

#### FORECAST

## Area Market Had Larger Percentage Gain Than State Last Year

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

#### How did the area market perform in 2025?

Area new vehicle registrations increased 2.9% last year, an improvement from the 0.7% drop from 2023 to 2024.

#### What is the outlook for 2026?

Registrations for all of this year are predicted to approach 194,000 units and decline 2.3% from 2025 (see graph below).

#### What are the key factors impacting new vehicle sales this year?

Transaction prices nearing \$50,000 make new vehicle purchases a stretch for many consumers. Additionally, tariffs will almost certainly lead to rising vehicle prices, the labor market is weakening, and household incomes are barely keeping pace with inflation. However, the news isn't entirely bleak. The average age of vehicles on the road is at a record high, partly due to postponed purchases since the pandemic (see page 3). This resulting pent-up demand, coupled with the prospects of lower interest rates, should limit any potential decline in sales this year.

#### Which brands posted gains during all of 2025 and which finished the year strong?

Area new retail registrations for Cadillac, Toyota, Ram, Ford, Lexus, Nissan, and Mazda increased by more than 6% last year. BMW, Ram, and Toyota gained some momentum as the year ended, with 4Q '25 registrations increasing by more than 6% from 3Q.

#### Based on a comparison to U.S. market share, which brands are strong performers in the area market?

The analysis on page 5 compares actual registrations in the area for each of the top 30 selling brands to a calculated target. The target equals area registrations required for the brand to attain the same area market share as in the Nation. Actual registrations significantly exceeded target for Toyota, Tesla, Honda, Mercedes-Benz, and Lexus.

#### What are recent trends in the alternative powertrain vehicle market?

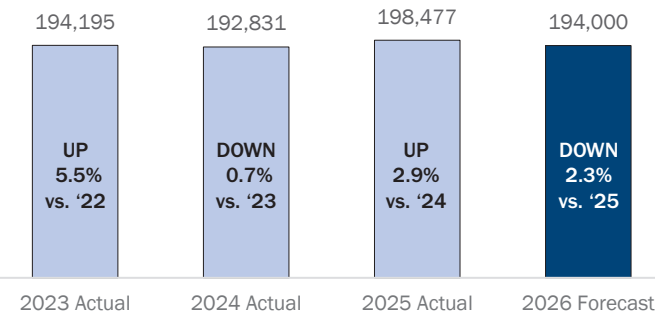
BEV share fell from 17.5% during January thru October of last year to just 9.5% in November and December, following expiration of federal tax credits on September 30 (see page 3). Hybrid vehicle registrations increased 39% from 2024 to 2025 and market share reached 19.9%.

#### Six Key facts for Area New Vehicle Market



1. Area market was up 2.9% in 2025. California market improved 1.5%.
2. Total registrations exceeded 198,000 last year, well above the recent low of 184,104 in 2022.
3. Market was down 4.0% in 4Q '25 vs. year earlier compared to the 4.1% increase in 3Q.
4. Toyota, Honda, Tesla, Chevrolet, and Ford were market share leaders (see page 4).
5. Hybrid vehicles accounted for more than 35% of Toyota, Hyundai, and Honda registrations in the Fourth Quarter of this year (see page 6).
6. Tesla Model Y, Toyota Camry, and Honda Civic were top three sellers in area market. Chevrolet Equinox had a large percentage increase from 2024 to 2025 (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

	2024 Annual	2025 Annual	% Chg. '24 to '25	Mkt. Share 2025
TOTAL	192,831	198,477	2.9%	
Car	58,560	57,072	-2.5%	28.8%
Light Truck	134,271	141,405	5.3%	71.2%
Domestic	65,986	65,029	-1.5%	32.7%
European	18,215	17,411	-4.4%	8.8%
Japanese	85,707	92,896	8.4%	46.8%
Other Asian	22,923	23,141	1.0%	11.7%

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  
2025 vs. 2024**

**Inland Empire  
UP 2.9%**

**California  
UP 1.5%**

**U.S.  
UP 3.3%**

New retail light vehicle registrations in the area increased 2.9% from 2024 to 2025. State market increased 1.5%, while U.S. was up 3.3%.

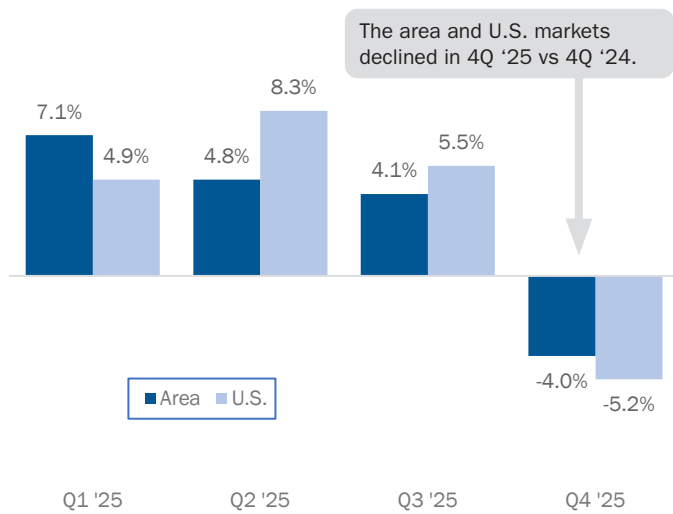
Data sourced from Experian Automotive.



## QUARTERLY RESULTS

### QUARTERLY TREND

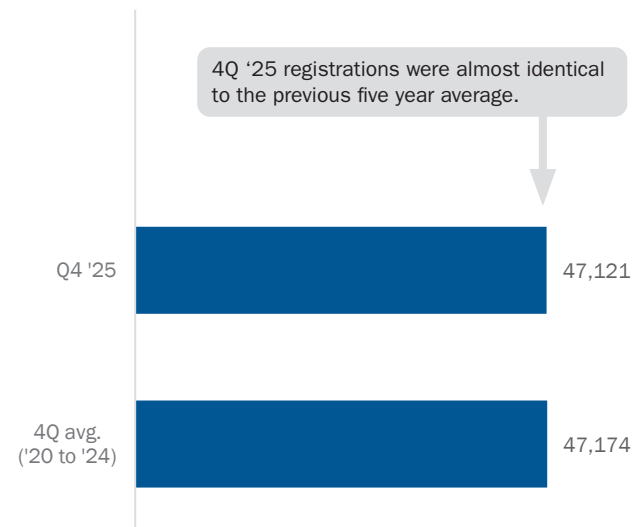
Percent Change in Registrations vs. Year Earlier



Data sourced from Experian Automotive.

### QUARTERLY PERSPECTIVE

4Q '25 Registrations Versus Average for Previous Five Years



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### Inland Empire Auto Outlook

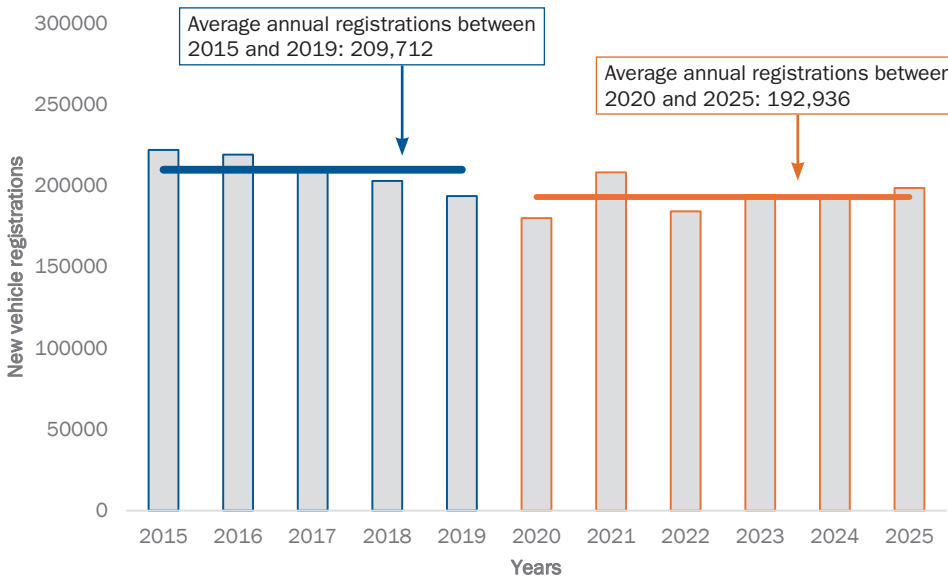
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# KEY TRENDS IN INLAND EMPIRE AREA NEW VEHICLE MARKET



## LONG TERM RESULTS

### Annual New Retail Light Vehicle Registrations in Area Market - 2015 thru 2025



The graph on the left shows annual new retail light vehicle registrations from 2015 thru 2025. The grey bars show the actual totals in each year. The blue line represents average registrations between 2015 and 2019 and the orange line is the average between 2020 and 2025. The pandemic and subsequent supply chain issues in 2022 clearly took a toll on the market. Average registrations between 2020 and 2025 were 192,936 units, well below the previous five year average of 209,712. Postponed purchases that accrued during the past six years should provide some support for the market in 2026.

Data sourced from Experian Automotive.

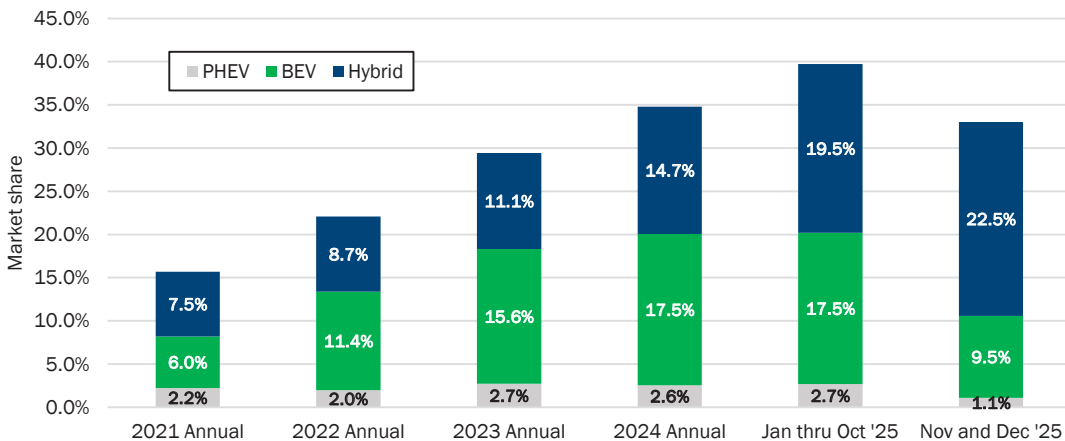


## ALTERNATIVE POWERTRAIN MARKET

### FIVE KEY TRENDS

1. BEV share fell from 17.5% during the first ten months of 2025 to just 9.5% in November and December.
2. BEV share during all of last year was 16.4%, down from 17.5% in 2024
3. Hybrid market share increased to 22.5% in Nov and Dec of last year, up from 19.5% during the preceding 10 months.
4. Plug in Hybrid vehicle market share fell to just 1.1% during the last two months of 2025.
5. ICE vehicles accounted for 61.2% of registrations for all of last year.

### Share of Industry Registrations for Alternative Powertrain Vehicles



Due to customary processing delays, vehicle registration data lags the reporting of actual sales. This has impacted the measurement of BEV market share during the last few months of 2025. BEV sales were high in the second half of September due to the expiration of federal government tax credits, but many of these transactions were likely recorded as October registrations, inflating the measurement of BEV share in 4Q '25. BEV share for the entire fourth quarter (October through December) was 14.8% vs. 9.5% in November and December. The two-month figure is more reflective of BEV share following the expiration of the tax credits.

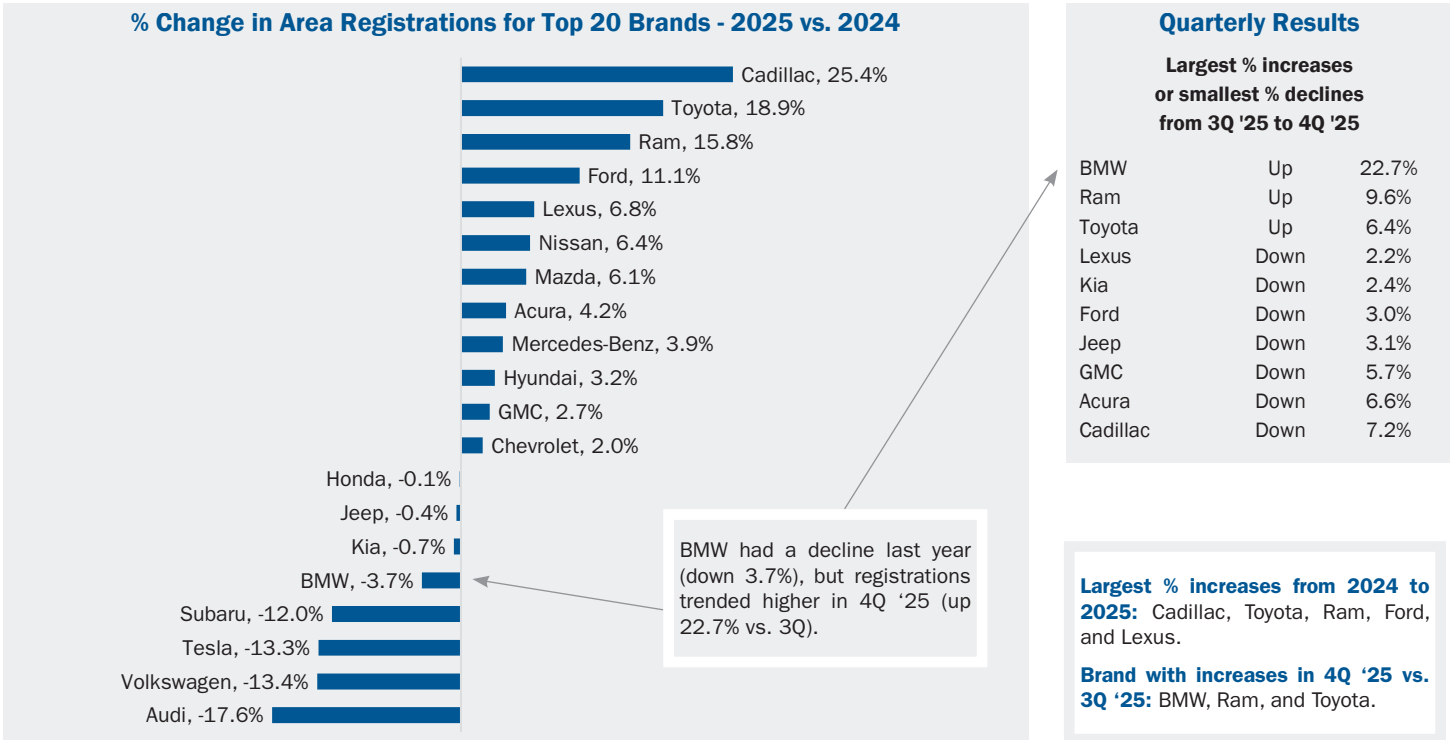
Data sourced from Experian Automotive.

# 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. Cadillac and Toyota were the biggest gainers last year among the top 20 brands. But this snapshot does not capture the shorter term trend in sales. Annual registrations for a brand may have posted a decline, but if growth picked up during the most recent quarter, that's significant. The table to the right of the graph shows the ten brands with the largest increases, or smallest declines, from the third to the fourth quarters of last year. Data for all brands are shown on page 8.

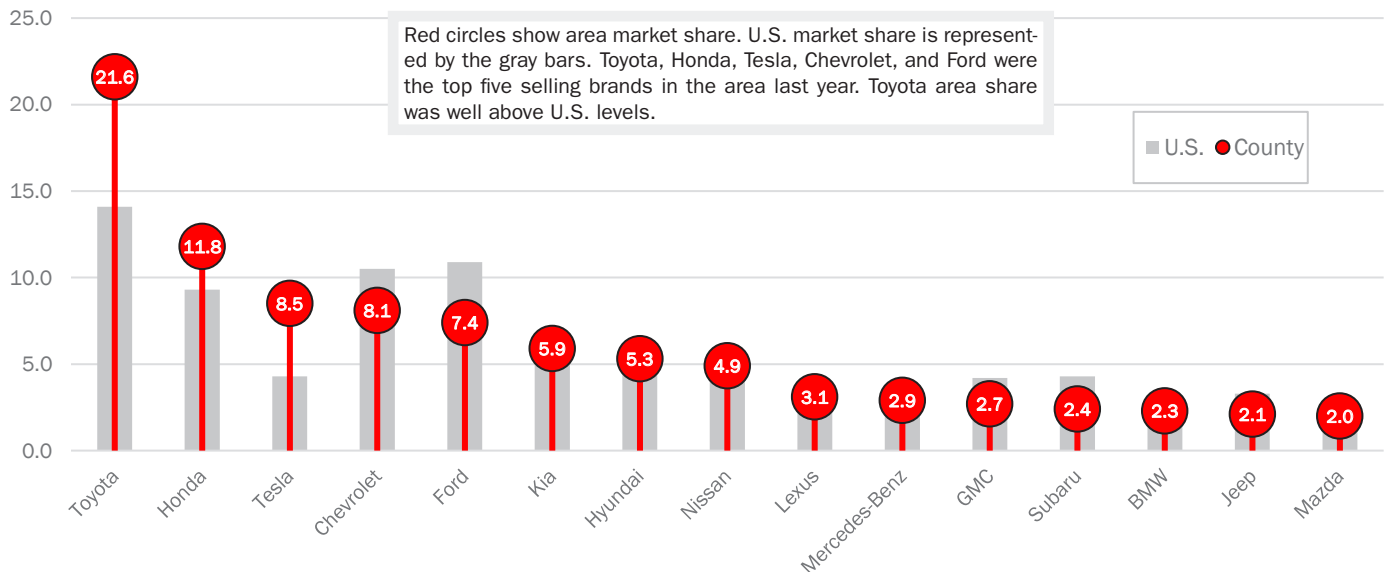


Data sourced from Experian Automotive.



## TOP SELLING BRANDS

### Inland Empire Area and U.S. Market Shares for Top 15 Brands in County - 2025



Data sourced from Experian Automotive.

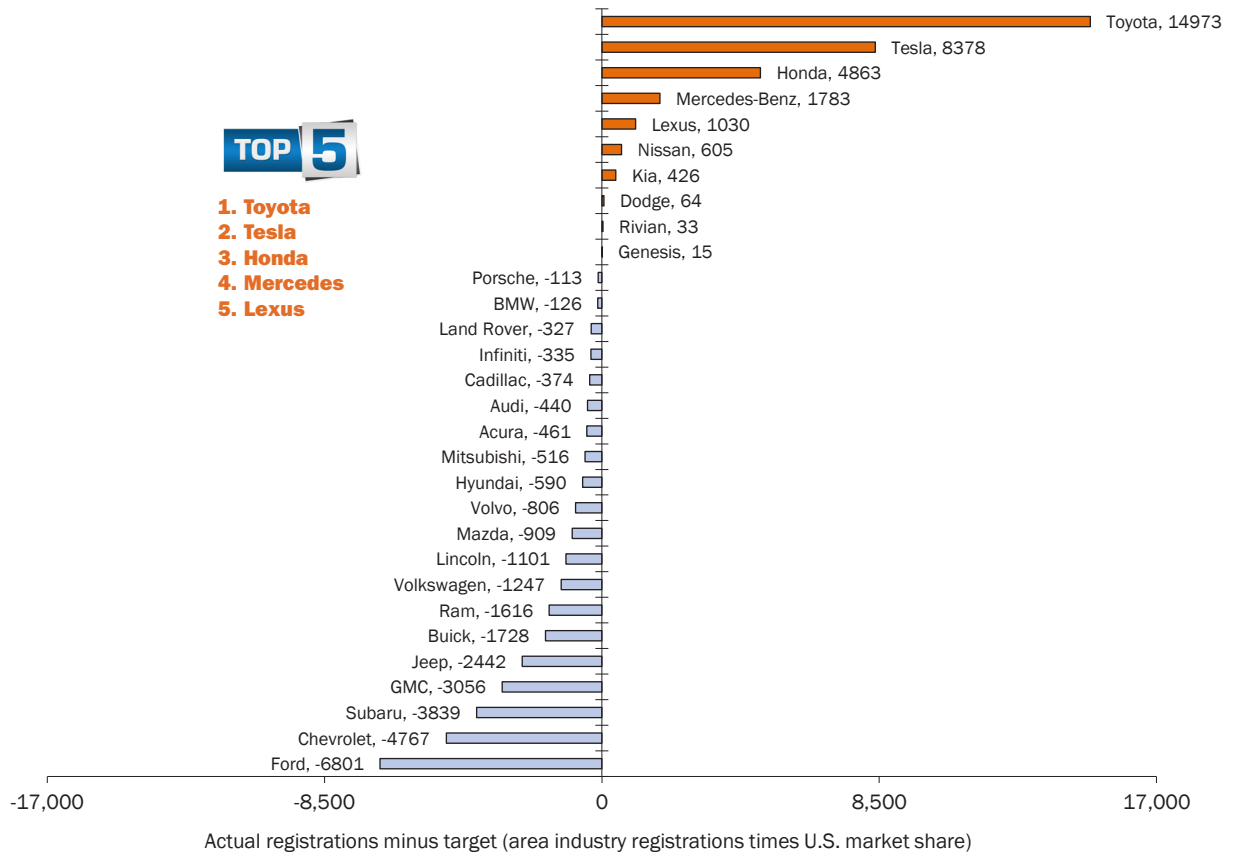
# BRANDS AND MODELS



## 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 2025. 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 Lexus) are relatively strong sellers in the area, with actual registrations exceeding calculated targets by large margins. For instance, Toyota registrations exceeded the target by 14,973 units.

**Inland Empire Area Retail Market Performance based on registrations during 2025**  
**Actual registrations minus target (area industry registrations times U.S. market share)**



- TOP 5**
1. Toyota
  2. Tesla
  3. Honda
  4. Mercedes
  5. Lexus

Data sourced from Experian Automotive.



## TOP SELLING MODELS

**Top 20 Selling Models during 2025 - Market Share and % Change in Registrations vs. 2024**

Rank	Model	County Share %	% chg. '24 to '25	Rank	Model	County Share %	% chg. '24 to '25
1	Tesla Model Y	5.1	-21.0	11	Honda Accord	2.1	-4.8
2	Toyota Camry	4.7	12.4	12	Toyota Tundra	1.5	8.5
3	Honda Civic	3.9	-1.0	13	Nissan Sentra	1.5	-2.5
4	Toyota RAV4	3.7	9.8	14	GMC Sierra	1.5	-6.4
5	Toyota Tacoma	3.6	68.3	15	Ram Pickup	1.4	17.2
6	Toyota Corolla	2.9	13.4	16	Kia K4/Forte	1.4	-16.9
7	Chevrolet Silverado	2.8	-10.1	17	Chevrolet Equinox	1.3	131.7
8	Tesla Model 3	2.7	9.8	18	Hyundai Elantra	1.0	5.3
9	Honda CR-V	2.6	3.0	19	Honda HR-V	1.0	-14.5
10	Ford F-Series	2.5	22.1	20	Hyundai Tucson	1.0	5.8

Table on the left presents the top 20 selling models in the area in 2025. Share of industry registrations and the percent change versus 2024 are also shown. Models with the five largest percentage increase are shaded blue.

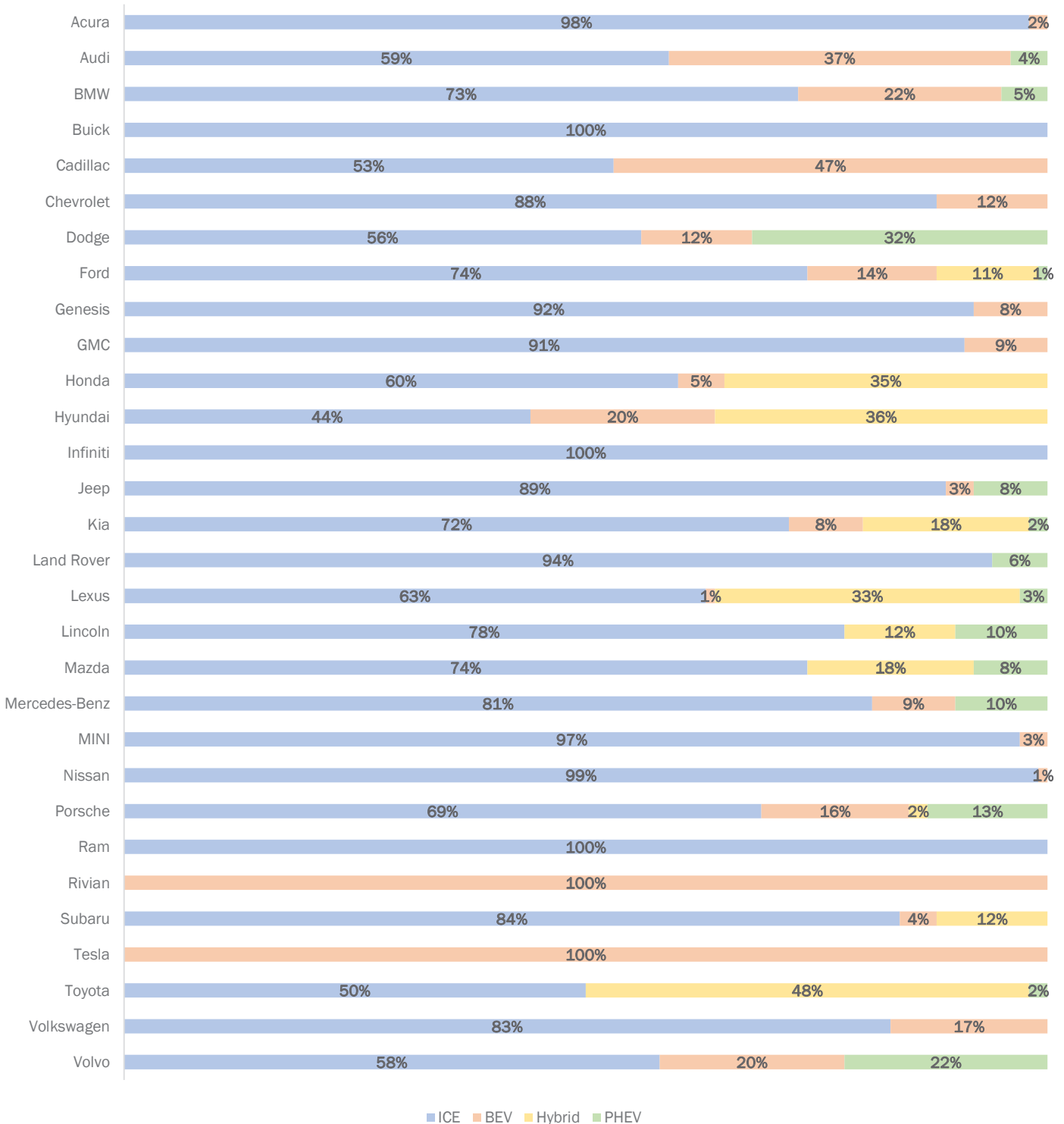
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# BRANDS AND MODELS



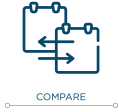
## POWERTRAIN MARKET SHARES

Share of Brand Registrations by Type of Powertrain - Fourth Quarter 2025 (top 30 brands)



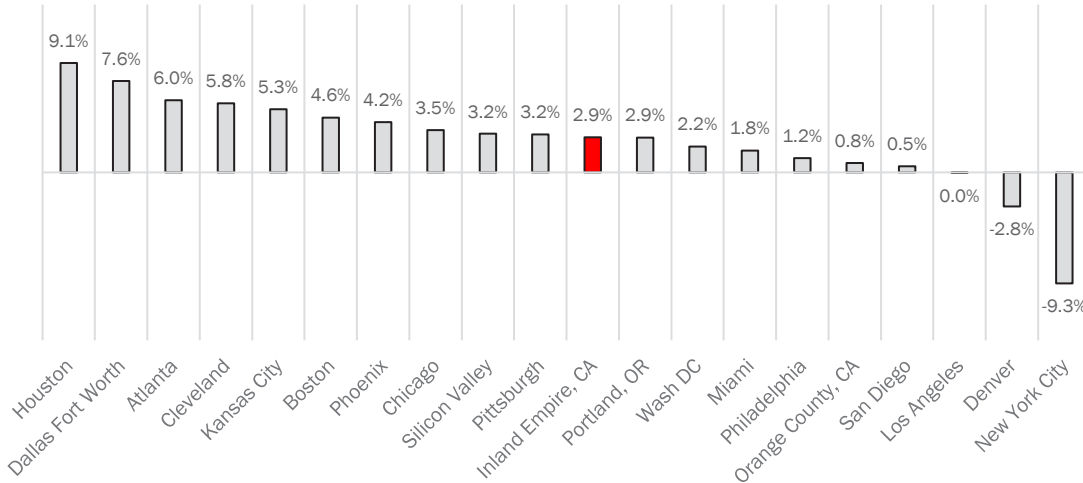
The graph above shows the breakdown of new vehicle registrations by powertrain type for each of the top 30 selling brands in the area during the fourth quarter of 2025. Data sourced from Experian Automotive.

# COMPARISON OF METRO AREA MARKETS



## INDUSTRY RESULTS IN 2025

Percent Change in New Retail Light Vehicle Registrations - 2025 vs. 2024



The graph on the left shows the percent change in new retail light vehicle registrations from 2024 to 2025 in 20 selected metro areas. Inland Empire area registrations increased 2.9% from 2024 to 2025, about average, but stronger than several other California markets. The Houston market improved by 9.1% and the National market was up 3.3%.

Data sourced from Experian Automotive.



## POWERTRAIN MARKET SHARES

Market Share by Powertrain Type in 20 Selected Metro Area Markets - November and December 2025

Rank	ICE		Hybrid		BEV		PHEV	
	Area	% share	Area	% share	Area	% share	Area	% share
1	Cleveland	84.9	Silicon Valley	29.2	Silicon Valley	23.0	Denver	2.7
2	Pittsburgh	83.1	Portland, OR	24.2	Orange County, CA	16.1	Portland, OR	2.6
3	New York City	81.6	San Diego	23.3	Los Angeles	13.5	Silicon Valley	2.6
4	Miami	80.5	Inland Empire, CA	22.5	San Diego	13.5	Los Angeles	2.1
5	Houston	79.8	Orange County, CA	22.2	Portland, OR	13.2	Orange County, CA	2.0
6	Kansas City	79.1	Los Angeles	22.1	Denver	11.8	San Diego	2.0
7	Dallas Fort Worth	77.2	Wash DC	21.1	Dallas Fort Worth	10.2	Wash DC	1.7
8	Philadelphia	76.9	Phoenix	17.2	Wash DC	9.8	Boston	1.6
9	Atlanta	75.7	Boston	17.1	Inland Empire, CA	9.5	New York City	1.4
10	Phoenix	75.6	Philadelphia	17.0	Atlanta	9.4	Philadelphia	1.4
11	Boston	75.3	Denver	16.7	Chicago	8.4	Chicago	1.2
12	Chicago	74.1	Chicago	16.3	Houston	8.2	Phoenix	1.2
13	Denver	68.8	Kansas City	14.7	Miami	8.1	Inland Empire, CA	1.1
14	Wash DC	67.4	Atlanta	13.9	Boston	6.0	Kansas City	1.1
15	Inland Empire, CA	66.9	Pittsburgh	13.9	Phoenix	6.0	Miami	1.1
16	Los Angeles	62.3	New York City	12.2	Kansas City	5.1	Atlanta	1.0
17	San Diego	61.2	Dallas Fort Worth	11.8	New York City	4.8	Cleveland	0.8
18	Portland, OR	60.0	Houston	11.3	Philadelphia	4.7	Dallas Fort Worth	0.8
19	Orange County, CA	59.7	Cleveland	10.7	Cleveland	3.6	Houston	0.7
20	Silicon Valley	45.2	Miami	10.3	Pittsburgh	2.3	Pittsburgh	0.7

The table above shows percent market share by powertrain type (internal combustion, hybrids, battery electric, and plug in hybrids) for 20 selected metro area markets during November and December of 2025. Data sourced from Experian Automotive.

Brand Registrations Report												
Inland Empire Area New Retail Car and Light Truck Registrations												
	Fourth Quarter						Annual Totals					
	Registrations			Market Share (%)			Registrations			Market Share (%)		
	4Q '24	4Q '25	% change	4Q '24	4Q '25	Change	2024	2025	% change	2024	2025	Change
TOTAL	49,107	47,121	-4.0				192,831	198,477	2.9			
Cars	14,711	13,547	-7.9	30.0	28.7	-1.3	58,560	57,072	-2.5	30.4	28.8	-1.6
Light Trucks	34,396	33,574	-2.4	70.0	71.3	1.3	134,271	141,405	5.3	69.6	71.2	1.6
Domestic Brands	16,529	15,061	-8.9	33.7	32.0	-1.7	65,986	65,029	-1.5	34.3	32.7	-1.6
European Brands	4,568	4,053	-11.3	9.3	8.6	-0.7	18,215	17,411	-4.4	9.4	8.8	-0.6
Japanese Brands	22,159	22,733	2.6	45.1	48.2	3.1	85,707	92,896	8.4	44.4	46.8	2.4
Other Asian Brands	5,851	5,274	-9.9	11.9	11.2	-0.7	22,923	23,141	1.0	11.9	11.7	-0.2
Acura	298	296	-0.7	0.6	0.6	0.0	1,256	1,309	4.2	0.7	0.7	0.0
Alfa Romeo	2	4	100.0	0.0	0.0	0.0	42	19	-54.8	0.0	0.0	0.0
Audi	439	372	-15.3	0.9	0.8	-0.1	2,004	1,651	-17.6	1.0	0.8	-0.2
BMW	1,186	1,215	2.4	2.4	2.6	0.2	4,707	4,535	-3.7	2.4	2.3	-0.1
Buick	190	182	-4.2	0.4	0.4	0.0	664	725	9.2	0.3	0.4	0.1
Cadillac	391	477	22.0	0.8	1.0	0.2	1,601	2,007	25.4	0.8	1.0	0.2
Chevrolet	4,338	3,483	-19.7	8.8	7.4	-1.4	15,706	16,023	2.0	8.1	8.1	0.0
Chrysler	68	48	-29.4	0.1	0.1	0.0	304	200	-34.2	0.2	0.1	-0.1
Dodge	291	237	-18.6	0.6	0.5	-0.1	1,873	883	-52.9	1.0	0.4	-0.6
Ford	3,452	3,637	5.4	7.0	7.7	0.7	13,311	14,783	11.1	6.9	7.4	0.5
Genesis	280	229	-18.2	0.6	0.5	-0.1	919	1,022	11.2	0.5	0.5	0.0
GMC	1,391	1,244	-10.6	2.8	2.6	-0.2	5,151	5,290	2.7	2.7	2.7	0.0
Honda	5,839	5,232	-10.4	11.9	11.1	-0.8	23,442	23,412	-0.1	12.2	11.8	-0.4
Hyundai	2,457	2,245	-8.6	5.0	4.8	-0.2	10,116	10,435	3.2	5.2	5.3	0.1
Ineos	16	12	-25.0	0.0	0.0	0.0	54	59	9.3	0.0	0.0	0.0
Infiniti	103	81	-21.4	0.2	0.2	0.0	429	345	-19.6	0.2	0.2	0.0
Jeep	1,010	981	-2.9	2.1	2.1	0.0	4,106	4,089	-0.4	2.1	2.1	0.0
Kia	3,045	2,795	-8.2	6.2	5.9	-0.3	11,727	11,649	-0.7	6.1	5.9	-0.2
Land Rover	242	185	-23.6	0.5	0.4	-0.1	873	868	-0.6	0.5	0.4	-0.1
Lexus	1,295	1,496	15.5	2.6	3.2	0.6	5,800	6,196	6.8	3.0	3.1	0.1
Lincoln	103	78	-24.3	0.2	0.2	0.0	379	366	-3.4	0.2	0.2	0.0
Lucid	28	63	125.0	0.1	0.1	0.0	127	170	33.9	0.1	0.1	0.0
Mazda	932	831	-10.8	1.9	1.8	-0.1	3,753	3,982	6.1	1.9	2.0	0.1
Mercedes-Benz	1,467	1,269	-13.5	3.0	2.7	-0.3	5,537	5,754	3.9	2.9	2.9	0.0
MINI	72	69	-4.2	0.1	0.1	0.0	250	230	-8.0	0.1	0.1	0.0
Mitsubishi	104	60	-42.3	0.2	0.1	-0.1	424	303	-28.5	0.2	0.2	0.0
Nissan	2,312	2,389	3.3	4.7	5.1	0.4	9,164	9,755	6.4	4.8	4.9	0.1
Polestar	10	10	0.0	0.0	0.0	0.0	71	27	-62.0	0.0	0.0	0.0
Porsche	229	155	-32.3	0.5	0.3	-0.2	795	788	-0.9	0.4	0.4	0.0
Ram	738	790	7.0	1.5	1.7	0.2	2,629	3,044	15.8	1.4	1.5	0.1
Rivian	112	102	-8.9	0.2	0.2	0.0	531	496	-6.6	0.3	0.2	-0.1
Subaru	1,389	960	-30.9	2.8	2.0	-0.8	5,365	4,720	-12.0	2.8	2.4	-0.4
Tesla	4,405	3,738	-15.1	9.0	7.9	-1.1	19,531	16,937	-13.3	10.1	8.5	-1.6
Toyota	9,887	11,388	15.2	20.1	24.2	4.1	36,074	42,874	18.9	18.7	21.6	2.9
Volkswagen	681	563	-17.3	1.4	1.2	-0.2	3,051	2,642	-13.4	1.6	1.3	-0.3
Volvo	130	132	1.5	0.3	0.3	0.0	431	549	27.4	0.2	0.3	0.1
Other	175	73	-58.3	0.4	0.2	-0.2	634	340	-46.4	0.3	0.2	-0.1

Data sourced from Experian Automotive. Other Asian Brands includes Genesis, Hyundai, Kia, and VinFast.

The table shows new retail light vehicle (car and light truck) registrations in the Inland Empire Area market. Figures are shown for the fourth quarters of '24 and '25, and annual totals. The top ten ranked brands in each change category are shaded light yellow. Vehicle registrations are recorded based on when the vehicle title information is processed, which occurs after the vehicle is sold.