

## INLAND EMPIRE AUTO OUTLOOK™

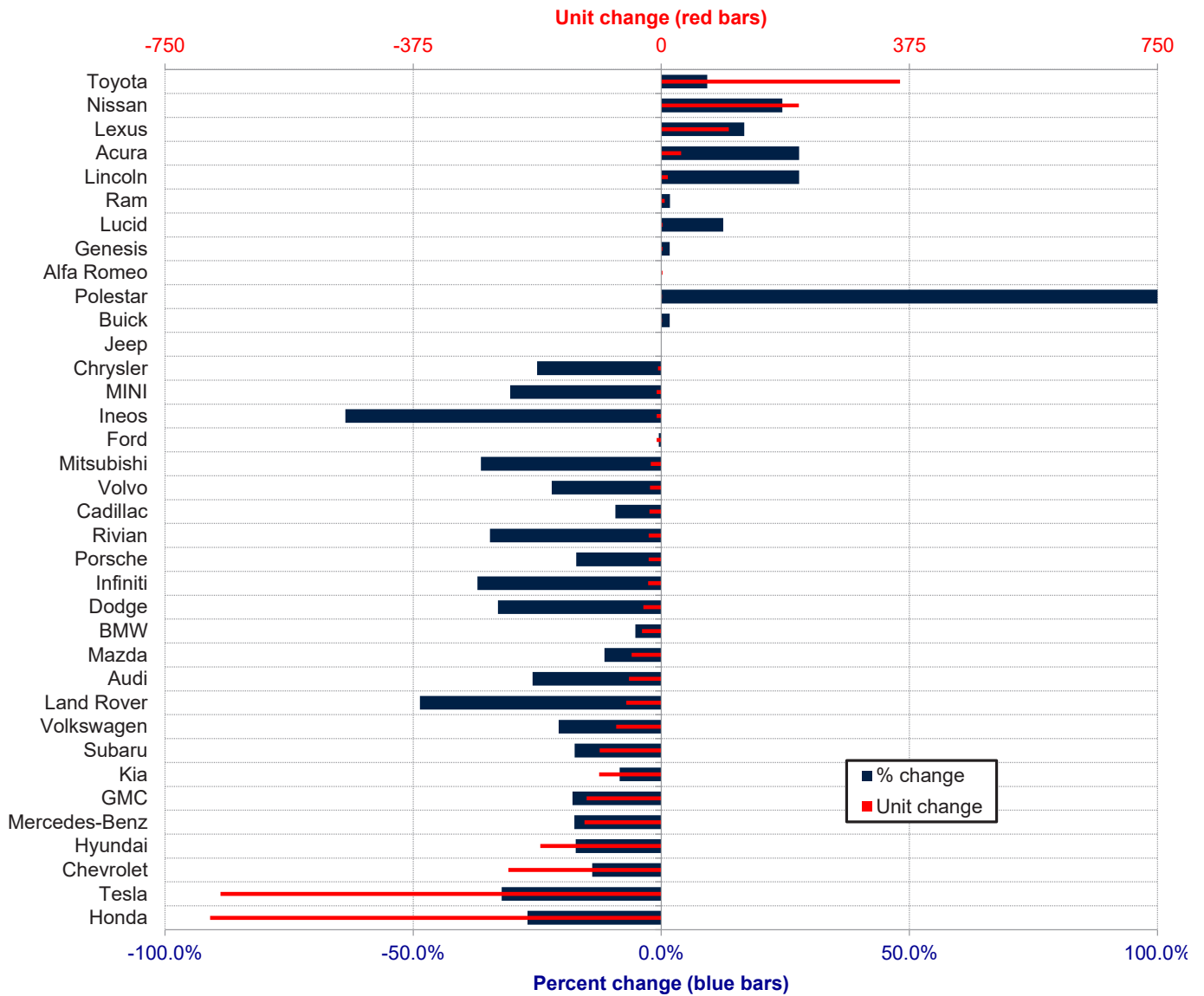
2026

Inland Empire Area New Retail Automotive Market Data - Retail Sales \*Does Not Include Fleet Sales

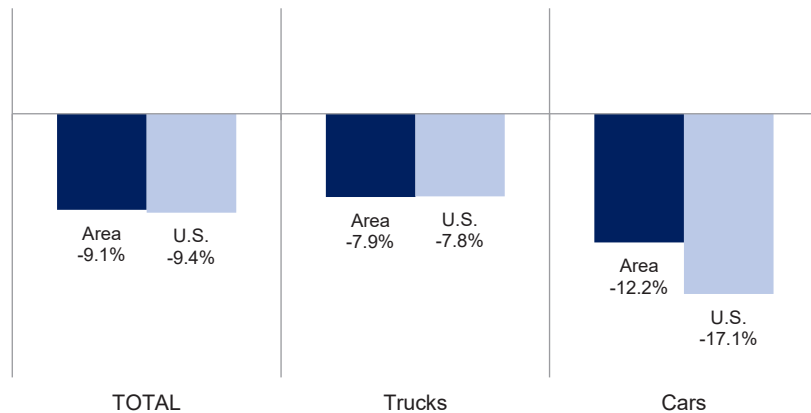
Inland Empire Area New Retail Car and Light Truck Registrations												
	Jan.			Three Month Period Nov. '25 thru Jan. '26			Annual Totals			Annual Market Share (%)		
	2025	2026	% chg.	Previous	Current	% chg.	2024	2025	% chg.	2024	2025	Chg.
<b>MARKET SUMMARY</b>												
TOTAL	20,280	18,430	-9.1%	49,838	45,888	-7.9%	192,824	198,526	3.0%			
Cars	5,735	5,035	-12.2%	14,450	13,113	-9.3%	58,558	57,088	-2.5%	30.4	28.8	-1.6
Light Trucks	14,545	13,395	-7.9%	35,388	32,775	-7.4%	134,266	141,438	5.3%	69.6	71.2	1.6
Domestic	6,862	5,795	-15.5%	16,622	13,905	-16.3%	65,981	65,046	-1.4%	34.2	32.8	-1.5
European	2,092	1,745	-16.6%	4,970	4,046	-18.6%	18,215	17,415	-4.4%	9.4	8.8	-0.7
Japanese	9,019	8,864	-1.7%	22,397	22,848	2.0%	85,705	92,928	8.4%	44.4	46.8	2.4
Korean	2,307	2,026	-12.2%	5,849	5,089	-13.0%	22,923	23,137	0.9%	11.9	11.7	-0.2
<b>BRAND REGISTRATIONS</b>												
Acura	108	138	27.8%	293	321	9.6%	1,256	1,310	4.3%	0.7	0.7	0.0
Alfa Romeo	0	2		2	5	150.0%	42	19	-54.8%	0.0	0.0	0.0
Audi	189	140	-25.9%	455	300	-34.1%	2,005	1,651	-17.7%	1.0	0.8	-0.2
BMW	555	526	-5.2%	1,362	1,299	-4.6%	4,707	4,535	-3.7%	2.4	2.3	-0.1
Buick	58	59	1.7%	174	173	-0.6%	664	724	9.0%	0.3	0.4	0.1
Cadillac	195	177	-9.2%	441	410	-7.0%	1,600	2,011	25.7%	0.8	1.0	0.2
Chevrolet	1,663	1,432	-13.9%	4,278	3,479	-18.7%	15,706	16,029	2.1%	8.1	8.1	0.0
C/D/J/R	757	730	-3.6%	2,058	1,910	-7.2%	8,911	8,215	-7.8%	4.6	4.1	-0.5
Chrysler	20	15	-25.0%	61	39	-36.1%	304	200	-34.2%	0.2	0.1	-0.1
Dodge	82	55	-32.9%	244	158	-35.2%	1,873	883	-52.9%	1.0	0.4	-0.6
Jeep	367	367	0.0%	972	948	-2.5%	4,105	4,088	-0.4%	2.1	2.1	0.0
Ram	288	293	1.7%	781	765	-2.0%	2,629	3,044	15.8%	1.4	1.5	0.1
Ford	1,380	1,373	-0.5%	3,417	3,554	4.0%	13,310	14,794	11.1%	6.9	7.5	0.6
Genesis	116	118	1.7%	304	266	-12.5%	919	1,022	11.2%	0.5	0.5	0.0
GMC	632	519	-17.9%	1,450	1,248	-13.9%	5,150	5,288	2.7%	2.7	2.7	0.0
Honda	2,529	1,847	-27.0%	5,751	4,919	-14.5%	23,442	23,411	-0.1%	12.2	11.8	-0.4
Hyundai	1,063	880	-17.2%	2,543	2,168	-14.7%	10,116	10,435	3.2%	5.2	5.3	0.1
Ineos	11	4	-63.6%	22	10	-54.5%	54	59	9.3%	0.0	0.0	0.0
Infiniti	54	34	-37.0%	123	82	-33.3%	429	345	-19.6%	0.2	0.2	0.0
Kia	1,121	1,027	-8.4%	2,950	2,650	-10.2%	11,727	11,645	-0.7%	6.1	5.9	-0.2
Land Rover	109	56	-48.6%	251	159	-36.7%	873	869	-0.5%	0.5	0.4	-0.1
Lexus	610	712	16.7%	1,420	1,639	15.4%	5,800	6,194	6.8%	3.0	3.1	0.1
Lincoln	36	46	27.8%	98	92	-6.1%	379	366	-3.4%	0.2	0.2	0.0
Lucid	16	18	12.5%	34	52	52.9%	126	170	34.9%	0.1	0.1	0.0
Mazda	394	349	-11.4%	943	808	-14.3%	3,753	3,981	6.1%	1.9	2.0	0.1
Mercedes-Benz	663	547	-17.5%	1,534	1,235	-19.5%	5,536	5,755	4.0%	2.9	2.9	0.0
MINI	23	16	-30.4%	71	65	-8.5%	250	230	-8.0%	0.1	0.1	0.0
Mitsubishi	44	28	-36.4%	102	64	-37.3%	424	303	-28.5%	0.2	0.2	0.0
Nissan	852	1,060	24.4%	2,200	2,557	16.2%	9,164	9,758	6.5%	4.8	4.9	0.1
Polestar	1	2	100.0%	7	5	-28.6%	71	27	-62.0%	0.0	0.0	0.0
Porsche	111	92	-17.1%	264	184	-30.3%	795	788	-0.9%	0.4	0.4	0.0
Rivian	55	36	-34.5%	120	68	-43.3%	531	496	-6.6%	0.3	0.2	-0.1
Subaru	533	440	-17.4%	1,390	1,034	-25.6%	5,365	4,718	-12.1%	2.8	2.4	-0.4
Tesla	2,070	1,404	-32.2%	4,548	2,917	-35.9%	19,531	16,937	-13.3%	10.1	8.5	-1.6
Toyota	3,895	4,256	9.3%	10,175	11,424	12.3%	36,072	42,908	19.0%	18.7	21.6	2.9
Volkswagen	329	261	-20.7%	746	566	-24.1%	3,051	2,642	-13.4%	1.6	1.3	-0.3
Volvo	77	60	-22.1%	168	131	-22.0%	431	550	27.6%	0.2	0.3	0.1
Other	31	41	32.3%	144	94	-34.7%	634	341	-46.2%	0.3	0.2	-0.1

The table shows new retail light vehicle registrations in the Inland Empire Area. 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 2026 are partially estimated.

### Change in New Retail Light Vehicle Registrations (January 2026 vs. January 2025)



### Percent Change in Area and U.S. New Retail Light Vehicle Markets January 2026 vs. January 2025



This report is sponsored by the Inland Empire 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 (610-640-1233).

Data sourced from Experian Automotive.