

ORANGE COUNTY AUTO OUTLOOK™ **4th Quarter, 2025**

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

FORECAST

County New Vehicle Market Predicted to Decline Slightly in 2026

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 2025?

County new light vehicle registrations increased 0.8% from 2024 to 2025, an improvement from the 1.6% decline from 2023 to 2024.

What is the outlook for 2026?

Registrations for all of this year are predicted to fall below 165,000 units and decline a slim 1.2% from 2025 (see graph below).

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

Transaction prices nearing \$50,000 make new vehicle purchases a stretch for many consumers. Additionally, tariffs will almost certainly lead to rising vehicle prices, the labor market is weakening, and household incomes are barely keeping pace with inflation. However, the news isn't entirely bleak. The average age of vehicles on the road is at a record high, partly due to postponed purchases since the pandemic (see page 3). This resulting pent-up demand, coupled with the prospects of lower interest rates, should limit any potential decline in sales this year.

Which brands posted gains during all of 2025 and which finished the year strong?

County new retail registrations for Acura, Toyota, Ford, GMC, Porsche, and Land Rover increased by more than 6% last year. BMW, Toyota, Mercedes-Benz, and Subaru gained some momentum as the year ended, with 4Q '25 registrations increasing 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, Toyota, Mercedes-Benz, Lexus, and BMW.

What are recent trends in the alternative powertrain vehicle market?

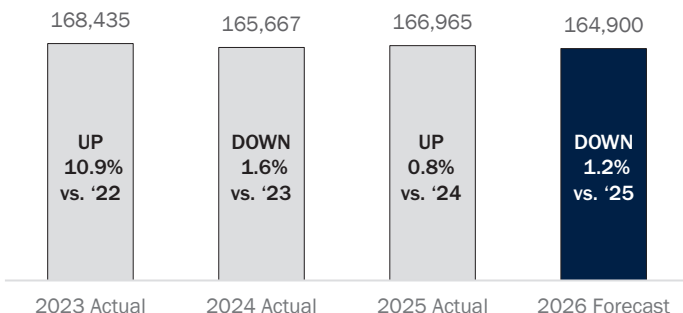
BEV share fell from 28.6% during January thru October of last year to just 16.0% in November and December, following expiration of federal tax credits on September 30 (see page 3). Hybrid vehicle registrations increased 34% from 2024 to 2025 and market share reached 19.1%.

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



1. County market was up 0.8% in 2025. U.S. improved 3.3%
2. Total registrations approached 167,000 last year, well above the recent low of 151,875 in 2022.
3. Market was down 5.8% in 4Q '25 vs. year earlier compared to the 3.8% increase in 3Q.
4. Toyota, Tesla, Honda, Ford, and Mercedes-Benz were market share leaders (see page 4).
5. Hybrid vehicles accounted for more than 35% of Toyota, Lexus, and Honda registrations in the Fourth Quarter of this year (see page 6).
6. Tesla Model Y, Model 3, and Toyota RAV4 were top three sellers in county market. Tacoma had a large percentage increase from 2024 to 2025 (see page 5).

Forecast for County New Retail Light Vehicle Registrations



The graph above shows annual new retail light vehicle registrations from 2023 to 2025, and Auto Outlook's projection for 2026. Historical data sourced from Experian Automotive.

Market Summary

	2024 Annual	2025 Annual	% Chg. '24 to '25	Mkt. Share 2025
TOTAL	165,667	166,965	0.8%	
Car	42,271	41,484	-1.9%	24.8%
Light Truck	123,396	125,481	1.7%	75.2%
Domestic	52,713	52,251	-0.9%	31.3%
European	29,411	27,977	-4.9%	16.8%
Japanese	66,537	70,478	5.9%	42.2%
Other Asian	17,006	16,259	-4.4%	9.7%

Domestics consist of vehicles sold by GM, Ford, Stellantis (excluding Alfa Romeo and FIAT), Tesla, Rivian, and Lucid. Other Asian includes Genesis, Hyundai, Kia, and VinFast. Data sourced from Experian Automotive.

KEY TRENDS IN ORANGE COUNTY NEW VEHICLE MARKET



COUNTY MARKET VS. U.S.

**% Change In
New Retail Market
2025 vs. 2024**

**Orange County
UP 0.8%**

**California
UP 1.5%**

**U.S.
UP 3.3%**

New retail light vehicle registrations in the county increased 0.8% from 2024 to 2025. State market increased 1.5%, while U.S. was up 3.3%.

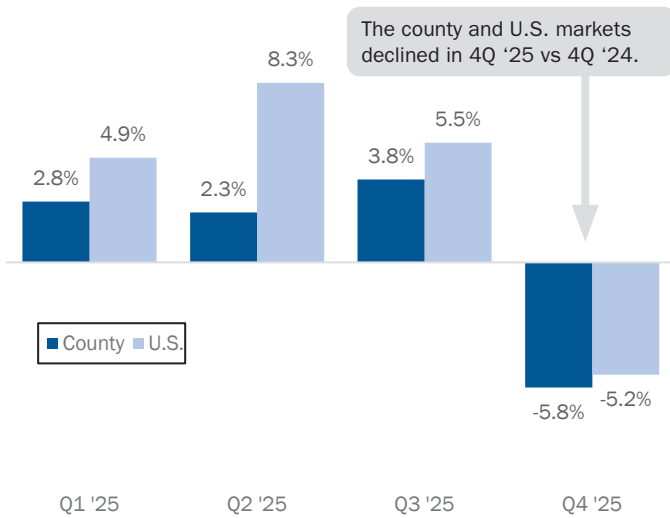
Data sourced from Experian Automotive.



QUARTERLY RESULTS

QUARTERLY TREND

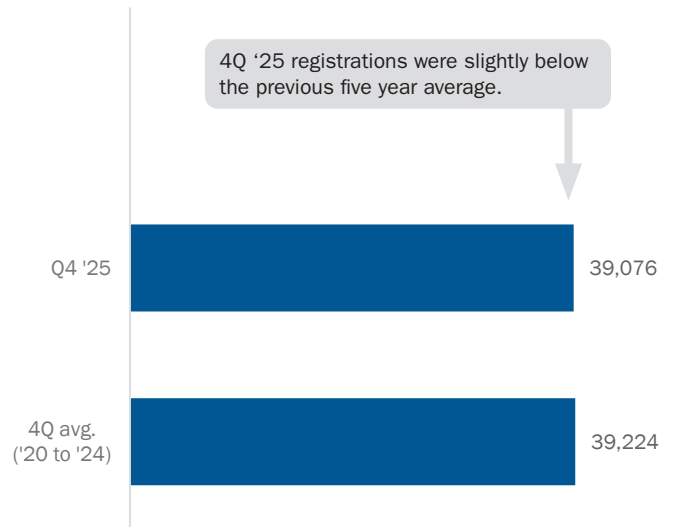
Percent Change in Registrations vs. Year Earlier



Data sourced from Experian Automotive.

QUARTERLY PERSPECTIVE

4Q '25 Registrations Versus Average for Previous Five Years



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Published by:
Auto Outlook, Inc.
PO Box 390, Exton, PA 19341
Phone: 610-640-1233 EMail: autooutlook@icloud.com
Editor: Jeffrey A. Foltz

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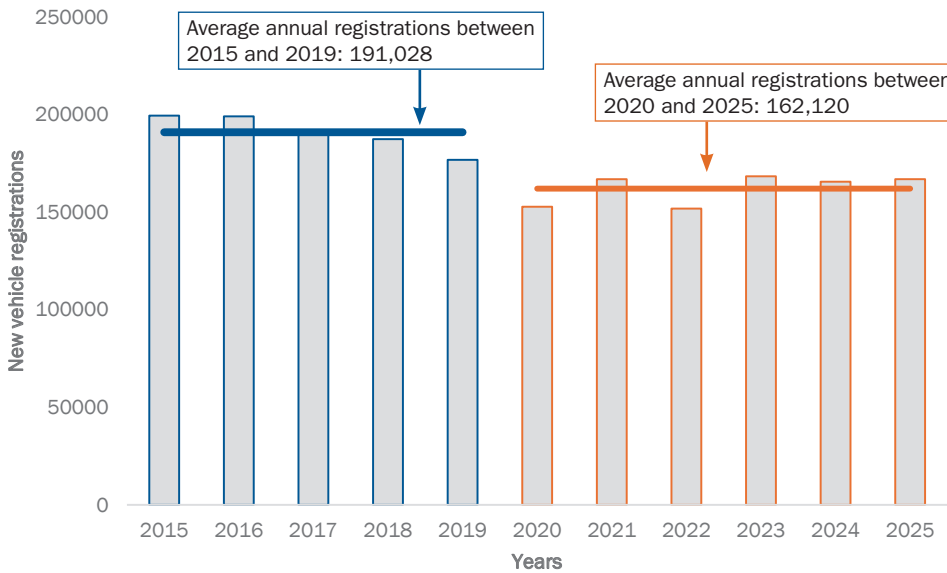
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KEY TRENDS IN ORANGE COUNTY NEW VEHICLE MARKET



LONG TERM RESULTS

Annual New Retail Light Vehicle Registrations in County Market - 2015 thru 2025



The graph on the left shows annual new retail light vehicle registrations from 2015 thru 2025. The grey bars show the actual totals in each year. The blue line represents average registrations between 2015 and 2019 and the orange line is the average between 2020 and 2025. The pandemic and subsequent supply chain issues in 2022 clearly took a toll on the market. Average registrations between 2020 and 2025 were 162,120 units, well below the previous five year average of 191,028. Postponed purchases that accrued during the past six years should provide some support for the market in 2026.

Data sourced from Experian Automotive.

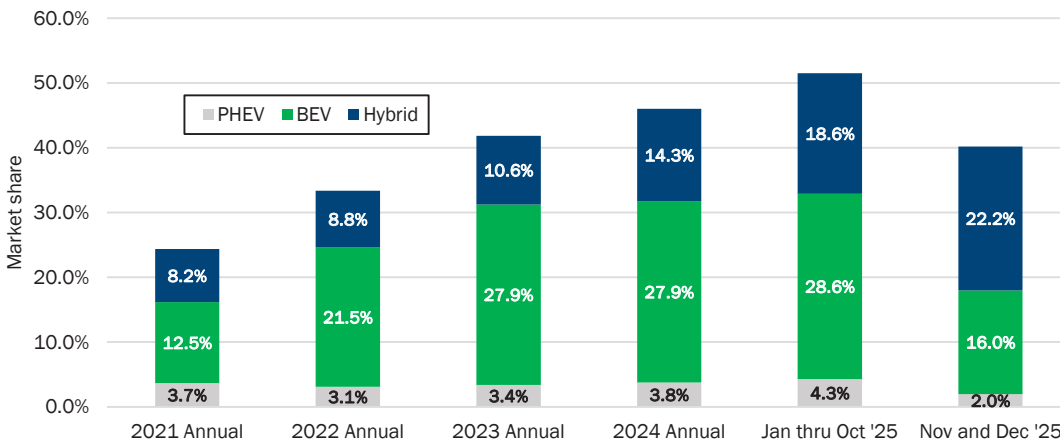


ALTERNATIVE POWERTRAIN MARKET

FIVE KEY TRENDS

1. BEV share fell from 28.6% during the first ten months of 2025 to 16% in November and December.
2. BEV share during all of last year was 27.0%, down slightly from 27.9% in 2024.
3. Hybrid market share increased to 22.2% in Nov and Dec of last year, up from 18.6% during the preceding 10 months.
4. Plug in Hybrid vehicle market share fell to just 2.0% during the last two months of 2025.
5. ICE vehicles accounted for 50% of registrations for all of last year.

Share of Industry Registrations for Alternative Powertrain Vehicles



Due to customary processing delays, vehicle registration data lags the reporting of actual sales. This has impacted the measurement of BEV market share during the last few months of 2025. BEV sales were high in the second half of September due to the expiration of federal government tax credits, but many of these transactions were likely recorded as October registrations, inflating the measurement of BEV share in 4Q '25. BEV share for the entire fourth quarter (October through December) was 25.5% vs. just 16% in November and December. The two-month figure is more reflective of BEV share following the expiration of the tax credits.

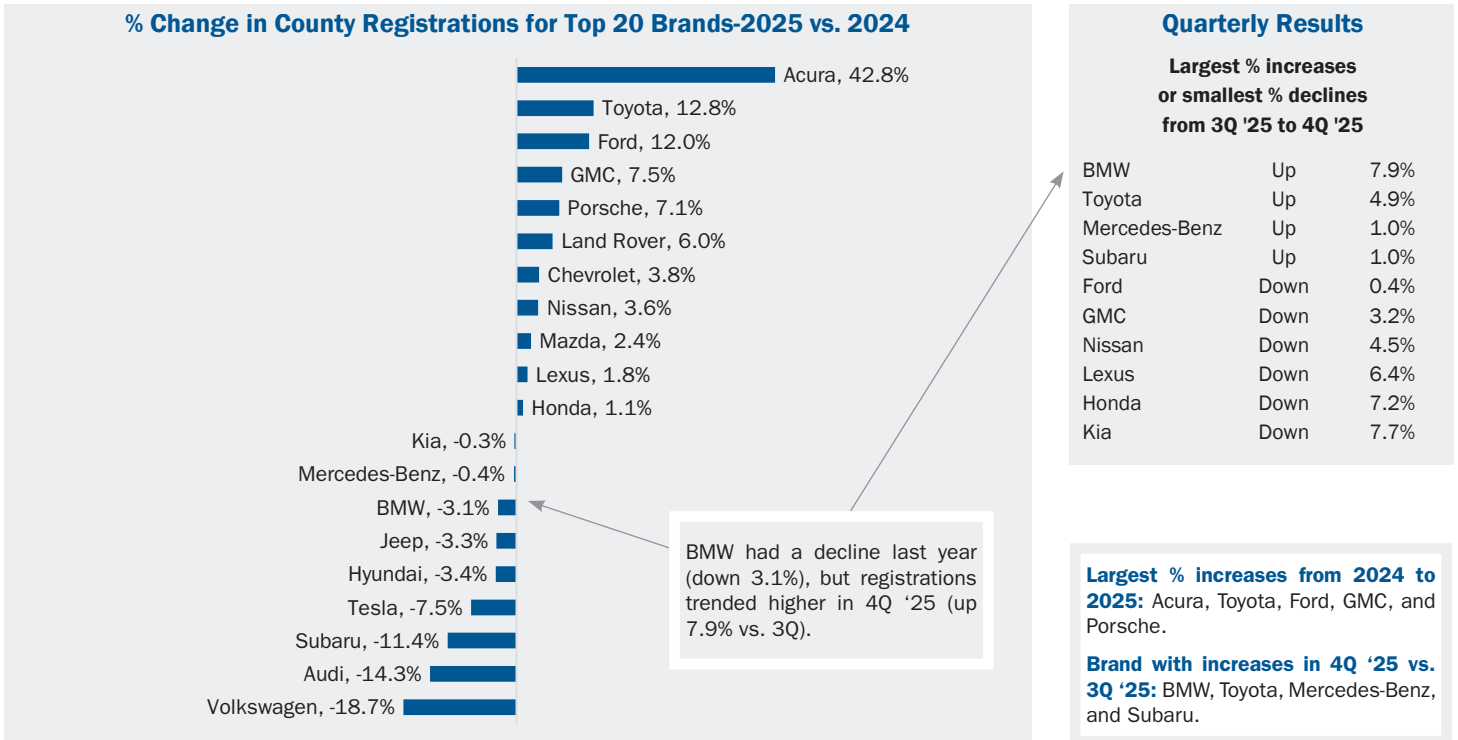
Data sourced from Experian Automotive.

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. Acura and Toyota were the biggest gainers last year among the top 20 brands. But this snapshot does not capture the shorter term trend in sales. Annual registrations for a brand may have posted a decline, but if growth picked up during the most recent quarter, that's significant. The table to the right of the graph shows the ten brands with the largest increases, or smallest declines, from the third to the fourth quarters of last year. Data for all brands are shown on page 8.

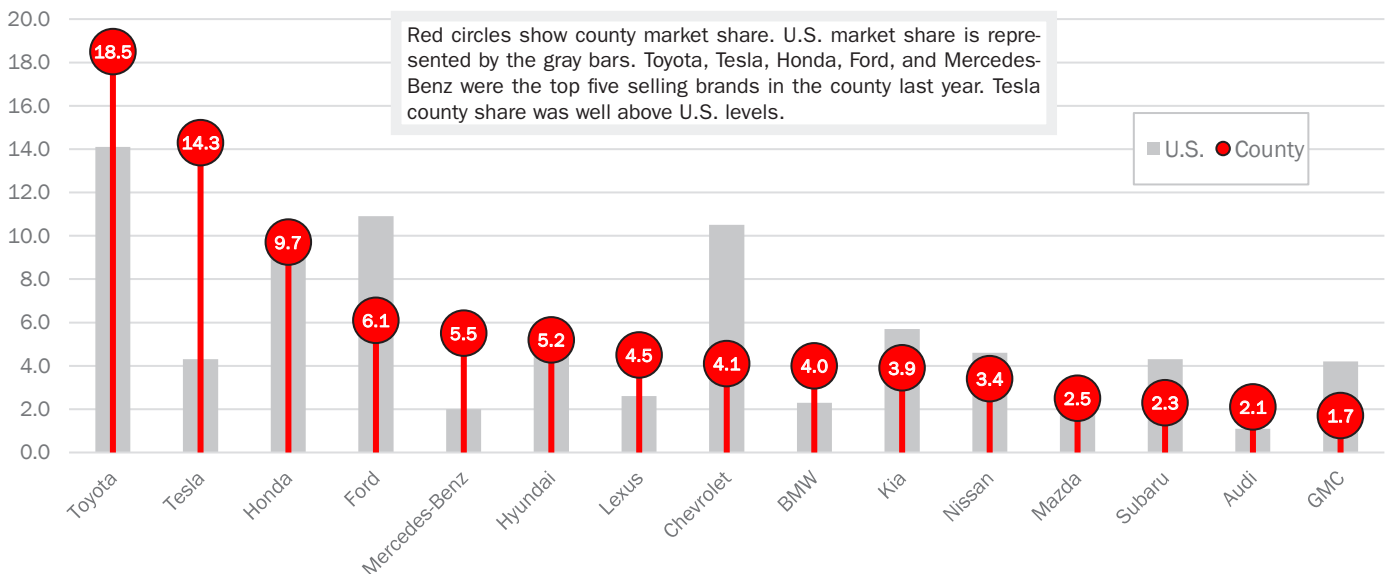


Data sourced from Experian Automotive.



TOP SELLING BRANDS

Orange County and U.S. Market Shares for Top 15 Brands in County - 2025



Data sourced from Experian Automotive.

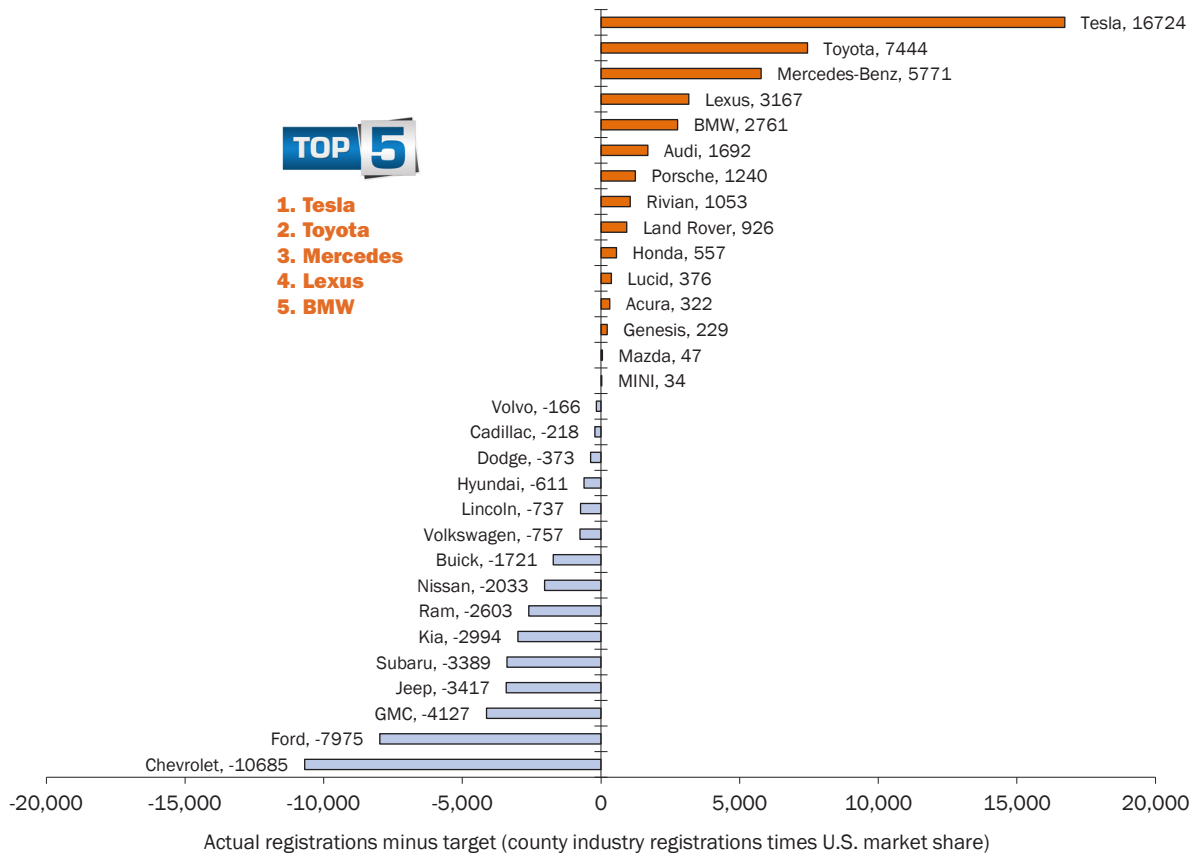
BRANDS AND MODELS



BRAND SALES PERFORMANCE

The graph below provides an indicator of brands that are popular in Orange County (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 during 2025. 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, Toyota, Mercedes-Benz, 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 16,724 units.

Orange County Retail Market Performance based on registrations during 2025
Actual registrations minus target (county industry registrations times U.S. market share)



TOP 5

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

Data sourced from Experian Automotive.



TOP SELLING MODELS

Top 20 Selling Models during 2025 - Market Share and % Change in Registrations vs. 2024

Rank	Model	County Share %	% chg. '24 to '25	Rank	Model	County Share %	% chg. '24 to '25
1	Tesla Model Y	8.9	-8.0	11	Honda Accord	1.3	-7.0
2	Tesla Model 3	3.9	7.8	12	Lexus RX	1.3	-4.8
3	Toyota RAV4	3.9	0.2	13	Chevrolet Silverado	1.1	-10.4
4	Toyota Camry	3.1	16.1	14	Mercedes GLC-Class	1.0	37.3
5	Honda CR-V	2.7	3.6	15	Lexus NX	1.0	-5.8
6	Toyota Tacoma	2.6	60.3	16	Toyota Tundra	1.0	-6.8
7	Honda Civic	2.5	-1.1	17	Hyundai Tucson	1.0	4.9
8	Toyota Corolla	2.0	8.9	18	Honda HR-V	1.0	-16.4
9	Ford F-Series	1.7	16.3	19	Toyota Sienna	1.0	37.1
10	Hyundai Ioniq 5	1.4	-8.7	20	Toyota Prius	0.9	46.5

Table on the left presents the top 20 selling models in the county in 2025. Share of industry registrations and the percent change versus 2024 are also shown. Models with the five largest percentage increase are shaded blue.

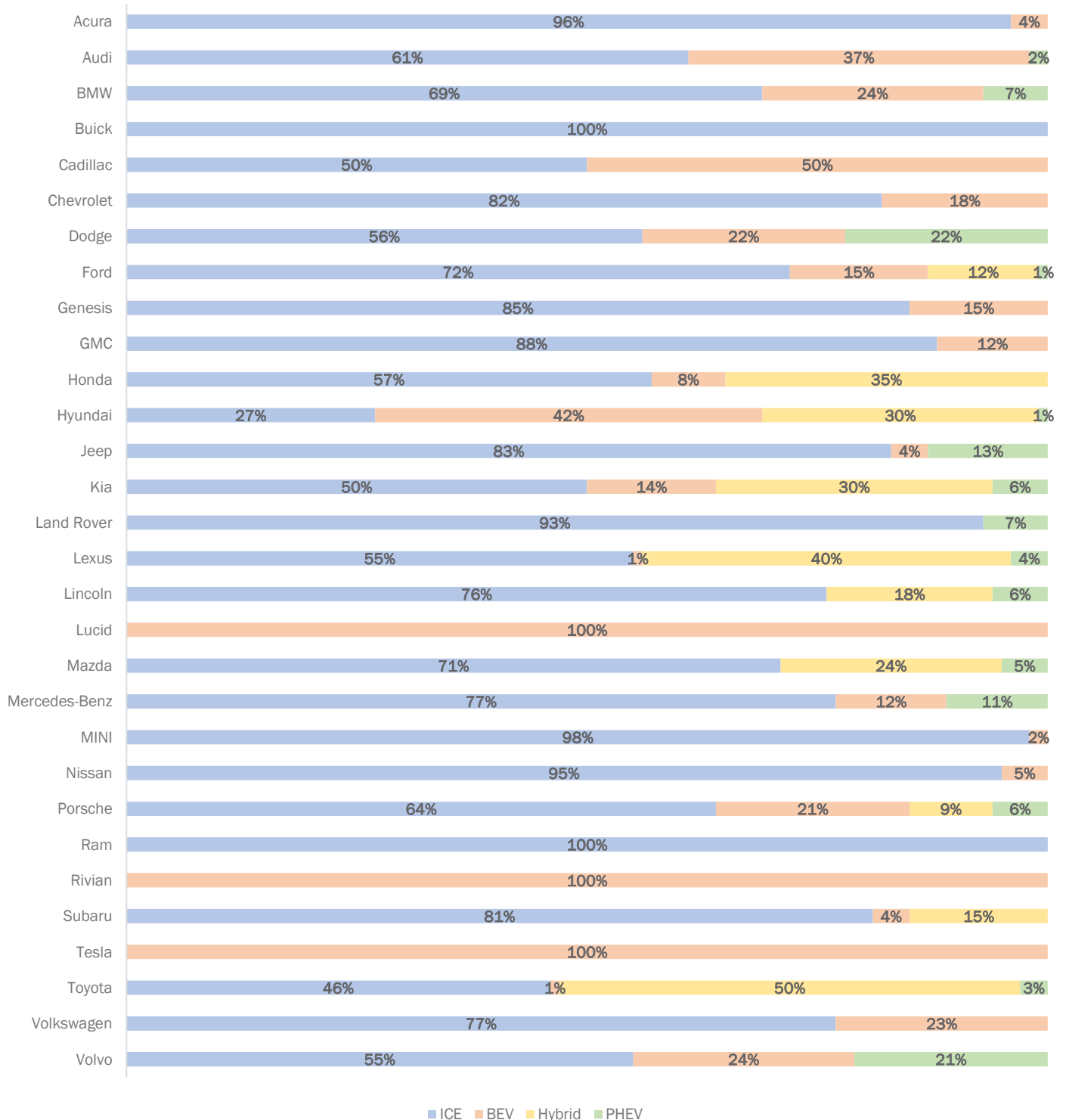
Data sourced from Experian Automotive.

BRANDS AND MODELS



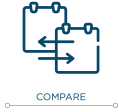
POWERTRAIN MARKET SHARES

Share of Brand Registrations by Type of Powertrain - Fourth Quarter 2025 (top 30 brands)



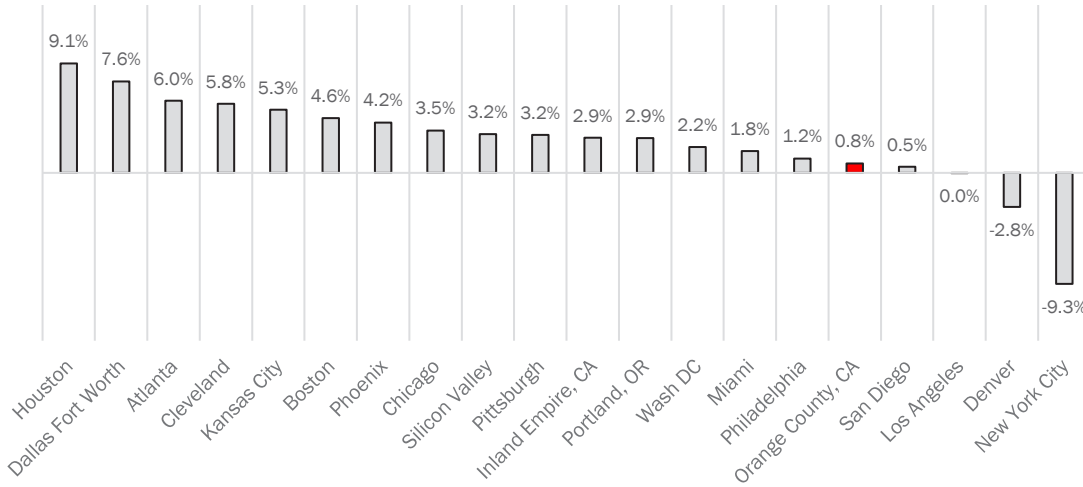
The graph above shows the breakdown of new vehicle registrations by powertrain type for each of the top 30 selling brands in the county during the fourth quarter of 2025. Data sourced from Experian Automotive.

COMPARISON OF METRO AREA MARKETS



INDUSTRY RESULTS IN 2025

Percent Change in New Retail Light Vehicle Registrations - 2025 vs. 2024



The graph on the left shows the percent change in new retail light vehicle registrations from 2024 to 2025 in 20 selected metro areas. Orange County registrations increased 0.8% from 2024 to 2025, below average, but in-line with other California markets. The Houston market improved by 9.1% and the National market was up 3.3%.

Data sourced from Experian Automotive.



POWERTRAIN MARKET SHARES

Market Share by Powertrain Type in 20 Selected Metro Area Markets - November and December 2025

Rank	ICE		Hybrid		BEV		PHEV	
	Area	% share	Area	% share	Area	% share	Area	% share
1	Cleveland	84.9	Silicon Valley	29.2	Silicon Valley	23.0	Denver	2.7
2	Pittsburgh	83.1	Portland, OR	24.2	Orange County, CA	16.0	Portland, OR	2.6
3	New York City	81.6	San Diego	23.3	Los Angeles	13.5	Silicon Valley	2.6
4	Miami	80.5	Inland Empire, CA	22.5	San Diego	13.5	Los Angeles	2.1
5	Houston	79.8	Orange County, CA	22.2	Portland, OR	13.2	Orange County, CA	2.0
6	Kansas City	79.1	Los Angeles	22.1	Denver	11.8	San Diego	2.0
7	Dallas Fort Worth	77.2	Wash DC	21.1	Dallas Fort Worth	10.2	Wash DC	1.7
8	Philadelphia	76.9	Phoenix	17.2	Wash DC	9.8	Boston	1.6
9	Atlanta	75.7	Boston	17.1	Inland Empire, CA	9.5	New York City	1.4
10	Phoenix	75.6	Philadelphia	17.0	Atlanta	9.4	Philadelphia	1.4
11	Boston	75.3	Denver	16.7	Chicago	8.4	Chicago	1.2
12	Chicago	74.1	Chicago	16.3	Houston	8.2	Phoenix	1.2
13	Denver	68.8	Kansas City	14.7	Miami	8.1	Inland Empire, CA	1.1
14	Wash DC	67.4	Atlanta	13.9	Boston	6.0	Kansas City	1.1
15	Inland Empire, CA	66.9	Pittsburgh	13.9	Phoenix	6.0	Miami	1.1
16	Los Angeles	62.3	New York City	12.2	Kansas City	5.1	Atlanta	1.0
17	San Diego	61.2	Dallas Fort Worth	11.8	New York City	4.8	Cleveland	0.8
18	Portland, OR	60.0	Houston	11.3	Philadelphia	4.7	Dallas Fort Worth	0.8
19	Orange County, CA	59.7	Cleveland	10.7	Cleveland	3.6	Houston	0.7
20	Silicon Valley	45.2	Miami	10.3	Pittsburgh	2.3	Pittsburgh	0.7

The table above shows percent market share by powertrain type (internal combustion, hybrids, battery electric, and plug in hybrids) for 20 selected metro area markets during November and December of 2025. Data sourced from Experian Automotive.

MODEL RANKINGS

Model Y is Top-Seller in County Market

The table below shows the top five selling models in 2025 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: Honda Prologue
- Full Size Pickup: Ford F-Series
- Luxury Midsize SUV: Lexus RX

Top Selling Models in Each Segment - New Retail Light Vehicle Registrations (2025)

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	4220	30.8	Toyota Camry	5195	57.0	Ford Mustang	357	39.0	Tesla Model 3	6595	54.5
Toyota Corolla	3370	24.6	Honda Accord	2186	24.0	Toyota 86	227	24.8	Lexus ES	1014	8.4
Toyota Prius	1547	11.3	Hyundai Ioniq 6	476	5.2	Mazda MX5	139	15.2	BMW i4	833	6.9
Nissan Sentra	1193	8.7	Kia K5	441	4.8	Toyota Supra	60	6.6	Mercedes C-Class	796	6.6
Hyundai Elantra	953	7.0	Hyundai Sonata	369	4.1	Subaru BRZ	59	6.4	BMW 3-Series	584	4.8
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
Mercedes E-Class	443	7.8	Toyota Tacoma	4403	56.8	Ford F-Series	2914	26.5	Toyota Sienna	1626	47.4
Mercedes CLE-Class	437	7.7	Ford Maverick	1068	13.8	Chevrolet Silverado	1886	17.2	Kia Carnival	846	24.6
Lucid Air	418	7.4	Chevrolet Colorado	548	7.1	Toyota Tundra	1731	15.8	Honda Odyssey	617	18.0
Tesla Model S	382	6.7	Nissan Frontier	479	6.2	GMC Sierra	1254	11.4	Volkswagen ID.Buzz	196	5.7
Porsche 911	354	6.2	Ford Ranger	445	5.7	Tesla Cybertruck	1171	10.7	Chrysler Pacifica	139	4.0
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	662	37.4	Honda HR-V	1635	19.3	Toyota RAV4	6570	23.6	Honda Prologue	1453	19.3
Ford Transit Connect	585	33.0	Toyota Corolla Cross	1437	17.0	Honda CR-V	4548	16.3	Hyundai Santa Fe	1257	16.7
Ram Promaster	281	15.9	Subaru Crosstrek	1127	13.3	Hyundai Ioniq 5	2307	8.3	Ford Mustang Mach-E	1051	14.0
Chevrolet Express	110	6.2	Nissan Kicks	873	10.3	Hyundai Tucson	1671	6.0	Toyota 4Runner	1028	13.7
Ford E-Series	74	4.2	Mazda CX-30	619	7.3	Chevrolet Equinox	1492	5.4	Subaru Outback	751	10.0
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
Toyota Grand Highlan	1369	15.2	Ford Bronco	1250	28.1	Mercedes EQB	497	20.5	Tesla Model Y	14927	65.8
Honda Pilot	955	10.6	Toyota Land Cruiser	736	16.5	Audi Q3	353	14.5	Mercedes GLC-Class	1741	7.7
Kia Telluride	892	9.9	Chevrolet Tahoe	606	13.6	Audi Q4 E-Tron	318	13.1	Lexus NX	1737	7.7
Kia Sorento	779	8.6	Chevrolet Suburban	378	8.5	Mercedes GLA-Class	271	11.2	BMW X3	780	3.4
Ford Explorer	764	8.5	GMC Yukon XL	322	7.2	Lexus UX	215	8.9	Audi Q5	658	2.9
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	2132	16.3	Rivian R1S	1226	20.2	Tesla Model 3	6595	15.9	Tesla Model Y	14927	11.9
Mercedes GLE-Class	1500	11.5	Lexus TX	879	14.5	Toyota Camry	5195	12.5	Toyota RAV4	6570	5.2
BMW X5	1162	8.9	Land Rover Range Ro	766	12.6	Honda Civic	4220	10.2	Honda CR-V	4548	3.6
Tesla Model X	849	6.5	Cadillac Escalade	633	10.4	Toyota Corolla	3370	8.1	Toyota Tacoma	4403	3.5
Acura ZDX	750	5.7	Mercedes G-Class	562	9.2	Honda Accord	2186	5.3	Ford F-Series	2914	2.3

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

Passenger Car Share of County Market Was 24.8% vs 14.6% in U.S.

	Orange County	California	U.S.
% change in registrations 2025 vs. 2024	0.8%	1.5%	3.3%
Car share of industry retail light vehicle market 2025	24.8%	26.4%	14.6%
Domestic brand market share 2025	31.3%	31.0%	39.7%

Brand	New Retail Registrations - 2025 Annual Total				Market Share (2025)		
	Orange County		U.S.		Orange County	U.S.	Variance
	Regs.	% ch. vs. 2024	Regs.	% ch. vs. 2024			
Acura	1,811	42.8%	118,144	1.9%	1.1	0.9	0.2
Alfa Romeo	63	-33.0%	4,920	-36.4%	0.0	0.0	0.0
Audi	3,451	-14.3%	139,528	-9.7%	2.1	1.1	1.0
BMW	6,682	-3.1%	311,020	1.3%	4.0	2.3	1.7
Buick	343	19.5%	163,698	5.7%	0.2	1.2	-1.0
Cadillac	1,785	24.0%	158,886	16.8%	1.1	1.2	-0.1
Chevrolet	6,804	3.8%	1,387,289	5.2%	4.1	10.5	-6.4
Chry Dodge Jeep Ram	3,985	-14.0%	557,249	-10.6%	2.4	4.2	-1.8
Chrysler	149	-29.4%	35,858	-13.2%	0.1	0.3	-0.2
Dodge	316	-52.6%	54,637	-45.7%	0.2	0.4	-0.2
Jeep	2,077	-3.3%	435,845	-2.1%	1.2	3.3	-2.1
Ram	1,443	-10.1%	30,909	-14.5%	0.9	0.2	0.7
Ford	10,182	12.0%	1,440,285	8.9%	6.1	10.9	-4.8
Genesis	1,076	-2.5%	67,226	14.1%	0.6	0.5	0.1
GMC	2,894	7.5%	556,923	9.5%	1.7	4.2	-2.5
Honda	16,161	1.1%	1,237,791	1.1%	9.7	9.3	0.4
Hyundai	8,664	-3.4%	735,699	5.5%	5.2	5.6	-0.4
Ineos	109	-33.9%	5,032	-7.4%	0.1	0.0	0.1
Infiniti	294	-41.3%	45,378	-9.6%	0.2	0.3	-0.1
Kia	6,447	-0.3%	748,932	8.3%	3.9	5.7	-1.8
Land Rover	1,931	6.0%	79,711	0.1%	1.2	0.6	0.6
Lexus	7,513	1.8%	344,711	6.7%	4.5	2.6	1.9
Lincoln	497	-0.4%	97,901	8.0%	0.3	0.7	-0.4
Lucid	499	46.3%	9,766	53.5%	0.3	0.1	0.2
Mazda	4,161	2.4%	326,369	-4.2%	2.5	2.5	0.0
Mercedes-Benz	9,112	-0.4%	264,984	4.3%	5.5	2.0	3.5
MINI	345	2.1%	24,688	4.1%	0.2	0.2	0.0
Mitsubishi	147	-9.3%	54,669	-14.9%	0.1	0.4	-0.3
Nissan	5,665	3.6%	610,607	1.6%	3.4	4.6	-1.2
Porsche	1,998	7.1%	60,126	2.0%	1.2	0.5	0.7
Ram	1,317	10.9%	310,943	15.6%	0.8	2.3	-1.5
Subaru	3,811	-11.4%	571,156	-3.3%	2.3	4.3	-2.0
Tesla	23,924	-7.5%	571,148	-4.6%	14.3	4.3	10.0
Toyota	30,915	12.8%	1,861,827	8.6%	18.5	14.1	4.4
Volkswagen	2,515	-18.7%	259,533	-13.6%	1.5	2.0	-0.5
Volvo	974	-2.3%	90,438	0.9%	0.6	0.7	-0.1
Zother	804	-40.1%	23,699	-28.9%	0.5	0.2	0.3
Other	86	-57.6%	4,038	-34.0%	0.1	0.0	0.1

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			Year to date Market Share (%)		
	4Q '24	4Q '25	% chg.	2024	2025	% chg.	2024	2025	Chg.
MARKET SUMMARY									
TOTAL	41,482	39,076	-5.8%	165,667	166,965	0.8%			
Cars	10,713	9,519	-11.1%	42,271	41,484	-1.9%	25.5	24.8	-0.7
Light Trucks	30,769	29,557	-3.9%	123,396	125,481	1.7%	74.5	75.2	0.7
Domestic	12,318	12,521	1.6%	52,713	52,251	-0.9%	31.8	31.3	-0.5
European	7,746	6,266	-19.1%	29,411	27,977	-4.9%	17.8	16.8	-1.0
Japanese	16,802	16,538	-1.6%	66,537	70,478	5.9%	40.2	42.2	2.0
Other Asian	4,616	3,751	-18.7%	17,006	16,259	-4.4%	10.3	9.7	-0.5
BRAND REGISTRATIONS									
Acura	368	285	-22.6%	1,268	1,811	42.8%	0.8	1.1	0.3
Alfa Romeo	9	5	-44.4%	94	63	-33.0%	0.1	0.0	-0.1
Audi	906	707	-22.0%	4,026	3,451	-14.3%	2.4	2.1	-0.3
BMW	1,737	1,621	-6.7%	6,893	6,682	-3.1%	4.2	4.0	-0.2
Buick	97	90	-7.2%	287	343	19.5%	0.2	0.2	0.0
Cadillac	351	469	33.6%	1,440	1,785	24.0%	0.9	1.1	0.2
Chevrolet	1,859	1,559	-16.1%	6,558	6,804	3.8%	4.0	4.1	0.1
C/D/J/R	972	913	-6.1%	4,214	3,859	-8.4%	2.5	2.3	-0.2
Chrysler	40	22	-45.0%	211	149	-29.4%	0.1	0.1	0.0
Dodge	104	93	-10.6%	667	316	-52.6%	0.4	0.2	-0.2
Jeep	552	490	-11.2%	2,148	2,077	-3.3%	1.3	1.2	-0.1
Ram	276	308	11.6%	1,188	1,317	10.9%	0.7	0.8	0.1
Ford	2,242	2,473	10.3%	9,088	10,182	12.0%	5.5	6.1	0.6
Genesis	319	231	-27.6%	1,104	1,076	-2.5%	0.7	0.6	-0.1
GMC	786	656	-16.5%	2,691	2,894	7.5%	1.6	1.7	0.1
Honda	3,921	3,619	-7.7%	15,985	16,161	1.1%	9.6	9.7	0.1
Hyundai	2,376	2,045	-13.9%	8,971	8,664	-3.4%	5.4	5.2	-0.2
Ineos	34	29	-14.7%	165	109	-33.9%	0.1	0.1	0.0
Infiniti	92	55	-40.2%	501	294	-41.3%	0.3	0.2	-0.1
Kia	1,701	1,472	-13.5%	6,468	6,447	-0.3%	3.9	3.9	0.0
Land Rover	536	399	-25.6%	1,822	1,931	6.0%	1.1	1.2	0.1
Lexus	1,688	1,701	0.8%	7,379	7,513	1.8%	4.5	4.5	0.0
Lincoln	126	113	-10.3%	499	497	-0.4%	0.3	0.3	0.0
Lucid	84	167	98.8%	341	499	46.3%	0.2	0.3	0.1
Mazda	1,045	852	-18.5%	4,062	4,161	2.4%	2.5	2.5	0.0
Mercedes-Benz	2,709	2,081	-23.2%	9,151	9,112	-0.4%	5.5	5.5	0.0
MINI	96	84	-12.5%	338	345	2.1%	0.2	0.2	0.0
Mitsubishi	36	31	-13.9%	162	147	-9.3%	0.1	0.1	0.0
Nissan	1,417	1,370	-3.3%	5,468	5,665	3.6%	3.3	3.4	0.1
Polestar	21	18	-14.3%	203	86	-57.6%	0.1	0.1	0.0
Porsche	509	420	-17.5%	1,866	1,998	7.1%	1.1	1.2	0.1
Rivian	401	300	-25.2%	1,606	1,443	-10.1%	1.0	0.9	-0.1
Subaru	1,034	805	-22.1%	4,300	3,811	-11.4%	2.6	2.3	-0.3
Tesla	5,388	5,780	7.3%	25,872	23,924	-7.5%	15.6	14.3	-1.3
Toyota	7,201	7,820	8.6%	27,412	30,915	12.8%	16.5	18.5	2.0
Volkswagen	744	561	-24.6%	3,093	2,515	-18.7%	1.9	1.5	-0.4
Volvo	283	221	-21.9%	997	974	-2.3%	0.6	0.6	0.0
Other	394	124	-68.5%	1,343	804	-40.1%	0.8	0.5	-0.3

Other Asian includes Genesis, Hyundai, Kia, and VinFast. Data sourced from Experian Automotive.

Orange County Auto Outlook

Published by Auto Outlook, Inc.

Phone: 610-640-1233 Email: autooutlook@icloud.com

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Explanation of Data

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