

FORECAST

Inland Empire New Vehicle Market Expected to Drift Lower Over Next 15 Months

Below is a list of four primary questions and answers regarding the Inland Empire Area new retail light vehicle market.

How has the area market performed so far this year? Area new light vehicle registrations fell a slim 1.5% during the first nine months of 2026 versus the same period a year earlier. The U.S. market was off 4.0%. Area 3Q '26 registrations increased 3.1% versus 3Q '25, an improvement from the 1.7% drop in 2Q.

What's the outlook for new vehicle sales over the next 15 months? Registrations for all of this year are predicted to exceed 196,000 units and decline 1.1% from 2025. The market has a chance to increase in the fourth quarter of this year versus relatively weak year-earlier results. Preliminary outlook for 2027: most determinants are pointing to a small decline next year (see right), although a slight increase is not out of the question.

Which brands have posted gains? Among the top 20 selling brands in the area, new vehicle registrations increased by more than 9% for Nissan, Ram, Acura, Kia, and Toyota so far this year. Nissan, Acura, and Kia fared better in the area market than in the Nation (see page 4).

What are recent trends in the alternative powertrain market? Expiration of the federal government BEV tax credits shifted demand from electric vehicles to hybrids. In addition, fuel prices have increased significantly since the start of the Iran war. Both are key factors boosting sales of hybrids. Hybrid market share increased to 23.9% in the third quarter of this year and year-to-date registrations were up 15% versus 2025. BEV market share declined from last year to the first nine months of this year, but recovered from the low-point in 1Q '26 (see page three).



Primary Factors Driving the Inland Empire Area New Vehicle Market

Affordability. Several key factors for affordability are moving in the wrong direction. Interest rates are increasing, tariffs are putting upward pressure on prices, and household incomes are not keeping pace with inflation. These issues are especially acute for lower-income consumers who own many of the older vehicles that are due for replacement. While higher-income households, buoyed by increasing net worth and stock market gains, have supported the market, any growth in new vehicle sales will be difficult to achieve when a significant portion of potential buyers are not actively in the market.

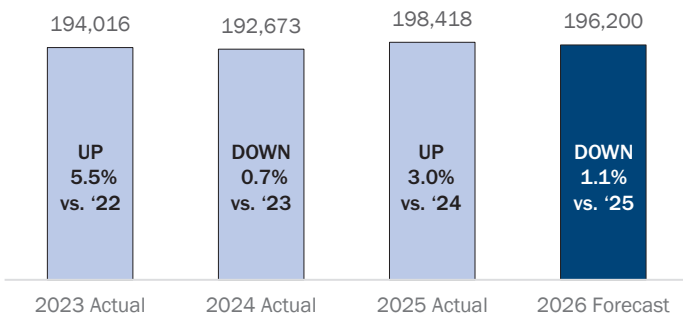
Consumer sentiment. Consumers are increasingly downbeat on economic conditions. Vehicle sales rarely improve when consumer attitudes are weak.

Economic growth and labor market. GDP growth has remained positive, employment gains have been respectable, and unemployment rates remain low, all of which are positive for the market.

Heightened uncertainty. Continually changing federal government policies and geopolitical events have unsettled the new vehicle market. More stability would provide added clarity to the outlook, but that seems unlikely.

Forecast for Area New Retail Light Vehicle Registrations

Market Summary



The graph above shows annual new retail light vehicle registrations from 2023 to 2025, and Auto Outlook's projection for 2026. Historical data sourced from Experian Automotive.

	YTD '25 thru Sep.	YTD '26 thru Sep.	% Chg. '25 to '26	Mkt. Share YTD '26
TOTAL	151,250	149,030	-1.5%	
Car	43,509	43,857	0.8%	29.4%
Light Truck	107,741	105,173	-2.4%	70.6%
Domestic	49,922	44,855	-10.1%	30.1%
European	13,353	12,385	-7.2%	8.3%
Japanese	70,121	73,717	5.1%	49.5%
Other Asian	17,854	18,073	1.2%	12.1%

Domestics consist of vehicles sold by GM, Ford, Stellantis (excluding Alfa Romeo and FIAT), Tesla, Rivian, and Lucid. Other Asian includes Genesis, Hyundai, Kia, and VinFast.

Data sourced from Experian Automotive.

KEY TRENDS IN INLAND EMPIRE AREA NEW VEHICLE MARKET



AREA MARKET VS. U.S.

% Change In
New Retail Market
YTD '26 thru Sep.
vs. YTD '25

Inland Empire
DOWN 1.5%

California
DOWN 5.3%

U.S.
DOWN 4.0%

New retail light vehicle registrations in the area declined 1.5% during the first nine months of this year versus year earlier. State market was off 5.3%, while U.S. was down 4%.

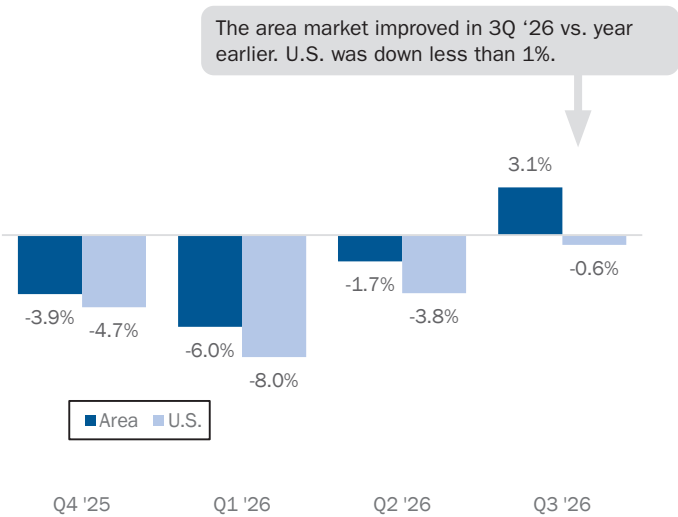
Data sourced from Experian Automotive.



QUARTERLY RESULTS

QUARTERLY TREND

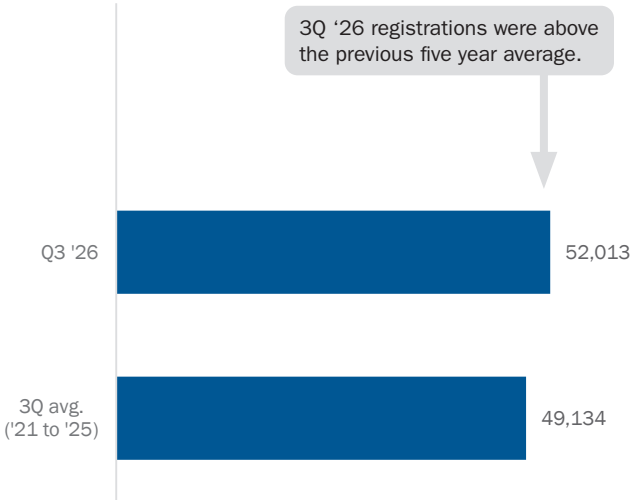
Percent Change in Registrations vs. Year Earlier



Data sourced from Experian Automotive.

QUARTERLY PERSPECTIVE

3Q '26 Registrations Versus 3Q Average for Previous Five Years



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Inland Empire Auto Outlook

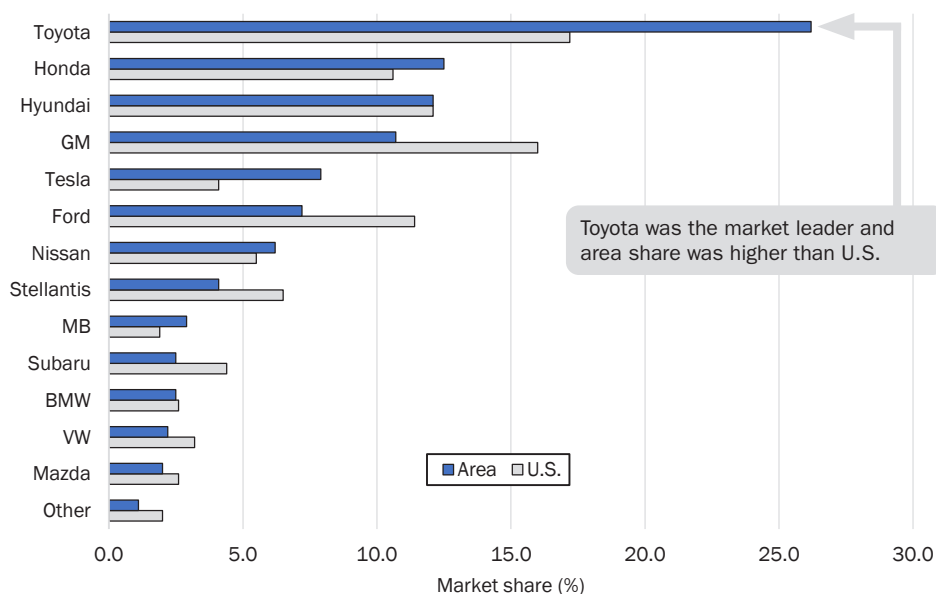
Published by:
Auto Outlook, Inc.
PO Box 390, Exton, PA 19341
Phone: 610-640-1233 EMail: autooutlook@icloud.com
Editor: Jeffrey A. Foltz

KEY TRENDS IN INLAND EMPIRE AREA NEW VEHICLE MARKET



MANUFACTURER MARKET SHARES

Inland Empire Area and U.S. Manufacturer Market Shares - YTD 2026 thru September



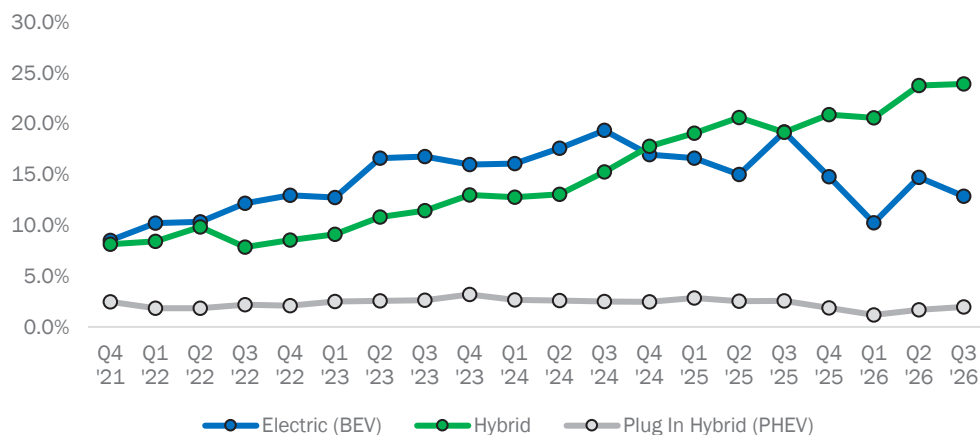
Manufacturer Market Share (%)			
Manufacturer	Area Share	U.S. Share	Area - U.S.
Toyota	26.2	17.2	9.0
Honda	12.5	10.6	1.9
Hyundai	12.1	12.1	0.0
GM	10.7	16.0	-5.3
Tesla	7.9	4.1	3.8
Ford	7.2	11.4	-4.2
Nissan	6.2	5.5	0.7
Stellantis	4.1	6.5	-2.4
MB	2.9	1.9	1.0
Subaru	2.5	4.4	-1.9
BMW	2.5	2.6	-0.1
VW	2.2	3.2	-1.0
Mazda	2.0	2.6	-0.6
Other	1.1	2.0	-0.9

The graph and table above show manufacturer market share in both the area and U.S. markets. Far right column in the table is area market share minus U.S. Top three manufacturers are shaded gray. MB is Mercedes-Benz. Data sourced from Experian Automotive.



POWERTRAINS

% Share of Industry Registrations by Powertrain Type



BEV market share was **12.7%** during the first nine months of this year, down from **16.9%** a year earlier. BEV share decreased from **14.7%** in 2Q of this year to **12.9%** in 3Q. Hybrid vehicles continued to post big gains, with market share reaching **23.9%** in 3Q '26.

Data sourced from Experian Automotive. Hybrid registrations exclude mild hybrids.

YTD thru September			
	YTD '25	YTD '26	
ICE	60.8%	62.9%	↑
Hybrid	19.6%	22.8%	↑
Electric (BEV)	16.9%	12.7%	↓
Plug In Hybrid (PHEV)	2.7%	1.6%	↓

Quarterly			
	2Q '26	3Q '26	
ICE	59.9%	61.2%	↑
Hybrid	23.7%	23.9%	↑
Electric (BEV)	14.7%	12.9%	↓
Plug In Hybrid (PHEV)	1.7%	2.0%	↑

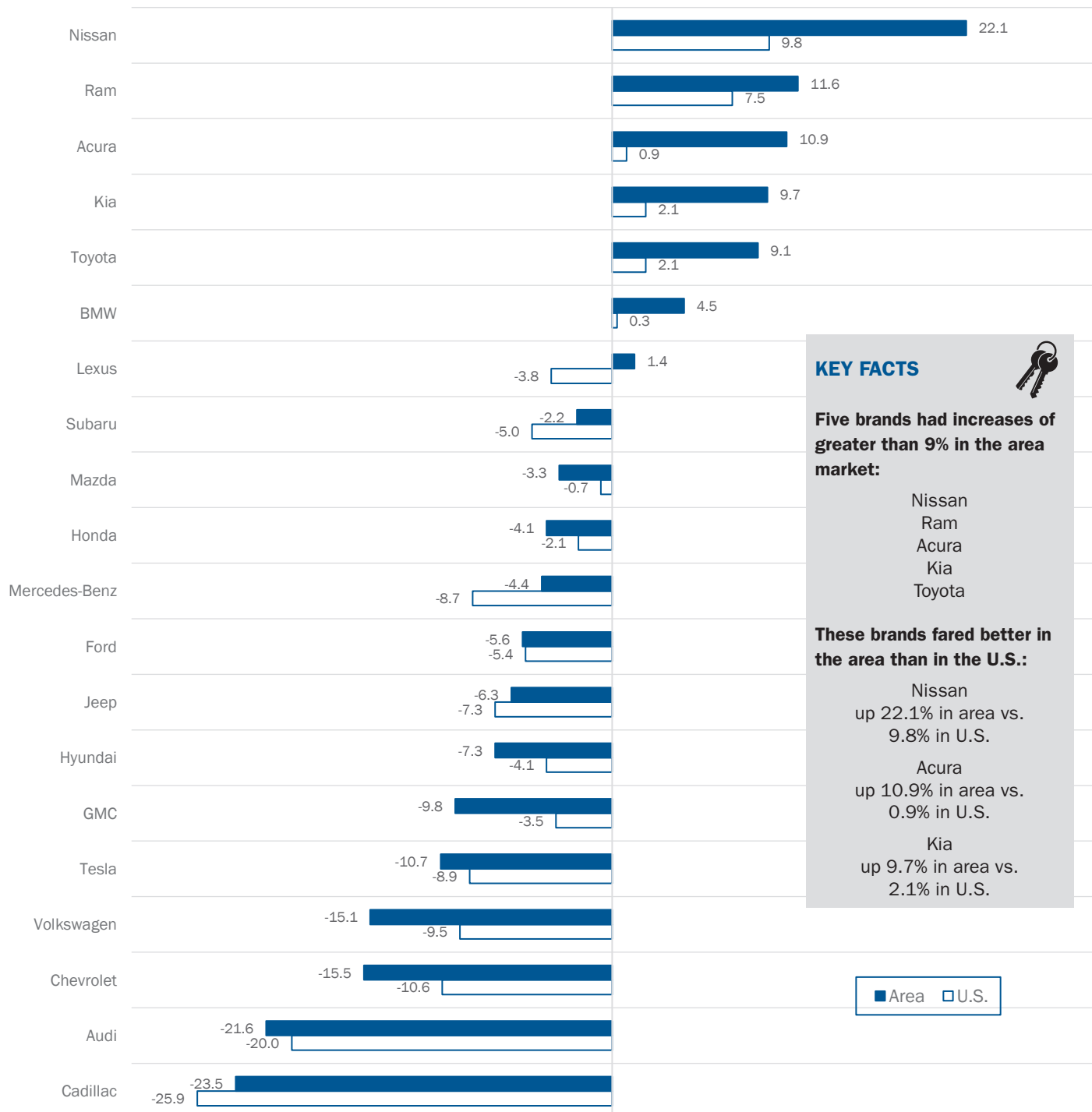
BRANDS AND MODELS



WINNERS AND LOSERS

The graph below shows the percent change in new retail light vehicle registrations during the first nine months of this year versus the same period a year earlier in both the area (solid blue bars) and U.S. (blue outlined bars). Brands are shown from top to bottom based on the change in area registrations.

**Percent Change in Area and U.S. New Retail Light Vehicle Registrations (Top 20 Selling Brands in Area)
YTD 2026 thru September vs. YTD 2025**



BRANDS AND MODELS

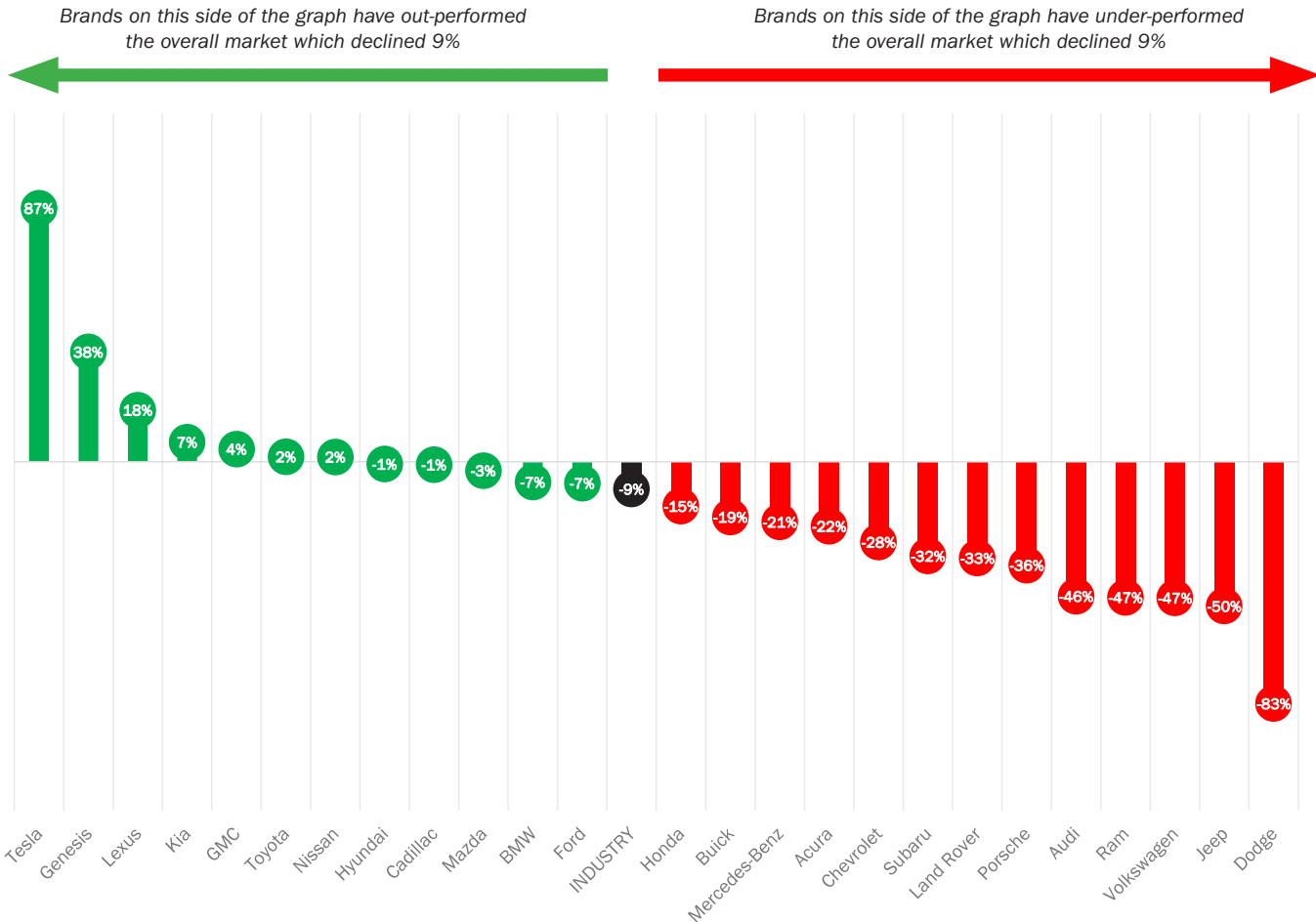


LONG TERM TRENDS

The graph below shows the percentage change in area new vehicle registrations during the first nine months of this year versus the same period five years earlier. New vehicle registrations in 2021 were relatively strong as the market recovered from lower sales levels during the pandemic. Industry registrations declined 9% over the five year period.

Data sourced from Experian Automotive.

Five Year Percent Change in Area New Retail Light Vehicle Registrations for Top 25 Selling Brands
YTD 2026 thru September vs. YTD 2021



TOP SELLING MODELS

Top 20 Selling Models during YTD '26 thru September - Market Share and % Change in Registrations vs. YTD '25							
Rank	Model	County Share %	% chg. '25 to '26	Rank	Model	County Share %	% chg. '25 to '26
1	Tesla Model Y	5.6	10.6	11	Nissan Sentra	2.0	38.9
2	Toyota Camry	5.4	18.0	12	Tesla Model 3	1.8	-41.2
3	Honda Civic	4.1	1.4	13	Ram Pickup	1.6	14.3
4	Toyota Tacoma	3.9	13.4	14	Toyota Tundra	1.5	-6.3
5	Toyota Corolla	3.3	16.2	15	Kia K4	1.4	4.1
6	Honda CR-V	2.9	6.5	16	GMC Sierra	1.4	-4.3
7	Toyota RAV4	2.8	-22.0	17	Nissan Kicks	1.1	36.9
8	Chevrolet Silverado	2.6	-7.9	18	Kia Sportage	1.1	20.6
9	Ford F-Series	2.3	-5.7	19	Hyundai Elantra	1.1	-0.9
10	Honda Accord	2.2	7.0	20	Nissan Rogue	1.1	53.8

Table on the left shows the top 20 selling models so far this year. Share of industry registrations and the percent change versus the same period a year earlier are also shown. Models with the five largest percentage increase are shaded blue.

Data sourced from Experian Automotive.

BRANDS AND MODELS

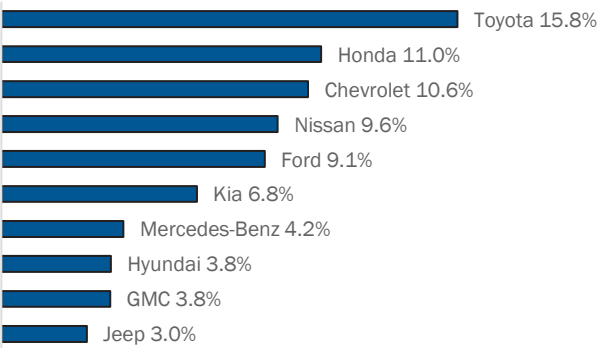


TOP TEN RANKINGS IN AREA MARKET - YTD 2026 THRU SEPTEMBER

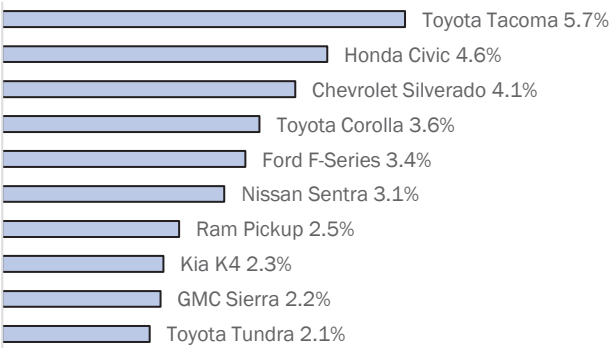
The graphs below show top ten selling brands and models during the first nine months of this year for three powertrain classifications - ICE (internal combustion engines), Hybrids (including plug-in hybrids), and BEVs (battery electric vehicles). Toyota was the top selling brand for ICE vehicles and Tacoma was the number one model. Toyota and Camry were leaders for hybrids. Tesla and Model Y were the top-sellers for BEVs.

ICE VEHICLES (includes gasoline and diesel engines)

Market Share for Top 10 Brands

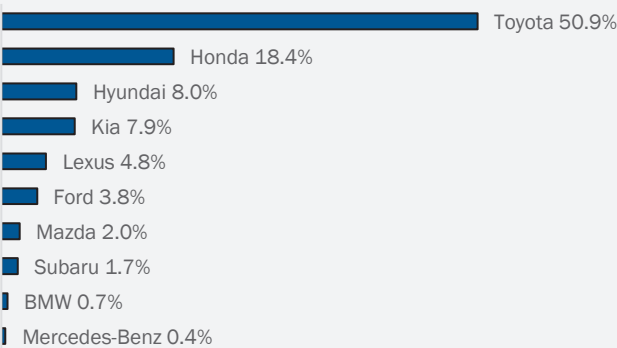


Market Share for Top 10 Models

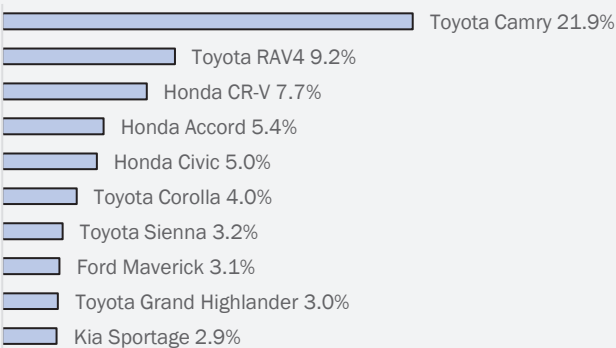


HYBRID VEHICLES (includes plug-ins and excludes mild hybrids)

Market Share for Top 10 Brands

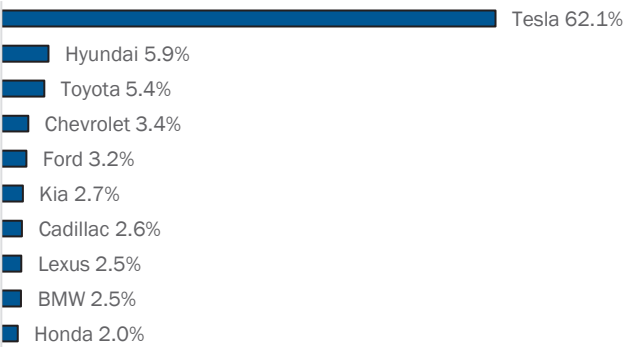


Market Share for Top 10 Models

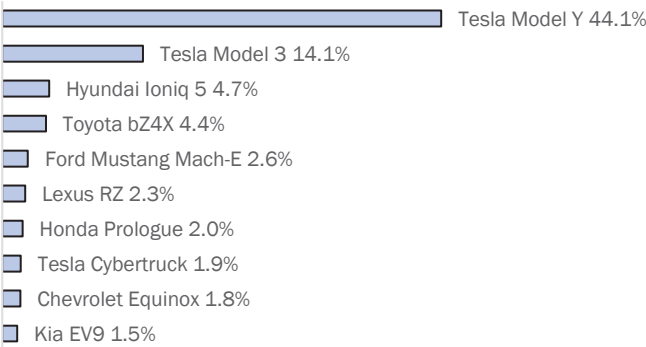


BATTERY ELECTRIC VEHICLES

Market Share for Top 10 Brands



Market Share for Top 10 Models



Data sourced from Experian Automotive. Hybrid registrations exclude mild hybrids.

COMPARISON OF METRO AREA MARKETS



The table below shows the top five selling brands in 24 selected metro area markets and the U.S. during the first nine months of this year.

Data sourced from Experian Automotive.

PRIMARY OBSERVATIONS

- 1 Toyota was the area market leader with a 23.0% share.
- 2 Toyota was number one in 18 of the 24 markets.
- 3 Tesla's area share was 7.9%, sixth highest share among the 24 markets.

Top Five Selling Brands in 24 Selected Metro Area Markets and U.S. - YTD '26 thru September									
Atlanta		Boston		Charlotte		Chicago		Cleveland	
Make	Share	Make	Share	Make	Share	Make		Make	Share
Toyota	16.3	Toyota	16.4	Toyota	14.6	Honda	12.2	Chevrolet	12.9
Ford	9.5	Honda	12.9	Honda	12.5	Toyota	11.0	Honda	11.6
Honda	8.3	Ford	6.9	Ford	9.7	Chevrolet	8.8	Ford	10.4
Chevrolet	7.8	Subaru	6.6	Chevrolet	9.0	Ford	7.5	Kia	9.1
Kia	7.2	Chevrolet	5.3	Kia	6.9	Kia	7.1	Toyota	8.8
Dallas Fort Worth		Denver		Houston		Inland Empire, CA		Kansas City	
Make	Share	Make	Share	Make	Share	Make		Make	Share
Toyota	14.3	Toyota	17.4	Toyota	16.7	Toyota	23.0	Ford	13.2
Ford	11.5	Ford	9.8	Ford	12.7	Honda	11.7	Toyota	12.4
Chevrolet	10.3	Subaru	9.4	Chevrolet	9.2	Tesla	7.9	Chevrolet	10.2
Honda	7.8	Honda	6.4	Honda	8.0	Chevrolet	7.1	Honda	9.0
Nissan	6.3	Hyundai	6.0	Hyundai	5.7	Ford	7.1	Kia	7.7
Los Angeles		Miami		Minneap./St. Paul		New York City		Orange County, CA	
Make	Share	Make	Share	Make	Share	Make		Make	Share
Toyota	19.4	Toyota	14.7	Toyota	11.8	Honda	12.1	Toyota	19.6
Honda	13.2	Honda	9.4	Honda	11.7	Toyota	10.7	Tesla	13.6
Tesla	9.4	Chevrolet	7.4	Chevrolet	11.0	Nissan	7.1	Honda	10.2
Mercedes-Benz	5.8	Kia	6.7	Ford	10.4	Hyundai	6.2	Ford	5.9
Kia	5.2	Hyundai	6.7	Subaru	7.6	Chevrolet	5.2	Mercedes-Benz	5.6
Philadelphia		Phoenix		Pittsburgh		Portland, OR		San Diego	
Make	Share	Make	Share	Make	Share	Make		Make	Share
Toyota	12.3	Toyota	18.2	Chevrolet	11.1	Toyota	25.2	Toyota	22.0
Honda	10.7	Chevrolet	8.9	Toyota	10.2	Subaru	11.3	Honda	10.7
Ford	8.8	Ford	8.8	Ford	9.9	Ford	8.1	Tesla	8.9
Kia	6.6	Honda	8.4	Honda	9.1	Honda	7.5	Ford	7.8
Chevrolet	6.6	Kia	7.4	Subaru	8.4	Kia	6.6	Kia	5.9
Seattle/Tacoma		Silicon Valley		Tampa/St. Pete		Washington, DC		U.S.	
Make	Share	Make	Share	Make	Share	Make		Make	Share
Toyota	18.7	Tesla	23.1	Toyota	16.4	Toyota	17.3	Toyota	14.6
Tesla	10.9	Toyota	19.2	Ford	10.1	Honda	13.9	Ford	10.7
Honda	10.4	Honda	10.6	Honda	9.3	Ford	7.4	Chevrolet	9.9
Subaru	7.7	Ford	4.8	Hyundai	7.3	Kia	6.6	Honda	9.7
Ford	7.3	Hyundai	4.7	Chevrolet	7.1	Hyundai	6.3	Kia	6.0

COMPARISON OF INLAND EMPIRE AREA, ORANGE COUNTY, LA COUNTY, CALIFORNIA, AND U.S. RETAIL MARKETS

Domestic Brand Share of Area Market Was 30.1% vs 38.2% in U.S.

	Inland Empire Area	Orange County	LA County	California	U.S.
% change in registrations YTD '26 thru September vs. YTD '25	-1.5%	-8.0%	-5.0%	-5.3%	-4.0%
Car share of industry retail light vehicle market YTD '26 thru September	29.4%	24.5%	28.8%	26.2%	16.4%
Domestic brand market share YTD '26 thru September	30.1%	29.3%	24.0%	29.1%	38.2%

Brand	New Retail Registrations - YTD 2026 thru September				Market Share (YTD '26)		
	Inland Empire Area		U.S.		Inland Empire	U.S.	Variance
	Regs.	% ch. vs. YTD '25	Regs.	% ch. vs. YTD '25			
Acura	1,122	10.9%	91,502	0.9%	0.8	0.9	-0.1
Alfa Romeo	16	6.7%	2,254	-43.7%	0.0	0.0	0.0
Audi	1,003	-21.6%	87,841	-20.0%	0.7	0.9	-0.2
BMW	3,468	4.5%	233,323	0.3%	2.3	2.4	-0.1
Buick	473	-12.7%	100,472	-23.2%	0.3	1.0	-0.7
Cadillac	1,171	-23.5%	89,659	-25.9%	0.8	0.9	-0.1
Chevrolet	10,587	-15.5%	954,271	-10.6%	7.1	9.9	-2.8
Chry Dodge Jeep Ram	6,039	-1.9%	622,871	-2.1%	4.1	6.4	-2.3
Chrysler	116	-23.2%	26,266	-3.1%	0.1	0.3	-0.2
Dodge	501	-22.4%	36,716	-11.9%	0.3	0.4	-0.1
Jeep	2,909	-6.3%	311,360	-7.3%	2.0	3.2	-1.2
Ram	2,513	11.6%	248,529	7.5%	1.7	2.6	-0.9
Ferrari	27	92.9%	2,418	10.7%	0.0	0.0	0.0
Ford	10,512	-5.6%	1,032,588	-5.4%	7.1	10.7	-3.6
Genesis	773	-2.5%	50,722	0.7%	0.5	0.5	0.0
GMC	3,636	-9.8%	406,081	-3.5%	2.4	4.2	-1.8
Honda	17,437	-4.1%	936,899	-2.1%	11.7	9.7	2.0
Hyundai	7,591	-7.3%	539,006	-4.1%	5.1	5.6	-0.5
Ineos	38	-19.1%	3,478	-4.7%	0.0	0.0	0.0
Infiniti	223	-15.5%	33,622	-1.3%	0.1	0.3	-0.2
Kia	9,705	9.7%	585,763	2.1%	6.5	6.0	0.5
Land Rover	582	-14.8%	53,714	-15.8%	0.4	0.6	-0.2
Lexus	4,759	1.4%	252,108	-3.8%	3.2	2.6	0.6
Lincoln	262	-9.0%	68,248	-11.4%	0.2	0.7	-0.5
Lucid	125	16.8%	8,087	23.4%	0.1	0.1	0.0
Mazda	3,047	-3.3%	253,275	-0.7%	2.0	2.6	-0.6
Mercedes-Benz	4,286	-4.4%	186,442	-8.7%	2.9	1.9	1.0
MINI	167	3.7%	15,983	-16.4%	0.1	0.2	-0.1
Mitsubishi	140	-42.1%	33,913	-20.2%	0.1	0.4	-0.3
Nissan	8,989	22.1%	501,344	9.8%	6.0	5.2	0.8
Porsche	507	-19.9%	38,954	-16.5%	0.3	0.4	-0.1
Rivian	267	-32.2%	18,898	-21.5%	0.2	0.2	0.0
Subaru	3,671	-2.2%	421,656	-5.0%	2.5	4.4	-1.9
Tesla	11,774	-10.7%	397,117	-8.9%	7.9	4.1	3.8
Toyota	34,329	9.1%	1,410,027	2.1%	23.0	14.6	8.4
Volkswagen	1,764	-15.1%	180,528	-9.5%	1.2	1.9	-0.7
Volvo	300	-28.1%	58,981	-16.1%	0.2	0.6	-0.4
Other	240	-11.1%	15,458	-22.2%	0.2	0.2	0.0

Data sourced from Experian Automotive.

Inland Empire Auto Outlook**Published by Auto Outlook, Inc.****Phone: 610-640-1233 Email: autooutlook@icloud.com**

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Explanation of Data

Data presented in Auto Outlook measures new vehicle registrations in the area. Monthly recording of registrations occurs when vehicle title information is processed.

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