

ORANGE COUNTY AUTO OUTLOOK™

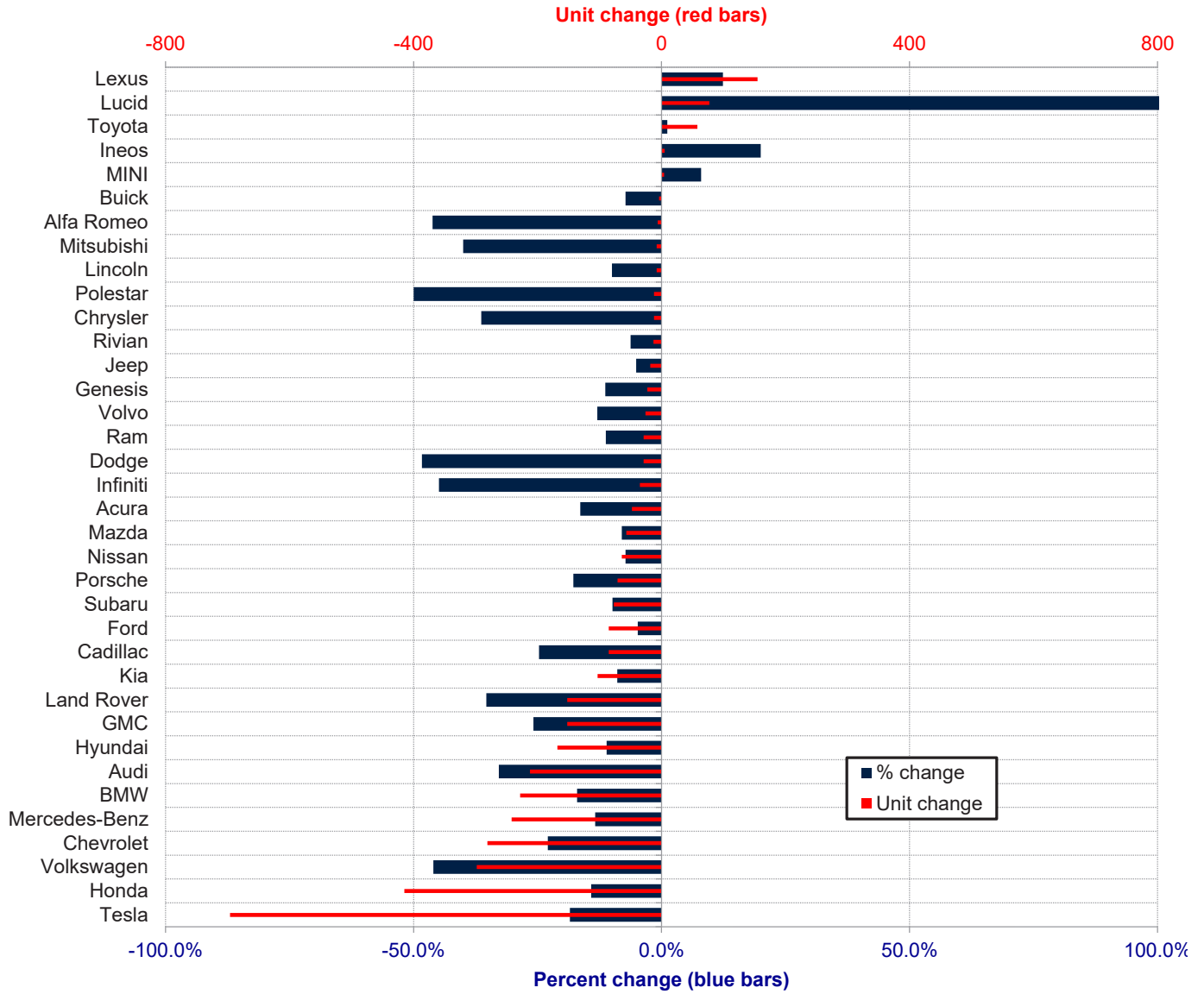
February 2026

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

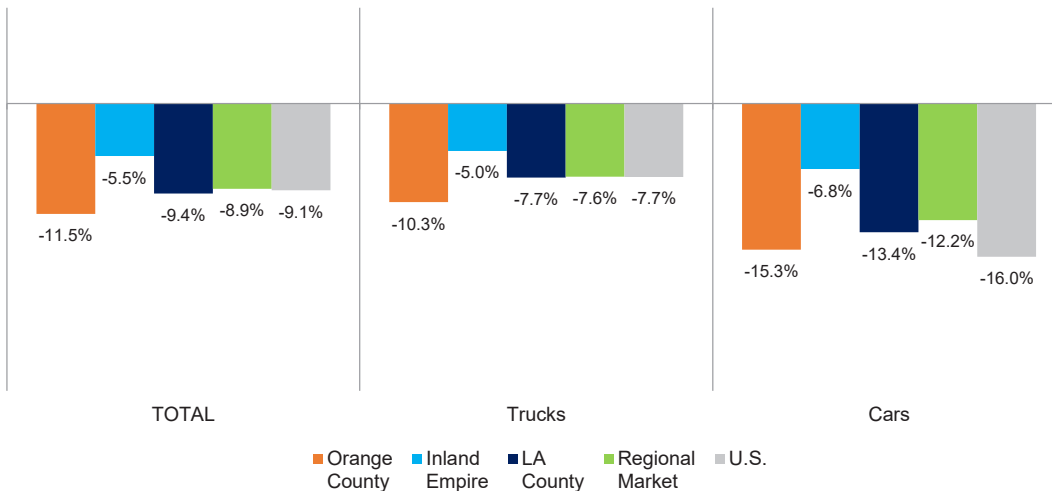
Orange County New Retail Car and Light Truck Registrations												
	Feb.			Three Month Period Dec. '25 thru Feb. '26			YTD thru Feb.			YTD Market Share (%)		
	Feb-25	Feb-26	% chg.	Previous	Current	% chg.	YTD '25	YTD '26	% chg.	YTD '25	YTD '26	Chg.
MARKET SUMMARY												
TOTAL	11,187	10,002	-10.6%	42,786	37,023	-13.5%	29,466	26,067	-11.5%			
Cars	2,906	2,397	-17.5%	10,582	8,879	-16.1%	7,301	6,186	-15.3%	24.8	23.7	-1.0
Light Trucks	8,281	7,605	-8.2%	32,204	28,144	-12.6%	22,165	19,881	-10.3%	75.2	76.3	1.0
Domestic	2,973	2,603	-12.4%	12,916	10,465	-19.0%	8,819	7,473	-15.3%	29.9	28.7	-1.3
European	2,175	1,683	-22.6%	8,210	6,335	-22.8%	5,719	4,469	-21.9%	19.4	17.1	-2.3
Japanese	4,904	4,642	-5.3%	17,382	16,662	-4.1%	12,030	11,539	-4.1%	40.8	44.3	3.4
Korean	1,135	1,074	-5.4%	4,278	3,561	-16.8%	2,898	2,586	-10.8%	9.8	9.9	0.1
BRAND REGISTRATIONS												
Acura	141	99	-29.8%	413	329	-20.3%	293	245	-16.4%	1.0	0.9	-0.1
Alfa Romeo	4	2	-50.0%	15	8	-46.7%	13	7	-46.2%	0.0	0.0	0.0
Audi	234	178	-23.9%	942	614	-34.8%	646	434	-32.8%	2.2	1.7	-0.5
BMW	485	424	-12.6%	1,967	1,627	-17.3%	1,340	1,112	-17.0%	4.5	4.3	-0.2
Buick	27	18	-33.3%	91	78	-14.3%	55	51	-7.3%	0.2	0.2	0.0
Cadillac	163	105	-35.6%	461	380	-17.6%	344	259	-24.7%	1.2	1.0	-0.2
Chevrolet	489	399	-18.4%	1,870	1,422	-24.0%	1,225	944	-22.9%	4.2	3.6	-0.6
C/D/J/R	307	285	-7.2%	984	846	-14.0%	703	615	-12.5%	2.4	2.4	0.0
Chrysler	8	7	-12.5%	44	28	-36.4%	33	21	-36.4%	0.1	0.1	0.0
Dodge	30	14	-53.3%	85	53	-37.6%	60	31	-48.3%	0.2	0.1	-0.1
Jeep	166	163	-1.8%	514	450	-12.5%	352	334	-5.1%	1.2	1.3	0.1
Ram	103	101	-1.9%	341	315	-7.6%	258	229	-11.2%	0.9	0.9	0.0
Ford	759	671	-11.6%	2,478	2,433	-1.8%	1,771	1,686	-4.8%	6.0	6.5	0.5
Genesis	83	56	-32.5%	306	237	-22.5%	203	180	-11.3%	0.7	0.7	0.0
GMC	236	190	-19.5%	829	643	-22.4%	588	436	-25.9%	2.0	1.7	-0.3
Honda	1,205	1,080	-10.4%	4,126	3,525	-14.6%	2,930	2,515	-14.2%	9.9	9.6	-0.3
Hyundai	580	547	-5.7%	2,249	1,805	-19.7%	1,520	1,352	-11.1%	5.2	5.2	0.0
Ineos	9	8	-11.1%	34	36	5.9%	25	30	20.0%	0.1	0.1	0.0
Infiniti	26	16	-38.5%	102	60	-41.2%	78	43	-44.9%	0.3	0.2	-0.1
Kia	464	470	1.3%	1,673	1,514	-9.5%	1,152	1,049	-8.9%	3.9	4.0	0.1
Land Rover	212	111	-47.6%	598	411	-31.3%	430	278	-35.3%	1.5	1.1	-0.4
Lexus	488	520	6.6%	1,853	1,969	6.3%	1,254	1,409	12.4%	4.3	5.4	1.1
Lincoln	30	30	0.0%	132	105	-20.5%	80	72	-10.0%	0.3	0.3	0.0
Lucid	13	74	469.2%	90	176	95.6%	63	140	122.2%	0.2	0.5	0.3
Mazda	281	260	-7.5%	1,019	905	-11.2%	710	653	-8.0%	2.4	2.5	0.1
Mercedes-Benz	674	591	-12.3%	2,572	2,199	-14.5%	1,806	1,564	-13.4%	6.1	6.0	-0.1
MINI	26	29	11.5%	78	79	1.3%	50	54	8.0%	0.2	0.2	0.0
Mitsubishi	10	2	-80.0%	27	17	-37.0%	20	12	-40.0%	0.1	0.0	-0.1
Nissan	404	318	-21.3%	1,260	1,241	-1.5%	879	815	-7.3%	3.0	3.1	0.1
Polestar	12	8	-33.3%	28	13	-53.6%	24	12	-50.0%	0.1	0.0	-0.1
Porsche	108	117	8.3%	561	422	-24.8%	399	328	-17.8%	1.4	1.3	-0.1
Rivian	36	33	-8.3%	337	260	-22.8%	208	195	-6.3%	0.7	0.7	0.0
Subaru	336	334	-0.6%	1,136	1,018	-10.4%	779	702	-9.9%	2.6	2.7	0.1
Tesla	909	798	-12.2%	5,627	4,121	-26.8%	3,770	3,074	-18.5%	12.8	11.8	-1.0
Toyota	2,013	2,013	0.0%	7,446	7,598	2.0%	5,087	5,145	1.1%	17.3	19.7	2.4
Volkswagen	297	135	-54.5%	911	516	-43.4%	648	350	-46.0%	2.2	1.3	-0.9
Volvo	63	39	-38.1%	318	253	-20.4%	201	175	-12.9%	0.7	0.7	0.0
Other	63	42	-33.3%	253	163	-35.6%	172	131	-23.8%	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 February 2026 are partially estimated.

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



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