

# ORANGE COUNTY AUTO OUTLOOK™

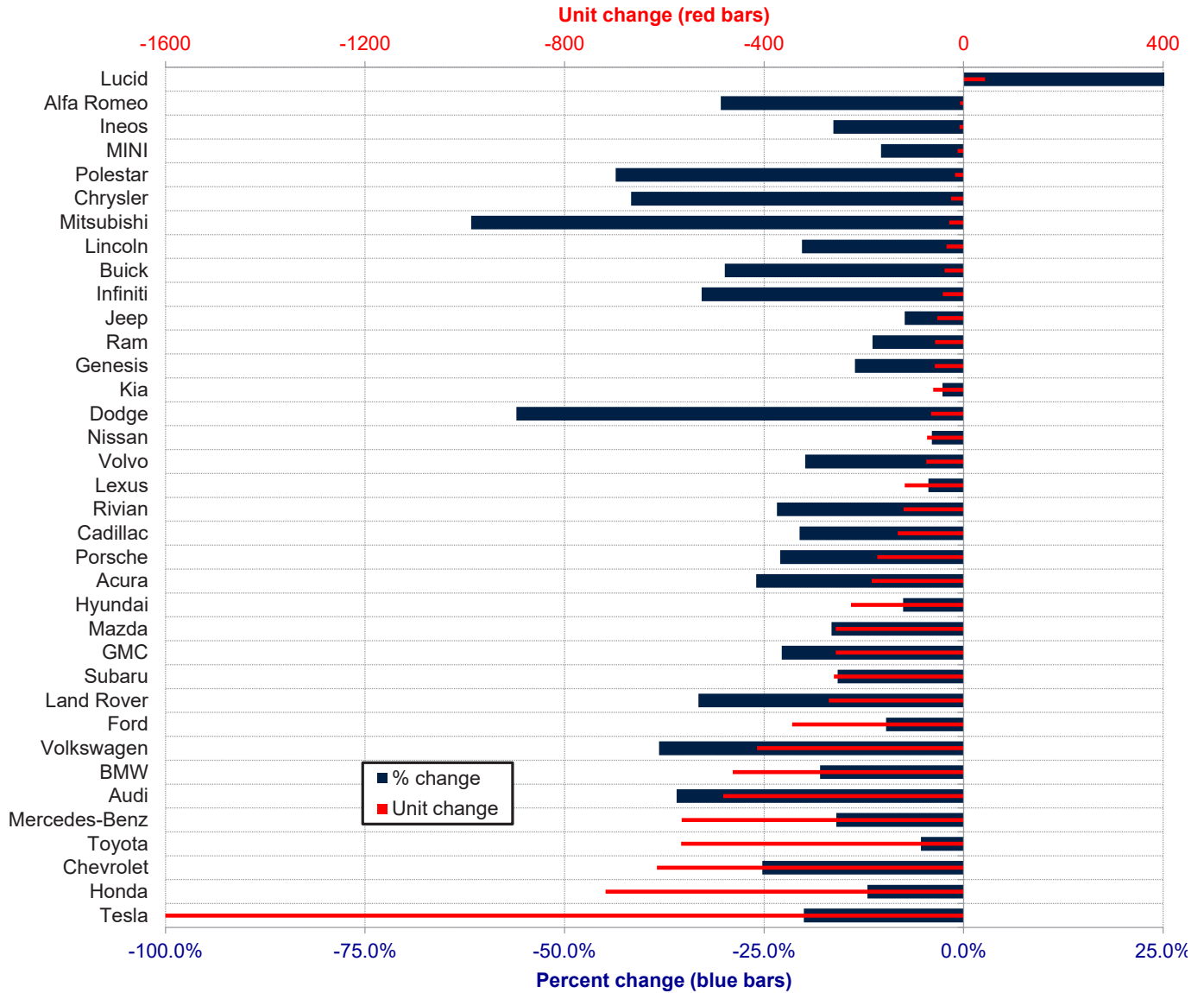
April 2026

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

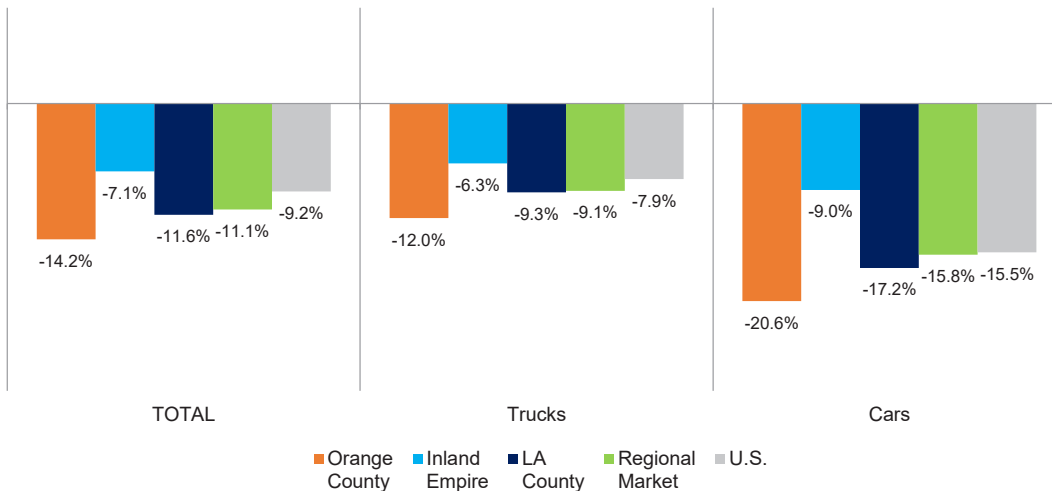
Orange County New Retail Car and Light Truck Registrations												
	Apr.			Three Month Period Feb. '26 thru Apr. '26			YTD thru Apr.			YTD Market Share (%)		
	Apr-'25	Apr-'26	% chg.	Previous	Current	% chg.	YTD '25	YTD '26	% chg.	YTD '25	YTD '26	Chg.
<b>MARKET SUMMARY</b>												
TOTAL	18,166	14,643	-19.4%	41,892	35,566	-15.1%	60,169	51,637	-14.2%			
Cars	4,810	3,446	-28.4%	10,938	8,380	-23.4%	15,333	12,169	-20.6%	25.5	23.6	-1.9
Light Trucks	13,356	11,197	-16.2%	30,954	27,186	-12.2%	44,836	39,468	-12.0%	74.5	76.4	1.9
Domestic	5,546	4,463	-19.5%	12,403	10,028	-19.1%	18,249	14,907	-18.3%	30.3	28.9	-1.5
European	3,123	2,209	-29.3%	7,474	5,674	-24.1%	11,017	8,459	-23.2%	18.3	16.4	-1.9
Japanese	7,815	6,424	-17.8%	18,009	15,993	-11.2%	25,134	22,888	-8.9%	41.8	44.3	2.6
Korean	1,682	1,547	-8.0%	4,006	3,871	-3.4%	5,769	5,383	-6.7%	9.6	10.4	0.8
<b>BRAND REGISTRATIONS</b>												
Acura	251	138	-45.0%	556	378	-32.0%	708	524	-26.0%	1.2	1.0	-0.2
Alfa Romeo	5	5	0.0%	14	8	-42.9%	23	16	-30.4%	0.0	0.0	0.0
Audi	424	224	-47.2%	929	603	-35.1%	1,341	859	-35.9%	2.2	1.7	-0.5
BMW	725	550	-24.1%	1,721	1,426	-17.1%	2,575	2,112	-18.0%	4.3	4.1	-0.2
Buick	36	26	-27.8%	99	56	-43.4%	127	89	-29.9%	0.2	0.2	0.0
Cadillac	185	148	-20.0%	461	355	-23.0%	642	510	-20.6%	1.1	1.0	-0.1
Chevrolet	732	494	-32.5%	1,702	1,277	-25.0%	2,438	1,823	-25.2%	4.1	3.5	-0.6
C/D/J/R	392	311	-20.7%	999	860	-13.9%	1,395	1,195	-14.3%	2.3	2.3	0.0
Chrysler	19	3	-84.2%	35	21	-40.0%	60	35	-41.7%	0.1	0.1	0.0
Dodge	34	12	-64.7%	86	34	-60.5%	116	51	-56.0%	0.2	0.1	-0.1
Jeep	204	181	-11.3%	533	490	-8.1%	719	666	-7.4%	1.2	1.3	0.1
Ram	135	115	-14.8%	345	315	-8.7%	500	443	-11.4%	0.8	0.9	0.1
Ford	1,024	829	-19.0%	2,524	2,175	-13.8%	3,536	3,192	-9.7%	5.9	6.2	0.3
Genesis	129	101	-21.7%	306	243	-20.6%	426	368	-13.6%	0.7	0.7	0.0
GMC	311	228	-26.7%	771	621	-19.5%	1,123	867	-22.8%	1.9	1.7	-0.2
Honda	1,813	1,519	-16.2%	4,232	3,805	-10.1%	5,957	5,239	-12.1%	9.9	10.1	0.2
Hyundai	901	781	-13.3%	2,042	1,952	-4.4%	2,982	2,756	-7.6%	5.0	5.3	0.3
Ineos	12	7	-41.7%	33	19	-42.4%	49	41	-16.3%	0.1	0.1	0.0
Infiniti	22	26	18.2%	76	59	-22.4%	128	86	-32.8%	0.2	0.2	0.0
Kia	639	664	3.9%	1,625	1,673	3.0%	2,313	2,252	-2.6%	3.8	4.4	0.6
Land Rover	222	130	-41.4%	595	378	-36.5%	813	543	-33.2%	1.4	1.1	-0.3
Lexus	863	692	-19.8%	1,909	1,669	-12.6%	2,675	2,557	-4.4%	4.4	5.0	0.6
Lincoln	54	28	-48.1%	118	92	-22.0%	168	134	-20.2%	0.3	0.3	0.0
Lucid	65	66	1.5%	121	148	22.3%	171	214	25.1%	0.3	0.4	0.1
Mazda	491	363	-26.1%	1,118	897	-19.8%	1,546	1,290	-16.6%	2.6	2.5	-0.1
Mercedes-Benz	1,041	798	-23.3%	2,414	2,008	-16.8%	3,546	2,981	-15.9%	5.9	5.8	-0.1
MINI	42	33	-21.4%	92	79	-14.1%	116	104	-10.3%	0.2	0.2	0.0
Mitsubishi	18	5	-72.2%	37	8	-78.4%	47	18	-61.7%	0.1	0.0	-0.1
Nissan	565	541	-4.2%	1,367	1,271	-7.0%	1,842	1,769	-4.0%	3.1	3.4	0.3
Polestar	9	4	-55.6%	27	18	-33.3%	39	22	-43.6%	0.1	0.0	-0.1
Porsche	198	139	-29.8%	462	369	-20.1%	753	580	-23.0%	1.3	1.1	-0.2
Rivian	217	134	-38.2%	341	231	-32.3%	513	393	-23.4%	0.9	0.8	-0.1
Subaru	548	398	-27.4%	1,205	1,020	-15.4%	1,648	1,388	-15.8%	2.7	2.7	0.0
Tesla	2,523	2,198	-12.9%	5,252	4,212	-19.8%	8,113	6,488	-20.0%	13.5	12.6	-0.9
Toyota	3,244	2,742	-15.5%	7,509	6,886	-8.3%	10,583	10,017	-5.3%	17.6	19.4	1.8
Volkswagen	230	189	-17.8%	734	456	-37.9%	1,085	671	-38.2%	1.8	1.3	-0.5
Volvo	115	67	-41.7%	240	167	-30.4%	378	303	-19.8%	0.6	0.6	0.0
Other	120	65	-45.8%	261	147	-43.7%	370	236	-36.2%	0.6	0.5	-0.1

The table shows new retail light vehicle registrations in Orange County. 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 Orange County 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.