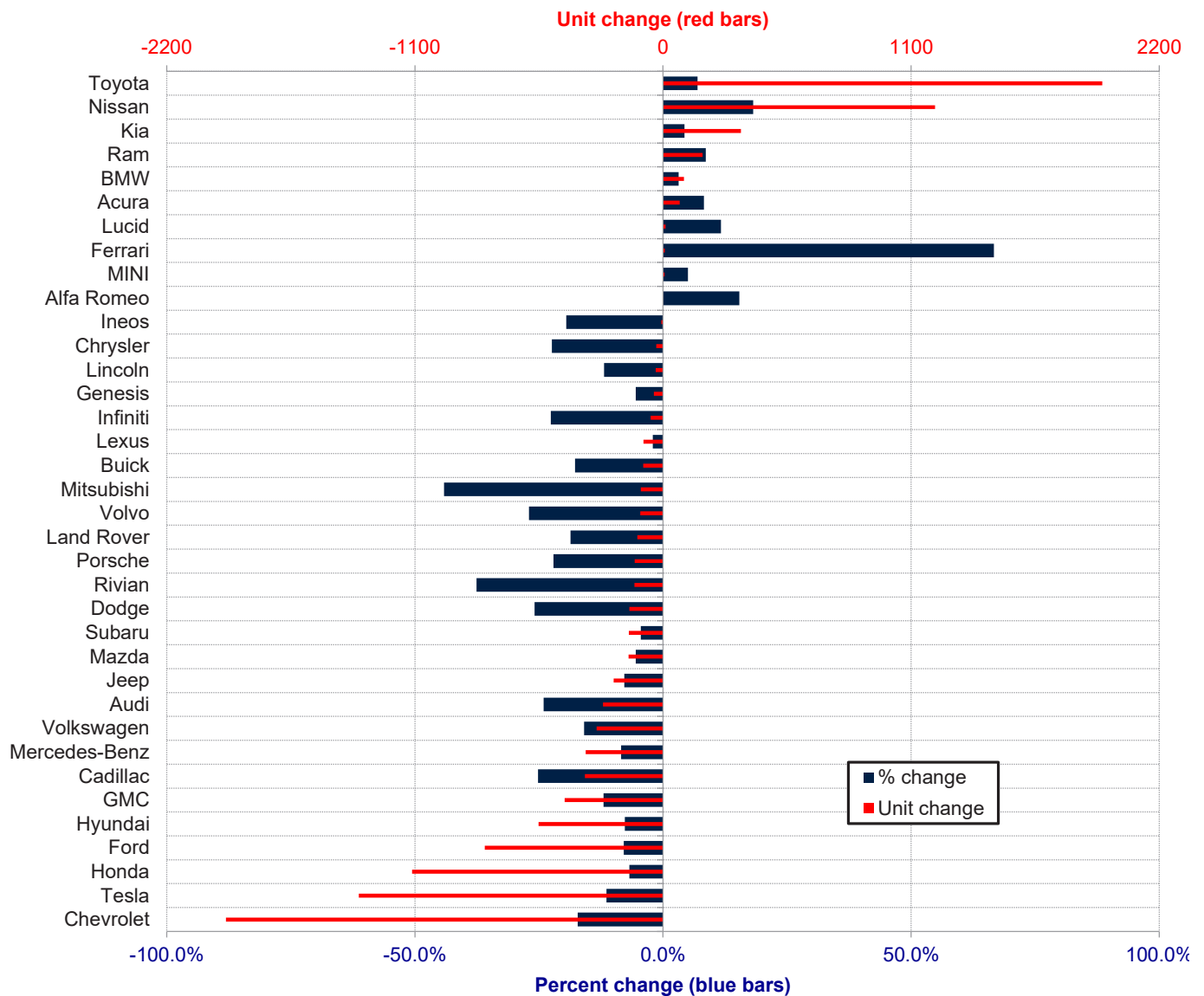


Inland Empire Area New Retail Automotive Market Data - Retail Sales *Does Not Include Fleet Sales

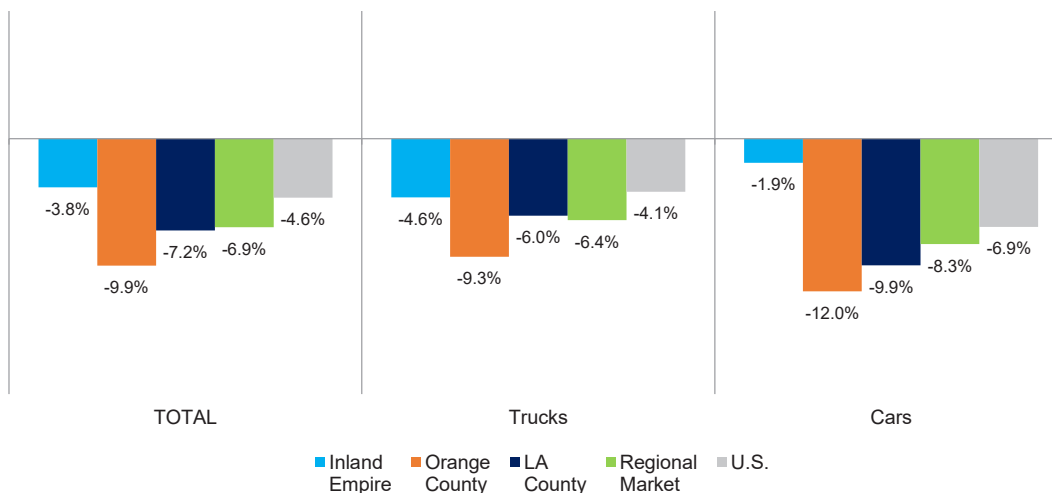
Inland Empire Area New Retail Car and Light Truck Registrations												
	Aug.			Three Month Period June '26 thru Aug. '26			YTD thru Aug.			YTD Market Share (%)		
	Aug-25	Aug-26	% chg.	Previous	Current	% chg.	YTD '25	YTD '26	% chg.	YTD '25	YTD '26	Chg.
MARKET SUMMARY												
TOTAL	16,056	14,492	-9.7%	50,612	50,107	-1.0%	135,617	130,447	-3.8%			
Cars	4,529	4,465	-1.4%	14,328	15,119	5.5%	39,198	38,457	-1.9%	28.9	29.5	0.6
Light Trucks	11,527	10,027	-13.0%	36,284	34,988	-3.6%	96,419	91,990	-4.6%	71.1	70.5	-0.6
Domestic	5,185	4,099	-20.9%	17,410	15,686	-9.9%	44,882	39,560	-11.9%	33.1	30.3	-2.8
European	1,358	1,170	-13.8%	4,024	3,869	-3.9%	11,972	10,825	-9.6%	8.8	8.3	-0.5
Japanese	7,555	7,395	-2.1%	23,354	24,527	5.0%	62,846	64,418	2.5%	46.3	49.4	3.0
Korean	1,958	1,828	-6.6%	5,824	6,025	3.5%	15,917	15,644	-1.7%	11.7	12.0	0.3
BRAND REGISTRATIONS												
Acura	81	94	16.0%	329	328	-0.3%	898	972	8.2%	0.7	0.7	0.0
Alfa Romeo	5	0	-100.0%	7	4	-42.9%	13	15	15.4%	0.0	0.0	0.0
Audi	178	106	-40.4%	404	316	-21.8%	1,105	839	-24.1%	0.8	0.6	-0.2
BMW	299	317	6.0%	933	1,107	18.6%	2,977	3,070	3.1%	2.2	2.4	0.2
Buick	49	40	-18.4%	179	132	-26.3%	497	409	-17.7%	0.4	0.3	-0.1
Cadillac	192	92	-52.1%	510	352	-31.0%	1,375	1,029	-25.2%	1.0	0.8	-0.2
Chevrolet	1,362	1,041	-23.6%	4,257	3,578	-16.0%	11,268	9,331	-17.2%	8.3	7.2	-1.1
C/D/J/R	594	635	6.9%	2,046	1,985	-3.0%	5,564	5,342	-4.0%	4.1	4.1	0.0
Chrysler	9	8	-11.1%	46	39	-15.2%	134	104	-22.4%	0.1	0.1	0.0
Dodge	53	64	20.8%	183	182	-0.5%	576	427	-25.9%	0.4	0.3	-0.1
Jeep	310	294	-5.2%	1,050	921	-12.3%	2,816	2,597	-7.8%	2.1	2.0	-0.1
Ram	222	269	21.2%	767	843	9.9%	2,038	2,214	8.6%	1.5	1.7	0.2
Ferrari	1	2	100.0%	5	4	-20.0%	12	20	66.7%	0.0	0.0	0.0
Ford	1,133	922	-18.6%	3,884	3,515	-9.5%	9,997	9,207	-7.9%	7.4	7.1	-0.3
Genesis	59	87	47.5%	241	235	-2.5%	727	687	-5.5%	0.5	0.5	0.0
GMC	389	331	-14.9%	1,317	1,210	-8.1%	3,632	3,196	-12.0%	2.7	2.5	-0.2
Honda	1,883	1,777	-5.6%	5,763	5,840	1.3%	16,370	15,258	-6.8%	12.1	11.7	-0.4
Hyundai	900	798	-11.3%	2,595	2,549	-1.8%	7,179	6,627	-7.7%	5.3	5.1	-0.2
Ineos	3	4	33.3%	7	11	57.1%	41	33	-19.5%	0.0	0.0	0.0
Infiniti	19	20	5.3%	79	55	-30.4%	243	188	-22.6%	0.2	0.1	-0.1
Kia	999	942	-5.7%	2,984	3,240	8.6%	7,981	8,326	4.3%	5.9	6.4	0.5
Land Rover	49	55	12.2%	194	189	-2.6%	612	498	-18.6%	0.5	0.4	-0.1
Lexus	514	500	-2.7%	1,552	1,513	-2.5%	4,221	4,135	-2.0%	3.1	3.2	0.1
Lincoln	22	21	-4.5%	105	82	-21.9%	270	238	-11.9%	0.2	0.2	0.0
Lucid	10	11	10.0%	30	24	-20.0%	94	105	11.7%	0.1	0.1	0.0
Mazda	285	273	-4.2%	918	1,050	14.4%	2,793	2,640	-5.5%	2.1	2.0	-0.1
Mercedes-Benz	443	417	-5.9%	1,446	1,339	-7.4%	4,075	3,732	-8.4%	3.0	2.9	-0.1
MINI	16	12	-25.0%	52	47	-9.6%	140	147	5.0%	0.1	0.1	0.0
Mitsubishi	17	11	-35.3%	57	45	-21.1%	222	124	-44.1%	0.2	0.1	-0.1
Nissan	867	925	6.7%	2,621	3,007	14.7%	6,634	7,840	18.2%	4.9	6.0	1.1
Porsche	68	43	-36.8%	202	147	-27.2%	571	445	-22.1%	0.4	0.3	-0.1
Rivian	33	18	-45.5%	146	85	-41.8%	338	211	-37.6%	0.2	0.2	0.0
Subaru	343	317	-7.6%	1,121	1,245	11.1%	3,385	3,234	-4.5%	2.5	2.5	0.0
Tesla	1,400	986	-29.6%	4,930	4,718	-4.3%	11,834	10,485	-11.4%	8.7	8.0	-0.7
Toyota	3,546	3,478	-1.9%	10,914	11,444	4.9%	28,080	30,027	6.9%	20.7	23.0	2.3
Volkswagen	248	162	-34.7%	608	528	-13.2%	1,848	1,554	-15.9%	1.4	1.2	-0.2
Volvo	31	26	-16.1%	115	106	-7.8%	374	273	-27.0%	0.3	0.2	-0.1
Other	18	29	61.1%	61	77	26.2%	247	210	-15.0%	0.2	0.2	0.0

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 August 2026 are partially estimated.

Change in New Retail Light Vehicle Registrations (YTD 2026 thru August vs. YTD 2025)



Percent Change in Area and U.S. New Retail Light Vehicle Markets YTD 2026 thru August vs. YTD 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.