inland empire IEADA automobile dealers association

2nd QTR SALES REPORT

INLAND EMPIRE AUTO OUTLOOK™ 2026

Comprehensive Information on the Inland Empire Automotive Market

FORECAST

Area New Vehicle Market Predicted to Increase Slightly in 2nd Half of Year

Year-to-date results in area market

Inland Empire area new retail light vehicle registrations declined 3.8% during the first six months of this year versus a year earlier, better than the 6% drop in the nation. Second quarter registrations this year were off 1.8% compared to 2Q ‘25, an improvement from the 6.0% drop in the First Quarter.

Factors steering the new vehicle market

It might sound like a broken record because we have been emphasizing it for a long time, but pent-up demand resulting from delayed purchases during the pandemic will continue to support the market for the foreseeable future. The vehicle fleet continues to age, and as a result, replacement demand will place a floor on how low sales can go - which is a good thing because other key determinants are pointing to a softening market. Affordability issues continue to keep many prospective purchasers on the sidelines. Relatively high interest rates, elevated vehicle transaction prices, and stagnant real personal incomes have made a new vehicle purchase a stretch for many consumers. Increasing costs and inflationary pressures resulting from tariffs, higher gas prices, and an uncertain economy are other headwinds. It’s a complicated forecast scenario, and there is heightened uncertainty due to changing federal government policies and geopolitical events, but it seems likely that the new vehicle market will drift lower this year, while avoiding a significant decline.

Forecast for rest of this year

New retail light vehicle registrations in the second half of this year are predicted to increase slightly versus year earlier. Third quarter results should be flat compared to 3Q ‘25, while an increase is possible in the fourth quarter. Annual registrations this year are predicted to exceed 194,000 units and decline 1.9% from 2025.

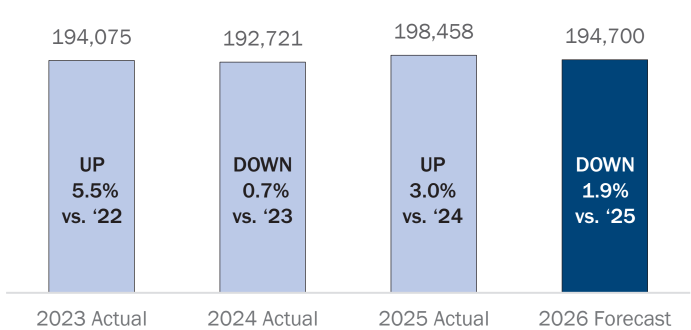
Tracking alternative powertrain sales

Battery electric vehicle registrations declined 23% during the first half of this year versus year earlier, but there were signs that the slide in BEV sales may be subsiding. BEV market share fell from 19.2% in 3Q ‘25 (before expiration of the federal government tax credits), to 10.3% in the first quarter of this year, but then increased to 14.7% in the second quarter. Hybrid vehicles continued to post gains, with registrations improving 8% in the first half of this year and market share reaching 22.3%.

Monitoring brand sales performance

Area new vehicle registrations for Nissan, Ram, Toyota, Acura, Kia, and BMW increased so far this year versus year earlier. Toyota, Honda, Tesla, Chevrolet, and Ford were top selling brands (see page 4). Based on a comparison to U.S. market share, Toyota, Tesla, Honda, Mercedes-Benz, and Nissan are strong performing brands in the area market (see page 5).

Forecast for Area New Retail Light Vehicle Registrations



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.

Market Summary

	YTD '25 thru June	YTD '26 thru June	% Chg. '25 to '26	Mkt. Share YTD '26
TOTAL	100,844	96,987	-3.8%	
Car	29,544	28,104	-4.9%	29.0%
Light Truck	71,300	68,883	-3.4%	71.0%
Domestic	32,847	29,434	-10.4%	30.4%
European	9,138	8,247	-9.8%	8.5%
Japanese	46,923	47,748	1.8%	49.2%
Other Asian	11,936	11,558	-3.2%	11.9%

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 June vs. YTD '25	Inland Empire	California	U.S.
	DOWN 3.8%	DOWN 8.5%	DOWN 6.0%

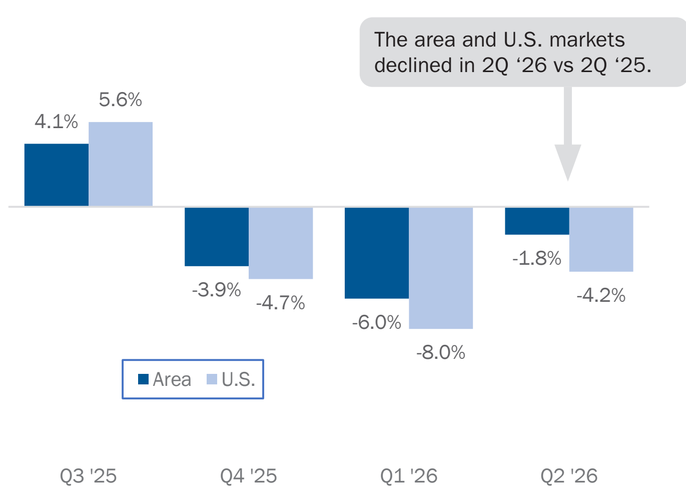
Data sourced from Experian Automotive.

New retail light vehicle registrations in the area declined 3.8% during the first six months of this year versus year earlier. State market was off 8.5%, while U.S. was down 6%.

QUARTERLY RESULTS

QUARTERLY TREND

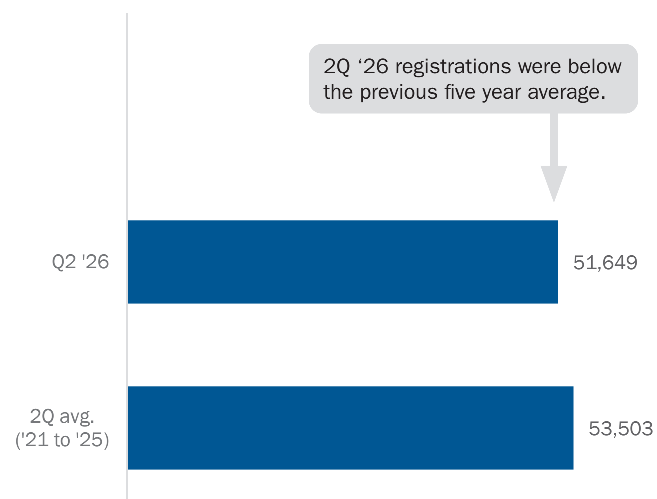
Percent Change in Registrations vs. Year Earlier



Data sourced from Experian Automotive.

QUARTERLY PERSPECTIVE

2Q '26 Registrations Versus 2Q Average for Previous Five Years



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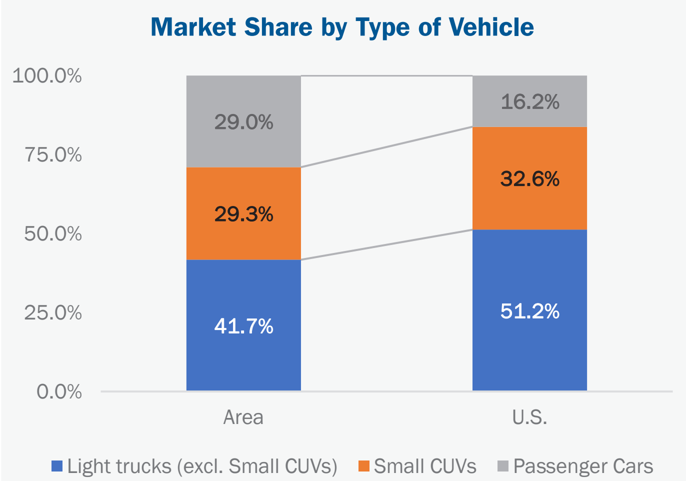
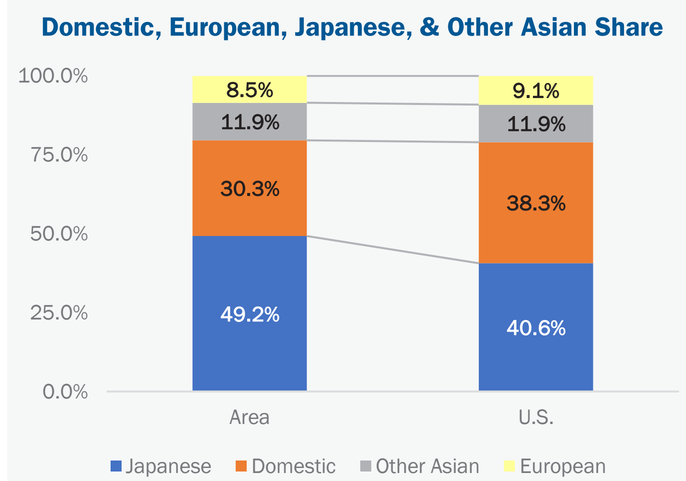
VEHICLE AND BRAND SEGMENTS - AREA AND U.S. (YTD '26 THRU JUNE)



Combining the blue and orange sections in the graph above corresponds to the standard industry definition of light trucks. Small crossovers are broken out, however, since many are more similar to compact hatchbacks than to trucks. Small CUV share was **29.3%** during the first half of this year, below the **32.6%** share in the U.S. Data sourced from Experian Automotive.



Japanese brand market share in the area was higher than U.S. levels: **49.2%** vs. **40.6%**. Area Domestic brand share (which includes Tesla and Rivian) was **30.3%** in the first half of this year. Other Asian brands had identical market shares in the area and U.S. Note: Other Asian includes Genesis, Hyundai, Kia, and VinFast. Data sourced from Experian Automotive.

COMPARISON OF METRO AREA MARKETS - SEGMENT MARKET SHARES

Market Share for Primary Segments in 20 Selected Metro Area Markets - YTD 2026 thru June

	Mainstream Passenger Cars		Mainstream Small SUVs		Mainstream Mid and Full Size SUVs		Pickup Trucks		Luxury Segments	
Rank	Area	% share	Area	% share	Area	% share	Area	% share	Area	% share
1	Inland Empire, CA	23.1	Cleveland	37.9	Denver	22.4	Houston	23.6	Silicon Valley	43.0
2	Los Angeles	19.1	Pittsburgh	37.6	Kansas City	22.0	Dallas Fort Worth	22.1	Orange County, CA	36.1
3	San Diego	16.2	Boston	33.8	Pittsburgh	20.8	Kansas City	20.7	Los Angeles	33.5
4	Atlanta	15.7	Chicago	33.8	Philadelphia	20.2	Phoenix	19.8	Miami	31.1
5	Wash DC	15.5	Philadelphia	33.8	Cleveland	20.1	Pittsburgh	18.9	New York City	28.1
6	Orange County, CA	15.3	Portland, OR	33.3	New York City	19.9	Cleveland	17.6	San Diego	26.7
7	Phoenix	15.1	New York City	31.6	Atlanta	19.7	Atlanta	17.5	Wash DC	23.6
8	Silicon Valley	15.0	Denver	30.9	Chicago	19.4	Inland Empire, CA	17.3	Philadelphia	21.2
9	Miami	14.6	Kansas City	28.8	Houston	19.4	Denver	17.0	Phoenix	21.0
10	Dallas Fort Worth	13.4	Wash DC	28.6	Dallas Fort Worth	19.2	Portland, OR	16.0	Denver	20.8
11	Houston	13.2	Miami	26.4	Boston	19.0	San Diego	14.6	Inland Empire, CA	20.5
12	Chicago	12.7	San Diego	24.9	Portland, OR	18.8	Boston	13.3	Chicago	20.4
13	Cleveland	11.2	Atlanta	24.2	Phoenix	18.5	Orange County, CA	11.3	Boston	20.1
14	Kansas City	10.9	Los Angeles	23.3	Wash DC	18.3	Miami	10.9	Atlanta	19.9
15	Portland, OR	10.8	Dallas Fort Worth	23.1	Miami	14.9	Philadelphia	10.5	Dallas Fort Worth	19.9
16	Philadelphia	10.8	Phoenix	22.8	Inland Empire, CA	14.7	Wash DC	10.0	Houston	19.9
17	Boston	10.3	Inland Empire, CA	21.8	San Diego	14.4	Chicago	9.7	Portland, OR	16.9
18	Pittsburgh	9.1	Houston	21.7	Orange County, CA	13.1	Los Angeles	9.6	Kansas City	14.0
19	New York City	9.0	Orange County, CA	20.9	Los Angeles	11.9	Silicon Valley	7.3	Pittsburgh	11.0
20	Denver	6.0	Silicon Valley	20.4	Silicon Valley	10.6	New York City	6.9	Cleveland	10.0

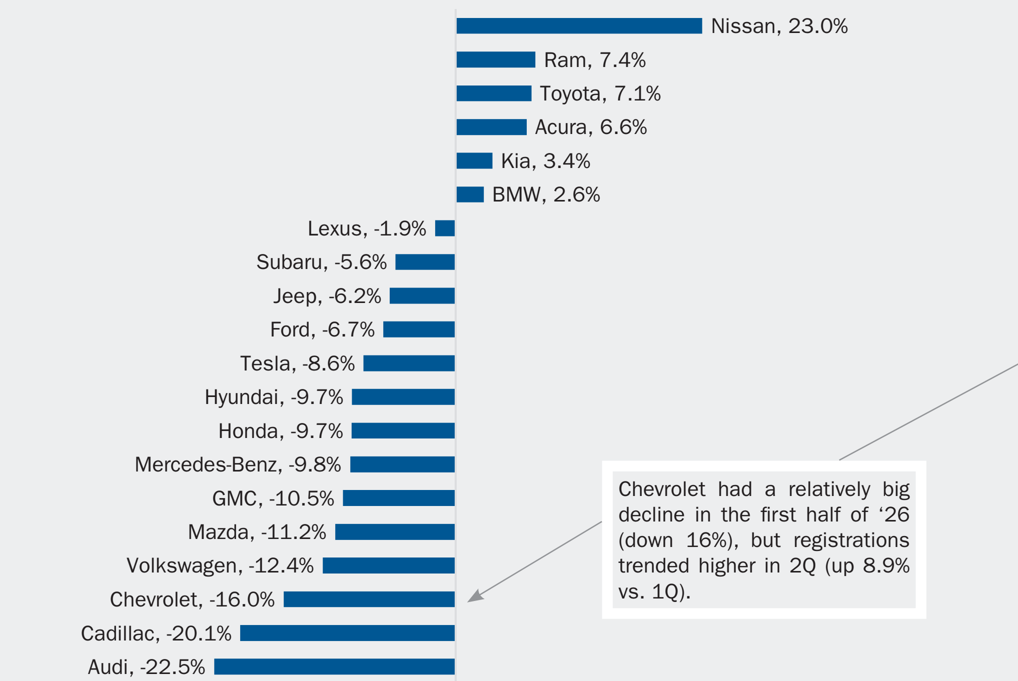
The table above shows percent market share for five primary segments in 20 selected metro area markets during the first half of this year. Data sourced from Experian Automotive.

BRANDS AND MODELS

WINNERS AND LOSERS

The primary metric used to identify winning and losing brands is the percent change in registrations vs. year earlier, shown on the graph below. Nissan and Ram were the biggest gainers so far this year among the top 20 brands. But this snapshot does not capture the shorter term trend in sales. Year to date registrations for a brand may have posted a decline, but if growth picked up during the most recent quarter, that's significant. The table below shows the ten brands with the largest increases, or smallest declines, from the first to the second quarters of last year. Data for all brands are shown on page 8.

% Change in Area Registrations for Top 20 Brands - YTD '26 thru Jun. vs. YTD '25



Quarterly Results

Largest % increases from 1Q '26 to 2Q '26

Tesla	Up	73.1%
Honda	Up	25.5%
Kia	Up	22.5%
Hyundai	Up	18.3%
Mazda	Up	13.9%
Toyota	Up	11.6%
Nissan	Up	11.1%
Subaru	Up	9.6%
Chevrolet	Up	8.9%
Ram	Up	8.6%

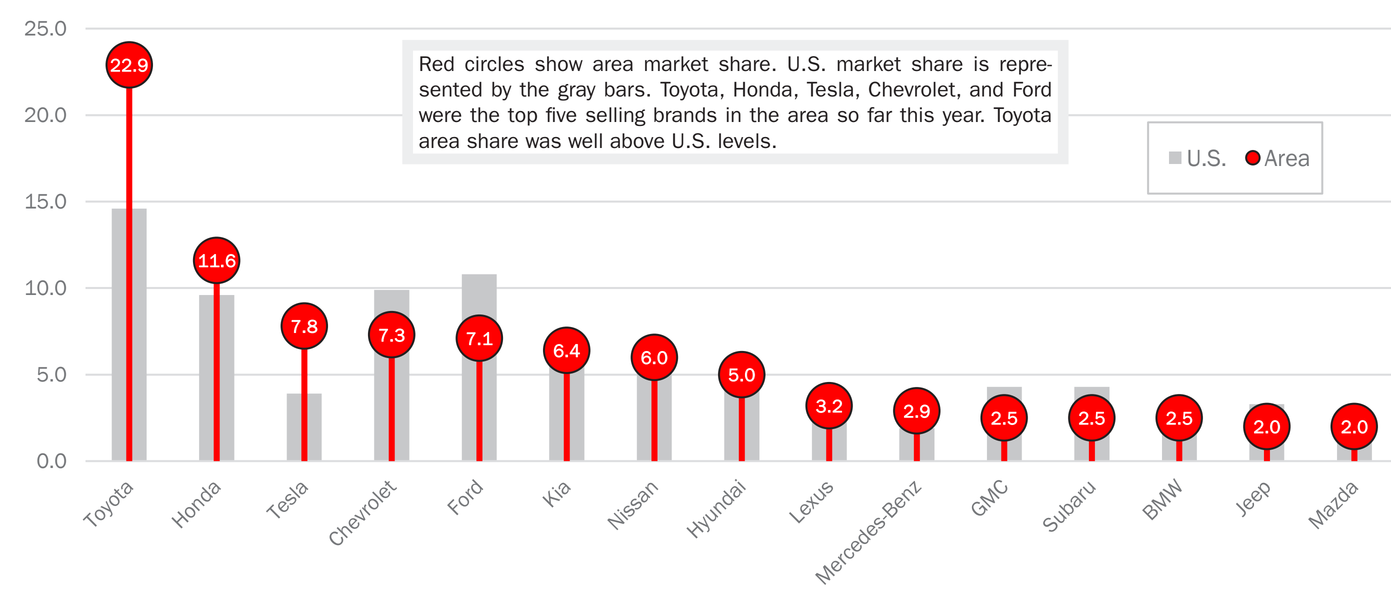
Brands with increases during YTD '26 vs. YTD '25: Nissan, Ram, Toyota, Acura, Kia, and BMW.

Largest % increases in 2Q '26 vs. 1Q '26: Tesla, Honda, Kia, Hyundai, and Mazda.

Data sourced from Experian Automotive.

TOP SELLING BRANDS

Inland Empire Area and U.S. Market Shares for Top 15 Brands in Area - YTD '26 thru June



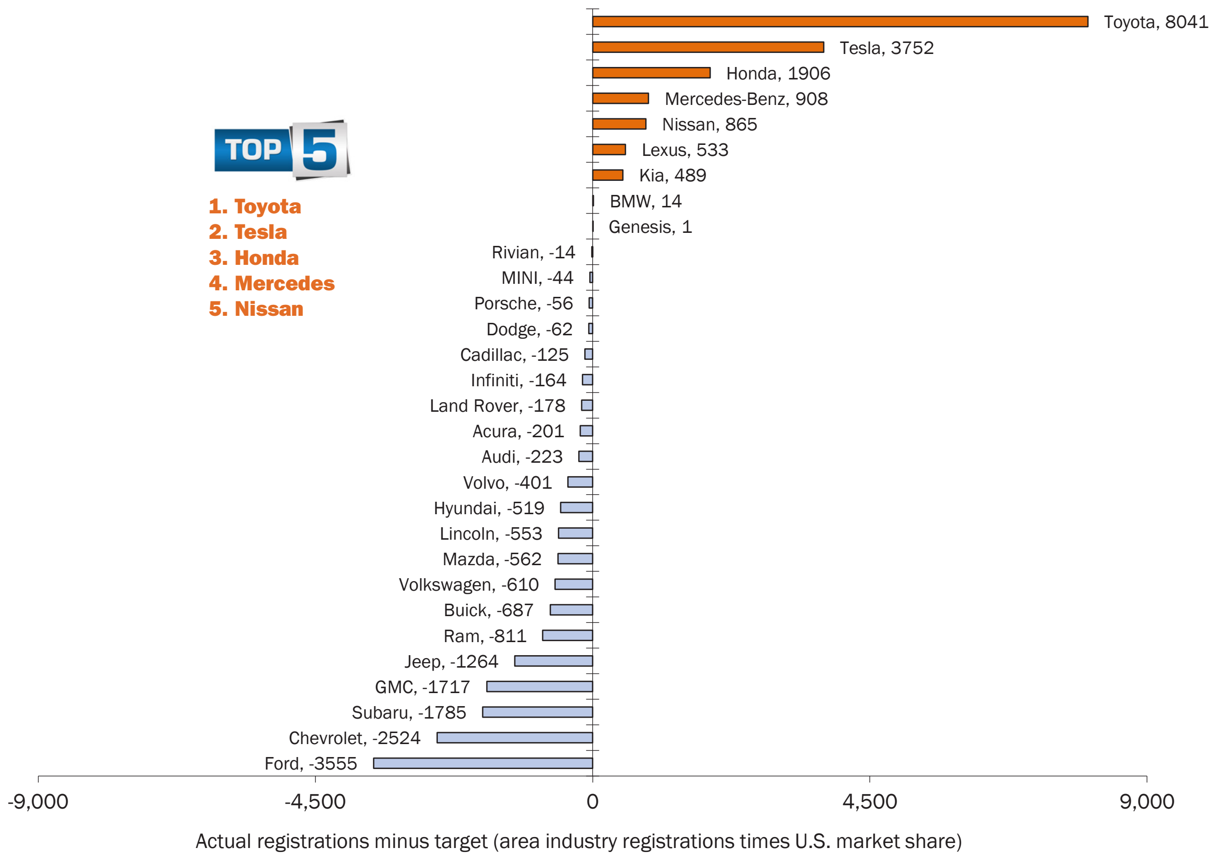
Data sourced from Experian Automotive.

BRANDS AND MODELS

BRAND SALES PERFORMANCE

The graph below provides an indicator of brands that are popular in the Inland Empire Area (relative to the National standard), and those that are not. Here's how it works: For the top 30 selling brands, each brand's share of the U.S. market is multiplied by industry retail registrations in the area during the first six months of this year. This yields a "target" for the area market. Target registrations are subtracted from actual registrations to derive the measurement of sales performance. Brands at the top of the graph (i.e., Toyota, Tesla, Honda, Mercedes-Benz, and Nissan) are relatively strong sellers in the area, with actual registrations exceeding calculated targets by large margins. For instance, Toyota registrations exceeded the target by 8,041 units.

Inland Empire Area Retail Market Performance based on registrations during YTD 2026 thru June
Actual registrations minus target (area industry registrations times U.S. market share)



Data sourced from Experian Automotive.

TOP SELLING MODELS

Top 20 Selling Models during YTD '26 thru June - 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	5.4	23.1	11	Nissan Sentra	1.9	32.6
2	Toyota Camry	5.2	13.1	12	Tesla Model 3	1.8	-47.5
3	Honda Civic	4.1	-4.9	13	Toyota Tundra	1.6	-4.8
4	Toyota Tacoma	4.1	16.2	14	Ram Pickup	1.6	8.9
5	Toyota Corolla	3.1	12.1	15	Kia K4	1.4	-1.6
6	Honda CR-V	2.9	-2.1	16	GMC Sierra	1.4	-6.4
7	Toyota RAV4	2.7	-27.3	17	Nissan Kicks	1.2	48.5
8	Chevrolet Silverado	2.7	-11.0	18	Kia Sportage	1.1	18.0
9	Ford F-Series	2.3	-9.6	19	Toyota Corolla Cross	1.1	25.5
10	Honda Accord	2.1	4.8	20	Hyundai Elantra	1.1	-7.0

Table on the left presents the top 20 selling models in the area during the first six months of 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

SEGMENT LEADERS

The table below shows the top five selling models during the first six months of this year in 20 segments. In addition to unit registrations, it also shows each model's market share in its respective segment.

BEST SELLERS IN PRIMARY SEGMENTS

Small Cars: Honda Civic

Mid Size & Large Cars: Toyota Camry

Full Size Pickup: Chevy Silverado

Subcompact SUV: Nissan Kicks

Compact SUV: Honda CR-V

3 Row Mid Size SUV: Grand Highlander

Luxury Compact SUV: Tesla Model Y

Luxury Midsize SUV: Lexus RX

Top Selling Models in Each Segment - New Retail Light Vehicle Registrations (YTD '26 thru June)

Small Cars		
Model	Regs.	Share
Honda Civic	3974	30.5
Toyota Corolla	3012	23.1
Nissan Sentra	1841	14.1
Kia K4	1389	10.6
Hyundai Elantra	1037	8.0

Mid Size and Large Cars		
Model	Regs.	Share
Toyota Camry	5029	58.5
Honda Accord	2084	24.2
Kia K5	738	8.6
Hyundai Sonata	348	4.0
Nissan Altima	192	2.2

Sports/Pony Cars		
Model	Regs.	Share
Ford Mustang	416	55.3
Toyota 86	111	14.8
Mazda MX5	53	7.0
Toyota Supra	51	6.8
Honda Prelude	49	6.5

Near Luxury Cars		
Model	Regs.	Share
Tesla Model 3	1701	40.4
Lexus IS	494	11.7
BMW 3-Series	369	8.8
Mercedes C-Class	283	6.7
Acura Integra	265	6.3

Luxury and High End Sports Cars		
Model	Regs.	Share
Chevrolet Corvette	203	13.5
BMW 5-Series	150	10.0
Mercedes CLE-Class	149	9.9
Mercedes E-Class	143	9.5
Tesla Model S	134	8.9

Compact/Mid Size Pickup		
Model	Regs.	Share
Toyota Tacoma	3950	55.4
Ford Maverick	894	12.5
Nissan Frontier	562	7.9
Chevrolet Colorado	537	7.5
Ford Ranger	391	5.5

Full Size Pickup		
Model	Regs.	Share
Chevrolet Silverado	2576	26.7
Ford F-Series	2198	22.8
Toyota Tundra	1589	16.5
Ram Pickup	1516	15.7
GMC Sierra	1383	14.3

Mini Van		
Model	Regs.	Share
Toyota Sienna	735	47.4
Kia Carnival	447	28.8
Honda Odyssey	244	15.7
Chrysler Pacifica	61	3.9
Volkswagen ID.Buzz	51	3.3

InEmprge Van		
Model	Regs.	Share
Ford Transit Connect	377	37.4
Mercedes Sprinter	316	31.3
Ram Promaster	129	12.8
Chevrolet Express	102	10.1
Ford E-Series	51	5.1

Subcompact SUV		
Model	Regs.	Share
Nissan Kicks	1167	18.4
Toyota Corolla Cross	1099	17.3
Chevrolet Trax	880	13.8
Honda HR-V	835	13.1
Subaru Crosstrek	709	11.2

Compact SUV		
Model	Regs.	Share
Honda CR-V	2794	18.9
Toyota RAV4	2640	17.9
Kia Sportage	1110	7.5
Nissan Rogue	1034	7.0
Hyundai Tucson	943	6.4

2 Row Mid Size SUV		
Model	Regs.	Share
Toyota 4Runner	819	22.8
Hyundai Santa Fe	719	20.0
Subaru Outback	412	11.4
Ford Mustang Mach-E	329	9.1
Jeep Grand Cherokee	322	8.9

3 Row Mid Size SUV		
Model	Regs.	Share
Toyota Grand Highlan	1022	12.7
Kia Telluride	961	11.9
Chevrolet Traverse	919	11.4
Kia Sorento	707	8.8
Honda Pilot	705	8.8

InEmprge SUV		
Model	Regs.	Share
Ford Bronco	835	32.1
Chevrolet Tahoe	374	14.4
Chevrolet Suburban	285	11.0
Toyota Land Cruiser	211	8.1
GMC Yukon XL	211	8.1

Luxury Subcompact SUV		
Model	Regs.	Share
Acura ADX	190	32.4
Lexus UX	87	14.8
Audi Q3	83	14.1
BMW X1	74	12.6
Mercedes GLA-Class	61	10.4

Luxury Compact SUV		
Model	Regs.	Share
Tesla Model Y	5267	66.5
Mercedes GLC-Class	588	7.4
Lexus NX	529	6.7
BMW X3	399	5.0
Audi Q5	217	2.7

Luxury Mid Size SUV		
Model	Regs.	Share
Lexus RX	904	22.4
Mercedes GLE-Class	508	12.6
BMW X5	370	9.2
Lexus RZ	312	7.7
Tesla Model X	244	6.1

Luxury InEmprge SUV		
Model	Regs.	Share
Lexus TX	420	25.7
Cadillac Escalade	237	14.5
Mercedes GLS-Class	176	10.8
Land Rover Range Ro	149	9.1
BMW X7	134	8.2

Top Selling Passenger Cars		
Model	Regs.	Share
Toyota Camry	5029	17.9
Honda Civic	3974	14.1
Toyota Corolla	3012	10.7
Honda Accord	2084	7.4
Nissan Sentra	1841	6.6

Top Selling Light Trucks		
Model	Regs.	Share
Tesla Model Y	5267	7.6
Toyota Tacoma	3950	5.7
Honda CR-V	2794	4.1
Toyota RAV4	2640	3.8
Chevrolet Silverado	2576	3.7

Data sourced from Experian Automotive.

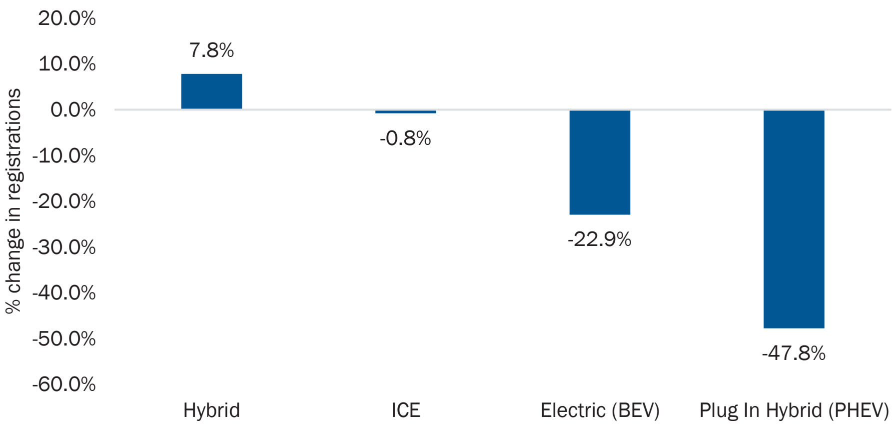
POWERTRAINS

FIVE KEY TRENDS

1. BEV registrations declined 22.9% during the first six months of 2026 vs. year earlier.
2. BEV market share was 14.7% in 2Q '26, up from 10.3% in the first quarter.
3. Hybrid vehicle registrations increased 7.8% so far this year vs. the 3.8% drop in the overall market.
4. ICE vehicle market share increased from 61.6% in the first half of 2025 to 63.6% this year.
5. Franchised dealerships accounted for 78% of alternative powertrain sales so far this year (see below).

ICE, BEV, PHEV, AND HYBRID MARKET SHARE

% Change in Registrations by Powertrain Type YTD '26 thru June vs YTD '25



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

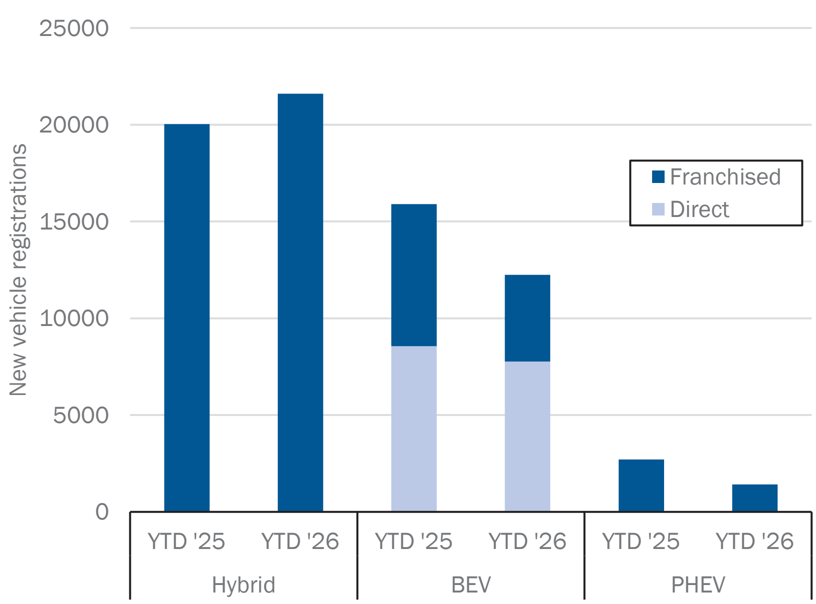
% Share of Industry Registrations by Powertrain Type

YTD thru June	YTD '25	YTD '26	
ICE	61.6%	63.6%	↑
Hybrid	19.9%	22.3%	↑
Electric (BEV)	15.8%	12.6%	↓
Plug In Hybrid (PHEV)	2.7%	1.5%	↓

Quarterly	1Q '26	2Q '26	
ICE	67.9%	59.8%	↓
Hybrid	20.6%	23.8%	↑
Electric (BEV)	10.3%	14.7%	↑
Plug In Hybrid (PHEV)	1.2%	1.7%	↑

FRANCHISED DEALERSHIPS AND DIRECT SELLERS

New Hybrid, BEV, and PHEV Registrations in Inland Empire Area by Type of Selling Dealership



Registrations and Market Share	Franchised Dealerships	Direct Sellers
YTD '25 thru June		
Hybrid registrations	20,033	0
BEV registrations	7,345	8,553
PHEV regisrations	2,711	0
TOTAL	30,089	8,553
YTD '25 Share of total	77.9%	22.1%
YTD '26 thru June		
Hybrid registrations	21,603	0
BEV registrations	4,483	7,762
PHEV regisrations	1,416	0
TOTAL	27,502	7,762
YTD '26 Share of total	78.0%	22.0%

The dark blue areas in the graph show sales by powertrain type for franchised dealerships. Sum of the dark blue areas in YTD '26 is 27,502 units, 78% of the overall total, about equal to the 77.9% share during the same period in 2025.

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

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

Passenger Car Share of Area Market Was 29.0% vs 16.2% in U.S.

	Inland Empire Area	Orange County	LA County	California	U.S.
% change in registrations YTD '26 thru June vs. YTD '25	-3.8%	-10.8%	-8.3%	-8.5%	-6.0%
Car share of industry retail light vehicle market YTD '26 thru June	29.0%	24.4%	28.6%	25.9%	16.2%
Domestic brand market share YTD '26 thru June	30.3%	29.1%	24.1%	29.3%	38.3%

	New Retail Registrations - YTD 2026 thru June				Market Share (YTD '26)		
	Inland Empire Area		U.S.				
Brand	Regs.	% ch. vs. YTD '25	Regs.	% ch. vs. YTD '25	Inland Empire	U.S.	Variance
Acura	741	6.6%	60,973	-1.3%	0.8	1.0	-0.2
Alfa Romeo	14	133.3%	1,620	-40.7%	0.0	0.0	0.0
Audi	626	-22.5%	55,011	-25.7%	0.6	0.9	-0.3
BMW	2,391	2.6%	153,929	-2.2%	2.5	2.5	0.0
Buick	310	-16.9%	64,560	-29.7%	0.3	1.0	-0.7
Cadillac	812	-20.1%	60,679	-24.8%	0.8	1.0	-0.2
Chevrolet	7,052	-16.0%	620,121	-12.5%	7.3	9.9	-2.6
Chry Dodge Jeep Ram	3,979	-5.2%	408,315	-4.4%	4.1	6.5	-2.4
Chrysler	73	-33.0%	16,971	-9.2%	0.1	0.3	-0.2
Dodge	293	-36.2%	23,015	-21.8%	0.3	0.4	-0.1
Jeep	1,967	-6.2%	209,238	-6.8%	2.0	3.3	-1.3
Ram	1,646	7.4%	159,091	3.0%	1.7	2.5	-0.8
Ferrari	18	125.0%	1,578	12.5%	0.0	0.0	0.0
Ford	6,898	-6.7%	676,890	-5.7%	7.1	10.8	-3.7
Genesis	516	-7.2%	33,378	0.0%	0.5	0.5	0.0
GMC	2,438	-10.5%	269,079	-3.4%	2.5	4.3	-1.8
Honda	11,246	-9.7%	604,861	-6.0%	11.6	9.6	2.0
Hyundai	4,841	-9.7%	347,109	-4.3%	5.0	5.5	-0.5
Ineos	23	-39.5%	2,232	-11.0%	0.0	0.0	0.0
Infiniti	155	-18.8%	20,658	-13.0%	0.2	0.3	-0.1
Kia	6,198	3.4%	369,718	-1.7%	6.4	5.9	0.5
Land Rover	371	-23.8%	35,567	-20.8%	0.4	0.6	-0.2
Lexus	3,106	-1.9%	166,646	-5.2%	3.2	2.7	0.5
Lincoln	185	-11.1%	47,797	-9.1%	0.2	0.8	-0.6
Lucid	88	15.8%	5,643	24.7%	0.1	0.1	0.0
Mazda	1,927	-11.2%	161,152	-5.9%	2.0	2.6	-0.6
Mercedes-Benz	2,796	-9.8%	122,234	-13.0%	2.9	1.9	1.0
MINI	113	5.6%	10,171	-21.0%	0.1	0.2	-0.1
Mitsubishi	96	-48.9%	21,551	-27.0%	0.1	0.3	-0.2
Nissan	5,841	23.0%	322,260	10.8%	6.0	5.1	0.9
Porsche	347	-20.2%	26,129	-19.0%	0.4	0.4	0.0
Rivian	152	-31.8%	10,722	-31.5%	0.2	0.2	0.0
Subaru	2,394	-5.6%	270,622	-12.0%	2.5	4.3	-1.8
Tesla	7,518	-8.6%	243,876	-9.9%	7.8	3.9	3.9
Toyota	22,242	7.1%	919,634	2.8%	22.9	14.6	8.3
Volkswagen	1,195	-12.4%	116,918	-11.5%	1.2	1.9	-0.7
Volvo	205	-28.3%	39,260	-18.5%	0.2	0.6	-0.4
Other	153	-25.4%	9,703	-34.0%	0.2	0.2	0.0

Data sourced from Experian Automotive.

Inland Empire Auto Outlook

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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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