6,924	8,151	17.7%	4.2	4.6	0.4
Lincoln	37	34	-8.1%	102	118	15.7%	350	401	14.6%	0.2	0.2	0.0
Mazda	462	511	10.6%	1,355	1,553	14.6%	5,000	5,739	14.8%	3.0	3.2	0.2
Mercedes	1,076	980	-8.9%	3,411	2,483	-27.2%	10,354	10,225	-1.2%	6.3	5.8	-0.5
MINI	121	148	22.3%	314	398	26.8%	1,541	1,466	-4.9%	0.9	0.8	-0.1
Mitsubishi	63	88	39.7%	235	212	-9.8%	1,096	1,069	-2.5%	0.7	0.6	-0.1
Nissan	720	933	29.6%	2,381	2,522	5.9%	10,113	10,538	4.2%	6.1	6.0	-0.1
Porsche	94	111	18.1%	304	378	24.3%	1,126	1,334	18.5%	0.7	0.8	0.1
smart	14	13	-7.1%	45	41	-8.9%	198	243	22.7%	0.1	0.1	0.0
Subaru	292	334	14.4%	823	989	20.2%	2,794	3,711	32.8%	1.7	2.1	0.4
Toyota/Scion	2,684	2,475	-7.8%	7,227	7,481	3.5%	30,035	32,705	8.9%	18.2	18.5	0.3
Volkswagen	435	426	-2.1%	1,282	1,283	0.1%	5,731	4,666	-18.6%	3.5	2.6	-0.9
Volvo	43	41	-4.7%	126	123	-2.4%	519	427	-17.7%	0.3	0.2	-0.1
Other	136	301	121.3%	370	628	69.7%	1,105	1,705	54.3%	0.7	1.0	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 (January 2015 vs. January 2014)



Change in Segment Market Share - January 2015 vs. January 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.