

Orange County Auto Outlook™

Comprehensive information on the Orange County new retail vehicle market
 Monthly Report - Retail Sales for August 2012 **"DOES NOT INCLUDE FLEET SALES"**

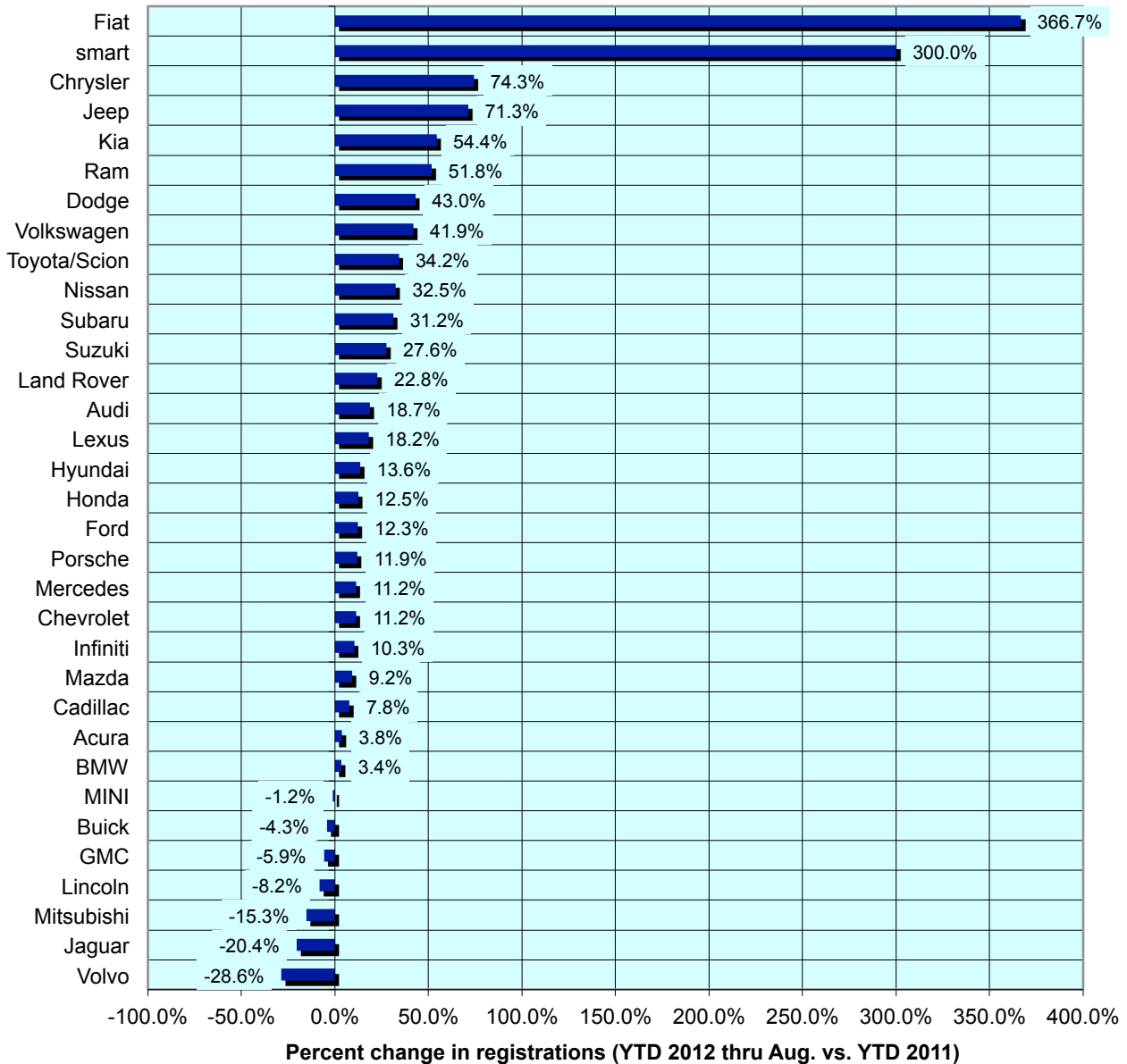


Orange County New Retail Car and Light Truck Registrations

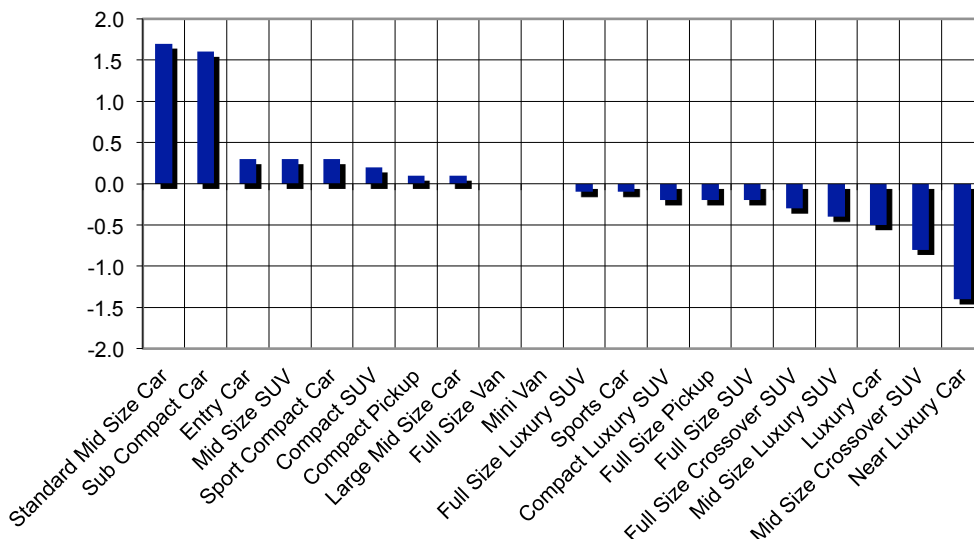
	August				Three Month Period June '12 thru August '12				YTD thru August				YTD Market Share (%)		
	Orange County			U.S.	Orange County			U.S.	Orange County			U.S.	Orange County		
	2011	2012	% chg.	% chg.	2011	2012	% chg.	% chg.	2011	2012	% chg.	% chg.	2011	2012	Chg.
MARKET SUMMARY															
TOTAL	9,424	11,459	21.6%	18.9%	28,590	39,185	37.1%	18.7%	79,720	96,179	20.6%	12.2%			
Cars	5,612	7,144	27.3%	27.2%	17,185	24,192	40.8%	23.4%	48,396	60,089	24.2%	14.7%	60.7	62.5	1.8
Light Trucks	3,812	4,315	13.2%	10.9%	11,405	14,993	31.5%	14.0%	31,324	36,090	15.2%	9.6%	39.3	37.5	-1.8
Domestic	1,974	2,123	7.5%	9.6%	5,971	7,645	28.0%	10.0%	15,681	18,622	18.8%	9.7%	19.7	19.4	-0.3
European	2,090	2,346	12.2%	18.7%	6,696	7,973	19.1%	15.8%	17,348	20,041	15.5%	16.8%	21.8	20.8	-1.0
Japanese	4,108	5,668	38.0%	32.4%	12,271	19,305	57.3%	33.0%	38,134	46,694	22.4%	13.4%	47.8	48.5	0.7
Korean	1,252	1,322	5.6%	9.2%	3,652	4,262	16.7%	7.6%	8,557	10,822	26.5%	12.7%	10.7	11.3	0.6
BRAND REGISTRATIONS															
Acura	146	146	0.0%	54.6%	429	575	34.0%	53.0%	1,324	1,374	3.8%	11.7%	1.7	1.4	-0.3
Audi	206	253	22.8%	25.0%	623	771	23.8%	22.9%	1,635	1,940	18.7%	19.3%	2.1	2.0	-0.1
BMW	466	471	1.1%	-16.4%	1,541	1,625	5.5%	-6.3%	3,987	4,123	3.4%	1.5%	5.0	4.3	-0.7
Buick	38	38	0.0%	8.1%	140	168	20.0%	6.3%	397	380	-4.3%	-2.4%	0.5	0.4	-0.1
Cadillac	85	125	47.1%	24.4%	260	299	15.0%	8.7%	778	839	7.8%	-4.8%	1.0	0.9	-0.1
Chevrolet	428	446	4.2%	6.2%	1,246	1,653	32.7%	5.8%	3,515	3,910	11.2%	2.6%	4.4	4.1	-0.3
C/D/J/R	430	529	23.0%	14.1%	1,201	1,935	61.1%	22.3%	2,870	4,641	61.7%	29.5%	3.6	4.8	1.2
Chrysler	56	56	0.0%	11.7%	158	234	48.1%	24.2%	334	582	74.3%	41.9%	0.4	0.6	0.2
Dodge	102	128	25.5%	-1.5%	310	466	50.3%	10.2%	776	1,110	43.0%	21.4%	1.0	1.2	0.2
Jeep	219	289	32.0%	18.1%	599	1,029	71.8%	26.9%	1,422	2,436	71.3%	32.9%	1.8	2.5	0.7
Ram	53	56	5.7%	31.2%	134	206	53.7%	29.7%	338	513	51.8%	24.9%	0.4	0.5	0.1
FIAT	25	48	92.0%	186.9%	69	165	139.1%	236.9%	81	378	366.7%	520.1%	0.1	0.4	0.3
Ford	816	832	2.0%	8.4%	2,634	3,048	15.7%	7.4%	6,708	7,533	12.3%	9.1%	8.4	7.8	-0.6
GMC	149	135	-9.4%	7.3%	400	467	16.8%	4.0%	1,177	1,107	-5.9%	0.8%	1.5	1.2	-0.3
Honda	926	1,434	54.9%	59.3%	3,290	4,935	50.0%	42.5%	10,884	12,249	12.5%	12.7%	13.7	12.7	-1.0
Hyundai	862	723	-16.1%	3.7%	2,452	2,561	4.4%	5.0%	5,856	6,653	13.6%	7.1%	7.3	6.9	-0.4
Infiniti	123	247	100.8%	77.0%	352	611	73.6%	63.9%	1,149	1,267	10.3%	14.0%	1.4	1.3	-0.1
Jaguar	28	27	-3.6%	-5.3%	114	70	-38.6%	-18.9%	265	211	-20.4%	-7.3%	0.3	0.2	-0.1
Kia	390	599	53.6%	16.3%	1,200	1,701	41.8%	10.9%	2,701	4,169	54.4%	20.2%	3.4	4.3	0.9
Land Rover	57	90	57.9%	30.6%	198	279	40.9%	19.8%	561	689	22.8%	20.0%	0.7	0.7	0.0
Lexus	361	447	23.8%	25.5%	913	1,492	63.4%	45.0%	3,009	3,556	18.2%	11.3%	3.8	3.7	-0.1
Lincoln	28	18	-35.7%	13.6%	90	75	-16.7%	7.4%	231	212	-8.2%	4.9%	0.3	0.2	-0.1
Mazda	266	337	26.7%	0.1%	785	908	15.7%	4.9%	1,924	2,101	9.2%	5.3%	2.4	2.2	-0.2
Mercedes	711	614	-13.6%	5.1%	2,130	2,401	12.7%	10.8%	5,597	6,225	11.2%	15.5%	7.0	6.5	-0.5
MINI	94	132	40.4%	53.5%	388	445	14.7%	19.9%	1,078	1,065	-1.2%	10.0%	1.4	1.1	-0.3
Mitsubishi	77	120	55.8%	-21.4%	228	298	30.7%	-21.5%	752	637	-15.3%	-13.4%	0.9	0.7	-0.2
Nissan	512	682	33.2%	9.2%	1,486	2,365	59.2%	12.5%	4,256	5,640	32.5%	7.4%	5.3	5.9	0.6
Porsche	61	76	24.6%	0.5%	205	275	34.1%	4.6%	545	610	11.9%	-1.7%	0.7	0.6	-0.1
smart	3	11	266.7%	145.1%	15	44	193.3%	102.2%	31	124	300.0%	91.4%	0.0	0.1	0.1
Subaru	110	132	20.0%	28.4%	324	586	80.9%	29.4%	969	1,271	31.2%	20.1%	1.2	1.3	0.1
Suzuki	9	2	-77.8%	-31.1%	41	42	2.4%	-13.5%	123	157	27.6%	-8.3%	0.2	0.2	0.0
Toyota/Scion	1,578	2,121	34.4%	36.9%	4,423	7,493	69.4%	43.1%	13,744	18,442	34.2%	19.4%	17.2	19.2	2.0
Volkswagen	365	538	47.4%	38.0%	1,179	1,659	40.7%	29.0%	2,892	4,103	41.9%	27.4%	3.6	4.3	0.7
Volvo	54	54	0.0%	10.0%	160	144	-10.0%	-7.3%	479	342	-28.6%	-6.2%	0.6	0.4	-0.2
Other	20	32	60.0%	52.9%	74	95	28.4%	5.4%	202	231	14.4%	-26.4%	0.3	0.2	-0.1

The table shows new retail light vehicle registrations in Orange County. Please keep in mind that monthly registration figures can occasionally be subject to fluctuations, resulting in over or under estimation of actual results. 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 in each percent change category are shaded green. Source: AutoCount an Experian Company. U.S. figures for Feb are estimated based on reporting from 38 states.

Percent Change in New Retail Light Vehicle Registrations (YTD 2012 thru August vs. YTD 2011)



Change in Segment Market Share - YTD 2012 thru August vs. YTD 2011



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 (714-424-6090) or Auto Outlook (800-206-0102).

Exclusive source for new vehicle registration data is AutoCount, an Experian Company. AutoCount specializes in providing detailed new and used vehicle sales and registration statistics. For more information on AutoCount, call 407.770.5900 or visit their web site: www.autocount.com.

