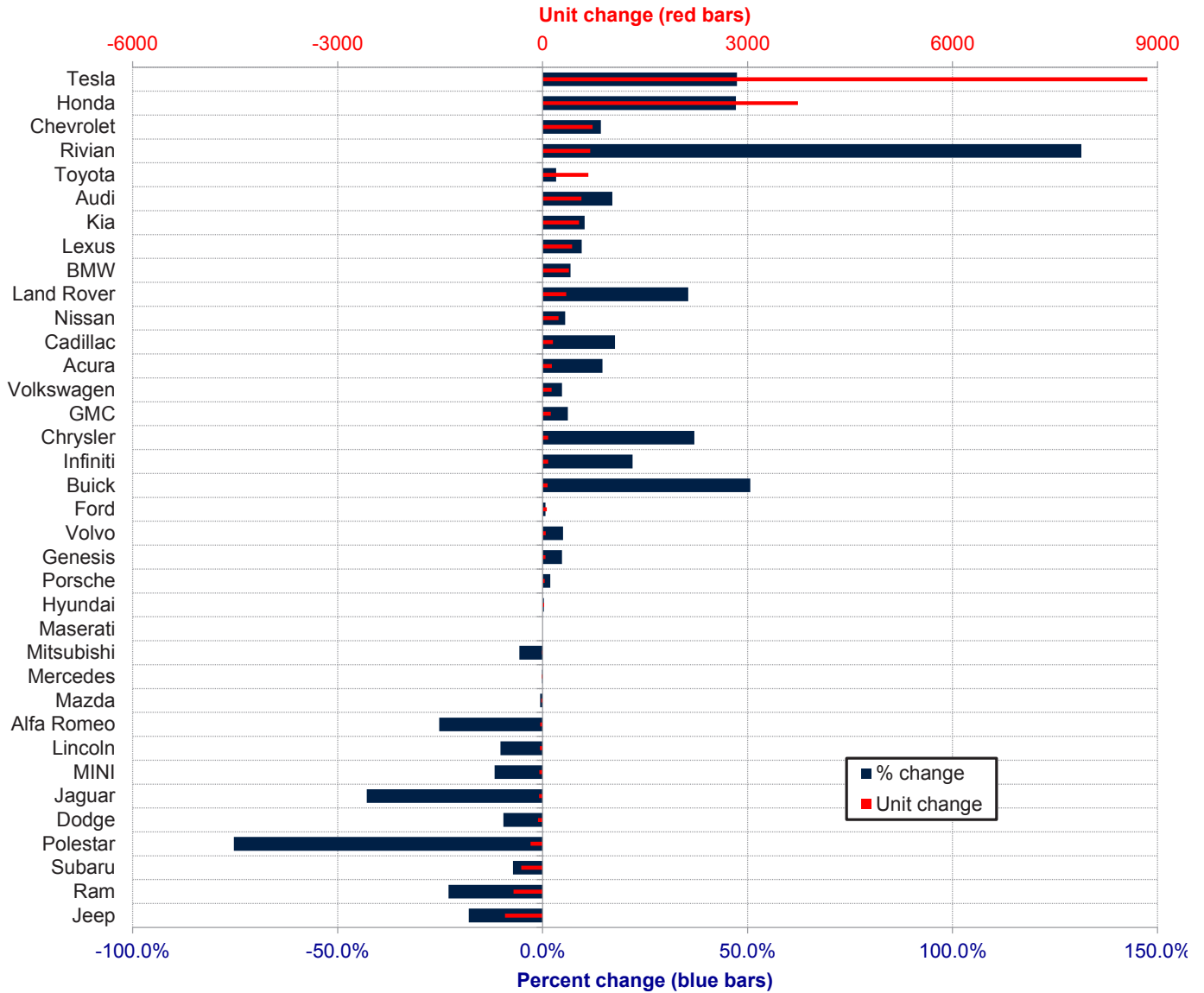


ORANGE COUNTY AUTO OUTLOOK™
October, 2023
Orange County New Retail Automotive Market Data - Retail Sales *Does Not Include Fleet Sales

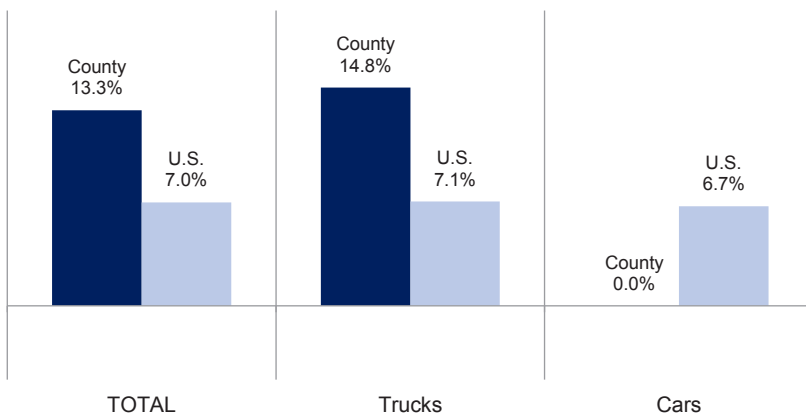
Orange County New Retail Car and Light Truck Registrations												
	October			Three Month Period Aug. '23 thru Oct. '23			YTD thru October			YTD Market Share (%)		
	2022	2023	% chg.	Previous	Current	% chg.	YTD '22	YTD '23	% chg.	YTD '22	YTD '23	Chg.
MARKET SUMMARY												
TOTAL	11,961	13,527	13.1%	36,163	42,497	17.5%	125,545	142,185	13.3%			
Cars	3,840	4,034	5.1%	11,187	12,878	15.1%	38,741	42,553	9.8%	30.9	29.9	-0.9
Light Trucks	8,121	9,493	16.9%	24,976	29,619	18.6%	86,804	99,632	14.8%	69.1	70.1	0.9
Domestic	4,537	4,808	6.0%	12,251	14,444	17.9%	42,139	52,038	23.5%	33.6	36.6	3.0
European	2,215	2,351	6.1%	7,496	7,586	1.2%	24,694	25,859	4.7%	19.7	18.2	-1.5
Japanese	4,154	5,095	22.7%	12,502	16,281	30.2%	46,104	51,050	10.7%	36.7	35.9	-0.8
Korean	1,055	1,273	20.7%	3,914	4,186	6.9%	12,608	13,238	5.0%	10.0	9.3	-0.7
BRAND REGISTRATIONS												
Acura	60	95	58.3%	207	284	37.2%	925	1,060	14.6%	0.7	0.7	0.0
Alfa Romeo	15	14	-6.7%	40	32	-20.0%	135	101	-25.2%	0.1	0.1	0.0
Audi	344	332	-3.5%	1,036	1,154	11.4%	3,331	3,898	17.0%	2.7	2.7	0.0
BMW	415	562	35.4%	1,684	1,715	1.8%	5,699	6,086	6.8%	4.5	4.3	-0.2
Buick	13	31	138.5%	41	80	95.1%	146	220	50.7%	0.1	0.2	0.1
Cadillac	70	93	32.9%	254	347	36.6%	848	998	17.7%	0.7	0.7	0.0
Chevrolet	588	540	-8.2%	1,820	1,793	-1.5%	5,172	5,906	14.2%	4.1	4.2	0.1
C/D/J/R	472	469	-0.6%	1,673	1,446	-13.6%	5,844	4,882	-16.5%	4.7	3.4	-1.3
Chrysler	24	33	37.5%	49	92	87.8%	224	307	37.1%	0.2	0.2	0.0
Dodge	66	59	-10.6%	232	202	-12.9%	699	632	-9.6%	0.6	0.4	-0.2
Jeep	240	238	-0.8%	879	733	-16.6%	3,061	2,510	-18.0%	2.4	1.8	-0.6
Ram	142	139	-2.1%	513	419	-18.3%	1,860	1,433	-23.0%	1.5	1.0	-0.5
Ford	792	807	1.9%	2,562	2,390	-6.7%	8,527	8,589	0.7%	6.8	6.0	-0.8
Genesis	84	93	10.7%	324	285	-12.0%	872	913	4.7%	0.7	0.6	-0.1
GMC	200	188	-6.0%	605	617	2.0%	1,922	2,041	6.2%	1.5	1.4	-0.1
Honda	753	1,170	55.4%	1,925	3,792	97.0%	7,929	11,667	47.1%	6.3	8.2	1.9
Hyundai	514	636	23.7%	1,896	2,007	5.9%	6,535	6,557	0.3%	5.2	4.6	-0.6
Infiniti	31	46	48.4%	83	151	81.9%	369	450	22.0%	0.3	0.3	0.0
Jaguar	8	4	-50.0%	28	12	-57.1%	119	68	-42.9%	0.1	0.0	-0.1
Kia	457	537	17.5%	1,694	1,884	11.2%	5,201	5,733	10.2%	4.1	4.0	-0.1
Land Rover	111	116	4.5%	308	392	27.3%	977	1,324	35.5%	0.8	0.9	0.1
Lexus	401	526	31.2%	1,370	1,593	16.3%	4,547	4,980	9.5%	3.6	3.5	-0.1
Lincoln	35	27	-22.9%	118	87	-26.3%	379	340	-10.3%	0.3	0.2	-0.1
Maserati	14	25	78.6%	41	55	34.1%	147	147	0.0%	0.1	0.1	0.0
Mazda	297	256	-13.8%	958	1,037	8.2%	3,538	3,516	-0.6%	2.8	2.5	-0.3
Mercedes	729	653	-10.4%	2,415	2,150	-11.0%	7,793	7,780	-0.2%	6.2	5.5	-0.7
MINI	17	38	123.5%	126	100	-20.6%	401	354	-11.7%	0.3	0.2	-0.1
Mitsubishi	4	9	125.0%	31	46	48.4%	176	166	-5.7%	0.1	0.1	0.0
Nissan	325	394	21.2%	1,006	1,350	34.2%	4,250	4,483	5.5%	3.4	3.2	-0.2
Polestar	20	8	-60.0%	46	22	-52.2%	235	58	-75.3%	0.2	0.0	-0.2
Porsche	147	155	5.4%	469	524	11.7%	1,677	1,708	1.8%	1.3	1.2	-0.1
Rivian	95	240	152.6%	165	479	190.3%	531	1,229	131.5%	0.4	0.9	0.5
Subaru	372	376	1.1%	1,327	1,223	-7.8%	4,305	3,994	-7.2%	3.4	2.8	-0.6
Tesla	2,250	2,346	4.3%	4,968	7,075	42.4%	18,675	27,526	47.4%	14.9	19.4	4.5
Toyota	1,911	2,223	16.3%	5,595	6,805	21.6%	20,065	20,734	3.3%	16.0	14.6	-1.4
Volkswagen	282	321	13.8%	962	995	3.4%	2,777	2,909	4.8%	2.2	2.0	-0.2
Volvo	72	89	23.6%	215	313	45.6%	946	993	5.0%	0.8	0.7	-0.1
Other	63	108	71.4%	171	262	53.2%	552	775	40.4%	0.4	0.5	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 October 2023 are partially estimated.

Change in New Retail Light Vehicle Registrations (YTD 2023 thru October vs. Year Earlier)



Percent Change in County and U.S. New Retail Light Vehicle Markets YTD 2023 thru October 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.