

## ORANGE COUNTY AUTO OUTLOOK™

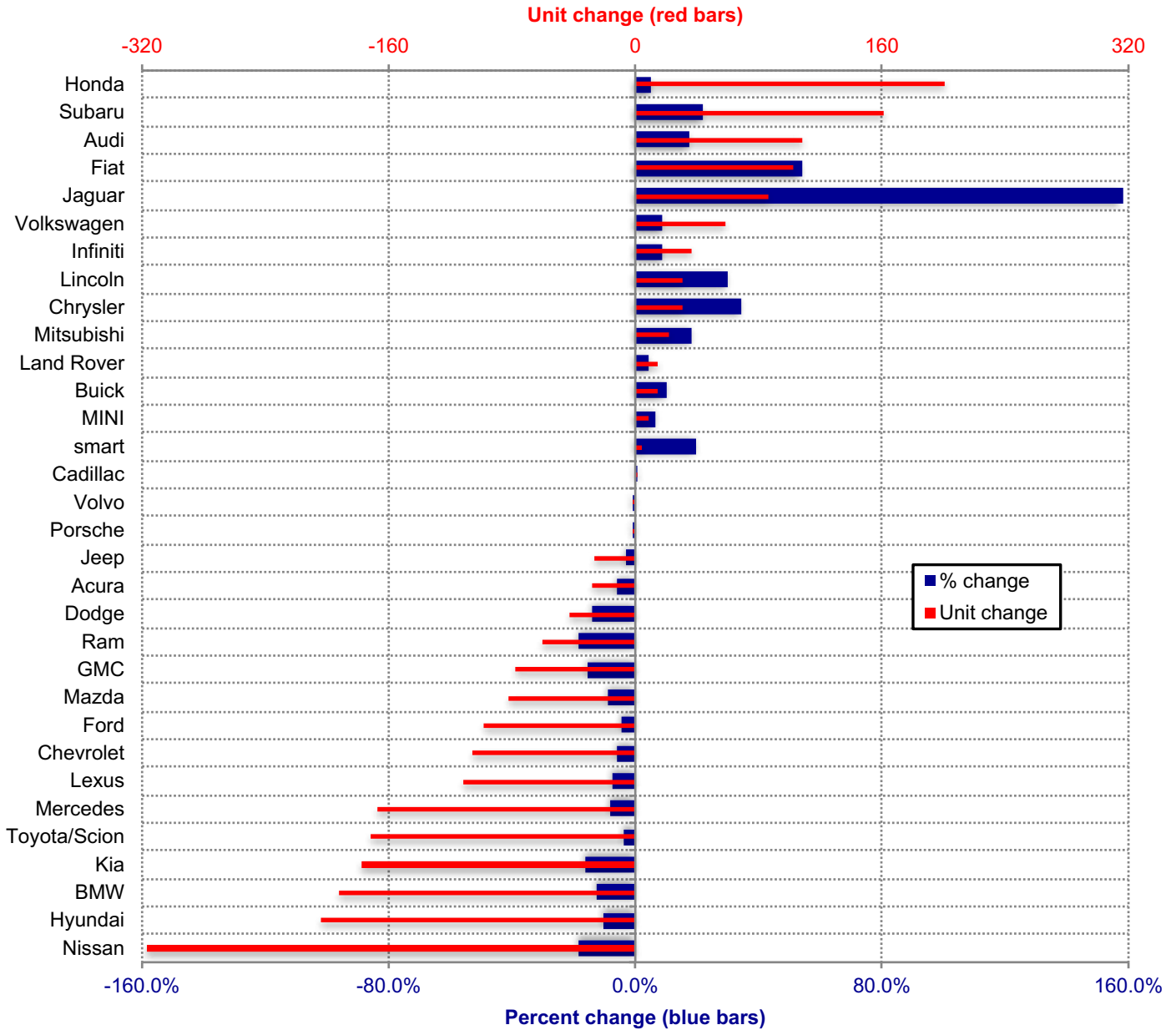
2017

Orange County New Retail Automotive Market Data - Retail Sales \*Does Not Include Fleet Sales

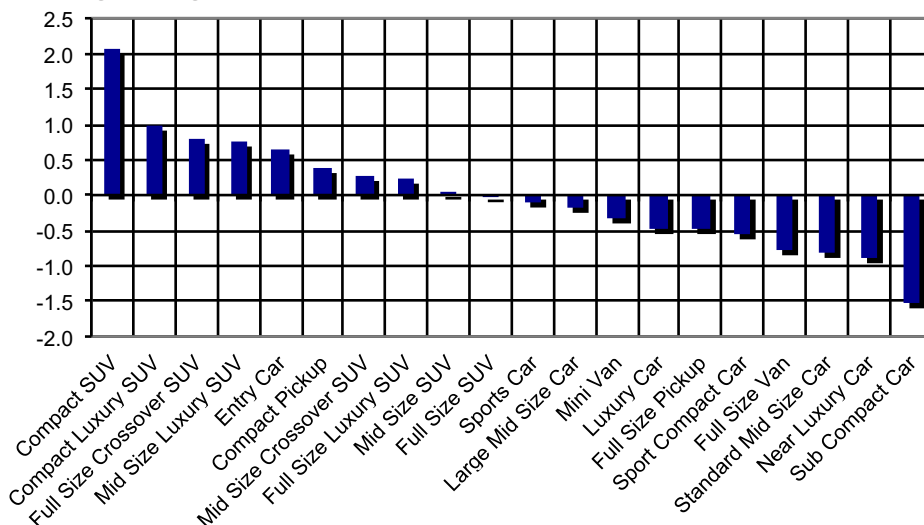
Orange County New Retail Car and Light Truck Registrations												
	February			Three Month Period Dec. '16 thru Feb. '17			Year-to-date thru February			YTD Market Share (%)		
	Orange County			Orange County			Orange County			Orange County		
	2016	2017	% chg.	Yr. Ago	Current	% chg.	2016	2017	% chg.	2016	2017	Chg.
<b>MARKET SUMMARY</b>												
TOTAL	12,987	12,947	-0.3%	47,211	45,531	-3.6%	31,008	30,209	-2.6%			
Cars	7,153	6,622	-7.4%	26,320	23,466	-10.8%	17,082	15,481	-9.4%	55.1	51.2	-3.8
Light Trucks	5,834	6,325	8.4%	20,891	22,065	5.6%	13,926	14,728	5.8%	44.9	48.8	3.8
Domestic	2,776	2,948	6.2%	10,248	9,827	-4.1%	6,766	6,581	-2.7%	21.8	21.8	0.0
European	2,435	2,285	-6.2%	9,353	9,199	-1.6%	6,115	6,173	0.9%	19.7	20.4	0.7
Japanese	6,611	6,598	-0.2%	23,130	22,278	-3.7%	15,061	14,770	-1.9%	48.6	48.9	0.3
Korean	1,165	1,116	-4.2%	4,480	4,227	-5.6%	3,066	2,685	-12.4%	9.9	8.9	-1.0
<b>BRAND REGISTRATIONS</b>												
Acura	208	165	-20.7%	673	651	-3.3%	452	424	-6.2%	1.5	1.4	-0.1
Audi	263	294	11.8%	963	1,071	11.2%	606	714	17.8%	2.0	2.4	0.4
BMW	532	474	-10.9%	2,373	1,949	-17.9%	1,546	1,354	-12.4%	5.0	4.5	-0.5
Buick	67	55	-17.9%	209	221	5.7%	141	155	9.9%	0.5	0.5	0.0
Cadillac	78	87	11.5%	359	348	-3.1%	222	224	0.9%	0.7	0.7	0.0
Chevrolet	769	816	6.1%	2,550	2,356	-7.6%	1,696	1,590	-6.3%	5.5	5.3	-0.2
C/D/J/R	687	658	-4.2%	2,309	2,272	-1.6%	1,576	1,475	-6.4%	5.1	4.9	-0.2
Chrysler	41	51	24.4%	146	189	29.5%	87	117	34.5%	0.3	0.4	0.1
Dodge	149	135	-9.4%	478	415	-13.2%	313	270	-13.7%	1.0	0.9	-0.1
Jeep	349	359	2.9%	1,214	1,254	3.3%	848	821	-3.2%	2.7	2.7	0.0
Ram	148	113	-23.6%	471	414	-12.1%	328	267	-18.6%	1.1	0.9	-0.2
Fiat	91	129	41.8%	284	457	60.9%	191	294	53.9%	0.6	1.0	0.4
Ford	882	1,007	14.2%	3,426	3,190	-6.9%	2,183	2,085	-4.5%	7.0	6.9	-0.1
GMC	211	190	-10.0%	741	633	-14.6%	512	434	-15.2%	1.7	1.4	-0.3
Honda	1,938	2,044	5.5%	6,200	6,516	5.1%	4,189	4,390	4.8%	13.5	14.5	1.0
Hyundai	682	693	1.6%	2,875	2,801	-2.6%	1,955	1,751	-10.4%	6.3	5.8	-0.5
Infiniti	165	163	-1.2%	672	712	6.0%	429	465	8.4%	1.4	1.5	0.1
Jaguar	22	66	200.0%	97	230	137.1%	55	142	158.2%	0.2	0.5	0.3
Kia	483	423	-12.4%	1,605	1,426	-11.2%	1,111	934	-15.9%	3.6	3.1	-0.5
Land Rover	155	153	-1.3%	531	518	-2.4%	350	364	4.0%	1.1	1.2	0.1
Lexus	561	453	-19.3%	2,348	2,117	-9.8%	1,459	1,347	-7.7%	4.7	4.5	-0.2
Lincoln	44	47	6.8%	161	183	13.7%	100	130	30.0%	0.3	0.4	0.1
Maserati	33	46	39.4%	140	181	29.3%	68	114	67.6%	0.2	0.4	0.2
Mazda	376	368	-2.1%	1,518	1,237	-18.5%	909	826	-9.1%	2.9	2.7	-0.2
Mercedes	745	615	-17.4%	2,981	2,805	-5.9%	2,021	1,854	-8.3%	6.5	6.1	-0.4
MINI	64	57	-10.9%	257	219	-14.8%	144	153	6.3%	0.5	0.5	0.0
Mitsubishi	56	67	19.6%	199	198	-0.5%	121	143	18.2%	0.4	0.5	0.1
Nissan	747	693	-7.2%	2,501	2,124	-15.1%	1,696	1,379	-18.7%	5.5	4.6	-0.9
Porsche	137	107	-21.9%	363	360	-0.8%	241	239	-0.8%	0.8	0.8	0.0
smart	12	10	-16.7%	34	31	-8.8%	20	24	20.0%	0.1	0.1	0.0
Subaru	344	437	27.0%	1,148	1,282	11.7%	747	908	21.6%	2.4	3.0	0.6
Toyota/Scion	2,216	2,208	-0.4%	7,871	7,441	-5.5%	5,059	4,888	-3.4%	16.3	16.2	-0.1
Volkswagen	298	271	-9.1%	1,040	1,105	6.3%	676	734	8.6%	2.2	2.4	0.2
Volvo	56	44	-21.4%	202	203	0.5%	139	138	-0.7%	0.4	0.5	0.1
Other	65	107	64.6%	581	694	19.4%	394	537	36.3%	1.3	1.8	0.5

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: AutoCount data from Experian.

### Change in New Retail Light Vehicle Registrations (YTD 2017 thru February vs. YTD 2016)



### Change in Segment Market Share - YTD 2017 thru February vs. YTD 2016



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.