

## INLAND EMPIRE AUTO OUTLOOK™

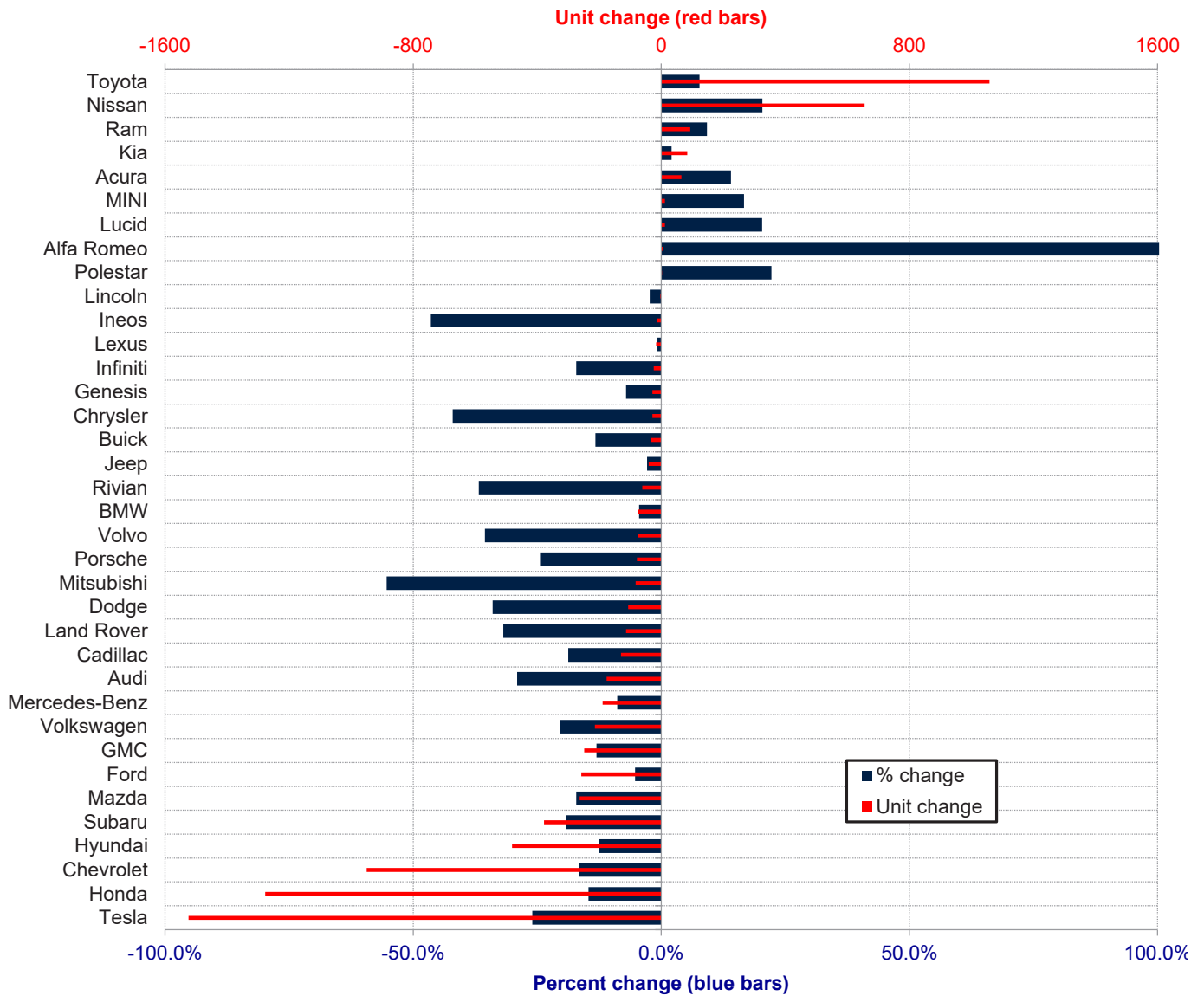
2026

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

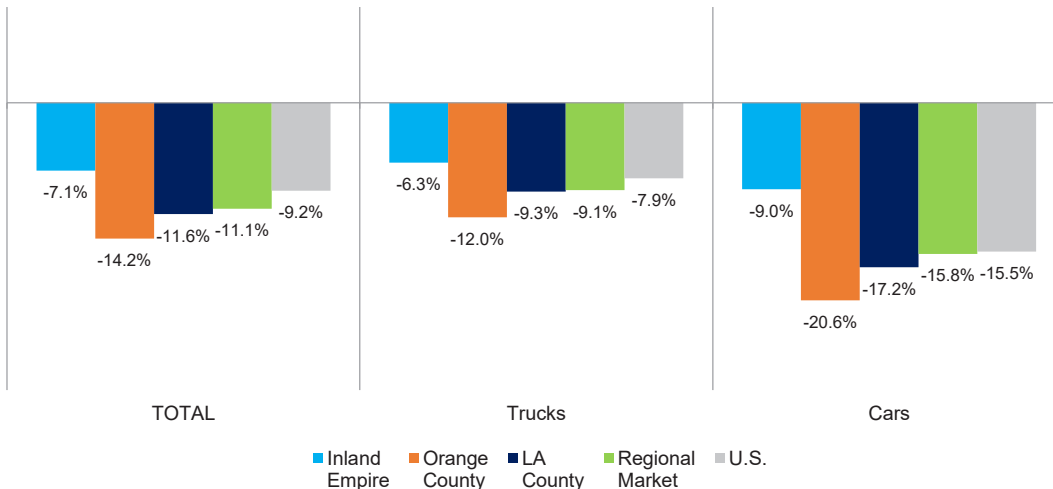
Inland Empire Area New Retail Car and Light Truck Registrations												
	Apr.			Three Month Period Feb. '26 thru Apr. '26			YTD thru Apr.			YTD Market Share (%)		
	Apr-25	Apr-26	% chg.	Previous	Current	% chg.	YTD '25	YTD '26	% chg.	YTD '25	YTD '26	Chg.
<b>MARKET SUMMARY</b>												
TOTAL	21,273	19,260	-9.5%	49,236	46,090	-6.4%	69,514	64,595	-7.1%			
Cars	6,401	5,802	-9.4%	14,620	13,480	-7.8%	20,357	18,518	-9.0%	29.3	28.7	-0.6
Light Trucks	14,872	13,458	-9.5%	34,616	32,610	-5.8%	49,157	46,077	-6.3%	70.7	71.3	0.6
Domestic	6,824	5,702	-16.4%	15,655	13,361	-14.7%	22,513	19,229	-14.6%	32.4	29.8	-2.6
European	1,860	1,522	-18.2%	4,501	3,914	-13.0%	6,592	5,660	-14.1%	9.5	8.8	-0.7
Japanese	9,967	9,486	-4.8%	23,094	22,978	-0.5%	32,112	31,849	-0.8%	46.2	49.3	3.1
Korean	2,622	2,550	-2.7%	5,986	5,837	-2.5%	8,297	7,857	-5.3%	11.9	12.2	0.2
<b>BRAND REGISTRATIONS</b>												
Acura	165	131	-20.6%	355	390	9.9%	463	528	14.0%	0.7	0.8	0.1
Alfa Romeo	3	1	-66.7%	4	7	75.0%	4	10	150.0%	0.0	0.0	0.0
Audi	183	92	-49.7%	417	290	-30.5%	606	430	-29.0%	0.9	0.7	-0.2
BMW	473	460	-2.7%	1,131	1,084	-4.2%	1,686	1,611	-4.4%	2.4	2.5	0.1
Buick	73	75	2.7%	198	163	-17.7%	256	222	-13.3%	0.4	0.3	-0.1
Cadillac	178	160	-10.1%	499	384	-23.0%	694	564	-18.7%	1.0	0.9	-0.1
Chevrolet	1,700	1,398	-17.8%	4,062	3,329	-18.0%	5,724	4,774	-16.6%	8.2	7.4	-0.8
C/D/J/R	863	756	-12.4%	2,064	2,004	-2.9%	2,821	2,737	-3.0%	4.1	4.2	0.1
Chrysler	22	6	-72.7%	49	25	-49.0%	69	40	-42.0%	0.1	0.1	0.0
Dodge	104	57	-45.2%	233	153	-34.3%	315	208	-34.0%	0.5	0.3	-0.2
Jeep	450	376	-16.4%	1,058	1,013	-4.3%	1,425	1,384	-2.9%	2.0	2.1	0.1
Ram	287	317	10.5%	724	813	12.3%	1,012	1,105	9.2%	1.5	1.7	0.2
Ford	1,423	1,212	-14.8%	3,509	3,256	-7.2%	4,889	4,631	-5.3%	7.0	7.2	0.2
Genesis	117	90	-23.1%	293	262	-10.6%	409	380	-7.1%	0.6	0.6	0.0
GMC	536	428	-20.1%	1,272	1,134	-10.8%	1,902	1,654	-13.0%	2.7	2.6	-0.1
Honda	2,730	2,447	-10.4%	6,180	5,583	-9.7%	8,709	7,432	-14.7%	12.5	11.5	-1.0
Hyundai	1,290	1,124	-12.9%	2,761	2,461	-10.9%	3,824	3,343	-12.6%	5.5	5.2	-0.3
Ineos	4	5	25.0%	17	11	-35.3%	28	15	-46.4%	0.0	0.0	0.0
Infiniti	34	41	20.6%	86	82	-4.7%	140	116	-17.1%	0.2	0.2	0.0
Kia	1,214	1,335	10.0%	2,922	3,112	6.5%	4,047	4,131	2.1%	5.8	6.4	0.6
Land Rover	93	62	-33.3%	249	188	-24.5%	358	244	-31.8%	0.5	0.4	-0.1
Lexus	765	624	-18.4%	1,573	1,454	-7.6%	2,183	2,166	-0.8%	3.1	3.4	0.3
Lincoln	33	23	-30.3%	94	80	-14.9%	130	127	-2.3%	0.2	0.2	0.0
Lucid	25	21	-16.0%	43	53	23.3%	59	71	20.3%	0.1	0.1	0.0
Mazda	514	369	-28.2%	1,139	921	-19.1%	1,533	1,270	-17.2%	2.2	2.0	-0.2
Mercedes-Benz	639	505	-21.0%	1,467	1,394	-5.0%	2,129	1,940	-8.9%	3.1	3.0	-0.1
MINI	20	29	45.0%	49	68	38.8%	72	84	16.7%	0.1	0.1	0.0
Mitsubishi	47	16	-66.0%	106	39	-63.2%	150	67	-55.3%	0.2	0.1	-0.1
Nissan	978	1,104	12.9%	2,365	2,816	19.1%	3,217	3,873	20.4%	4.6	6.0	1.4
Polestar	1	3	200.0%	8	9	12.5%	9	11	22.2%	0.0	0.0	0.0
Porsche	90	58	-35.6%	208	148	-28.8%	319	241	-24.5%	0.5	0.4	-0.1
Rivian	63	40	-36.5%	111	69	-37.8%	166	105	-36.7%	0.2	0.2	0.0
Subaru	631	455	-27.9%	1,442	1,156	-19.8%	1,975	1,597	-19.1%	2.8	2.5	-0.3
Tesla	1,927	1,588	-17.6%	3,797	2,888	-23.9%	5,866	4,342	-26.0%	8.4	6.7	-1.7
Toyota	4,103	4,299	4.8%	9,848	10,537	7.0%	13,742	14,800	7.7%	19.8	22.9	3.1
Volkswagen	256	245	-4.3%	718	572	-20.3%	1,047	833	-20.4%	1.5	1.3	-0.2
Volvo	62	32	-48.4%	137	78	-43.1%	214	138	-35.5%	0.3	0.2	-0.1
Other	40	32	-20.0%	112	68	-39.3%	143	108	-24.5%	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 April 2026 are partially estimated.

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



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