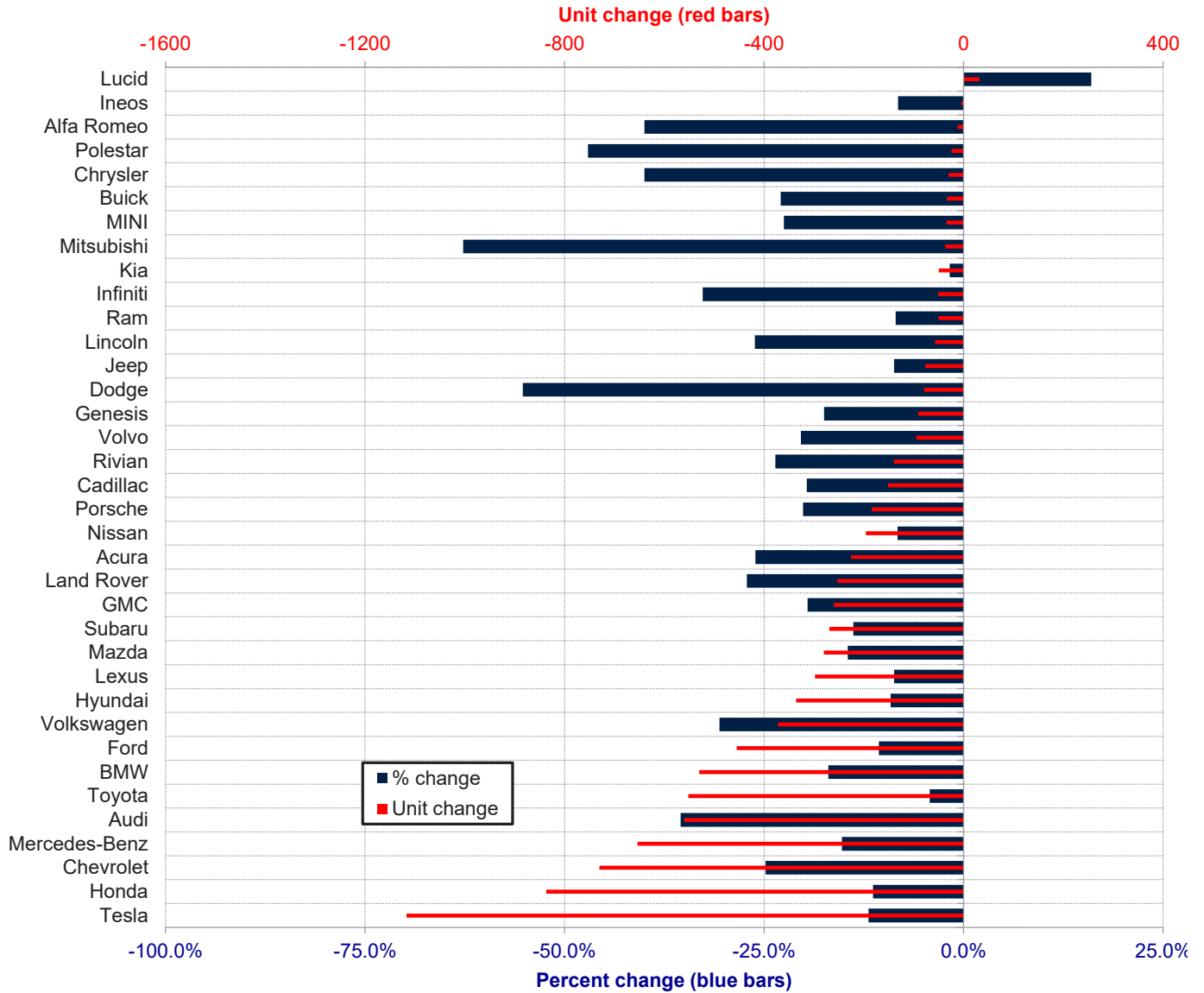


ORANGE COUNTY AUTO OUTLOOK™
May 2026
Orange County New Retail Automotive Market Data - Retail Sales *Does Not Include Fleet Sales

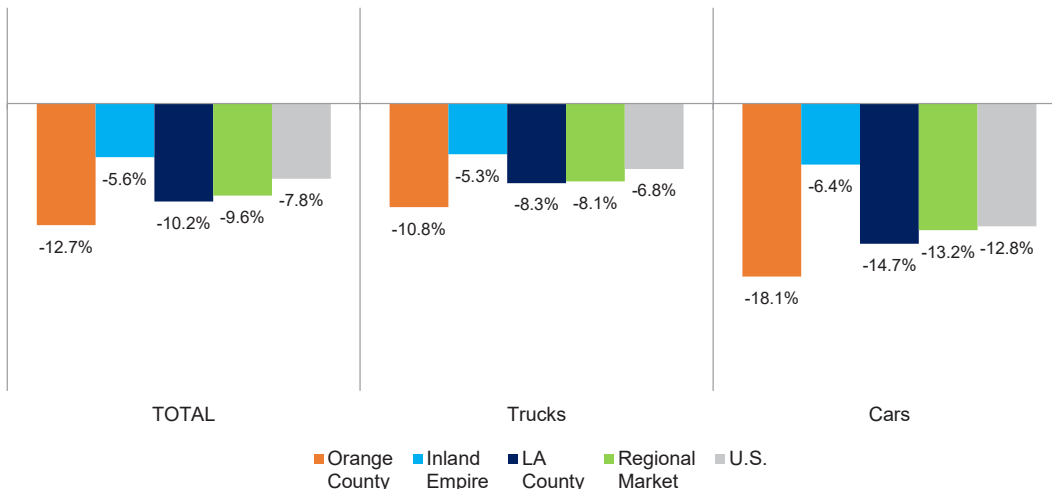
Orange County New Retail Car and Light Truck Registrations												
	May			Three Month Period Mar. '26 thru May '26			YTD thru May			YTD Market Share (%)		
	May-25	May-26	% chg.	Previous	Current	% chg.	YTD '25	YTD '26	% chg.	YTD '25	YTD '26	Chg.
MARKET SUMMARY												
TOTAL	12,911	12,125	-6.1%	43,612	37,689	-13.6%	73,073	63,798	-12.7%			
Cars	3,427	3,193	-6.8%	11,458	9,175	-19.9%	18,758	15,366	-18.1%	25.7	24.1	-1.6
Light Trucks	9,484	8,932	-5.8%	32,154	28,514	-11.3%	54,315	48,432	-10.8%	74.3	75.9	1.6
Domestic	3,355	3,506	4.5%	12,784	10,940	-14.4%	21,601	18,430	-14.7%	29.6	28.9	-0.7
European	2,185	1,910	-12.6%	7,482	5,899	-21.2%	13,200	10,370	-21.4%	18.1	16.3	-1.8
Japanese	6,024	5,507	-8.6%	19,128	16,854	-11.9%	31,157	28,411	-8.8%	42.6	44.5	1.9
Korean	1,347	1,202	-10.8%	4,218	3,996	-5.3%	7,115	6,587	-7.4%	9.7	10.3	0.6
BRAND REGISTRATIONS												
Acura	158	115	-27.2%	573	395	-31.1%	866	640	-26.1%	1.2	1.0	-0.2
Alfa Romeo	7	2	-71.4%	17	8	-52.9%	30	18	-40.0%	0.0	0.0	0.0
Audi	239	161	-32.6%	934	586	-37.3%	1,580	1,020	-35.4%	2.2	1.6	-0.6
BMW	554	487	-12.1%	1,790	1,486	-17.0%	3,129	2,599	-16.9%	4.3	4.1	-0.2
Buick	17	22	29.4%	89	60	-32.6%	144	111	-22.9%	0.2	0.2	0.0
Cadillac	127	104	-18.1%	425	358	-15.8%	769	618	-19.6%	1.1	1.0	-0.1
Chevrolet	502	385	-23.3%	1,715	1,262	-26.4%	2,940	2,210	-24.8%	4.0	3.5	-0.5
C/D/J/R	305	264	-13.4%	997	842	-15.5%	1,700	1,463	-13.9%	2.3	2.3	0.0
Chrysler	15	10	-33.3%	42	24	-42.9%	75	45	-40.0%	0.1	0.1	0.0
Dodge	27	13	-51.9%	83	33	-60.2%	143	64	-55.2%	0.2	0.1	-0.1
Jeep	164	136	-17.1%	531	467	-12.1%	883	806	-8.7%	1.2	1.3	0.1
Ram	99	105	6.1%	341	318	-6.7%	599	548	-8.5%	0.8	0.9	0.1
Ford	757	639	-15.6%	2,522	2,146	-14.9%	4,293	3,838	-10.6%	5.9	6.0	0.1
Genesis	95	62	-34.7%	318	244	-23.3%	521	430	-17.5%	0.7	0.7	0.0
GMC	207	203	-1.9%	742	634	-14.6%	1,330	1,070	-19.5%	1.8	1.7	-0.1
Honda	1,410	1,292	-8.4%	4,437	4,009	-9.6%	7,367	6,530	-11.4%	10.1	10.2	0.1
Hyundai	699	585	-16.3%	2,161	1,993	-7.8%	3,680	3,344	-9.1%	5.0	5.2	0.2
Ineos	12	15	25.0%	36	26	-27.8%	61	56	-8.2%	0.1	0.1	0.0
Infiniti	28	19	-32.1%	78	62	-20.5%	156	105	-32.7%	0.2	0.2	0.0
Kia	541	553	2.2%	1,702	1,755	3.1%	2,854	2,804	-1.8%	3.9	4.4	0.5
Land Rover	119	136	14.3%	502	403	-19.7%	932	679	-27.1%	1.3	1.1	-0.2
Lexus	742	563	-24.1%	2,163	1,712	-20.9%	3,417	3,119	-8.7%	4.7	4.9	0.2
Lincoln	50	26	-48.0%	138	89	-35.5%	218	161	-26.1%	0.3	0.3	0.0
Lucid	29	18	-37.9%	137	92	-32.8%	200	232	16.0%	0.3	0.4	0.1
Mazda	383	356	-7.0%	1,219	995	-18.4%	1,928	1,648	-14.5%	2.6	2.6	0.0
Mercedes-Benz	746	655	-12.2%	2,484	2,070	-16.7%	4,290	3,636	-15.2%	5.9	5.7	-0.2
MINI	35	13	-62.9%	101	64	-36.6%	151	117	-22.5%	0.2	0.2	0.0
Mitsubishi	12	4	-66.7%	39	10	-74.4%	59	22	-62.7%	0.1	0.0	-0.1
Nissan	530	406	-23.4%	1,493	1,359	-9.0%	2,372	2,176	-8.3%	3.2	3.4	0.2
Polestar	12	5	-58.3%	27	15	-44.4%	51	27	-47.1%	0.1	0.0	-0.1
Porsche	162	151	-6.8%	516	404	-21.7%	915	731	-20.1%	1.3	1.1	-0.2
Rivian	81	61	-24.7%	386	259	-32.9%	594	454	-23.6%	0.8	0.7	-0.1
Subaru	298	289	-3.0%	1,167	976	-16.4%	1,946	1,677	-13.8%	2.7	2.6	-0.1
Tesla	1,278	1,784	39.6%	5,620	5,197	-7.5%	9,388	8,271	-11.9%	12.8	13.0	0.2
Toyota	2,463	2,463	0.0%	7,959	7,336	-7.8%	13,046	12,494	-4.2%	17.9	19.6	1.7
Volkswagen	131	173	32.1%	568	494	-13.0%	1,216	844	-30.6%	1.7	1.3	-0.4
Volvo	88	67	-23.9%	265	195	-26.4%	466	371	-20.4%	0.6	0.6	0.0
Other	94	47	-50.0%	292	153	-47.6%	464	283	-39.0%	0.6	0.4	-0.2

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 May 2026 are partially estimated.

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



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