

Orange County Auto Outlook

Comprehensive information on the Orange County Automotive Market

Monthly Report — January 2008 (Released: Feb. 2008)

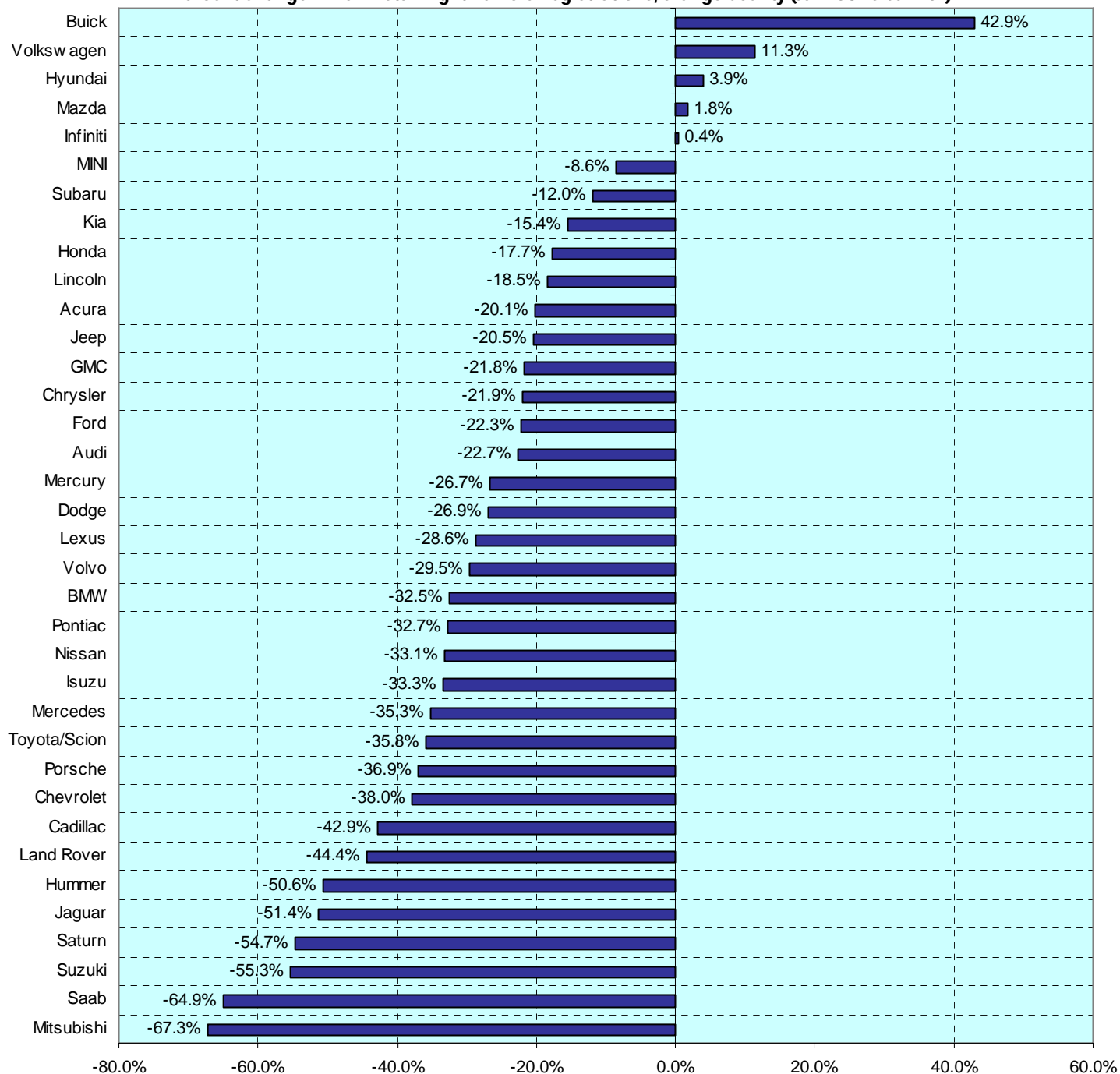


Orange County New Retail Car and Light Truck Registrations

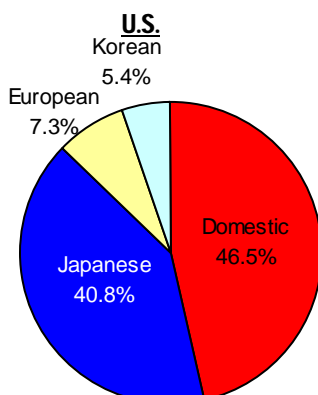
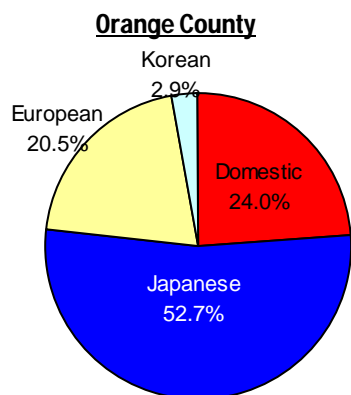
	January			Three Month Period Nov '07 thru Jan '08			YTD Totals (thru Jan)			YTD Market Share (%)		
	Orange County			Orange County			Orange County			Orange County		
	2007	2008	% chg.	Yr. Ago	Current	% chg.	2007	2008	% chg.	2007	2008	Chg.
MARKET SUMMARY												
TOTAL	17,936	12,822	-28.5%	44,014	35,687	-18.9%	17,936	12,822	-28.5%			
Cars	9,483	7,259	-23.5%	23,428	20,061	-14.4%	9,483	7,259	-23.5%	52.9	56.6	3.7
Light Trucks	8,453	5,563	-34.2%	20,586	15,626	-24.1%	8,453	5,563	-34.2%	47.1	43.4	-3.7
Domestic	4,333	3,076	-29.0%	10,986	8,790	-20.0%	4,333	3,076	-29.0%	24.2	24.0	-0.2
Japanese	9,499	6,755	-28.9%	23,664	18,942	-20.0%	9,499	6,755	-28.9%	53.0	52.7	-0.3
European	3,741	2,624	-29.9%	8,396	6,961	-17.1%	3,741	2,624	-29.9%	20.9	20.5	-0.4
Korean	363	367	1.1%	968	994	2.7%	363	367	1.1%	2.0	2.9	0.9
BRAND REGISTRATIONS												
Acura	343	274	-20.1%	995	710	-28.6%	343	274	-20.1%	1.9	2.1	0.2
Audi	255	197	-22.7%	574	496	-13.6%	255	197	-22.7%	1.4	1.5	0.1
BMW	1,022	690	-32.5%	2,397	1,917	-20.0%	1,022	690	-32.5%	5.7	5.4	-0.3
Buick	28	40	42.9%	85	109	28.2%	28	40	42.9%	0.2	0.3	0.1
Cadillac	294	168	-42.9%	636	457	-28.1%	294	168	-42.9%	1.6	1.3	-0.3
Chevrolet	1,105	685	-38.0%	2,860	2,080	-27.3%	1,105	685	-38.0%	6.2	5.3	-0.9
Chrysler	270	211	-21.9%	717	504	-29.7%	270	211	-21.9%	1.5	1.6	0.1
Dodge	424	310	-26.9%	1,098	775	-29.4%	424	310	-26.9%	2.4	2.4	0.0
Ford	1,229	955	-22.3%	3,042	2,732	-10.2%	1,229	955	-22.3%	6.9	7.4	0.5
GMC	331	259	-21.8%	809	771	-4.7%	331	259	-21.8%	1.8	2.0	0.2
Honda	1,816	1,495	-17.7%	4,554	4,294	-5.7%	1,816	1,495	-17.7%	10.1	11.7	1.6
Hummer	79	39	-50.6%	194	116	-40.2%	79	39	-50.6%	0.4	0.3	-0.1
Hyundai	311	323	3.9%	870	880	1.1%	311	323	3.9%	1.7	2.5	0.8
Infiniti	249	250	0.4%	621	644	3.7%	249	250	0.4%	1.4	1.9	0.5
Isuzu	18	12	-33.3%	38	35	-7.9%	18	12	-33.3%	0.1	0.1	0.0
Jaguar	37	18	-51.4%	88	60	-31.8%	37	18	-51.4%	0.2	0.1	-0.1
Jeep	249	198	-20.5%	669	561	-16.1%	249	198	-20.5%	1.4	1.5	0.1
Kia	52	44	-15.4%	98	114	16.3%	52	44	-15.4%	0.3	0.3	0.0
Land Rover	223	124	-44.4%	514	326	-36.6%	223	124	-44.4%	1.2	1.0	-0.2
Lexus	1,217	869	-28.6%	2,977	2,184	-26.6%	1,217	869	-28.6%	6.8	6.8	0.0
Lincoln	92	75	-18.5%	260	242	-6.9%	92	75	-18.5%	0.5	0.6	0.1
Mazda	277	282	1.8%	815	856	5.0%	277	282	1.8%	1.5	2.2	0.7
Mercedes	1,475	955	-35.3%	3,068	2,569	-16.3%	1,475	955	-35.3%	8.2	7.4	-0.8
Mercury	30	22	-26.7%	97	67	-30.9%	30	22	-26.7%	0.2	0.2	0.0
MINI	93	85	-8.6%	245	222	-9.4%	93	85	-8.6%	0.5	0.7	0.2
Mitsubishi	159	52	-67.3%	401	265	-33.9%	159	52	-67.3%	0.9	0.4	-0.5
Nissan	921	616	-33.1%	2,180	1,746	-19.9%	921	616	-33.1%	5.1	4.8	-0.3
Other	40	58	45.0%	125	159	27.2%	40	58	45.0%	0.2	0.5	0.3
Pontiac	52	35	-32.7%	162	100	-38.3%	52	35	-32.7%	0.3	0.3	0.0
Porsche	111	70	-36.9%	265	217	-18.1%	111	70	-36.9%	0.6	0.5	-0.1
Saab	37	13	-64.9%	71	41	-42.3%	37	13	-64.9%	0.2	0.1	-0.1
Saturn	150	68	-54.7%	351	252	-28.2%	150	68	-54.7%	0.8	0.5	-0.3
Subaru	92	81	-12.0%	260	210	-19.2%	92	81	-12.0%	0.5	0.6	0.1
Suzuki	47	21	-55.3%	167	103	-38.3%	47	21	-55.3%	0.3	0.2	-0.1
Toyota/Scion	4,360	2,800	-35.8%	10,656	7,885	-26.0%	4,360	2,800	-35.8%	24.3	21.8	-2.5
Volkswagen	275	306	11.3%	651	683	4.9%	275	306	11.3%	1.5	2.4	0.9
Volvo	173	122	-29.5%	404	305	-24.5%	173	122	-29.5%	1.0	1.0	0.0

The table above shows new retail light vehicle registrations in Orange County for the following time periods: January, 2008 and the previous three months combined (Nov '07 thru Jan. '08). Figures include new vehicles registered in Orange County. **The previous release of this monthly report contained an error in the year-to-date registrations section. The information shown above is correct. Auto Outlook apologizes for the error.** The top 10 ranked brands in each percent change category are shaded green. Data source for area registrations: AutoCount, an Experian Company. Source for U.S. data: Automotive News.

Percent Change in New Retail Light Vehicle Registrations, Orange County (Jan. '08 vs. Jan. '07)



New Retail Market Share—Orange County vs. U.S. (Jan. '08 vs. Jan. '07)



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 OCADA (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.

