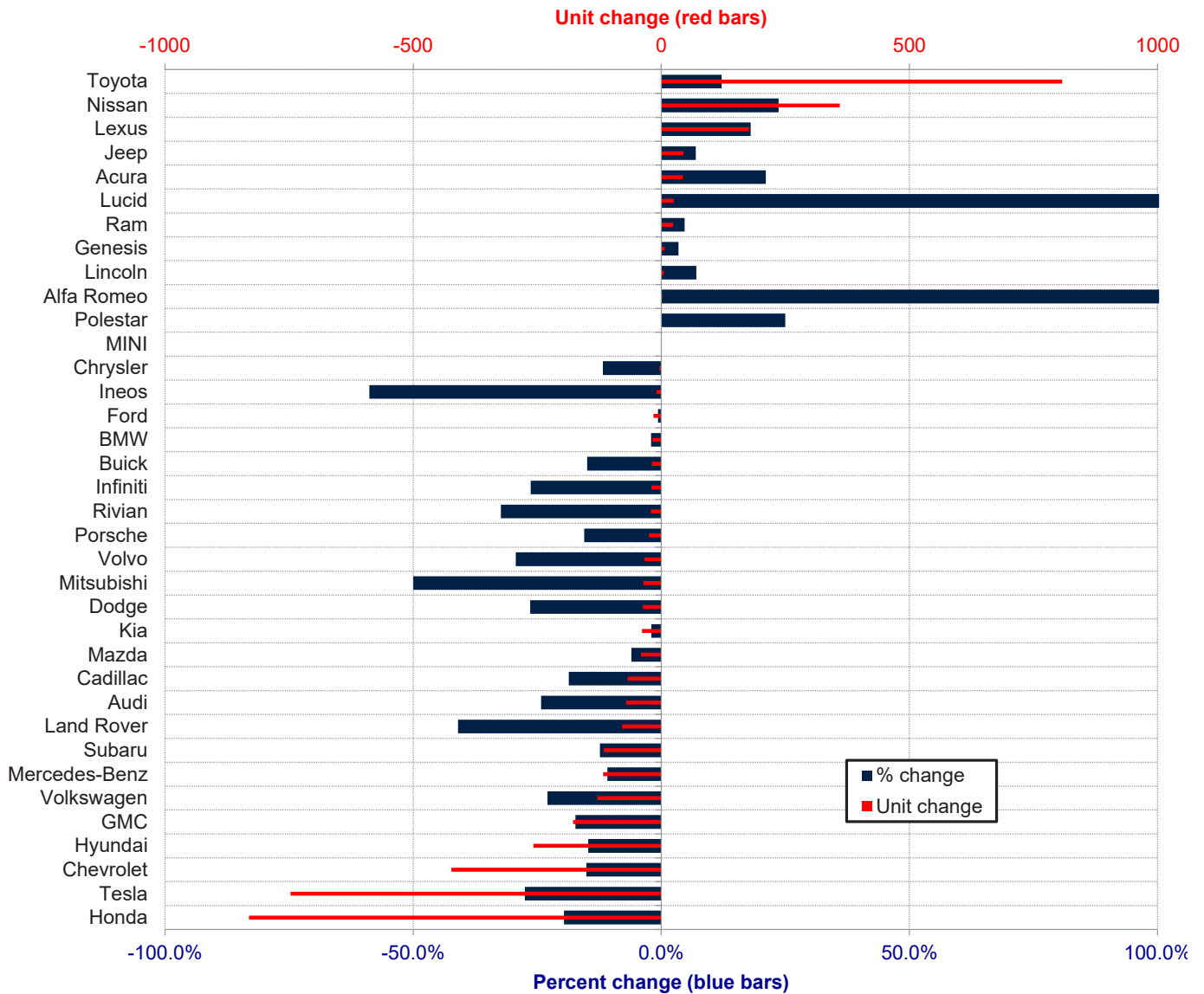


Inland Empire Area New Retail Automotive Market Data - Retail Sales *Does Not Include Fleet Sales

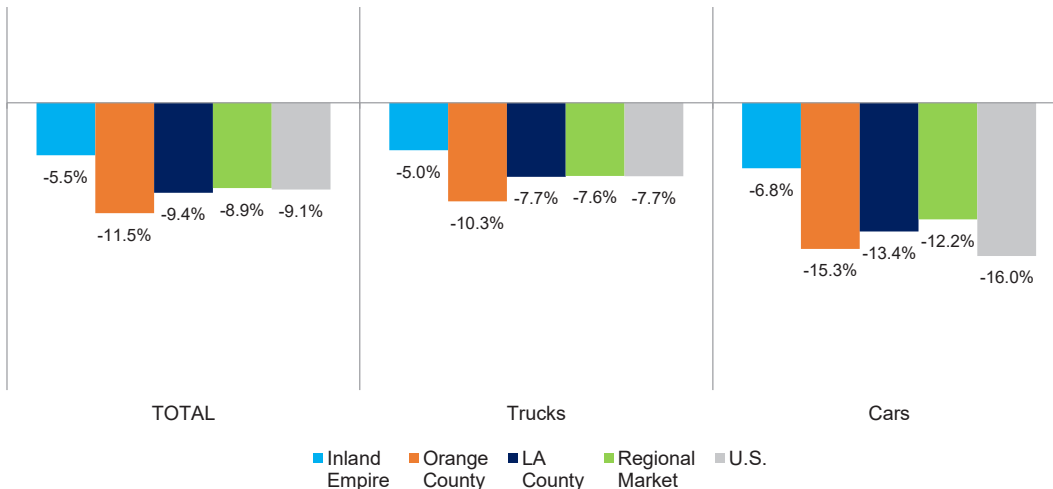
Inland Empire Area New Retail Car and Light Truck Registrations												
	Feb.			Three Month Period Dec. '25 thru Feb. '26			YTD thru Feb.			YTD Market Share (%)		
	Feb-25	Feb-26	% chg.	Previous	Current	% chg.	YTD '25	YTD '26	% chg.	YTD '25	YTD '26	Chg.
MARKET SUMMARY												
TOTAL	13,360	13,321	-0.3%	48,794	45,396	-7.0%	33,638	31,790	-5.5%			
Cars	3,872	3,917	1.2%	13,930	12,959	-7.0%	9,607	8,949	-6.8%	28.6	28.2	-0.4
Light Trucks	9,488	9,404	-0.9%	34,864	32,437	-7.0%	24,031	22,841	-5.0%	71.4	71.9	0.4
Domestic	4,100	3,702	-9.7%	16,079	13,486	-16.1%	10,960	9,547	-12.9%	32.6	30.0	-2.6
European	1,302	1,168	-10.3%	4,918	4,119	-16.2%	3,394	2,911	-14.2%	10.1	9.2	-0.9
Japanese	6,353	6,852	7.9%	22,113	22,716	2.7%	15,372	15,717	2.2%	45.7	49.4	3.7
Korean	1,605	1,599	-0.4%	5,684	5,075	-10.7%	3,912	3,615	-7.6%	11.6	11.4	-0.3
BRAND REGISTRATIONS												
Acura	101	115	13.9%	315	350	11.1%	209	253	21.1%	0.6	0.8	0.2
Alfa Romeo	1	1		3	5	66.7%	1	3	200.0%	0.0	0.0	0.0
Audi	104	82	-21.2%	440	311	-29.3%	293	222	-24.2%	0.9	0.7	-0.2
BMW	324	336	3.7%	1,321	1,290	-2.3%	879	861	-2.0%	2.6	2.7	0.1
Buick	69	49	-29.0%	181	159	-12.2%	127	108	-15.0%	0.4	0.3	-0.1
Cadillac	170	119	-30.0%	505	407	-19.4%	365	297	-18.6%	1.1	0.9	-0.2
Chevrolet	1,138	948	-16.7%	4,180	3,340	-20.1%	2,800	2,377	-15.1%	8.3	7.5	-0.8
C/D/J/R	573	625	9.1%	1,934	1,934	0.0%	1,330	1,358	2.1%	4.0	4.3	0.3
Chrysler	14	15	7.1%	44	43	-2.3%	34	30	-11.8%	0.1	0.1	0.0
Dodge	58	48	-17.2%	216	148	-31.5%	140	103	-26.4%	0.4	0.3	-0.1
Jeep	279	321	15.1%	949	992	4.5%	646	691	7.0%	1.9	2.2	0.3
Ram	222	241	8.6%	725	751	3.6%	510	534	4.7%	1.5	1.7	0.2
Ford	1,056	1,048	-0.8%	3,519	3,526	0.2%	2,436	2,420	-0.7%	7.2	7.6	0.4
Genesis	86	91	5.8%	310	274	-11.6%	202	209	3.5%	0.6	0.7	0.1
GMC	396	332	-16.2%	1,442	1,192	-17.3%	1,028	850	-17.3%	3.1	2.7	-0.4
Honda	1,712	1,562	-8.8%	5,757	4,869	-15.4%	4,241	3,410	-19.6%	12.6	10.7	-1.9
Hyundai	687	612	-10.9%	2,511	2,130	-15.2%	1,750	1,492	-14.7%	5.2	4.7	-0.5
Ineos	6	3	-50.0%	24	10	-58.3%	17	7	-58.8%	0.1	0.0	-0.1
Infiniti	22	22	0.0%	114	80	-29.8%	76	56	-26.3%	0.2	0.2	0.0
Kia	830	895	7.8%	2,845	2,669	-6.2%	1,951	1,912	-2.0%	5.8	6.0	0.2
Land Rover	84	58	-31.0%	277	165	-40.4%	193	114	-40.9%	0.6	0.4	-0.2
Lexus	374	448	19.8%	1,411	1,633	15.7%	984	1,161	18.0%	2.9	3.7	0.8
Lincoln	35	29	-17.1%	102	100	-2.0%	71	76	7.0%	0.2	0.2	0.0
Lucid	5	28	460.0%	29	64	120.7%	21	46	119.0%	0.1	0.1	0.0
Mazda	285	289	1.4%	958	889	-7.2%	679	638	-6.0%	2.0	2.0	0.0
Mercedes-Benz	414	414	0.0%	1,542	1,300	-15.7%	1,077	960	-10.9%	3.2	3.0	-0.2
MINI	16	23	43.8%	63	69	9.5%	39	39	0.0%	0.1	0.1	0.0
Mitsubishi	28	8	-71.4%	101	50	-50.5%	72	36	-50.0%	0.2	0.1	-0.1
Nissan	671	826	23.1%	2,198	2,574	17.1%	1,523	1,883	23.6%	4.5	5.9	1.4
Polestar	3	3	0.0%	5	6	20.0%	4	5	25.0%	0.0	0.0	0.0
Porsche	50	43	-14.0%	229	175	-23.6%	161	136	-15.5%	0.5	0.4	-0.1
Rivian	10	8	-20.0%	101	66	-34.7%	65	44	-32.3%	0.2	0.1	-0.1
Subaru	405	382	-5.7%	1,409	1,173	-16.7%	938	822	-12.4%	2.8	2.6	-0.2
Tesla	648	516	-20.4%	4,086	2,696	-34.0%	2,717	1,970	-27.5%	8.1	6.2	-1.9
Toyota	2,755	3,200	16.2%	9,850	11,098	12.7%	6,650	7,458	12.2%	19.8	23.5	3.7
Volkswagen	233	172	-26.2%	774	594	-23.3%	562	433	-23.0%	1.7	1.4	-0.3
Volvo	39	22	-43.6%	162	121	-25.3%	116	82	-29.3%	0.3	0.3	0.0
Other	30	12	-60.0%	96	77	-19.8%	61	52	-14.8%	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 February 2026 are partially estimated.

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



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