orange county OCADA automobile dealers association

MONTHLY REPORT

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ORANGE COUNTY AUTO OUTLOOK™

October 2026

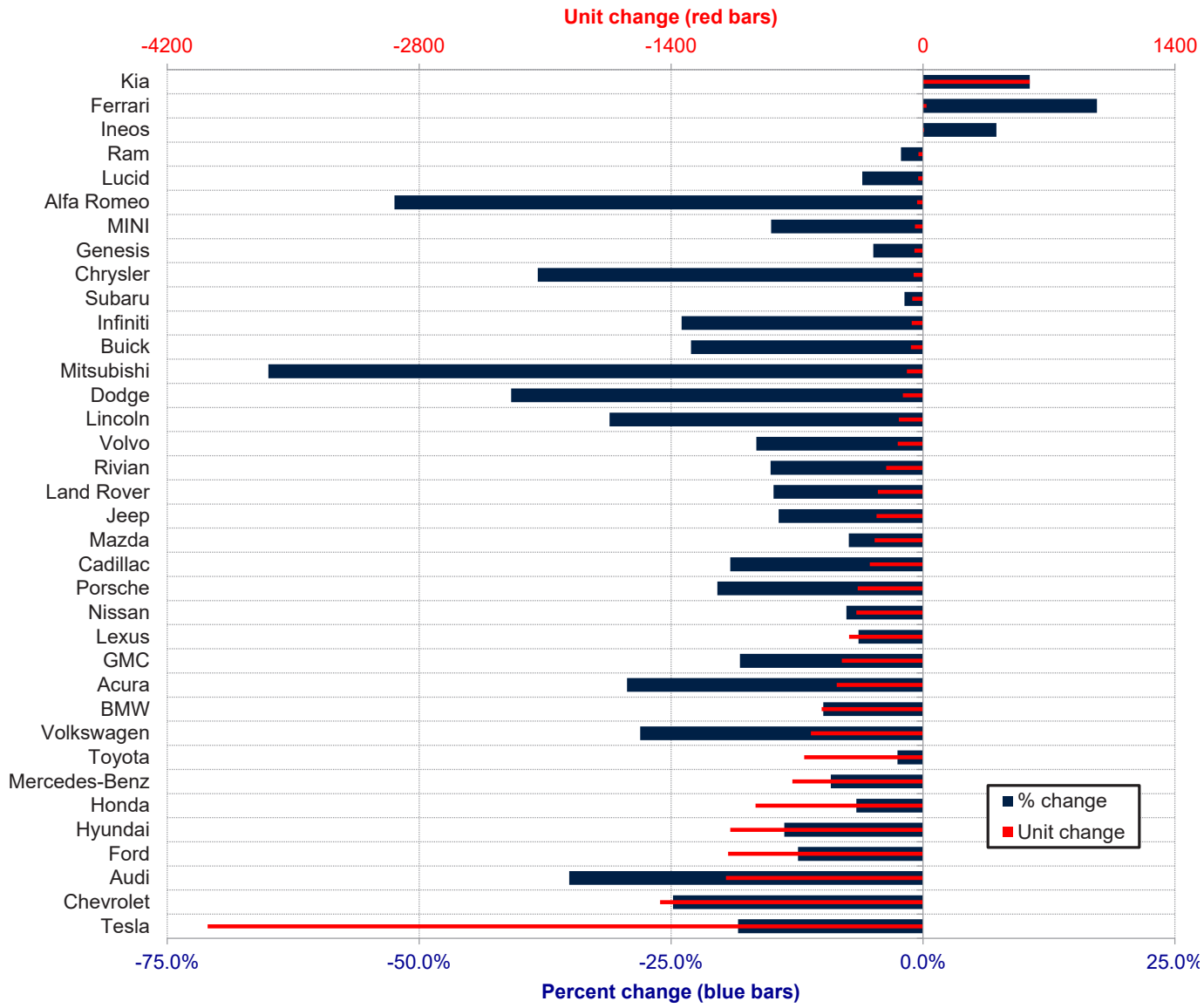
Orange County New Retail Automotive Market Data - Retail Sales *Does Not Include Fleet Sales

Orange County New Retail Car and Light Truck Registrations

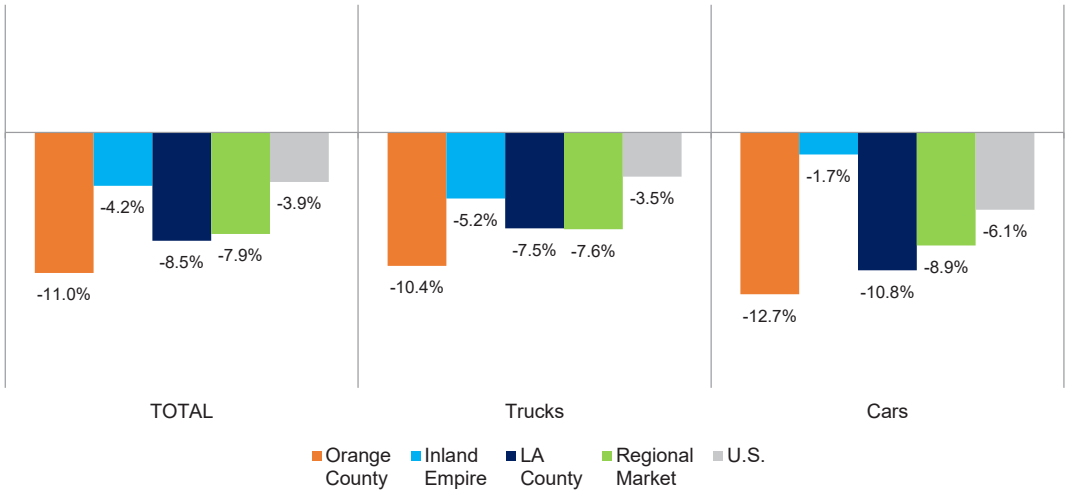
	Two Month Period Sep. '26 & Oct. '26			YTD thru Oct.			YTD Market Share (%)		
	Previous	Current	% chg.	YTD '25	YTD '26	% chg.	YTD '25	YTD '26	Chg.
MARKET SUMMARY									
TOTAL	31,357	26,687	-14.9%	145,470	129,471	-11.0%			
Cars	7,465	6,331	-15.2%	36,215	31,627	-12.7%	24.9	24.4	-0.5
Light Trucks	23,892	20,356	-14.8%	109,255	97,844	-10.4%	75.1	75.6	0.5
Domestic	11,004	7,711	-29.9%	46,193	38,038	-17.7%	31.8	29.4	-2.4
European	4,867	4,124	-15.3%	24,448	20,513	-16.1%	16.8	15.8	-1.0
Japanese	12,027	11,761	-2.2%	60,416	57,084	-5.5%	41.5	44.1	2.6
Korean	3,459	3,091	-10.6%	14,413	13,836	-4.0%	9.9	10.7	0.8
BRAND REGISTRATIONS									
Acura	202	221	9.4%	1,634	1,154	-29.4%	1.1	0.9	-0.2
Alfa Romeo	13	4	-69.2%	61	29	-52.5%	0.0	0.0	0.0
Audi	736	427	-42.0%	3,120	2,025	-35.1%	2.1	1.6	-0.5
BMW	1,124	1,003	-10.8%	5,691	5,128	-9.9%	3.9	4.0	0.1
Buick	68	58	-14.7%	291	224	-23.0%	0.2	0.2	0.0
Cadillac	361	305	-15.5%	1,542	1,247	-19.1%	1.1	1.0	-0.1
Chevrolet	1,191	923	-22.5%	5,890	4,429	-24.8%	4.0	3.4	-0.6
C/D/J/R	720	586	-18.6%	3,354	2,907	-13.3%	2.3	2.2	-0.1
Chrysler	18	13	-27.8%	136	84	-38.2%	0.1	0.1	0.0
Dodge	74	42	-43.2%	274	162	-40.9%	0.2	0.1	-0.1
Jeep	391	276	-29.4%	1,803	1,545	-14.3%	1.2	1.2	0.0
Ram	237	255	7.6%	1,141	1,116	-2.2%	0.8	0.9	0.1
Ferrari	18	28	55.6%	110	129	17.3%	0.1	0.1	0.0
Ford	1,872	1,598	-14.6%	8,741	7,658	-12.4%	6.0	5.9	-0.1
Genesis	179	240	34.1%	951	904	-4.9%	0.7	0.7	0.0
GMC	455	390	-14.3%	2,483	2,032	-18.2%	1.7	1.6	-0.1
Honda	2,850	2,765	-3.0%	14,058	13,128	-6.6%	9.7	10.1	0.4
Hyundai	2,073	1,403	-32.3%	7,782	6,711	-13.8%	5.3	5.2	-0.1
Ineos	24	26	8.3%	96	103	7.3%	0.1	0.1	0.0
Infiniti	41	49	19.5%	263	200	-24.0%	0.2	0.2	0.0
Kia	1,202	1,444	20.1%	5,610	6,204	10.6%	3.9	4.8	0.9
Land Rover	305	330	8.2%	1,694	1,443	-14.8%	1.2	1.1	-0.1
Lexus	1,179	1,201	1.9%	6,433	6,022	-6.4%	4.4	4.7	0.3
Lincoln	80	61	-23.8%	431	297	-31.1%	0.3	0.2	-0.1
Lucid	147	92	-37.4%	432	406	-6.0%	0.3	0.3	0.0
Mazda	714	739	3.5%	3,650	3,381	-7.4%	2.5	2.6	0.1
Mercedes-Benz	1,487	1,447	-2.7%	7,927	7,201	-9.2%	5.4	5.6	0.2
MINI	60	57	-5.0%	292	248	-15.1%	0.2	0.2	0.0
Mitsubishi	39	9	-76.9%	137	48	-65.0%	0.1	0.0	-0.1
Nissan	1,023	1,019	-0.4%	4,870	4,500	-7.6%	3.3	3.5	0.2
Porsche	347	283	-18.4%	1,778	1,415	-20.4%	1.2	1.1	-0.1
Rivian	356	337	-5.3%	1,355	1,150	-15.1%	0.9	0.9	0.0
Subaru	562	615	9.4%	3,288	3,228	-1.8%	2.3	2.5	0.2
Tesla	5,754	3,356	-41.7%	21,649	17,674	-18.4%	14.9	13.7	-1.2
Toyota	5,417	5,143	-5.1%	26,083	25,423	-2.5%	17.9	19.6	1.7
Volkswagen	483	301	-37.7%	2,217	1,595	-28.1%	1.5	1.2	-0.3
Volvo	167	101	-39.5%	846	706	-16.5%	0.6	0.5	-0.1
Other	108	126	16.7%	711	522	-26.6%	0.5	0.4	-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 October 2026 are partially estimated.

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



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