

Orange County Auto Outlook™

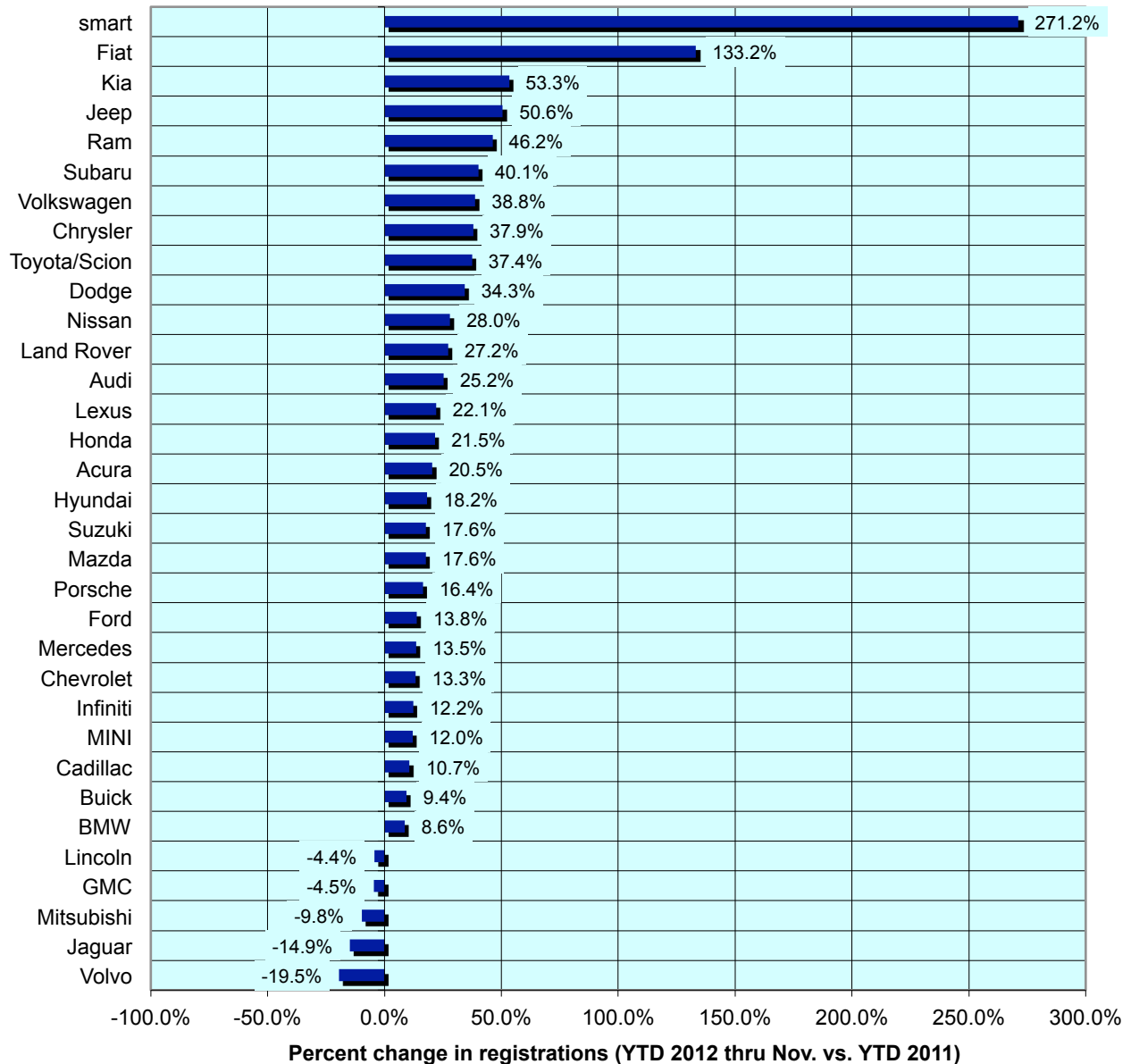
Comprehensive information on the Orange County new retail vehicle market
 Monthly Report - Retail Sales for November 2012 **"DOES NOT INCLUDE FLEET SALES"**



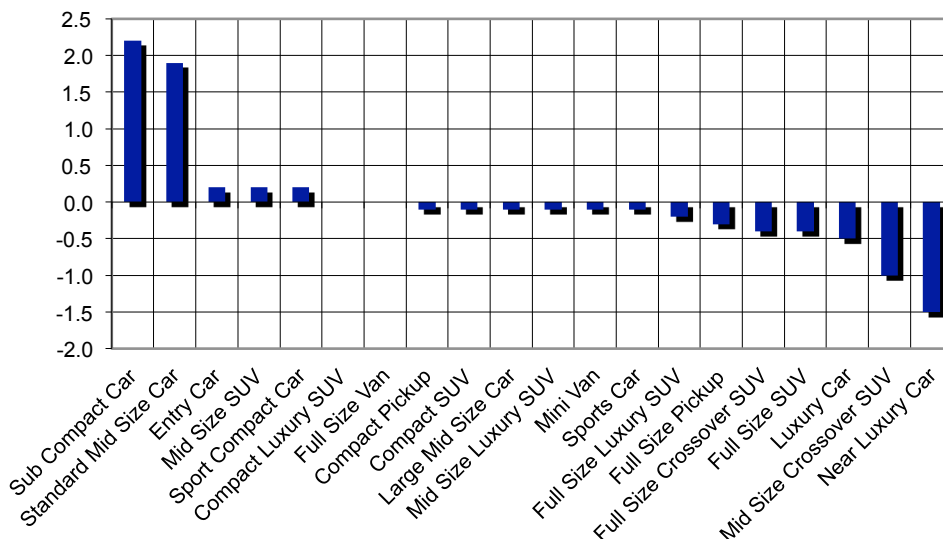
Orange County New Retail Car and Light Truck Registrations												
	November			Three Month Period Sept. '12 thru Nov. '12			YTD thru November			YTD Market Share (%)		
	Orange County			Orange County			Orange County			Orange County		
	2011	2012	% chg.	2011	2012	% chg.	2011	2012	% chg.	2011	2012	Chg.
MARKET SUMMARY												
TOTAL	8,603	10,593	23.1%	29,113	38,640	32.7%	108,833	134,819	23.9%			
Cars	5,153	6,685	29.7%	17,273	24,629	42.6%	65,734	84,789	29.0%	60.4	62.9	2.5
Light Trucks	3,450	3,908	13.3%	11,840	14,011	18.3%	43,099	50,030	16.1%	39.6	37.1	-2.5
Domestic	1,723	1,931	12.1%	6,034	6,977	15.6%	21,715	25,599	17.9%	20.0	19.0	-1.0
European	2,056	2,481	20.7%	6,263	7,996	27.7%	23,611	28,037	18.7%	21.7	20.8	-0.9
Japanese	3,867	5,054	30.7%	13,564	19,204	41.6%	51,698	65,898	27.5%	47.5	48.9	1.4
Korean	957	1,127	17.8%	3,252	4,463	37.2%	11,809	15,285	29.4%	10.9	11.3	0.4
BRAND REGISTRATIONS												
Acura	117	180	53.8%	385	685	77.9%	1,709	2,059	20.5%	1.6	1.5	-0.1
Audi	203	280	37.9%	602	860	42.9%	2,237	2,800	25.2%	2.1	2.1	0.0
BMW	459	592	29.0%	1,509	1,845	22.3%	5,496	5,968	8.6%	5.0	4.4	-0.6
Buick	28	36	28.6%	94	157	67.0%	491	537	9.4%	0.5	0.4	-0.1
Cadillac	75	84	12.0%	266	317	19.2%	1,044	1,156	10.7%	1.0	0.9	-0.1
Chevrolet	381	419	10.0%	1,298	1,545	19.0%	4,813	5,455	13.3%	4.4	4.0	-0.4
C/D/J/R	407	426	4.7%	1,432	1,568	9.5%	4,302	6,209	44.3%	4.0	4.6	0.6
Chrysler	54	50	-7.4%	209	167	-20.1%	543	749	37.9%	0.5	0.6	0.1
Dodge	102	96	-5.9%	325	369	13.5%	1,101	1,479	34.3%	1.0	1.1	0.1
Jeep	196	218	11.2%	734	811	10.5%	2,156	3,247	50.6%	2.0	2.4	0.4
Ram	55	62	12.7%	164	221	34.8%	502	734	46.2%	0.5	0.5	0.0
FIAT	39	29	-25.6%	133	121	-9.0%	214	499	133.2%	0.2	0.4	0.2
Ford	698	841	20.5%	2,473	2,915	17.9%	9,181	10,448	13.8%	8.4	7.7	-0.7
GMC	105	99	-5.7%	386	385	-0.3%	1,563	1,492	-4.5%	1.4	1.1	-0.3
Honda	958	1,299	35.6%	3,182	4,842	52.2%	14,066	17,091	21.5%	12.9	12.7	-0.2
Hyundai	680	689	1.3%	2,162	2,822	30.5%	8,018	9,475	18.2%	7.4	7.0	-0.4
Infiniti	99	120	21.2%	416	489	17.5%	1,565	1,756	12.2%	1.4	1.3	-0.1
Jaguar	15	11	-26.7%	70	74	5.7%	335	285	-14.9%	0.3	0.2	-0.1
Kia	277	438	58.1%	1,090	1,641	50.6%	3,791	5,810	53.3%	3.5	4.3	0.8
Land Rover	63	68	7.9%	188	264	40.4%	749	953	27.2%	0.7	0.7	0.0
Lexus	348	454	30.5%	1,236	1,627	31.6%	4,245	5,183	22.1%	3.9	3.8	-0.1
Lincoln	29	26	-10.3%	85	90	5.9%	316	302	-4.4%	0.3	0.2	-0.1
Mazda	192	254	32.3%	772	1,070	38.6%	2,696	3,171	17.6%	2.5	2.4	-0.1
Mercedes	702	823	17.2%	1,916	2,302	20.1%	7,513	8,527	13.5%	6.9	6.3	-0.6
MINI	88	127	44.3%	257	430	67.3%	1,335	1,495	12.0%	1.2	1.1	-0.1
Mitsubishi	54	54	0.0%	212	233	9.9%	964	870	-9.8%	0.9	0.6	-0.3
Nissan	520	579	11.3%	1,887	2,220	17.6%	6,143	7,860	28.0%	5.6	5.8	0.2
Porsche	65	92	41.5%	205	263	28.3%	750	873	16.4%	0.7	0.6	-0.1
smart	5	15	200.0%	21	69	228.6%	52	193	271.2%	0.0	0.1	0.1
Subaru	106	164	54.7%	315	528	67.6%	1,284	1,799	40.1%	1.2	1.3	0.1
Suzuki	20	20	0.0%	42	37	-11.9%	165	194	17.6%	0.2	0.1	-0.1
Toyota/Scion	1,453	1,930	32.8%	5,117	7,473	46.0%	18,861	25,915	37.4%	17.3	19.2	1.9
Volkswagen	361	394	9.1%	1,182	1,551	31.2%	4,074	5,654	38.8%	3.7	4.2	0.5
Volvo	31	28	-9.7%	116	137	18.1%	595	479	-19.5%	0.5	0.4	-0.1
Other	25	22	-12.0%	64	80	25.0%	266	311	16.9%	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: Experian Automotive.

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



Change in Segment Market Share - YTD 2012 thru November 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 Experian Automotive.

www.experianautomotive.com