

ORANGE COUNTY AUTO OUTLOOK™

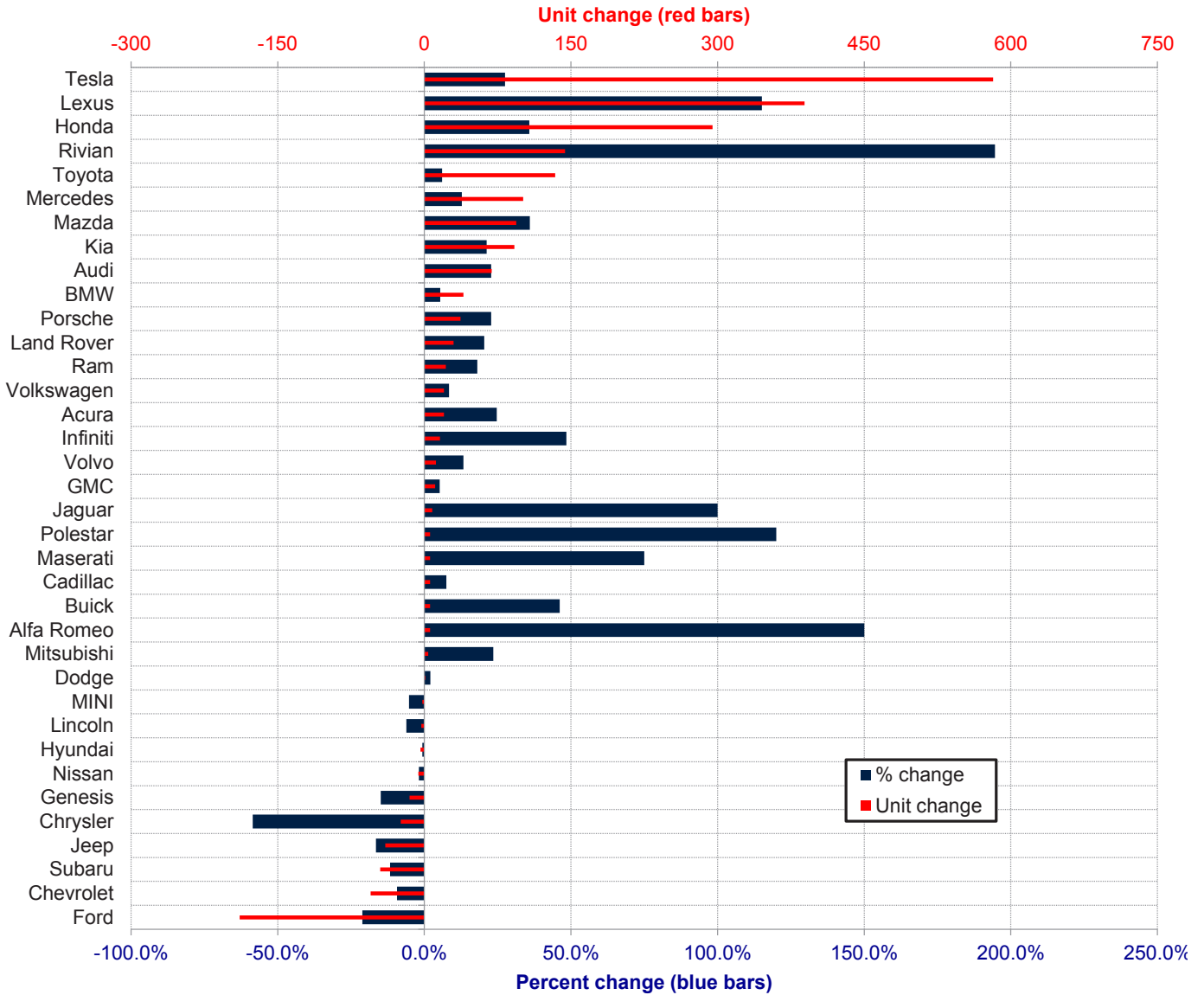
January, 2024

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

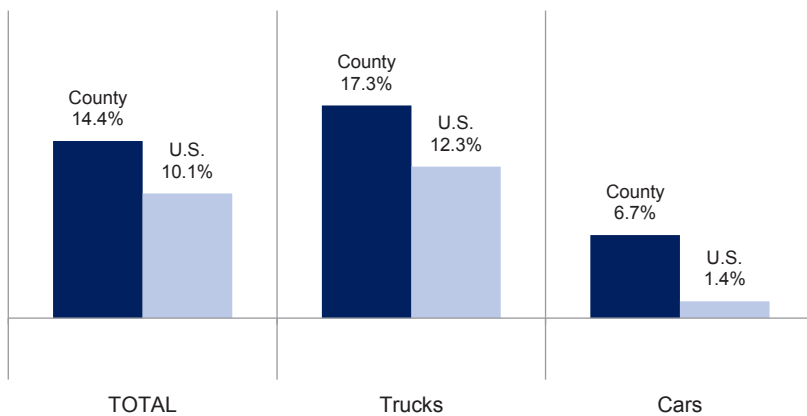
Orange County New Retail Car and Light Truck Registrations												
	January			Three Month Period Nov. '23 thru Jan. '24			Annual Total			Annual Market Share (%)		
	2023	2024	% chg.	Previous	Current	% chg.	2022	2023	% chg.	2022	2023	Chg.
MARKET SUMMARY												
TOTAL	12,631	14,448	14.4%	39,265	40,947	4.3%	152,182	168,701	10.9%			
Cars	3,467	3,701	6.7%	11,602	11,191	-3.5%	46,877	50,040	6.7%	30.8	29.7	-1.1
Light Trucks	9,164	10,747	17.3%	27,663	29,756	7.6%	105,305	118,661	12.7%	69.2	70.3	1.1
Domestic	4,495	4,979	10.8%	13,896	13,086	-5.8%	51,541	60,142	16.7%	33.9	35.7	1.8
European	2,553	2,904	13.7%	7,611	7,994	5.0%	29,753	30,960	4.1%	19.6	18.4	-1.2
Japanese	4,460	5,361	20.2%	13,974	16,281	16.5%	55,620	61,977	11.4%	36.5	36.7	0.2
Korean	1,123	1,204	7.2%	3,784	3,586	-5.2%	15,268	15,622	2.3%	10.0	9.3	-0.8
BRAND REGISTRATIONS												
Acura	81	101	24.7%	246	298	21.1%	1,090	1,258	15.4%	0.7	0.7	0.0
Alfa Romeo	4	10	150.0%	19	29	52.6%	150	120	-20.0%	0.1	0.1	0.0
Audi	303	372	22.8%	995	1,155	16.1%	4,023	4,681	16.4%	2.6	2.8	0.2
BMW	732	772	5.5%	2,114	2,007	-5.1%	7,080	7,325	3.5%	4.7	4.3	-0.4
Buick	13	19	46.2%	56	67	19.6%	189	268	41.8%	0.1	0.2	0.1
Cadillac	80	86	7.5%	254	274	7.9%	1,022	1,184	15.9%	0.7	0.7	0.0
Chevrolet	591	536	-9.3%	1,830	1,601	-12.5%	6,412	6,967	8.7%	4.2	4.1	-0.1
C/D/J/R	453	412	-9.1%	1,401	1,235	-11.8%	6,792	5,703	-16.0%	4.5	3.4	-1.1
Chrysler	41	17	-58.5%	112	70	-37.5%	295	360	22.0%	0.2	0.2	0.0
Dodge	48	49	2.1%	168	156	-7.1%	819	739	-9.8%	0.5	0.4	-0.1
Jeep	242	202	-16.5%	743	607	-18.3%	3,562	2,914	-18.2%	2.3	1.7	-0.6
Ram	122	144	18.0%	378	402	6.3%	2,116	1,690	-20.1%	1.4	1.0	-0.4
Ford	895	706	-21.1%	2,401	2,089	-13.0%	10,033	9,978	-0.5%	6.6	5.9	-0.7
Genesis	101	86	-14.9%	300	241	-19.7%	1,071	1,070	-0.1%	0.7	0.6	-0.1
GMC	209	220	5.3%	620	637	2.7%	2,333	2,459	5.4%	1.5	1.5	0.0
Honda	825	1,120	35.8%	2,719	3,606	32.6%	9,823	14,153	44.1%	6.5	8.4	1.9
Hyundai	589	585	-0.7%	1,930	1,766	-8.5%	7,875	7,738	-1.7%	5.2	4.6	-0.6
Infiniti	33	49	48.5%	94	152	61.7%	430	553	28.6%	0.3	0.3	0.0
Jaguar	8	16	100.0%	26	34	30.8%	137	86	-37.2%	0.1	0.1	0.0
Kia	433	525	21.2%	1,554	1,570	1.0%	6,322	6,778	7.2%	4.2	4.0	-0.2
Land Rover	147	177	20.4%	423	408	-3.5%	1,253	1,554	24.0%	0.8	0.9	0.1
Lexus	338	727	115.1%	1,177	1,925	63.6%	5,386	6,177	14.7%	3.5	3.7	0.2
Lincoln	49	46	-6.1%	127	107	-15.7%	457	401	-12.3%	0.3	0.2	-0.1
Maserati	8	14	75.0%	30	36	20.0%	169	169	0.0%	0.1	0.1	0.0
Mazda	261	355	36.0%	953	899	-5.7%	4,230	4,062	-4.0%	2.8	2.4	-0.4
Mercedes	787	888	12.8%	2,221	2,321	4.5%	9,228	9,221	-0.1%	6.1	5.5	-0.6
MINI	38	36	-5.3%	142	118	-16.9%	505	436	-13.7%	0.3	0.3	0.0
Mitsubishi	17	21	23.5%	47	41	-12.8%	207	186	-10.1%	0.1	0.1	0.0
Nissan	321	315	-1.9%	1,113	1,091	-2.0%	5,042	5,260	4.3%	3.3	3.1	-0.2
Polestar	5	11	120.0%	34	25	-26.5%	264	72	-72.7%	0.2	0.0	-0.2
Porsche	162	199	22.8%	423	479	13.2%	1,938	1,986	2.5%	1.3	1.2	-0.1
Rivian	74	218	194.6%	212	490	131.1%	669	1,501	124.4%	0.4	0.9	0.5
Subaru	384	339	-11.7%	1,149	1,074	-6.5%	5,070	4,731	-6.7%	3.3	2.8	-0.5
Tesla	2,111	2,693	27.6%	6,907	6,432	-6.9%	23,471	31,263	33.2%	15.4	18.5	3.1
Toyota	2,200	2,334	6.1%	6,476	7,195	11.1%	24,342	25,597	5.2%	16.0	15.2	-0.8
Volkswagen	237	257	8.4%	809	961	18.8%	3,349	3,613	7.9%	2.2	2.1	-0.1
Volvo	90	102	13.3%	263	283	7.6%	1,119	1,176	5.1%	0.7	0.7	0.0
Other	52	101	94.2%	200	301	50.5%	701	975	39.1%	0.5	0.6	0.1

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. Data sourced from Experian Automotive. Figures for January 2024 are partially estimated.

Change in New Retail Light Vehicle Registrations (January 2024 vs. Year Earlier)



Percent Change in County and U.S. New Retail Light Vehicle Markets January 2024 vs. Year Earlier



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).

Data sourced from Experian Automotive.