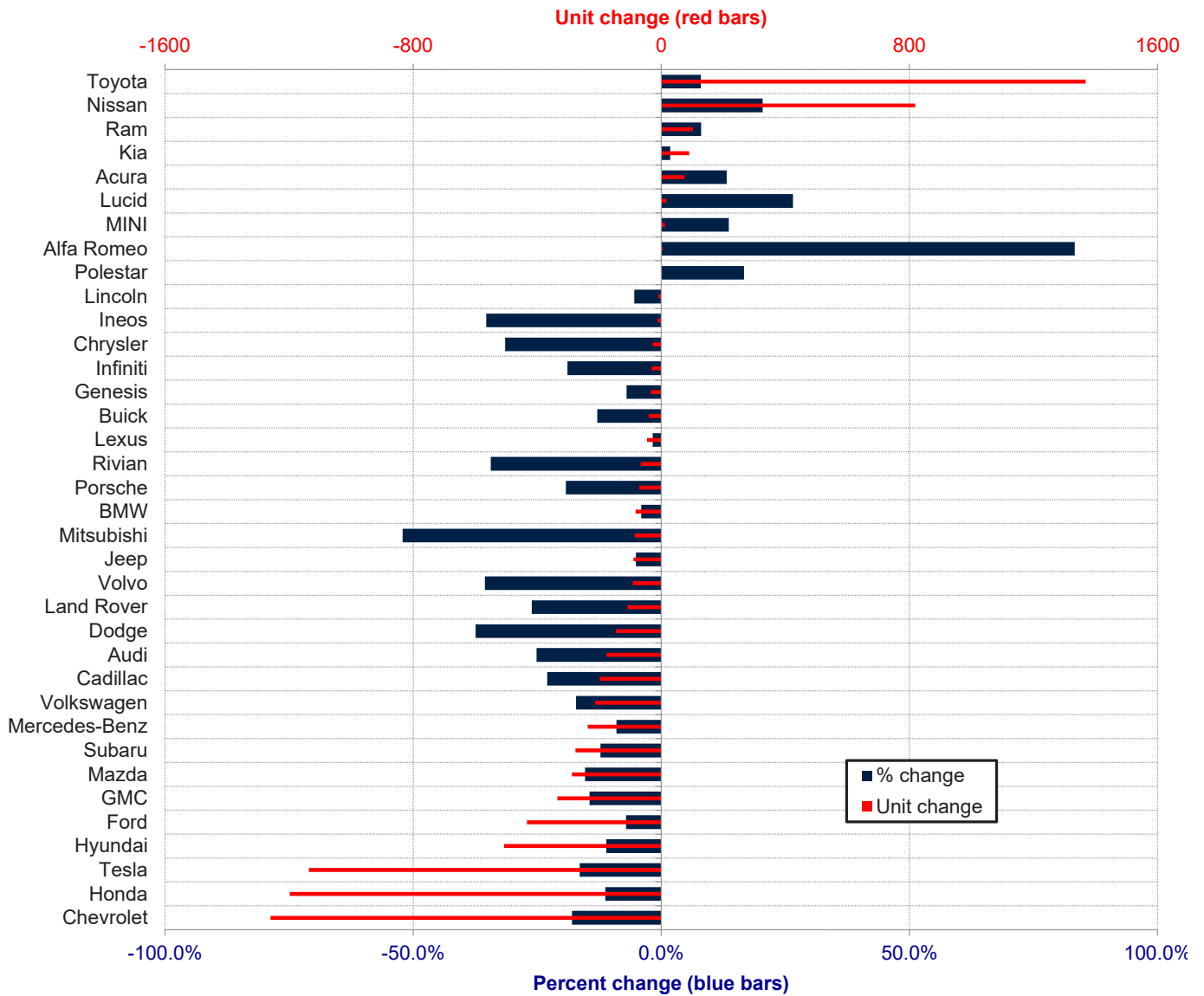


### Inland Empire Area New Retail Automotive Market Data - Retail Sales \*Does Not Include Fleet Sales

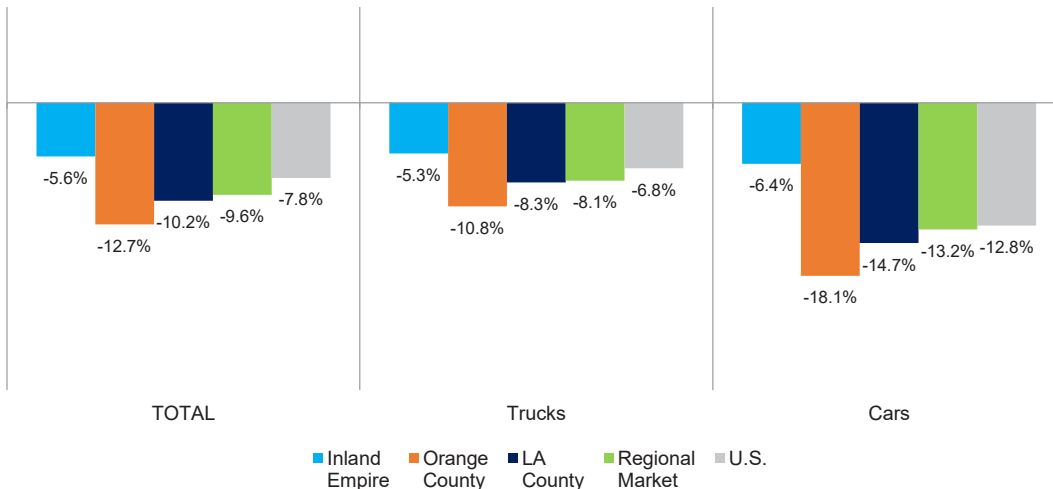
Inland Empire Area New Retail Car and Light Truck Registrations												
	May			Three Month Period Mar. '26 thru May '26			YTD thru May			YTD Market Share (%)		
	May-25	May-26	% chg.	Previous	Current	% chg.	YTD '25	YTD '26	% chg.	YTD '25	YTD '26	Chg.
<b>MARKET SUMMARY</b>												
TOTAL	15,517	15,646	0.8%	51,391	48,403	-5.8%	85,025	80,265	-5.6%			
Cars	4,520	4,766	5.4%	15,266	14,320	-6.2%	24,875	23,293	-6.4%	29.3	29.0	-0.2
Light Trucks	10,997	10,880	-1.1%	36,125	34,083	-5.7%	60,150	56,972	-5.3%	70.7	71.0	0.2
Domestic	4,970	4,612	-7.2%	16,523	14,267	-13.7%	27,480	23,850	-13.2%	32.3	29.7	-2.6
European	1,357	1,298	-4.3%	4,556	4,043	-11.3%	7,949	6,957	-12.5%	9.3	8.7	-0.7
Japanese	7,392	7,966	7.8%	24,134	24,092	-0.2%	39,503	39,839	0.9%	46.5	49.6	3.2
Korean	1,798	1,770	-1.6%	6,178	6,001	-2.9%	10,093	9,619	-4.7%	11.9	12.0	0.1
<b>BRAND REGISTRATIONS</b>												
Acura	106	116	9.4%	360	392	8.9%	569	644	13.2%	0.7	0.8	0.1
Alfa Romeo	2	1	-50.0%	5	7	40.0%	6	11	83.3%	0.0	0.0	0.0
Audi	95	95	0.0%	408	302	-26.0%	701	525	-25.1%	0.8	0.7	-0.1
BMW	359	351	-2.2%	1,166	1,100	-5.7%	2,045	1,962	-4.1%	2.4	2.4	0.0
Buick	62	54	-12.9%	191	167	-12.6%	318	277	-12.9%	0.4	0.3	-0.1
Cadillac	171	99	-42.1%	500	365	-27.0%	865	666	-23.0%	1.0	0.8	-0.2
Chevrolet	1,289	979	-24.0%	4,213	3,354	-20.4%	7,012	5,752	-18.0%	8.2	7.2	-1.0
C/D/J/R	699	619	-11.4%	2,190	1,999	-8.7%	3,520	3,357	-4.6%	4.1	4.2	0.1
Chrysler	20	21	5.0%	55	31	-43.6%	89	61	-31.5%	0.1	0.1	0.0
Dodge	78	38	-51.3%	253	143	-43.5%	393	246	-37.4%	0.5	0.3	-0.2
Jeep	342	292	-14.6%	1,121	985	-12.1%	1,767	1,677	-5.1%	2.1	2.1	0.0
Ram	259	268	3.5%	761	840	10.4%	1,271	1,373	8.0%	1.5	1.7	0.2
Ford	1,224	1,044	-14.7%	3,677	3,254	-11.5%	6,113	5,680	-7.1%	7.2	7.1	-0.1
Genesis	77	72	-6.5%	284	243	-14.4%	486	452	-7.0%	0.6	0.6	0.0
GMC	418	331	-20.8%	1,294	1,132	-12.5%	2,320	1,985	-14.4%	2.7	2.5	-0.2
Honda	1,899	1,978	4.2%	6,367	5,995	-5.8%	10,608	9,410	-11.3%	12.5	11.7	-0.8
Hyundai	762	732	-3.9%	2,835	2,581	-9.0%	4,584	4,077	-11.1%	5.4	5.1	-0.3
Ineos	6	7	16.7%	17	15	-11.8%	34	22	-35.3%	0.0	0.0	0.0
Infiniti	24	17	-29.2%	88	77	-12.5%	164	133	-18.9%	0.2	0.2	0.0
Kia	950	966	1.7%	3,042	3,176	4.4%	4,997	5,087	1.8%	5.9	6.3	0.4
Land Rover	60	65	8.3%	225	195	-13.3%	418	309	-26.1%	0.5	0.4	-0.1
Lexus	488	459	-5.9%	1,688	1,463	-13.3%	2,671	2,625	-1.7%	3.1	3.3	0.2
Lincoln	35	29	-17.1%	94	80	-14.9%	165	156	-5.5%	0.2	0.2	0.0
Lucid	5	10	100.0%	43	35	-18.6%	64	81	26.6%	0.1	0.1	0.0
Mazda	342	317	-7.3%	1,196	948	-20.7%	1,875	1,587	-15.4%	2.2	2.0	-0.2
Mercedes-Benz	500	453	-9.4%	1,553	1,432	-7.8%	2,629	2,392	-9.0%	3.1	3.0	-0.1
MINI	16	16	0.0%	49	61	24.5%	88	100	13.6%	0.1	0.1	0.0
Mitsubishi	15	12	-20.0%	93	43	-53.8%	165	79	-52.1%	0.2	0.1	-0.1
Nissan	797	960	20.5%	2,491	2,952	18.5%	4,014	4,833	20.4%	4.7	6.0	1.3
Polestar	3	3	0.0%	8	9	12.5%	12	14	16.7%	0.0	0.0	0.0
Porsche	50	57	14.0%	208	162	-22.1%	369	298	-19.2%	0.4	0.4	0.0
Rivian	26	21	-19.2%	127	82	-35.4%	192	126	-34.4%	0.2	0.2	0.0
Subaru	290	391	34.8%	1,327	1,164	-12.3%	2,265	1,988	-12.2%	2.7	2.5	-0.2
Tesla	1,040	1,426	37.1%	4,187	3,798	-9.3%	6,904	5,768	-16.5%	8.1	7.2	-0.9
Toyota	3,431	3,716	8.3%	10,524	11,058	5.1%	17,172	18,540	8.0%	20.2	23.1	2.9
Volkswagen	193	194	0.5%	678	594	-12.4%	1,240	1,027	-17.2%	1.5	1.3	-0.2
Volvo	45	29	-35.6%	143	85	-40.6%	259	167	-35.5%	0.3	0.2	-0.1
Other	38	27	-28.9%	120	83	-30.8%	181	135	-25.4%	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 May 2026 are partially estimated.

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



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