

ORANGE COUNTY AUTO OUTLOOK™

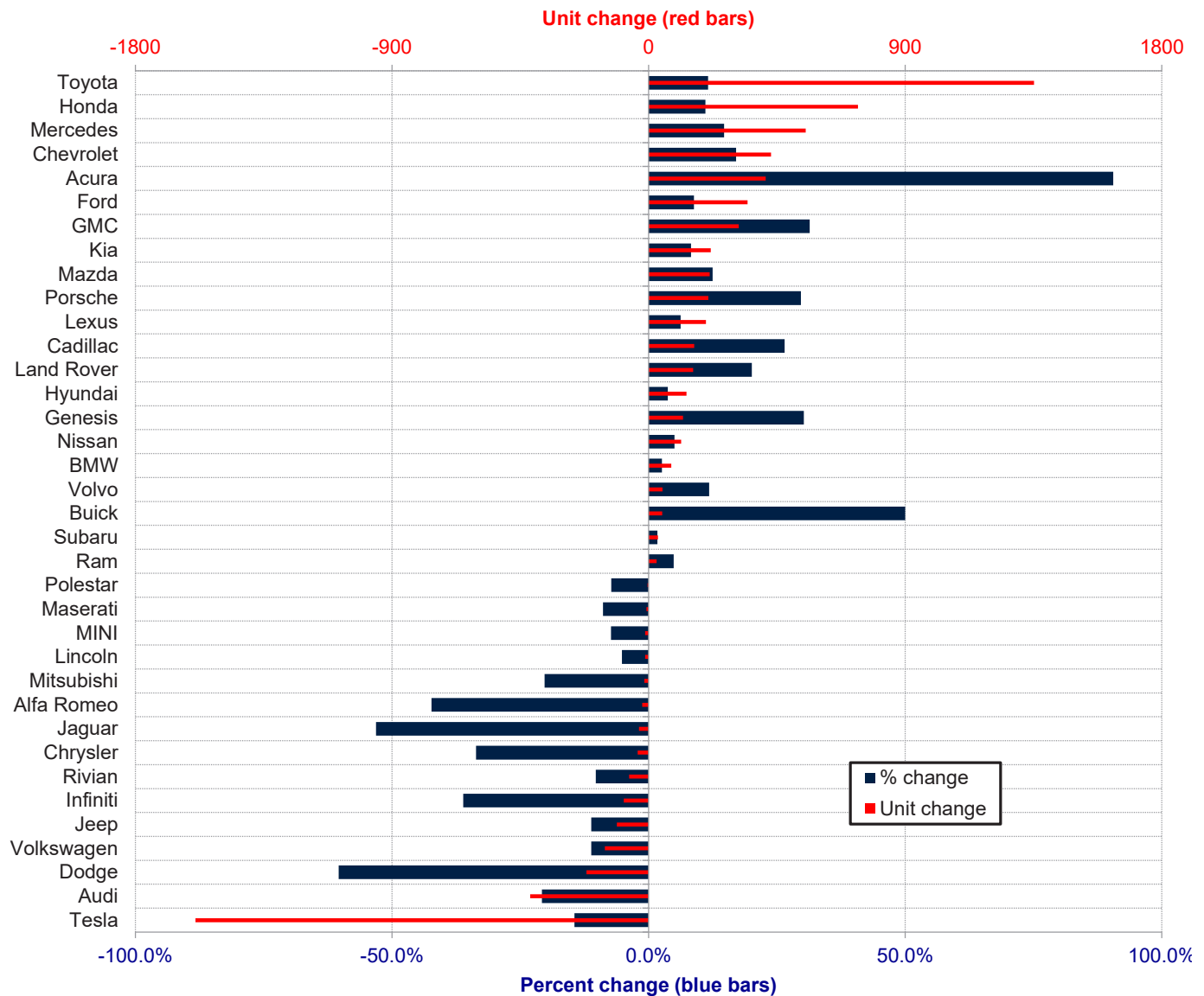
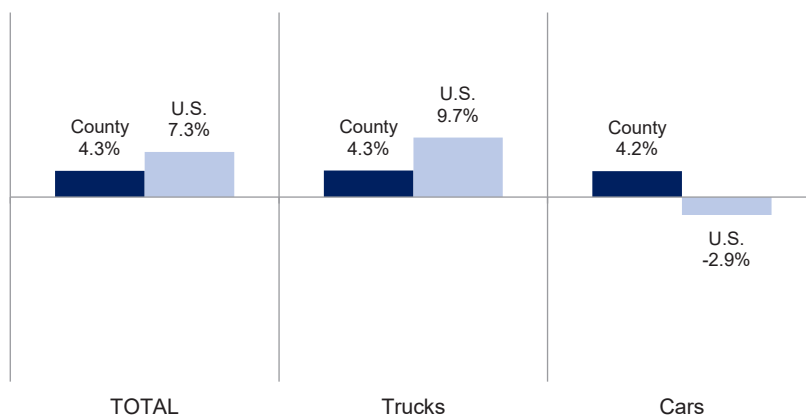
May 2025

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

Orange County New Retail Car and Light Truck Registrations									
	May			YTD thru May			YTD Market Share (%)		
	2024	2025	% chg.	YTD '24	YTD '25	% chg.	YTD '24	YTD '25	Chg.
MARKET SUMMARY									
TOTAL	16,037	12,868	-19.8%	70,027	73,024	4.3%			
Cars	3,931	3,424	-12.9%	17,999	18,759	4.2%	25.7	25.7	0.0
Light Trucks	12,106	9,444	-22.0%	52,028	54,265	4.3%	74.3	74.3	0.0
Domestic	4,795	3,322	-30.7%	22,288	21,557	-3.3%	31.8	29.5	-2.3
European	2,711	2,184	-19.4%	12,763	13,206	3.5%	18.2	18.1	-0.1
Japanese	6,841	6,019	-12.0%	28,195	31,152	10.5%	40.3	42.7	2.4
Korean	1,690	1,343	-20.5%	6,781	7,109	4.8%	9.7	9.7	0.1
BRAND REGISTRATIONS									
Acura	111	157	41.4%	454	865	90.5%	0.6	1.2	0.6
Alfa Romeo	13	7	-46.2%	52	30	-42.3%	0.1	0.0	-0.1
Audi	407	239	-41.3%	1,996	1,581	-20.8%	2.9	2.2	-0.7
BMW	679	553	-18.6%	3,050	3,130	2.6%	4.4	4.3	-0.1
Buick	21	17	-19.0%	96	144	50.0%	0.1	0.2	0.1
Cadillac	144	123	-14.6%	604	764	26.5%	0.9	1.0	0.1
Chevrolet	577	496	-14.0%	2,513	2,942	17.1%	3.6	4.0	0.4
C/D/J/R	421	303	-28.0%	2,038	1,699	-16.6%	2.9	2.3	-0.6
Chrysler	28	15	-46.4%	113	75	-33.6%	0.2	0.1	-0.1
Dodge	94	27	-71.3%	361	143	-60.4%	0.5	0.2	-0.3
Jeep	206	163	-20.9%	994	883	-11.2%	1.4	1.2	-0.2
Ram	93	98	5.4%	570	598	4.9%	0.8	0.8	0.0
Ford	857	745	-13.1%	3,928	4,275	8.8%	5.6	5.9	0.3
Genesis	88	95	8.0%	400	521	30.3%	0.6	0.7	0.1
GMC	214	200	-6.5%	1,006	1,322	31.4%	1.4	1.8	0.4
Honda	1,507	1,411	-6.4%	6,638	7,372	11.1%	9.5	10.1	0.6
Hyundai	929	695	-25.2%	3,541	3,674	3.8%	5.1	5.0	-0.1
Infiniti	49	27	-44.9%	241	154	-36.1%	0.3	0.2	-0.1
Jaguar	18	4	-77.8%	64	30	-53.1%	0.1	0.0	-0.1
Kia	643	541	-15.9%	2,636	2,854	8.3%	3.8	3.9	0.1
Land Rover	151	119	-21.2%	776	932	20.1%	1.1	1.3	0.2
Lexus	880	743	-15.6%	3,220	3,421	6.2%	4.6	4.7	0.1
Lincoln	54	50	-7.4%	230	218	-5.2%	0.3	0.3	0.0
Maserati	17	14	-17.6%	79	72	-8.9%	0.1	0.1	0.0
Mazda	401	383	-4.5%	1,716	1,930	12.5%	2.5	2.6	0.1
Mercedes	793	743	-6.3%	3,739	4,290	14.7%	5.3	5.9	0.6
MINI	30	36	20.0%	164	152	-7.3%	0.2	0.2	0.0
Mitsubishi	12	12	0.0%	74	59	-20.3%	0.1	0.1	0.0
Nissan	551	527	-4.4%	2,255	2,369	5.1%	3.2	3.2	0.0
Polestar	6	12	100.0%	55	51	-7.3%	0.1	0.1	0.0
Porsche	170	163	-4.1%	708	918	29.7%	1.0	1.3	0.3
Rivian	101	81	-19.8%	662	594	-10.3%	0.9	0.8	-0.1
Subaru	477	298	-37.5%	1,913	1,946	1.7%	2.7	2.7	0.0
Tesla	2,354	1,278	-45.7%	10,984	9,395	-14.5%	15.7	12.9	-2.8
Toyota	2,853	2,461	-13.7%	11,684	13,036	11.6%	16.7	17.9	1.2
Volkswagen	260	132	-49.2%	1,370	1,217	-11.2%	2.0	1.7	-0.3
Volvo	91	88	-3.3%	416	465	11.8%	0.6	0.6	0.0
Other	158	115	-27.2%	725	602	-17.0%	1.0	0.8	-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 2025 are partially estimated.

Change in New Retail Light Vehicle Registrations (YTD '25 thru May vs. YTD '24)

Percent Change in County and U.S. New Retail Light Vehicle Markets
YTD '25 thru May vs. YTD '24

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 (800-206-0102).

Data sourced from Experian Automotive.