

Orange County Auto Outlook™

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

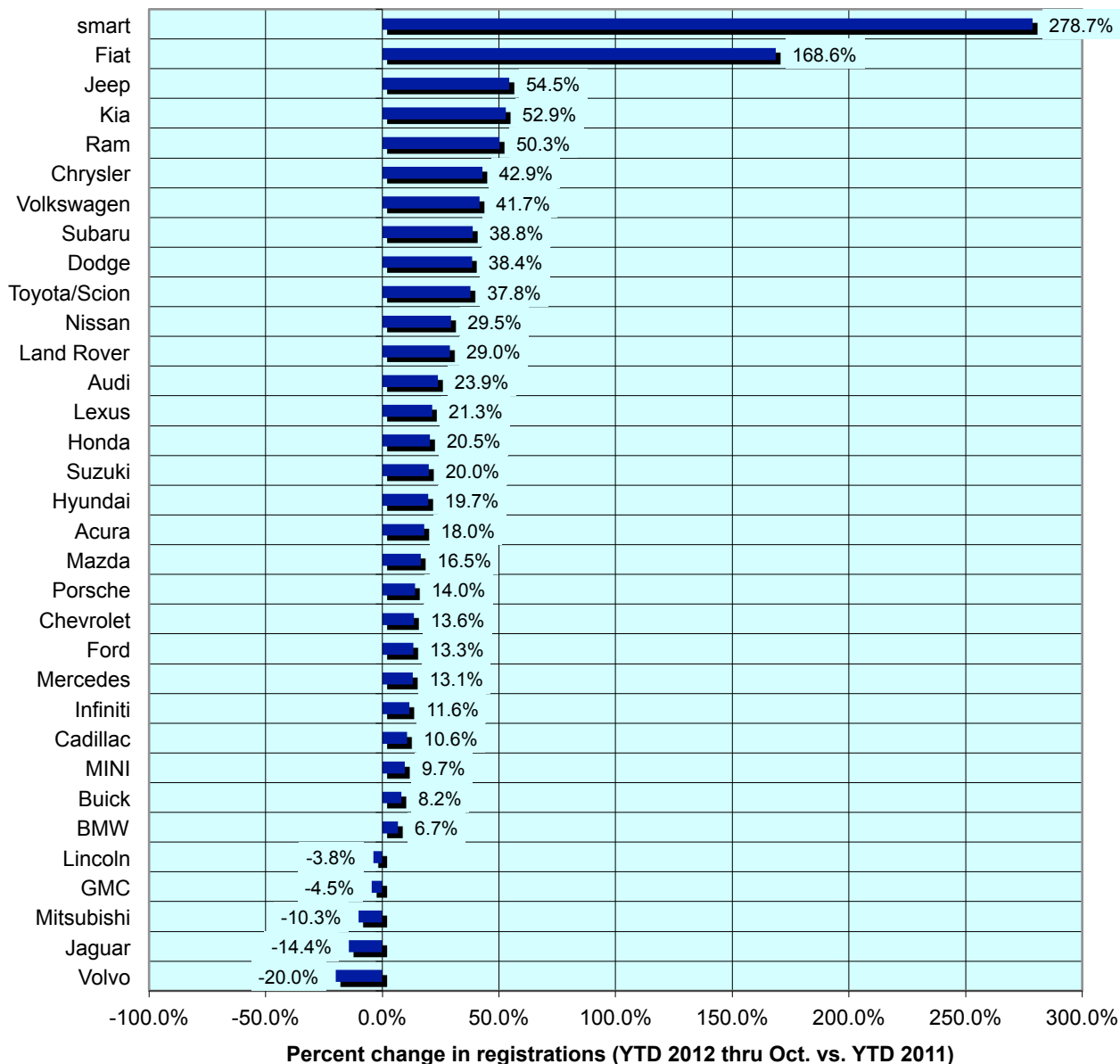


Orange County New Retail Car and Light Truck Registrations

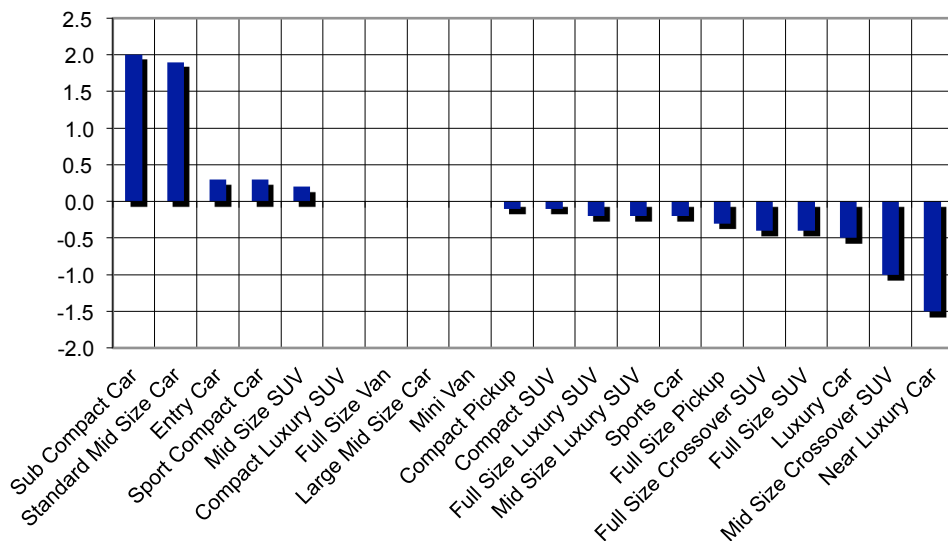
	October				Three Month Period August '12 thru October '12				YTD thru October				YTD Market Share (%)		
	Orange County			U.S.	Orange County			U.S.	Orange County			U.S.	Orange County		
	2011	2012	% chg.	% chg.	2011	2012	% chg.	% chg.	2011	2012	% chg.	% chg.	2011	2012	Chg.
MARKET SUMMARY															
TOTAL	8,936	11,713	31.1%	18.6%	29,934	39,506	32.0%	18.1%	100,230	124,226	23.9%	13.3%			
Cars	5,274	7,531	42.8%	26.9%	17,741	25,101	41.5%	26.6%	60,581	78,104	28.9%	17.0%	60.4	62.9	2.5
Light Trucks	3,662	4,182	14.2%	11.3%	12,193	14,405	18.1%	10.3%	39,649	46,122	16.3%	9.7%	39.6	37.1	-2.5
Domestic	1,981	2,050	3.5%	10.4%	6,285	7,169	14.1%	8.3%	19,992	23,668	18.4%	9.3%	19.9	19.1	-0.8
European	1,820	2,505	37.6%	19.8%	6,297	7,861	24.8%	21.6%	21,555	25,556	18.6%	18.1%	21.5	20.6	-0.9
Japanese	4,184	5,806	38.8%	28.2%	13,805	19,818	43.6%	29.5%	47,831	60,844	27.2%	16.3%	47.7	49.0	1.3
Korean	951	1,352	42.2%	15.7%	3,547	4,658	31.3%	13.3%	10,852	14,158	30.5%	13.3%	10.8	11.4	0.6
BRAND REGISTRATIONS															
Acura	125	234	87.2%	64.5%	414	651	57.2%	56.7%	1,592	1,879	18.0%	20.3%	1.6	1.5	-0.1
Audi	182	246	35.2%	17.7%	605	833	37.7%	20.4%	2,034	2,520	23.9%	19.1%	2.0	2.0	0.0
BMW	450	583	29.6%	20.7%	1,516	1,724	13.7%	5.2%	5,037	5,376	6.7%	4.4%	5.0	4.3	-0.7
Buick	25	52	108.0%	16.9%	104	159	52.9%	7.6%	463	501	8.2%	-0.5%	0.5	0.4	-0.1
Cadillac	83	83	0.0%	8.5%	276	358	29.7%	12.3%	969	1,072	10.6%	-2.5%	1.0	0.9	-0.1
Chevrolet	420	465	10.7%	9.4%	1,345	1,572	16.9%	5.1%	4,432	5,036	13.6%	3.0%	4.4	4.1	-0.3
C/D/J/R	462	474	2.6%	18.1%	1,455	1,671	14.8%	15.3%	3,895	5,783	48.5%	26.4%	3.9	4.7	0.8
Chrysler	76	49	-35.5%	7.1%	211	173	-18.0%	12.8%	489	699	42.9%	35.2%	0.5	0.6	0.1
Dodge	95	126	32.6%	-10.0%	325	401	23.4%	4.5%	999	1,383	38.4%	18.5%	1.0	1.1	0.1
Jeep	242	229	-5.4%	20.2%	757	882	16.5%	17.0%	1,960	3,029	54.5%	29.0%	2.0	2.4	0.4
Ram	49	70	42.9%	55.7%	162	215	32.7%	28.3%	447	672	50.3%	25.4%	0.4	0.5	0.1
FIAT	54	36	-33.3%	91.8%	119	140	17.6%	110.9%	175	470	168.6%	301.2%	0.2	0.4	0.2
Ford	858	843	-1.7%	5.8%	2,591	2,906	12.2%	6.4%	8,483	9,607	13.3%	8.3%	8.5	7.7	-0.8
GMC	105	106	1.0%	8.7%	430	421	-2.1%	4.4%	1,458	1,393	-4.5%	1.2%	1.5	1.1	-0.4
Honda	979	1,415	44.5%	35.9%	3,150	4,977	58.0%	44.1%	13,108	15,792	20.5%	17.2%	13.1	12.7	-0.4
Hyundai	651	865	32.9%	13.5%	2,344	2,856	21.8%	10.9%	7,338	8,786	19.7%	8.7%	7.3	7.1	-0.2
Infiniti	153	134	-12.4%	12.2%	440	616	40.0%	31.5%	1,466	1,636	11.6%	13.5%	1.5	1.3	-0.2
Jaguar	17	31	82.4%	-7.1%	83	90	8.4%	-1.5%	320	274	-14.4%	-5.9%	0.3	0.2	-0.1
Kia	300	487	62.3%	18.5%	1,203	1,802	49.8%	16.5%	3,514	5,372	52.9%	19.5%	3.5	4.3	0.8
Land Rover	56	88	57.1%	21.3%	182	286	57.1%	27.6%	686	885	29.0%	21.3%	0.7	0.7	0.0
Lexus	346	491	41.9%	39.0%	1,249	1,620	29.7%	32.8%	3,897	4,729	21.3%	16.4%	3.9	3.8	-0.1
Lincoln	28	27	-3.6%	11.0%	84	82	-2.4%	11.8%	287	276	-3.8%	6.0%	0.3	0.2	-0.1
Mazda	220	313	42.3%	15.0%	846	1,153	36.3%	6.0%	2,504	2,917	16.5%	6.1%	2.5	2.3	-0.2
Mercedes	510	765	50.0%	12.6%	1,925	2,093	8.7%	11.4%	6,811	7,704	13.1%	15.3%	6.8	6.2	-0.6
MINI	78	124	59.0%	12.3%	263	435	65.4%	33.0%	1,247	1,368	9.7%	12.0%	1.2	1.1	-0.1
Mitsubishi	73	82	12.3%	-2.2%	235	299	27.2%	-13.9%	910	816	-10.3%	-12.7%	0.9	0.7	-0.2
Nissan	624	666	6.7%	2.1%	1,879	2,323	23.6%	6.2%	5,623	7,281	29.5%	6.8%	5.6	5.9	0.3
Porsche	49	74	51.0%	32.4%	201	247	22.9%	23.5%	685	781	14.0%	5.3%	0.7	0.6	-0.1
smart	9	31	244.4%	178.8%	19	65	242.1%	134.5%	47	178	278.7%	99.3%	0.0	0.1	0.1
Subaru	100	199	99.0%	33.3%	319	496	55.5%	26.2%	1,178	1,635	38.8%	21.1%	1.2	1.3	0.1
Suzuki	18	11	-38.9%	-6.6%	31	19	-38.7%	-14.7%	145	174	20.0%	-7.8%	0.1	0.1	0.0
Toyota/Scion	1,546	2,261	46.2%	40.1%	5,242	7,664	46.2%	39.7%	17,408	23,985	37.8%	23.6%	17.4	19.3	1.9
Volkswagen	373	456	22.3%	23.8%	1,186	1,695	42.9%	35.2%	3,713	5,260	41.7%	28.8%	3.7	4.2	0.5
Volvo	22	44	100.0%	-4.8%	139	163	17.3%	8.0%	564	451	-20.0%	-3.8%	0.6	0.4	-0.2
Other	20	27	35.0%	6.7%	59	90	52.5%	11.3%	241	289	19.9%	-22.6%	0.2	0.2	0.0

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 October vs. YTD 2011)



Change in Segment Market Share - YTD 2012 thru October 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.

