

Orange County Auto Outlook™

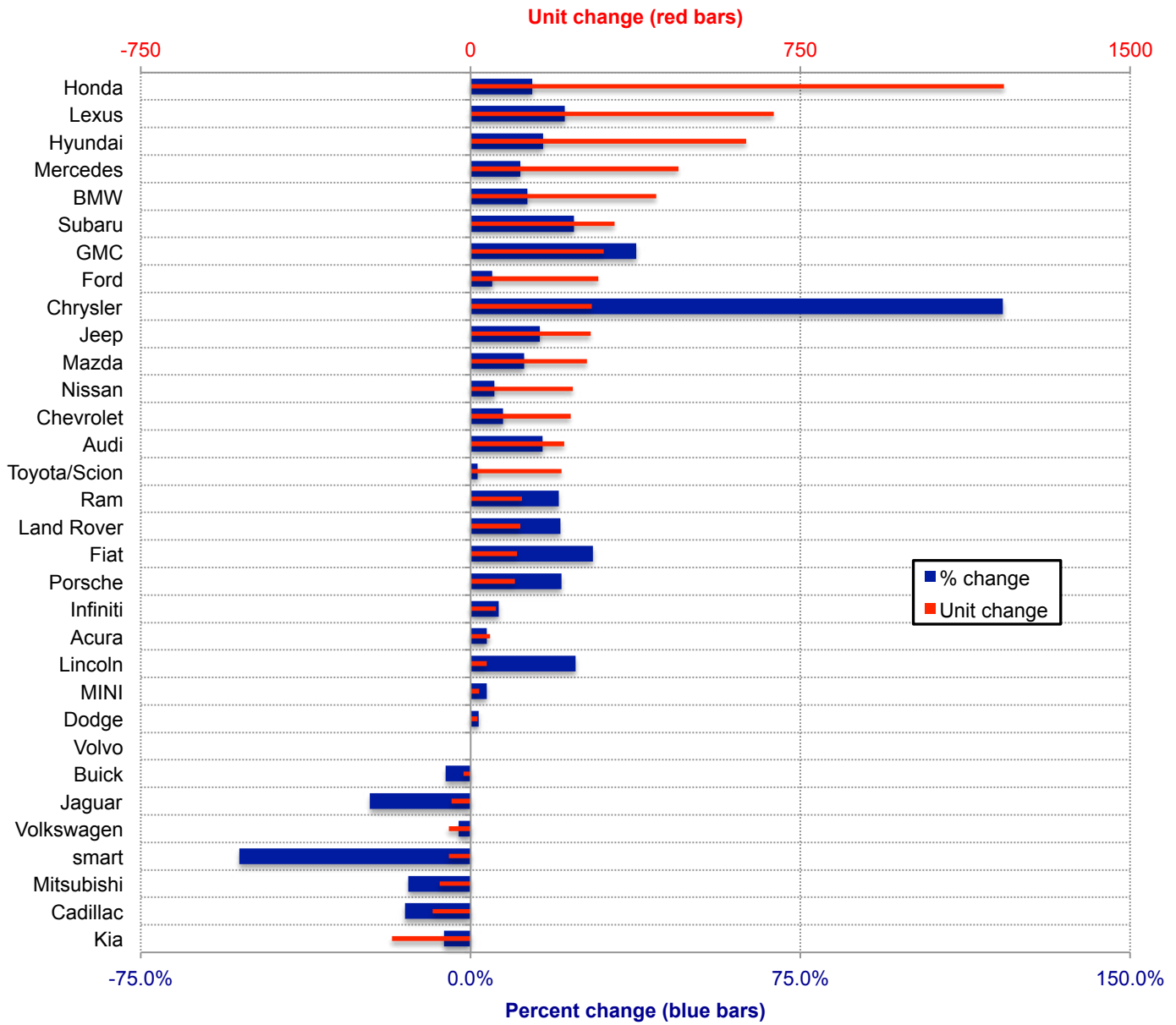
Comprehensive information on the Orange County new retail vehicle market
 Monthly Report - Retail Sales for May 2015 *DOES NOT INCLUDE FLEET SALES*



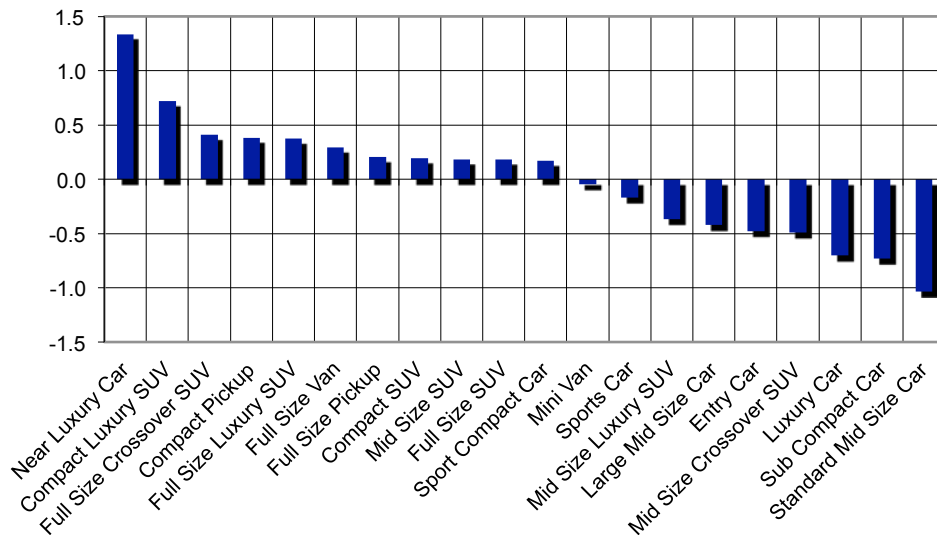
Orange County New Retail Car and Light Truck Registrations												
	May			Three Month Period Mar '15 thru May '15			YTD thru May			YTD Market Share (%)		
	Orange County			Orange County			Orange County			Orange County		
	2014	2015	% chg.	Prev.	Curr.	% chg.	2014	2015	% chg.	2014	2015	Chg.
MARKET SUMMARY												
TOTAL	13,190	14,596	10.7%	43,038	46,903	9.0%	69,694	76,205	9.3%			
Cars	8,126	8,486	4.4%	26,433	27,905	5.6%	42,535	44,964	5.7%	61.0	59.0	-2.0
Light Trucks	5,064	6,110	20.7%	16,605	18,998	14.4%	27,159	31,241	15.0%	39.0	41.0	2.0
Domestic	2,716	3,320	22.2%	8,979	10,006	11.4%	14,548	16,211	11.4%	20.9	21.3	0.4
European	2,443	2,808	14.9%	7,908	8,954	13.2%	13,285	14,719	10.8%	19.1	19.3	0.3
Japanese	6,756	7,325	8.4%	21,884	23,745	8.5%	35,123	38,089	8.4%	50.4	50.0	-0.4
Korean	1,275	1,143	-10.4%	4,267	4,198	-1.6%	6,738	7,186	6.6%	9.7	9.4	-0.2
BRAND REGISTRATIONS												
Acura	228	196	-14.0%	738	708	-4.1%	1,202	1,246	3.7%	1.7	1.6	-0.1
Audi	254	310	22.0%	779	926	18.9%	1,306	1,519	16.3%	1.9	2.0	0.1
BMW	623	620	-0.5%	1,949	2,074	6.4%	3,273	3,695	12.9%	4.7	4.8	0.1
Buick	57	59	3.5%	176	152	-13.6%	282	266	-5.7%	0.4	0.3	-0.1
Cadillac	108	83	-23.1%	348	285	-18.1%	574	488	-15.0%	0.8	0.6	-0.2
Chevrolet	603	743	23.2%	1,972	2,058	4.4%	3,069	3,296	7.4%	4.4	4.3	-0.1
C/D/J/R	630	968	53.7%	2,055	2,564	24.8%	3,444	4,126	19.8%	4.9	5.4	0.5
Chrysler	36	120	233.3%	123	297	141.5%	228	504	121.1%	0.3	0.7	0.4
Dodge	174	211	21.3%	548	572	4.4%	894	910	1.8%	1.3	1.2	-0.1
Jeep	306	480	56.9%	1,041	1,256	20.7%	1,737	2,010	15.7%	2.5	2.6	0.1
Ram	114	157	37.7%	343	439	28.0%	585	702	20.0%	0.8	0.9	0.1
Fiat	74	78	5.4%	272	382	40.4%	381	487	27.8%	0.5	0.6	0.1
Ford	1,085	1,168	7.6%	3,564	3,860	8.3%	5,871	6,161	4.9%	8.4	8.1	-0.3
GMC	165	202	22.4%	533	656	23.1%	802	1,104	37.7%	1.2	1.4	0.2
Honda	1,704	1,902	11.6%	5,360	6,201	15.7%	8,660	9,873	14.0%	12.4	13.0	0.6
Hyundai	664	652	-1.8%	2,246	2,537	13.0%	3,811	4,438	16.5%	5.5	5.8	0.3
Infiniti	149	173	16.1%	487	575	18.1%	892	949	6.4%	1.3	1.2	-0.1
Jaguar	29	23	-20.7%	90	82	-8.9%	192	148	-22.9%	0.3	0.2	-0.1
Kia	611	491	-19.6%	2,021	1,661	-17.8%	2,927	2,748	-6.1%	4.2	3.6	-0.6
Land Rover	89	138	55.1%	304	417	37.2%	555	668	20.4%	0.8	0.9	0.1
Lexus	481	668	38.9%	1,736	2,328	34.1%	3,218	3,907	21.4%	4.6	5.1	0.5
Lincoln	31	41	32.3%	99	120	21.2%	155	192	23.9%	0.2	0.3	0.1
Mazda	421	408	-3.1%	1,359	1,471	8.2%	2,189	2,454	12.1%	3.1	3.2	0.1
Mercedes	742	952	28.3%	2,488	2,908	16.9%	4,196	4,668	11.2%	6.0	6.1	0.1
MINI	104	110	5.8%	333	323	-3.0%	552	572	3.6%	0.8	0.8	0.0
Mitsubishi	106	72	-32.1%	348	274	-21.3%	500	429	-14.2%	0.7	0.6	-0.1
Nissan	836	818	-2.2%	2,875	2,715	-5.6%	4,310	4,543	5.4%	6.2	6.0	-0.2
Porsche	103	129	25.2%	296	380	28.4%	490	591	20.6%	0.7	0.8	0.1
smart	12	10	-16.7%	57	25	-56.1%	95	45	-52.6%	0.1	0.1	0.0
Subaru	255	319	25.1%	853	1,069	25.3%	1,395	1,722	23.4%	2.0	2.3	0.3
Toyota/Scion	2,576	2,769	7.5%	8,128	8,404	3.4%	12,757	12,964	1.6%	18.3	17.0	-1.3
Volkswagen	362	342	-5.5%	1,110	1,119	0.8%	1,854	1,804	-2.7%	2.7	2.4	-0.3
Volvo	19	29	52.6%	99	92	-7.1%	161	161	0.0%	0.2	0.2	0.0
Other	69	123	78.3%	363	537	47.9%	581	941	62.0%	0.8	1.2	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 May vs. YTD 2014)



Change in Segment Market Share - YTD 2015 thru May 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.