

# ORANGE COUNTY AUTO OUTLOOK™

4th Quarter, 2024

Orange County New Retail Automotive Market Data - Retail Sales \*Does Not Include Fleet Sales

## FORECAST

### County New Vehicle Market Predicted to Improve in 2025

Below is a list of six primary questions and answers regarding the Orange County new retail light vehicle market.

#### How did the County market perform in 2024?

County new light vehicle registrations declined 1.7% from 2023 to 2024, off from the 10.9% improvement from 2022 to 2023.

#### What is the outlook for 2025?

Registrations for all of this year are predicted to approach 170,000 units and increase 2.3% from 2024 (see graph below).

#### What are the key factors impacting new vehicle sales this year?

Potential changes in government policies during 2025 (i.e., possible tax cuts, increase in tariffs, and reductions in labor force due to deportations) introduce elevated uncertainty into the outlook for new vehicle sales. Most economists agree that collectively, these policy initiatives would accelerate inflation, potentially reversing recent improvements in affordability. Despite these potential negatives, we think a strong labor market and pent-up demand accumulated during five years of below average sales should be sufficient to push the market higher in 2025. A big increase does not seem likely, however.

#### Which brands posted gains during all of 2024 and which finished the year strong?

County new retail registrations for Lexus, Land Rover, Hyundai, Honda, GMC, Toyota, and Rivian increased by more than 7% last year. Land Rover, Mercedes, Jeep, Rivian, and GMC gained some momentum as the year ended, with 4Q '24 registrations increasing by more than 22% from 3Q.

#### Based on a comparison to U.S. market share, which brands are strong performers in the county market?

The analysis on page 5 compares actual registrations in the county for each of the top 30 selling brands to a calculated target. The target equals county registrations required for the brand to attain the same county market share as in the Nation. Actual registrations significantly exceeded target for Tesla, Mercedes, Toyota, Lexus, and BMW.

#### What are recent trends in the battery electric vehicle market?

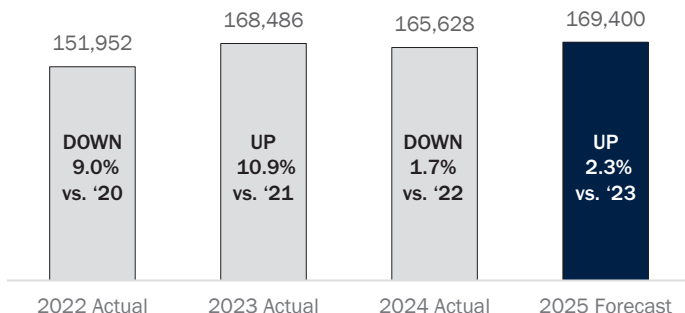
BEV registrations fell 1.6% last year, in line with the 1.7% decline in the overall market. Market share gains came to a halt, however. BEV share increased by 6.4 share points from 2022 to 2023, but was unchanged last year. 4Q '24 BEV share was 26.8%, down from 30.3% in 3Q.

#### Six Key facts for County New Vehicle Market



1. County market declined 1.7% in 2024. U.S. improved 3.1%
2. All of the decrease in the county market last year was attributable to Tesla, which had a 17.1% decline. Registrations for all other brands increased 1.8%.
3. Total registrations exceeded 165,000 last year, up from the recent low of 151,952 in 2022.
4. Market was up 3.6% in 4Q '24 vs. year earlier, an improvement from the 6% drop in 3Q.
5. Hybrid vehicles powered the market in '24. New hybrid vehicle registrations increased 33% and market share exceeded 14%.
6. Tesla Model Y, Toyota RAV4, and Tesla Model 3 were top three sellers in Orange County market. Hyundai Ioniq 5 had a large percentage increase from 2023 to 2024 (see page 5).

### Forecast for County New Retail Light Vehicle Registrations



### Market Summary

	2023 Annual	2024 Annual	% Chg. '23 to '24	Mkt. Share 2024
TOTAL	168,486	165,628	-1.7%	
Car	50,005	42,261	-15.5%	25.5%
Light Truck	118,481	123,367	4.1%	74.5%
Domestic	60,001	52,706	-12.2%	31.8%
European	30,979	29,371	-5.2%	17.7%
Japanese	61,899	66,536	7.5%	40.2%
Korean	15,607	17,015	9.0%	10.3%

Domestics consist of vehicles sold by GM, Ford, Stellantis (excluding Alfa Romeo and FIAT), Tesla, Rivian, and Lucid.  
Data sourced from Experian Automotive.

The graph above shows annual new retail light vehicle registrations from 2022 through 2024, and Auto Outlook's projection for 2025. Historical data sourced from Experian Automotive.

# KEY TRENDS IN ORANGE COUNTY NEW VEHICLE MARKET



## COUNTY MARKET VS. U.S.

**% Change In  
New Retail Market  
2024  
vs.  
2023**

**Orange County  
DOWN 1.7%**

**California  
DOWN 0.8%**

**U.S.  
UP 3.1%**

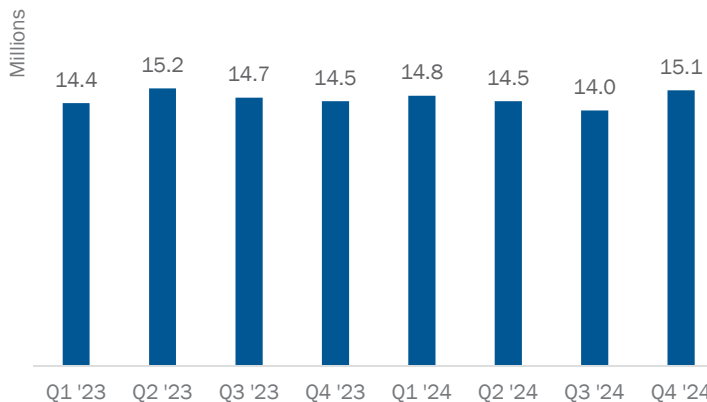
New retail light vehicle registrations in the county fell 1.7% last year. State market declined 0.8%, while U.S. was up 3.1%.

Data sourced from Experian Automotive.



## QUARTERLY RESULTS

**Orange County  
Quarterly Registrations**  
  
**Seasonally Adjusted  
Annual Rate, Converted  
to Equivalent U.S. New  
Vehicle Market SAAR  
(millions of units)**



The graph on the left provides an easily recognizable way to gauge the strength of the county market. It shows quarterly registrations based on a seasonally adjusted annual rate. These figures are then indexed to SAAR sales figures for the U.S. new vehicle market. So just like in the national market, when the quarterly SAAR is above 17 million units, the county market is strong, 15 million is about average, and below 13 million is weak. Equivalent SAAR levels in the county increased from 14.0 million in the Third Quarter of 2024 to 15.1 million in the Fourth Quarter.

Data sourced from Experian Automotive. SAAR estimates: Auto Outlook.

**% Change in quarterly  
registrations vs.  
year earlier  
(4Q '24 vs. 4Q '23)**

**UP  
3.6%**

**% Change in  
registrations vs.  
previous quarter  
(4Q '24 vs. 3Q '24)**

**UP  
2.5%**

### Orange County Auto Outlook

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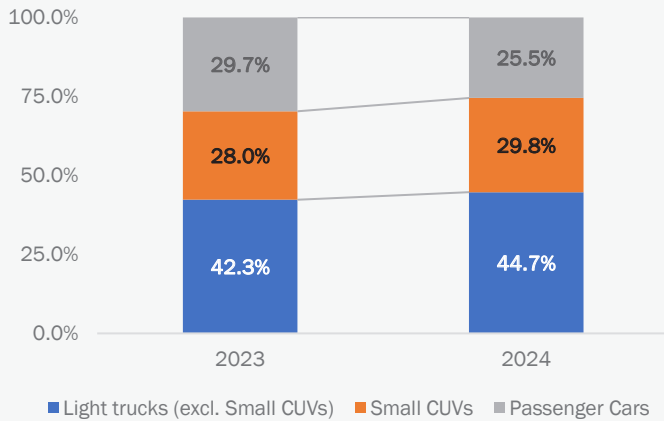
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# KEY TRENDS IN ORANGE COUNTY NEW VEHICLE MARKET



## VEHICLE AND BRAND SEGMENTS - COUNTY AND U.S. (2024)

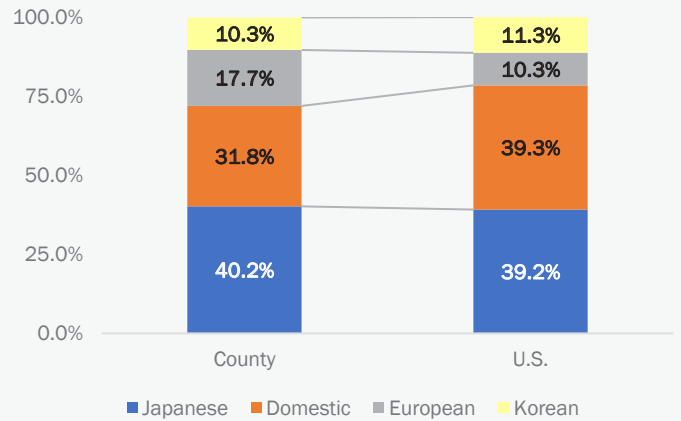
Orange County Market Share by Type of Vehicle



Combining the blue and orange sections in the graph above corresponds to the standard industry definition of light trucks. Small cross-overs are broken out, however, since many are more similar to compact hatchbacks than to trucks. Light truck share (excluding small CUVs) was **42.3%** in 2023 and increased to **44.7%** in 2024.

Data sourced from Experian Automotive.

Domestic, European, Japanese, & Korean Brand Share



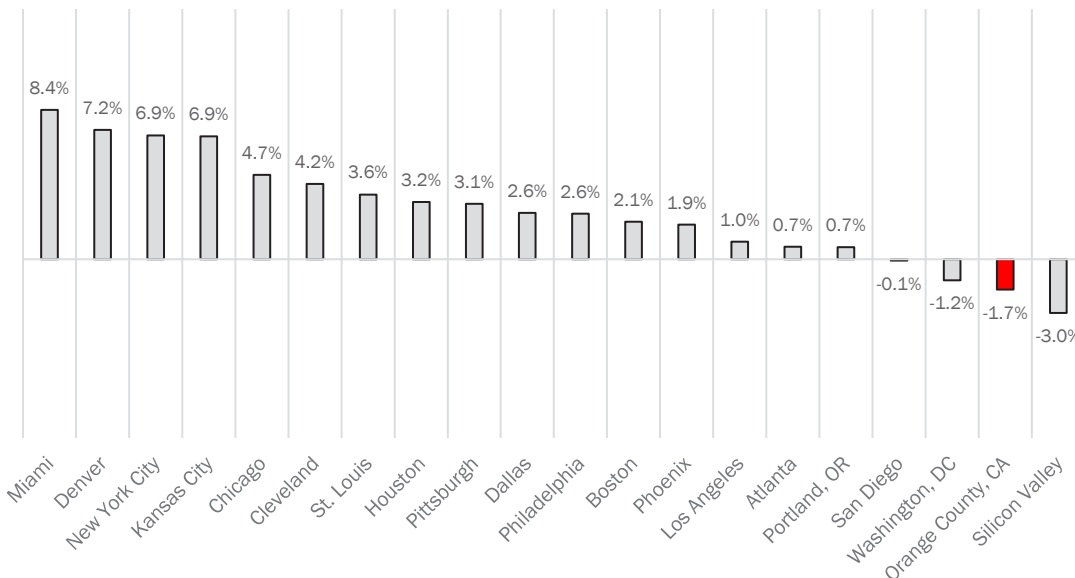
Japanese brand market share in the Orange County was higher than U.S. levels: **40.2%** vs. **39.2%**. County Domestic brand share (which includes Tesla and Rivian) was **31.8%** last year. European brands accounted for a higher share of the county market than in the Nation.

Data sourced from Experian Automotive.



## COMPARISON OF METRO AREA MARKETS

Percent Change in New Retail Light Vehicle Registrations - 2024 vs. 2023



### Observations and Key Facts

- » Orange County registrations declined **1.7%** from 2023 to 2024, below average compared to other markets. The Miami market improved **8.4%**.
- » BEV market share in Orange County was **27.9%** vs. **9.0%** in the Nation. BEV penetration was highest in Silicon Valley - **37.2%**
- » Toyota was the best-selling brand in the county last year and was also the leader in 12 out of the other 20 markets. Highest share for Toyota was in Portland, OR (**23.3%**).

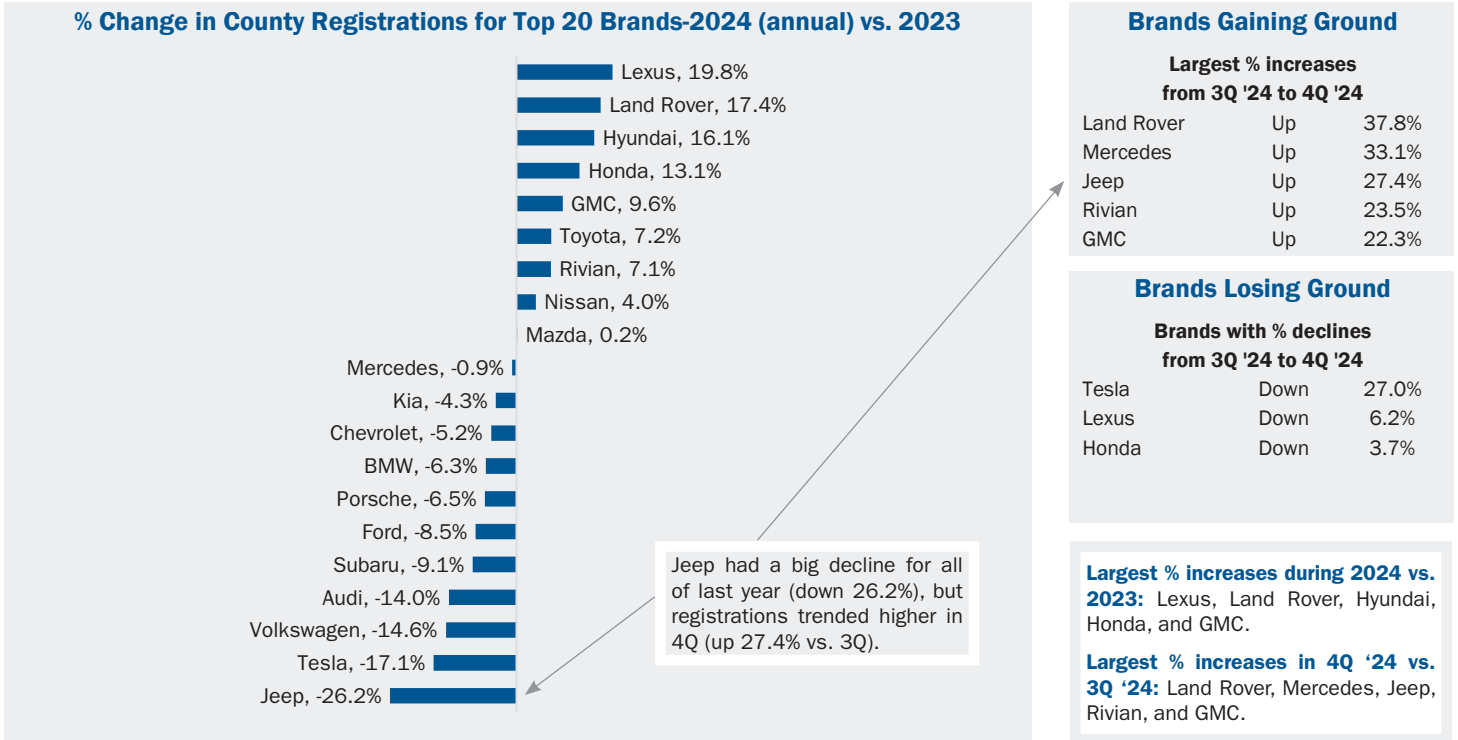
Data sourced from Experian Automotive.

# BRANDS AND MODELS



## WINNERS AND LOSERS

The primary metric used to identify winning and losing brands is the percent change in registrations vs. year earlier, shown on the graph below. Lexus and Land Rover were the biggest gainers in the county market last year among the top 20 brands. BUT this snapshot does not capture the shorter term trend in sales, and this matters! Registrations for a brand may have posted a big year-over year increase (definitely a positive), but if growth has stalled during the most recent quarter, that's significant. The tables to the right of the graph show results from the Third to the Fourth Quarters of 2024.

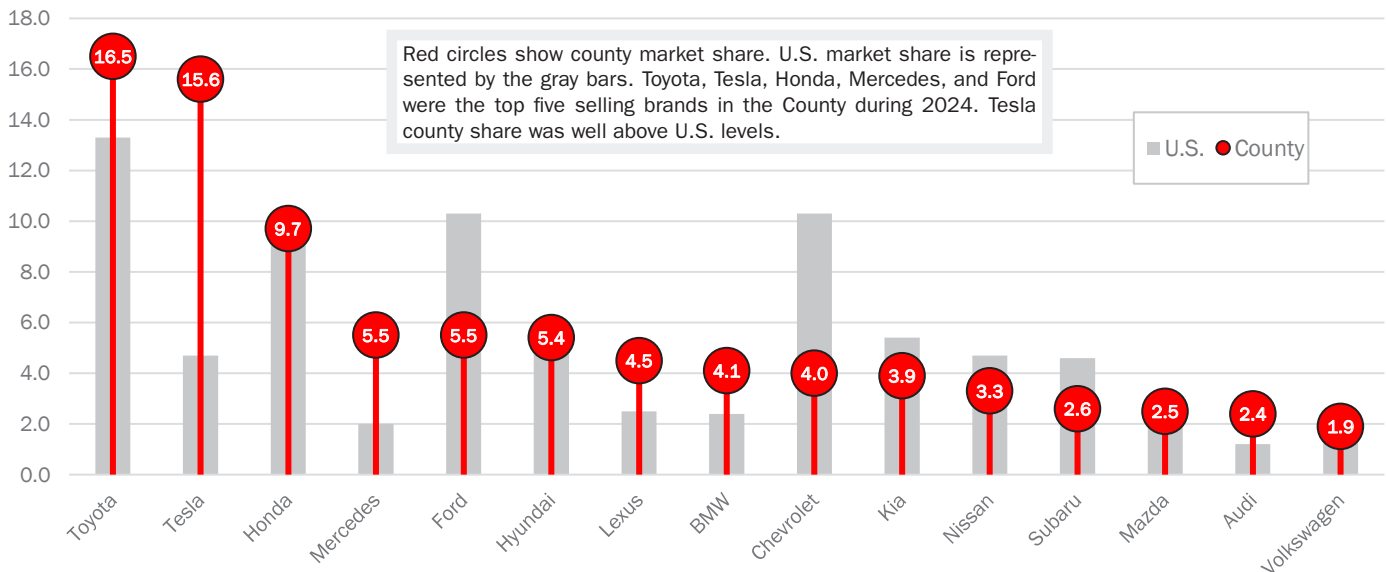


Data sourced from Experian Automotive.



## TOP SELLING BRANDS

### Orange County and U.S. Market Shares for Top 15 Brands in County - 2024



Data sourced from Experian Automotive.

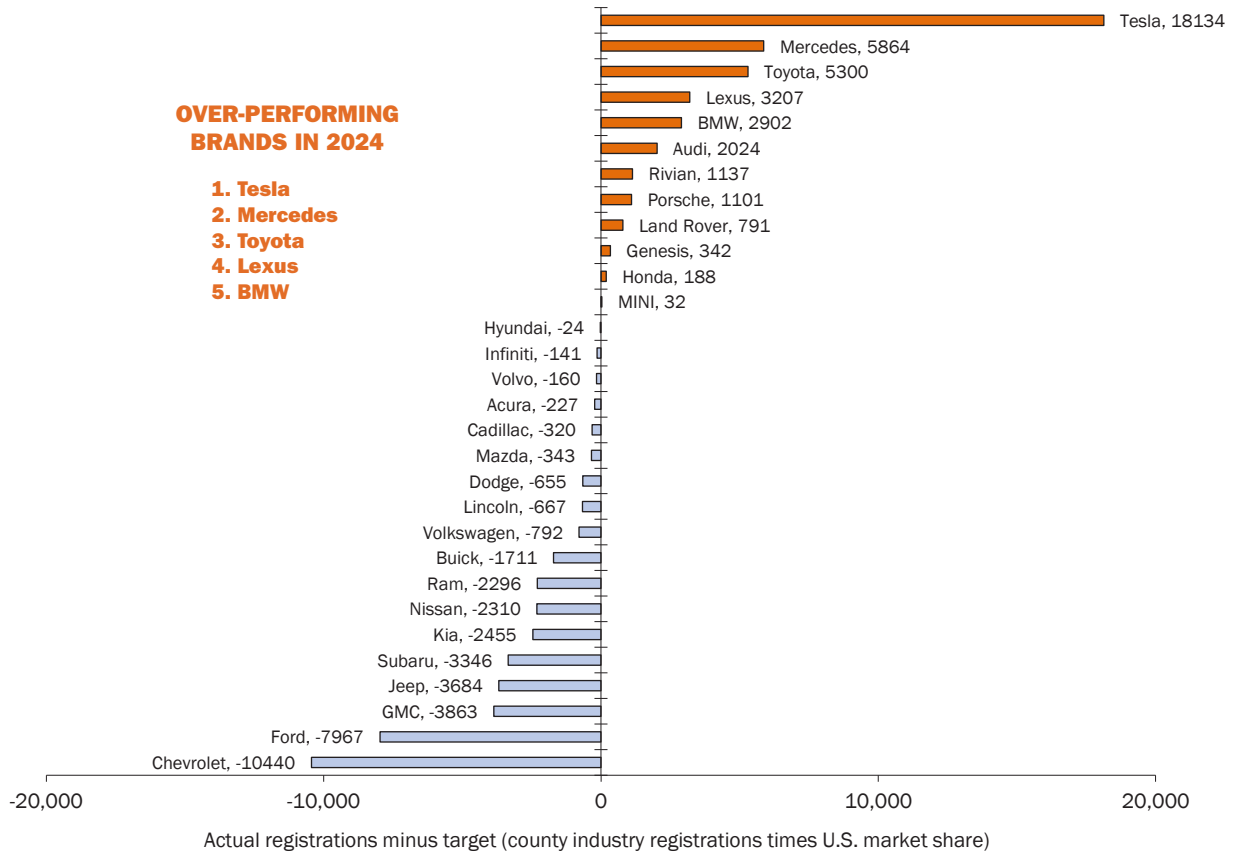
# BRANDS AND MODELS



## BRAND SALES PERFORMANCE

The graph below provides an indicator of brands that are popular in the Orange County market (relative to the National standard), and those that are not. Here's how it works: For the top 30 selling brands, each brand's share of the U.S. market is multiplied by industry retail registrations in the county in 2024. This yields a "target" for the county market. Target registrations are subtracted from actual registrations to derive the measurement of sales performance. Brands at the top of the graph (i.e., Tesla, Mercedes, Toyota, Lexus, and BMW) are relatively strong sellers in the county, with actual registrations exceeding calculated targets by large margins. For instance, Tesla registrations exceeded the target by 18,134 units.

**Orange County Retail Market Performance based on registrations during 2024**  
**Actual registrations minus target (county industry registrations times U.S. market share)**



**OVER-PERFORMING BRANDS IN 2024**

1. Tesla
2. Mercedes
3. Toyota
4. Lexus
5. BMW

Data sourced from Experian Automotive.



## TOP SELLING MODELS

**Top 20 Selling Models during 2024 - Market Share and % Change in Registrations vs. 2023**

Rank	Model	County Share %	% chg. '23 to '24	Rank	Model	County Share %	% chg. '23 to '24
1	Tesla Model Y	9.8	-12.1	11	Honda Accord	1.4	-22.8
2	Toyota RAV4	4.0	15.0	12	Lexus RX	1.4	11.4
3	Tesla Model 3	3.7	-40.4	13	Chevrolet Silverado	1.3	9.5
4	Toyota Camry	2.7	9.0	14	Honda HR-V	1.2	10.3
5	Honda CR-V	2.7	21.7	15	Toyota Tundra	1.1	48.1
6	Honda Civic	2.6	26.7	16	Lexus NX	1.1	5.9
7	Toyota Corolla	1.9	-0.2	17	Hyundai Tucson	1.0	-7.0
8	Toyota Tacoma	1.7	-18.5	18	Tesla Model X	0.9	-16.9
9	Hyundai Ioniq 5	1.5	163.9	19	Tesla Cybertruck	0.9	-
10	Ford F-Series	1.5	-8.3	20	Toyota Corolla Cross	0.8	47.7

Table on the left presents the top 20 selling models in the county during all of 2024. Share of industry registrations and the percent change versus 2023 are also shown. Models with the five largest percentage increase are shaded blue.

Data sourced from Experian Automotive.

## ALTERNATIVE POWERTRAIN MARKET

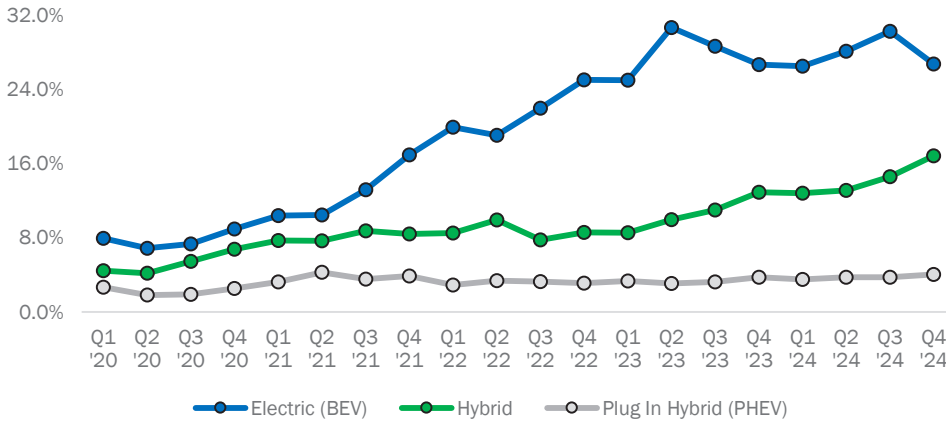
### FIVE KEY TRENDS

- 1.** 2024 recap: Industry registrations fell 1.7% vs. '23. BEVs were down 1.6%, hybrids rose 33.1%, & PHEVs climbed 10.5%.
- 2.** BEV gains have levelled off. BEV share increased by 6.4 points from '22 to '23, but was flat in '24.
- 3.** BEV sales at franchised dealerships increased 29.4% last year vs. the 14.4% decline for direct sellers.
- 4.** Hybrid sales have accelerated. Hybrid vehicle market share increased from 10.6% in 2023 to 14.3% last year.
- 5.** 4Q '24 recap: BEV market share declined from 3Q, hybrid and PHEV shares increased.



### BEV, PHEV, AND HYBRID MARKET SHARE

Percent Share of Industry Registrations by Powertrain Type



Annual Totals		
	2023	2024
Electric (BEV)	27.9%	27.9% <b>FLAT</b>
Hybrid	10.6%	14.3% <b>↑</b>
Plug In Hybrid (PHEV)	3.3%	3.8% <b>↑</b>

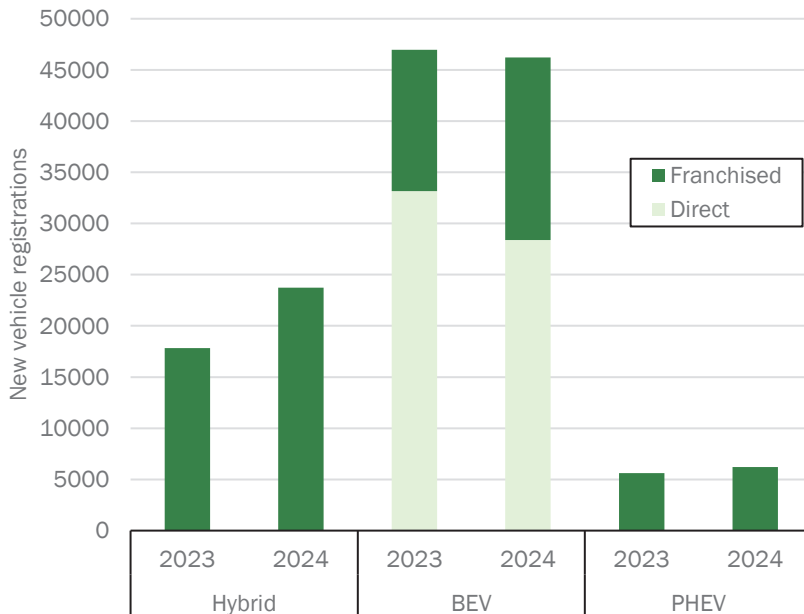
Quarterly		
	3Q '24	4Q '24
Electric (BEV)	30.3%	26.8% <b>↓</b>
Hybrid	14.6%	16.8% <b>↑</b>
Plug In Hybrid (PHEV)	3.7%	4.0% <b>↑</b>

Data sourced from Experian Automotive. Hybrid registrations exclude mild hybrids.



### FRANCHISED DEALERSHIPS AND DIRECT SELLERS

New Hybrid, BEV, and PHEV Registrations in Orange County by Type of Selling Dealership



BEV Registrations and Market Share		
	Franchised Dealerships	Direct Sellers
2023 Annual	13,776	33,179
2024 Annual	17,833	28,391
% change	29.4%	-14.4%
2023 mkt. share %	29.3	70.7
2024 mkt. share %	38.6	61.4
change	9.3	-9.3
3Q '24 regs.	4,382	7,853
4Q '24 regs.	4,986	6,097
% change	13.8%	-22.4%
3Q '24 mkt. share %	35.8	64.2
4Q '24 mkt. share %	45.0	55.0
change	9.2	-9.2

The dark green areas in the graph show registrations by powertrain type for franchised dealerships. Sum of the green areas is 47,796 units, 63% of the overall total.

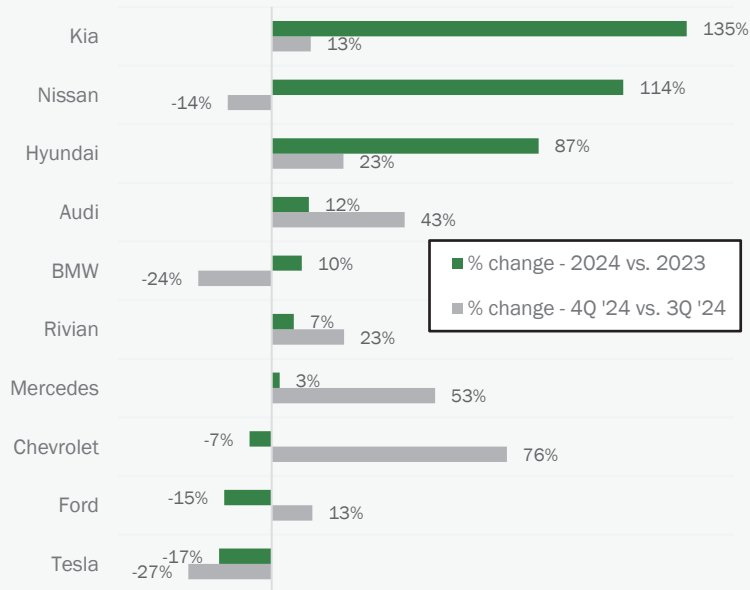
Data sourced from Experian Automotive. Hybrid registrations exclude mild hybrids.

# ALTERNATIVE POWERTRAIN MARKET

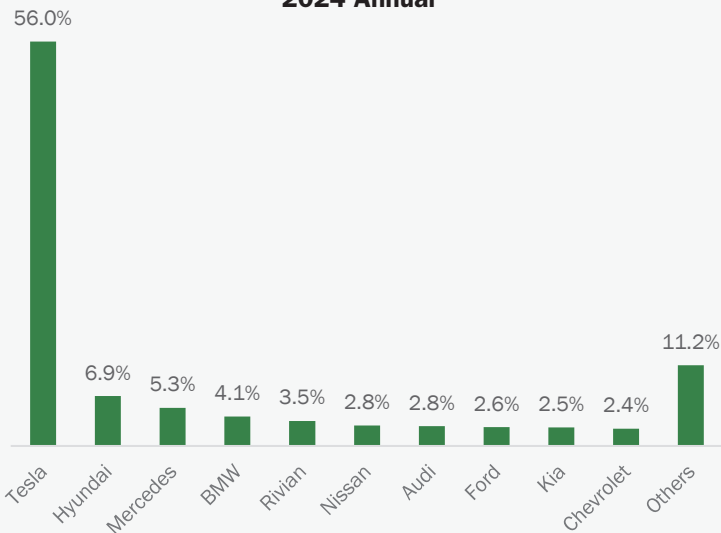


## MAKES AND MODELS

**% Change in BEV Registrations for Top 10 Brands 2024 vs. 2023 and 4Q '24 vs. 3Q '24**



**Brand Share of Orange County BEV Market (%) 2024 Annual**



### Observations

- » Kia had the largest % increase in BEV registrations from 2023 to 2024 (up 135%).
- » BEV registrations increased from 3Q '24 to 4Q '24 for seven of the top 10 selling brands.
- » Tesla share of the BEV market was 56.0% last year.

Data sourced from Experian Automotive. Hybrid registrations exclude mild hybrids.

**Top Five Brands by type of Powertrain Registrations for 2023 and 2024**

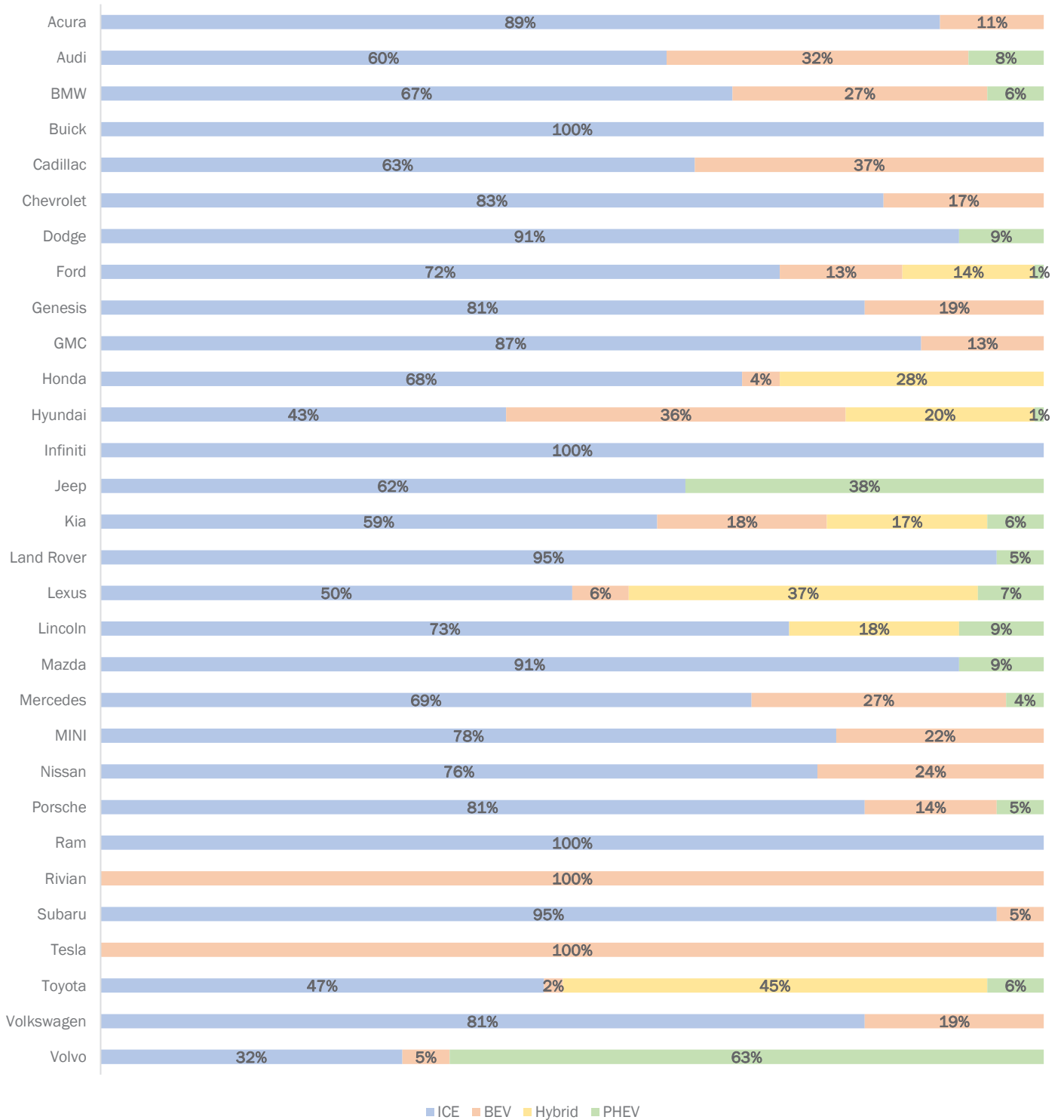
	Rank	Brand	2023 Regs.	2024 Regs.	% chg.	2024 Share
<b>BEV</b>	1	Tesla	31,231	25,883	-17.1%	56.0%
	2	Hyundai	1,712	3,195	86.6%	6.9%
	3	Mercedes	2,384	2,446	2.6%	5.3%
	4	BMW	1,710	1,877	9.8%	4.1%
	5	Rivian	1,497	1,604	7.1%	3.5%
<b>PHEV</b>	1	Toyota	1,165	1,578	35.5%	25.4%
	2	Jeep	1,234	814	-34.0%	13.1%
	3	Volvo	442	629	42.3%	10.1%
	4	Lexus	342	528	54.4%	8.5%
	5	BMW	853	412	-51.7%	6.6%
<b>HYBRID</b>	1	Toyota	7,870	12,274	56.0%	51.7%
	2	Honda	3,733	4,472	19.8%	18.8%
	3	Lexus	2,229	2,741	23.0%	11.5%
	4	Hyundai	1,638	1,808	10.4%	7.6%
	5	Ford	1,146	1,228	7.2%	5.2%

**Market Share for Top 15 Selling BEVs, PHEVs, and Hybrids - 2024**

Rank	Model	Type	2024 Share
1	Tesla Model Y	BEV	21.3%
2	Tesla Model 3	BEV	8.0%
3	Toyota RAV4	Hybrid	4.3%
4	Honda CR-V	Hybrid	3.7%
5	Toyota Camry	Hybrid	3.5%
6	Hyundai Ioniq 5	BEV	3.3%
7	Tesla Model X	BEV	2.0%
8	Tesla Cybertruck	BEV	1.9%
9	Honda Accord	Hybrid	1.8%
10	Toyota Corolla	Hybrid	1.7%
11	Rivian R1S	BEV	1.6%
12	Nissan Ariya	BEV	1.6%
13	Toyota RAV4	PHEV	1.6%
14	Toyota Sienna	Hybrid	1.5%
15	Ford Maverick	Hybrid	1.2%

## ALTERNATIVE POWERTRAIN MARKET

**Share of Brand Registrations by Type of Powertrain - 2024 Annual (top 30 brands)**



The graph above shows the breakdown of new vehicle registrations by powertrain type for each of the top 30 selling brands in the county in 2024. Data sourced from Experian Automotive.



MODEL RANKINGS

# Model Y and RAV4 Were Top Sellers in County Market During 2024

The table below shows the top five selling models in 2024 in 20 segments. In addition to unit registrations, it also shows each model's market share in its respective segment.



**BEST SELLERS IN PRIMARY SEGMENTS**

- Small Cars: Honda Civic
- Subcompact SUV: Honda HR-V
- Mid Size & Large Cars: Toyota Camry
- Compact SUV: Toyota RAV4
- Near Luxury Car: Tesla Model 3
- 2 Row Mid Size SUV: Toyota 4Runner
- Full Size Pickup: Ford F-Series
- Luxury Midsize SUV: Lexus RX

Top Selling Models in Each Segment - New Retail Light Vehicle Registrations (2024 Annual Total)											
Small Cars			Mid Size and Large Cars			Sports/Pony Cars			Near Luxury Cars		
Model	Regs.	Share	Model	Regs.	Share	Model	Regs.	Share	Model	Regs.	Share
Honda Civic	4266	30.5	Toyota Camry	4473	49.2	Ford Mustang	353	29.5	Tesla Model 3	6124	50.5
Toyota Corolla	3092	22.1	Honda Accord	2352	25.9	Toyota 86	243	20.3	Lexus ES	946	7.8
Nissan Sentra	1170	8.4	Hyundai Ioniq 6	515	5.7	Dodge Challenger	235	19.6	BMW i4	789	6.5
Hyundai Elantra	1127	8.1	Hyundai Sonata	486	5.3	Mazda MX5	132	11.0	Mercedes C-Class	757	6.2
Toyota Prius	1057	7.6	Nissan Altima	365	4.0	Subaru BRZ	67	5.6	BMW 3-Series	619	5.1
Luxury and High End Sports Cars			Compact/Mid Size Pickup			Full Size Pickup			Mini Van		
Model	Regs.	Share	Model	Regs.	Share	Model	Regs.	Share	Model	Regs.	Share
Tesla Model S	548	9.3	Toyota Tacoma	2745	45.7	Ford F-Series	2505	22.2	Toyota Sienna	1179	44.4
Porsche 911	463	7.9	Ford Maverick	1162	19.4	Chevrolet Silverado	2104	18.6	Honda Odyssey	775	29.2
Mercedes E-Class	447	7.6	Chevrolet Colorado	505	8.4	Toyota Tundra	1860	16.4	Kia Carnival	497	18.7
Chevrolet Corvette	344	5.9	Nissan Frontier	489	8.1	Tesla Cybertruck	1481	13.1	Chrysler Pacifica	175	6.6
Lucid Air	341	5.8	GMC Canyon	313	5.2	GMC Sierra	1334	11.8	Chrysler Voyager	20	0.8
Large Van			Subcompact SUV			Compact SUV			2 Row Mid Size SUV		
Model	Regs.	Share	Model	Regs.	Share	Model	Regs.	Share	Model	Regs.	Share
Mercedes Sprinter	657	37.3	Honda HR-V	1953	20.9	Toyota RAV4	6557	23.9	Toyota 4Runner	1150	16.6
Ford Transit Connect	595	33.7	Toyota Corolla Cross	1354	14.5	Honda CR-V	4393	16.0	Hyundai Santa Fe	1032	14.9
Ram Promaster	257	14.6	Subaru Crosstrek	1332	14.2	Hyundai Ioniq 5	2528	9.2	Subaru Outback	956	13.8
Chevrolet Express	110	6.2	Mazda CX-30	822	8.8	Hyundai Tucson	1592	5.8	Ford Mustang Mach-E	796	11.5
Ford E-Series	73	4.1	Hyundai Kona	755	8.1	Mazda CX-5	1267	4.6	Honda Prologue	662	9.6
3 Row Mid Size SUV			Large SUV			Luxury Subcompact SUV			Luxury Compact SUV		
Model	Regs.	Share	Model	Regs.	Share	Model	Regs.	Share	Model	Regs.	Share
Honda Pilot	1191	13.3	Ford Bronco	865	26.5	Mercedes EQB	508	21.4	Tesla Model Y	16224	67.2
Kia Telluride	971	10.9	Chevrolet Tahoe	524	16.0	Audi Q3	448	18.9	Lexus NX	1844	7.6
Toyota Highlander	779	8.7	Toyota Land Cruiser	401	12.3	Audi Q4 E-Tron	378	15.9	Mercedes GLC-Class	1267	5.2
Toyota Grand Highlan	765	8.6	Chevrolet Suburban	288	8.8	BMW X1	235	9.9	BMW X3	986	4.1
Kia Sorento	722	8.1	Toyota Sequoia	268	8.2	Lexus UX	223	9.4	Audi Q5	930	3.9
Luxury Mid Size SUV			Luxury Large SUV			Top Selling Passenger Cars			Top Selling Light Trucks		
Model	Regs.	Share	Model	Regs.	Share	Model	Regs.	Share	Model	Regs.	Share
Lexus RX	2239	16.1	Rivian R1S	1252	23.7	Tesla Model 3	6124	14.5	Tesla Model Y	16224	13.2
Tesla Model X	1506	10.8	Land Rover Range Ro	631	11.9	Toyota Camry	4473	10.6	Toyota RAV4	6557	5.3
Mercedes GLE-Class	1322	9.5	Mercedes GLS-Class	591	11.2	Honda Civic	4266	10.1	Honda CR-V	4393	3.6
BMW X5	1114	8.0	Mercedes EQS SUV	555	10.5	Toyota Corolla	3092	7.3	Toyota Tacoma	2745	2.2
Mercedes EQE SUV	757	5.4	Lexus TX	524	9.9	Honda Accord	2352	5.6	Hyundai Ioniq 5	2528	2.0

Data sourced from Experian Automotive.

## COMPARISON OF ORANGE COUNTY, CALIFORNIA, AND U.S. RETAIL MARKETS

**Domestic Brand Share of County Market was 31.8% vs 39.3% in U.S.**

	Orange County	California	U.S.
<b>% change in registrations 2024 vs. 2023</b>	-1.7%	-0.8%	3.1%
<b>Car share of industry retail light vehicle market 2024</b>	25.5%	27.7%	18.4%
<b>Domestic brand market share 2024</b>	31.8%	32.6%	39.3%

Brand	New Retail Registrations - 2024 Annual				Market Share (2024)		
	Orange County		U.S.		Orange County	U.S.	Variance
	Regs.	% ch. vs. 2023	Regs.	% ch. vs. 2023			
Acura	1,271	1.1%	115,617	-10.0%	0.8	0.9	-0.1
Alfa Romeo	94	-21.7%	7,975	-12.3%	0.1	0.1	0.0
Audi	4,025	-14.0%	154,444	-12.4%	2.4	1.2	1.2
BMW	6,860	-6.3%	305,487	2.5%	4.1	2.4	1.7
Buick	287	8.7%	154,256	5.9%	0.2	1.2	-1.0
Cadillac	1,433	21.2%	135,295	8.5%	0.9	1.1	-0.2
Chevrolet	6,578	-5.2%	1,313,651	4.0%	4.0	10.3	-6.3
Chry Dodge Jeep Ram	4,210	-26.0%	861,838	-12.0%	2.5	6.7	-4.2
Chrysler	210	-42.1%	40,911	-19.1%	0.1	0.3	-0.2
Dodge	669	-9.2%	102,170	-9.9%	0.4	0.8	-0.4
Jeep	2,146	-26.2%	450,054	-10.4%	1.3	3.5	-2.2
Ram	1,185	-29.7%	268,703	-14.4%	0.7	2.1	-1.4
Ford	9,086	-8.5%	1,316,316	4.8%	5.5	10.3	-4.8
Genesis	1,103	2.8%	58,754	4.9%	0.7	0.5	0.2
GMC	2,684	9.6%	505,350	7.5%	1.6	4.0	-2.4
Honda	15,986	13.1%	1,219,480	12.0%	9.7	9.5	0.2
Hyundai	8,972	16.1%	694,371	3.6%	5.4	5.4	0.0
Infiniti	500	-9.3%	49,515	-7.9%	0.3	0.4	-0.1
Jaguar	115	33.7%	5,905	-11.8%	0.1	0.0	0.1
Kia	6,480	-4.3%	689,673	-2.3%	3.9	5.4	-1.5
Land Rover	1,822	17.4%	79,579	24.4%	1.1	0.6	0.5
Lexus	7,379	19.8%	322,028	16.0%	4.5	2.5	2.0
Lincoln	497	23.6%	89,845	27.1%	0.3	0.7	-0.4
Maserati	127	-24.9%	4,643	-22.4%	0.1	0.0	0.1
Mazda	4,064	0.2%	340,211	12.1%	2.5	2.7	-0.2
Mercedes	9,145	-0.9%	253,278	-2.3%	5.5	2.0	3.5
MINI	339	-22.2%	23,681	-16.6%	0.2	0.2	0.0
Mitsubishi	163	-12.8%	63,875	-14.0%	0.1	0.5	-0.4
Nissan	5,467	4.0%	600,339	1.6%	3.3	4.7	-1.4
Polestar	203	181.9%	6,103	111.4%	0.1	0.0	0.1
Porsche	1,864	-6.5%	58,930	-3.6%	1.1	0.5	0.6
Rivian	1,604	7.1%	36,018	4.8%	1.0	0.3	0.7
Subaru	4,300	-9.1%	590,217	3.7%	2.6	4.6	-2.0
Tesla	25,883	-17.1%	598,178	-2.4%	15.6	4.7	10.9
Toyota	27,406	7.2%	1,706,380	5.2%	16.5	13.3	3.2
Volkswagen	3,094	-14.6%	299,938	11.7%	1.9	2.3	-0.4
Volvo	998	-15.1%	89,414	-10.3%	0.6	0.7	-0.1
Other	1,589	62.6%	34,329	70.0%	1.0	0.3	0.7

The two tables above provide a comparison of the Orange County and U.S. new light vehicle markets. Data sourced from Experian Automotive.

Orange County New Retail Car and Light Truck Registrations									
	Fourth Quarter			Annual Totals			Annual Market Share (%)		
	2023	2024	% chg.	2023	2024	% chg.	2023	2024	Chg.
<b>MARKET SUMMARY</b>									
TOTAL	39,971	41,425	3.6%	168,486	165,628	-1.7%			
Cars	11,516	10,713	-7.0%	50,005	42,261	-15.5%	29.7	25.5	-4.2
Light Trucks	28,455	30,712	7.9%	118,481	123,367	4.1%	70.3	74.5	4.2
Domestic	12,876	12,289	-4.6%	60,001	52,706	-12.2%	35.6	31.8	-3.8
European	7,455	7,725	3.6%	30,979	29,371	-5.2%	18.4	17.7	-0.7
Japanese	15,993	16,789	5.0%	61,899	66,536	7.5%	36.7	40.2	3.4
Korean	3,647	4,622	26.7%	15,607	17,015	9.0%	9.3	10.3	1.0
<b>BRAND REGISTRATIONS</b>									
Acura	293	369	25.9%	1,257	1,271	1.1%	0.7	0.8	0.1
Alfa Romeo	33	9	-72.7%	120	94	-21.7%	0.1	0.1	0.0
Audi	1,115	905	-18.8%	4,680	4,025	-14.0%	2.8	2.4	-0.4
BMW	1,801	1,721	-4.4%	7,324	6,860	-6.3%	4.3	4.1	-0.2
Buick	76	97	27.6%	264	287	8.7%	0.2	0.2	0.0
Cadillac	278	345	24.1%	1,182	1,433	21.2%	0.7	0.9	0.2
Chevrolet	1,599	1,868	16.8%	6,940	6,578	-5.2%	4.1	4.0	-0.1
C/D/J/R	1,288	968	-24.8%	5,693	4,210	-26.0%	3.4	2.5	-0.9
Chrysler	87	40	-54.0%	363	210	-42.1%	0.2	0.1	-0.1
Dodge	167	106	-36.5%	737	669	-9.2%	0.4	0.4	0.0
Jeep	640	549	-14.2%	2,907	2,146	-26.2%	1.7	1.3	-0.4
Ram	394	273	-30.7%	1,686	1,185	-29.7%	1.0	0.7	-0.3
Ford	2,180	2,228	2.2%	9,926	9,086	-8.5%	5.9	5.5	-0.4
Genesis	243	319	31.3%	1,073	1,103	2.8%	0.6	0.7	0.1
GMC	599	779	30.1%	2,449	2,684	9.6%	1.5	1.6	0.1
Honda	3,650	3,919	7.4%	14,139	15,986	13.1%	8.4	9.7	1.3
Hyundai	1,817	2,375	30.7%	7,730	8,972	16.1%	4.6	5.4	0.8
Infiniti	148	92	-37.8%	551	500	-9.3%	0.3	0.3	0.0
Jaguar	22	15	-31.8%	86	115	33.7%	0.1	0.1	0.0
Kia	1,579	1,711	8.4%	6,768	6,480	-4.3%	4.0	3.9	-0.1
Land Rover	347	536	54.5%	1,552	1,822	17.4%	0.9	1.1	0.2
Lexus	1,716	1,687	-1.7%	6,157	7,379	19.8%	3.7	4.5	0.8
Lincoln	88	124	40.9%	402	497	23.6%	0.2	0.3	0.1
Maserati	47	16	-66.0%	169	127	-24.9%	0.1	0.1	0.0
Mazda	804	1,044	29.9%	4,057	4,064	0.2%	2.4	2.5	0.1
Mercedes	2,090	2,705	29.4%	9,226	9,145	-0.9%	5.5	5.5	0.0
MINI	120	97	-19.2%	436	339	-22.2%	0.3	0.2	-0.1
Mitsubishi	30	36	20.0%	187	163	-12.8%	0.1	0.1	0.0
Nissan	1,168	1,414	21.1%	5,256	5,467	4.0%	3.1	3.3	0.2
Polestar	22	21	-4.5%	72	203	181.9%	0.0	0.1	0.1
Porsche	441	508	15.2%	1,994	1,864	-6.5%	1.2	1.1	-0.1
Rivian	511	400	-21.7%	1,497	1,604	7.1%	0.9	1.0	0.1
Subaru	1,108	1,034	-6.7%	4,728	4,300	-9.1%	2.8	2.6	-0.2
Tesla	6,079	5,391	-11.3%	31,231	25,883	-17.1%	18.5	15.6	-2.9
Toyota	7,076	7,194	1.7%	25,567	27,406	7.2%	15.2	16.5	1.3
Volkswagen	1,026	745	-27.4%	3,621	3,094	-14.6%	2.1	1.9	-0.2
Volvo	269	283	5.2%	1,175	998	-15.1%	0.7	0.6	-0.1
Other	308	470	52.6%	977	1,589	62.6%	0.6	1.0	0.4

Other includes Aston Martin, Bentley, Ferrari, Freightliner, GEM, Lamborghini, Lotus, Lucid, McLaren, and Rolls Royce.

**Orange County Auto Outlook**

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**Explanation of Data**

Data presented in Auto Outlook measures new vehicle registrations in Orange County. Monthly recording of registrations occurs when vehicle title information is processed.

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