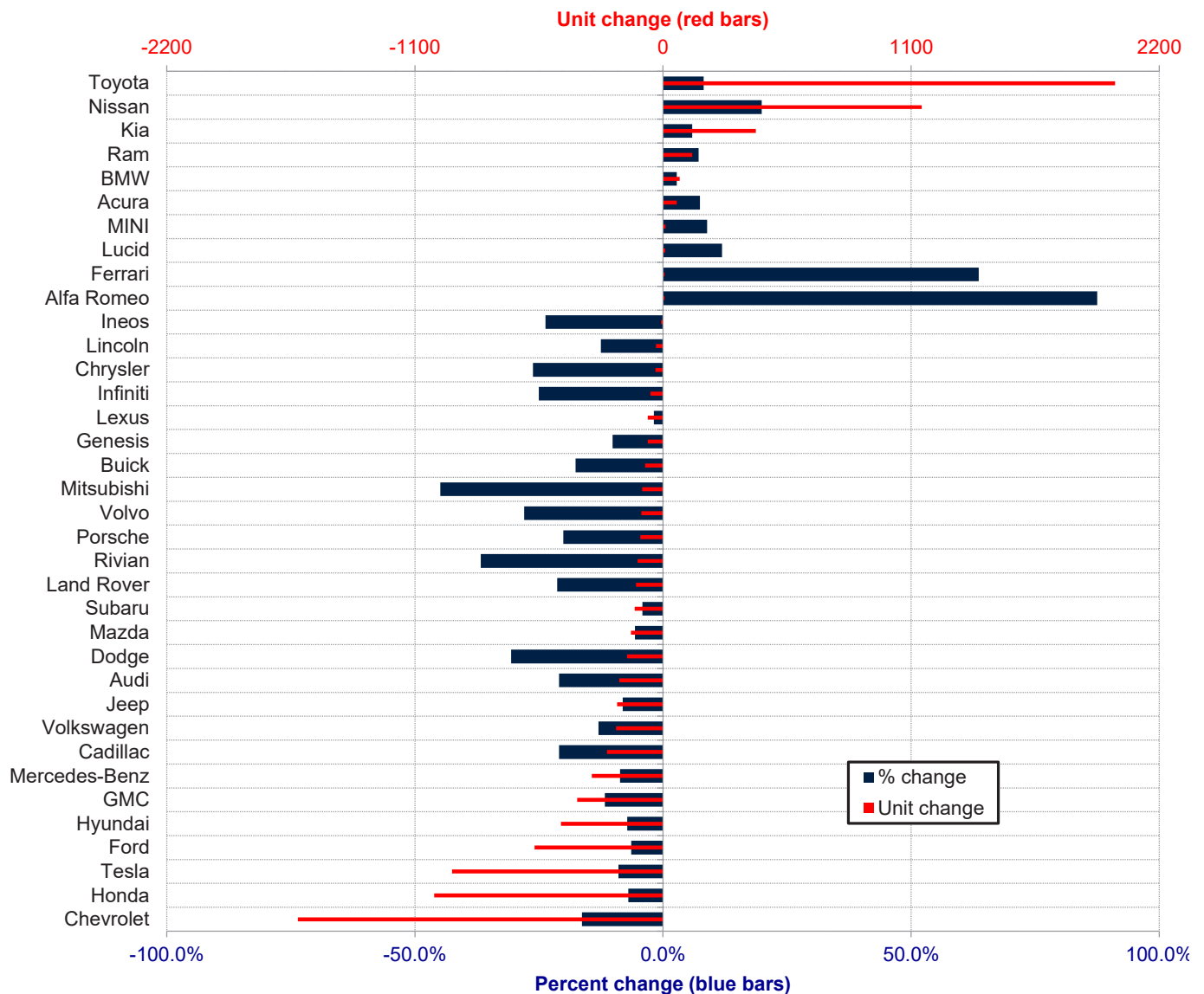


Inland Empire Area New Retail Automotive Market Data - Retail Sales *Does Not Include Fleet Sales

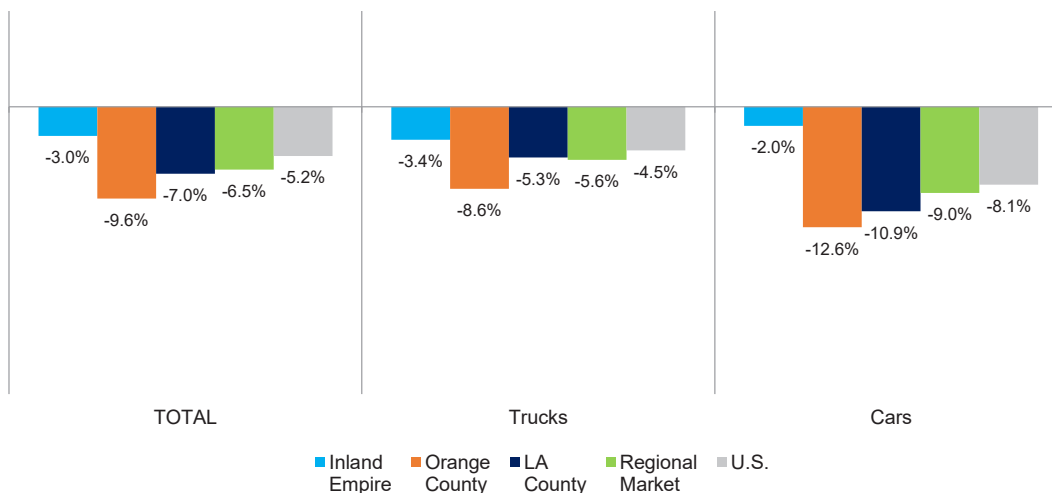
Inland Empire Area New Retail Car and Light Truck Registrations												
	July			Three Month Period May '26 thru July '26			YTD thru July			YTD Market Share (%)		
	Jul-25	Jul-26	% chg.	Previous	Current	% chg.	YTD '25	YTD '26	% chg.	YTD '25	YTD '26	Chg.
MARKET SUMMARY												
TOTAL	18,736	18,924	1.0%	50,070	51,276	2.4%	119,571	115,951	-3.0%			
Cars	5,130	5,849	14.0%	14,319	15,419	7.7%	34,671	33,977	-2.0%	29.0	29.3	0.3
Light Trucks	13,606	13,075	-3.9%	35,751	35,857	0.3%	84,900	81,974	-3.4%	71.0	70.7	-0.3
Domestic	6,859	6,009	-12.4%	17,194	16,205	-5.8%	39,703	35,464	-10.7%	33.2	30.6	-2.6
European	1,477	1,409	-4.6%	4,023	4,000	-0.6%	10,615	9,657	-9.0%	8.9	8.3	-0.5
Japanese	8,377	9,242	10.3%	23,189	25,098	8.2%	55,294	57,007	3.1%	46.2	49.2	2.9
Korean	2,023	2,264	11.9%	5,664	5,973	5.5%	13,959	13,823	-1.0%	11.7	11.9	0.2
BRAND REGISTRATIONS												
Acura	122	137	12.3%	354	350	-1.1%	817	878	7.5%	0.7	0.8	0.1
Alfa Romeo	2	1	-50.0%	4	5	25.0%	8	15	87.5%	0.0	0.0	0.0
Audi	119	108	-9.2%	321	305	-5.0%	927	733	-20.9%	0.8	0.6	-0.2
BMW	349	361	3.4%	993	1,141	14.9%	2,679	2,753	2.8%	2.2	2.4	0.2
Buick	75	59	-21.3%	192	146	-24.0%	448	369	-17.6%	0.4	0.3	-0.1
Cadillac	167	118	-29.3%	489	359	-26.6%	1,183	935	-21.0%	1.0	0.8	-0.2
Chevrolet	1,507	1,231	-18.3%	4,184	3,510	-16.1%	9,906	8,287	-16.3%	8.3	7.1	-1.2
C/D/J/R	778	728	-6.4%	2,152	1,970	-8.5%	4,973	4,706	-5.4%	4.2	4.1	-0.1
Chrysler	17	19	11.8%	57	53	-7.0%	126	93	-26.2%	0.1	0.1	0.0
Dodge	64	70	9.4%	208	156	-25.0%	523	363	-30.6%	0.4	0.3	-0.1
Jeep	412	336	-18.4%	1,082	919	-15.1%	2,507	2,303	-8.1%	2.1	2.0	-0.1
Ram	285	303	6.3%	805	842	4.6%	1,817	1,947	7.2%	1.5	1.7	0.2
Ferrari	3	0	-100.0%	5	3	-40.0%	11	18	63.6%	0.0	0.0	0.0
Ford	1,467	1,383	-5.7%	3,975	3,649	-8.2%	8,864	8,295	-6.4%	7.4	7.2	-0.2
Genesis	112	84	-25.0%	259	220	-15.1%	668	600	-10.2%	0.6	0.5	-0.1
GMC	524	427	-18.5%	1,344	1,210	-10.0%	3,246	2,865	-11.7%	2.7	2.5	-0.2
Honda	2,034	2,218	9.0%	5,778	6,036	4.5%	14,487	13,472	-7.0%	12.1	11.6	-0.5
Hyundai	919	985	7.2%	2,457	2,481	1.0%	6,279	5,827	-7.2%	5.3	5.0	-0.3
Ineos	0	6		10	14	40.0%	38	29	-23.7%	0.0	0.0	0.0
Infiniti	33	13	-60.6%	84	52	-38.1%	224	168	-25.0%	0.2	0.1	-0.1
Kia	989	1,195	20.8%	2,935	3,272	11.5%	6,982	7,393	5.9%	5.8	6.4	0.6
Land Rover	76	72	-5.3%	205	199	-2.9%	563	443	-21.3%	0.5	0.4	-0.1
Lexus	542	534	-1.5%	1,526	1,473	-3.5%	3,707	3,639	-1.8%	3.1	3.1	0.0
Lincoln	40	32	-20.0%	118	90	-23.7%	248	217	-12.5%	0.2	0.2	0.0
Lucid	8	6	-25.0%	25	23	-8.0%	84	94	11.9%	0.1	0.1	0.0
Mazda	337	439	30.3%	975	1,094	12.2%	2,508	2,366	-5.7%	2.1	2.0	-0.1
Mercedes-Benz	531	520	-2.1%	1,503	1,378	-8.3%	3,632	3,317	-8.7%	3.0	2.9	-0.1
MINI	17	22	29.4%	52	51	-1.9%	124	135	8.9%	0.1	0.1	0.0
Mitsubishi	17	17	0.0%	55	46	-16.4%	205	113	-44.9%	0.2	0.1	-0.1
Nissan	1,018	1,074	5.5%	2,551	3,042	19.2%	5,767	6,914	19.9%	4.8	6.0	1.2
Porsche	68	55	-19.1%	184	161	-12.5%	503	402	-20.1%	0.4	0.3	-0.1
Rivian	82	41	-50.0%	139	88	-36.7%	305	193	-36.7%	0.3	0.2	-0.1
Subaru	508	522	2.8%	1,068	1,319	23.5%	3,043	2,917	-4.1%	2.5	2.5	0.0
Tesla	2,209	1,982	-10.3%	4,570	5,158	12.9%	10,434	9,499	-9.0%	8.7	8.2	-0.5
Toyota	3,766	4,288	13.9%	10,798	11,686	8.2%	24,536	26,540	8.2%	20.5	22.9	2.4
Volkswagen	236	197	-16.5%	553	560	1.3%	1,600	1,392	-13.0%	1.3	1.2	-0.1
Volvo	57	42	-26.3%	129	109	-15.5%	343	247	-28.0%	0.3	0.2	-0.1
Other	24	27	12.5%	83	76	-8.4%	229	180	-21.4%	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 July 2026 are partially estimated.

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



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