

ORANGE COUNTY AUTO OUTLOOK™

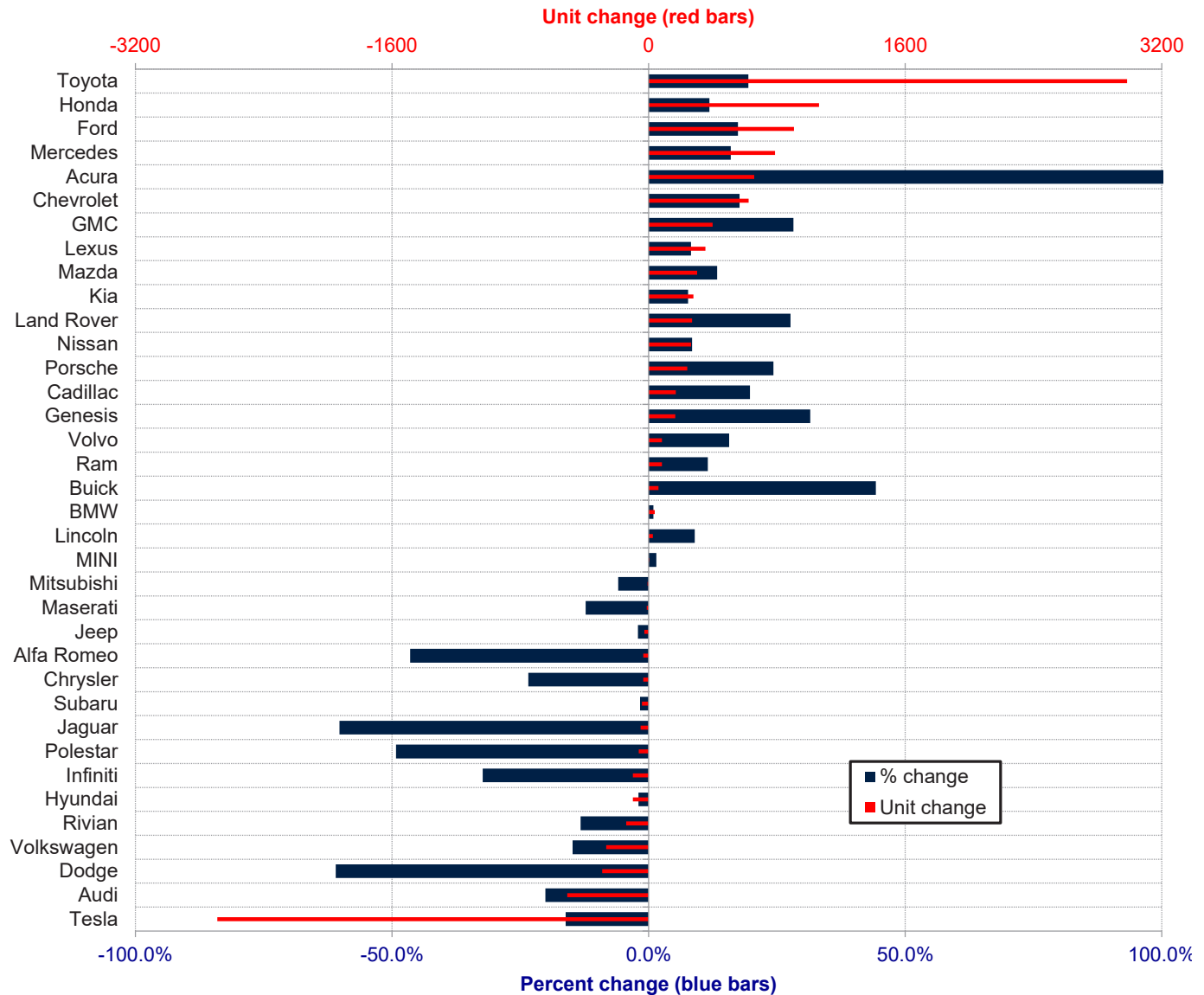
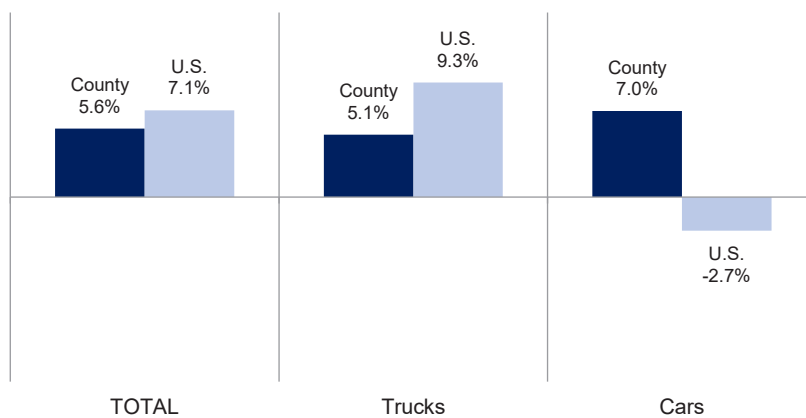
July 2025

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 June '25 & July '25			YTD thru July			YTD Market Share (%)		
	Previous	Current	% chg.	YTD '24	YTD '25	% chg.	YTD '24	YTD '25	Chg.
MARKET SUMMARY									
TOTAL	25,607	27,879	8.9%	95,638	100,958	5.6%			
Cars	6,080	7,000	15.1%	24,081	25,765	7.0%	25.2	25.5	0.3
Light Trucks	19,527	20,879	6.9%	71,557	75,193	5.1%	74.8	74.5	-0.3
Domestic	9,710	9,491	-2.3%	32,000	31,086	-2.9%	33.5	30.8	-2.7
European	3,958	4,061	2.6%	16,722	17,268	3.3%	17.5	17.1	-0.4
Japanese	9,361	11,874	26.8%	37,557	43,038	14.6%	39.3	42.6	3.4
Korean	2,578	2,453	-4.8%	9,359	9,566	2.2%	9.8	9.5	-0.3
BRAND REGISTRATIONS									
Acura	197	443	124.9%	651	1,309	101.1%	0.7	1.3	0.6
Alfa Romeo	19	8	-57.9%	71	38	-46.5%	0.1	0.0	-0.1
Audi	533	440	-17.4%	2,529	2,021	-20.1%	2.6	2.0	-0.6
BMW	973	930	-4.4%	4,023	4,061	0.9%	4.2	4.0	-0.2
Buick	44	58	31.8%	140	202	44.3%	0.1	0.2	0.1
Cadillac	256	260	1.6%	860	1,030	19.8%	0.9	1.0	0.1
Chevrolet	1,003	1,187	18.3%	3,516	4,139	17.7%	3.7	4.1	0.4
C/D/J/R	565	637	12.7%	2,603	2,337	-10.2%	2.7	2.3	-0.4
Chrysler	32	36	12.5%	145	111	-23.4%	0.2	0.1	-0.1
Dodge	113	42	-62.8%	474	185	-61.0%	0.5	0.2	-0.3
Jeep	270	355	31.5%	1,264	1,238	-2.1%	1.3	1.2	-0.1
Ram	150	204	36.0%	720	803	11.5%	0.8	0.8	0.0
Ford	1,282	1,830	42.7%	5,210	6,116	17.4%	5.4	6.1	0.7
Genesis	129	176	36.4%	530	697	31.5%	0.6	0.7	0.1
GMC	406	481	18.5%	1,413	1,812	28.2%	1.5	1.8	0.3
Honda	2,326	2,657	14.2%	8,963	10,026	11.9%	9.4	9.9	0.5
Hyundai	1,451	1,216	-16.2%	4,992	4,894	-2.0%	5.2	4.8	-0.4
Infiniti	62	49	-21.0%	303	205	-32.3%	0.3	0.2	-0.1
Jaguar	19	3	-84.2%	83	33	-60.2%	0.1	0.0	-0.1
Kia	996	1,056	6.0%	3,631	3,910	7.7%	3.8	3.9	0.1
Land Rover	204	319	56.4%	980	1,251	27.7%	1.0	1.2	0.2
Lexus	1,076	1,232	14.5%	4,296	4,651	8.3%	4.5	4.6	0.1
Lincoln	59	96	62.7%	289	315	9.0%	0.3	0.3	0.0
Maserati	19	14	-26.3%	98	86	-12.2%	0.1	0.1	0.0
Mazda	546	634	16.1%	2,262	2,564	13.4%	2.4	2.5	0.1
Mercedes	1,186	1,422	19.9%	4,925	5,713	16.0%	5.1	5.7	0.6
MINI	37	53	43.2%	201	204	1.5%	0.2	0.2	0.0
Mitsubishi	27	36	33.3%	101	95	-5.9%	0.1	0.1	0.0
Nissan	868	1,016	17.1%	3,123	3,388	8.5%	3.3	3.4	0.1
Polestar	69	12	-82.6%	124	63	-49.2%	0.1	0.1	0.0
Porsche	281	314	11.7%	990	1,231	24.3%	1.0	1.2	0.2
Rivian	394	322	-18.3%	1,056	916	-13.3%	1.1	0.9	-0.2
Subaru	587	512	-12.8%	2,500	2,458	-1.7%	2.6	2.4	-0.2
Tesla	5,650	4,551	-19.5%	16,635	13,946	-16.2%	17.4	13.8	-3.6
Toyota	3,672	5,295	44.2%	15,358	18,342	19.4%	16.1	18.2	2.1
Volkswagen	411	300	-27.0%	1,781	1,517	-14.8%	1.9	1.5	-0.4
Volvo	119	153	28.6%	535	619	15.7%	0.6	0.6	0.0
Other	141	167	18.4%	866	769	-11.2%	0.9	0.8	-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 July 2025 are partially estimated.

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

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