orange county OCADA automobile dealers association QUARTERLY REPORT

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ORANGE COUNTY AUTO OUTLOOK™

2nd Quarter, 2025

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

FORECAST

New Vehicle Registrations Predicted to Decline in 2nd Half of '25

Below is a list of five key trends and developments in the Orange County new vehicle market:

1. The county market got off to an okay start in the first half of this year. New retail light vehicle registrations increased 2.5% during the first six months of 2025 versus a year earlier, below the 6.4% improvement in the U.S.

2. As discussed in the sidebar on the right, there is heightened uncertainty for the new vehicle sales outlook. At this point, it looks like the market will move lower for the rest of this year. Second half registrations are predicted to decline 8% compared to the same period in 2024. The market is expected to decline slightly for all of this year (see graph below).

3. Hybrid vehicle sales continue to move higher. Hybrid registrations increased 55% in the first half of this year, easily outpacing the overall market. Market share reached 19.6%. BEV market share was 25.3% so far this year, down from 27.3% in the first half of 2024.

4. Hybrids accounted for 55% of Toyota registrations during the first six months of 2025. ICE powertrain share was greater than 50% for 22 of the top 30 selling brands (see page 7).

5. First half registrations increased by more than 10% for eight of the top 30 selling brands in the county: Acura, Porsche, GMC, Land Rover, Chevrolet, Toyota, Mercedes, and Ford.

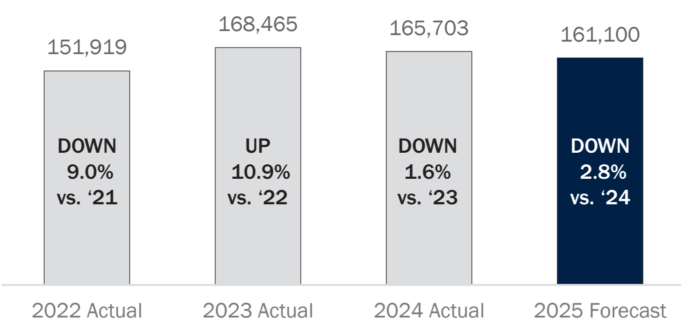
Primary Factors Driving the Orange County New Vehicle Market

As 2025 approached, the outlook for new vehicle sales was positive. Affordability was likely to improve due to lower interest rates and declining transaction prices. The economy was also in relatively good shape: GDP growth was solid, unemployment remained low, incomes were on the rise, and inflation was cooling. Add in pent-up demand resulting from deferred purchases during the pandemic and ensuing supply chain disruptions, and the stage was set for improving sales.

But that clear road quickly turned bumpy. U.S. trade policy was abruptly and dramatically altered, throwing a wrench into a relatively stable economic environment. The global economy is intricately interconnected, and the introduction of this level of policy uncertainty has left both businesses and consumers partially paralyzed. This level of disruption is substantial and without historical precedence, which makes isolating the impact on new vehicle sales very difficult.

Bottom line: Higher tariffs will likely lead to rising vehicle prices and in the short run, increasing inflation, lower economic growth, and stagnant household disposable income, all negatives for new vehicle sales. In addition, sales were pulled ahead this year as shoppers advanced purchases due to the anticipation of higher vehicle prices resulting from tariffs. New vehicle registrations in the second half of the year are projected to decline from the year earlier, but the situation is highly dynamic and subject to change, so stay tuned.

Forecast for County New Retail Light Vehicle Registrations



The graph above shows annual new retail light vehicle registrations from 2022 through 2024, and Auto Outlook's projection for 2025.
Historical data sourced from Experian Automotive.

Market Summary

	YTD '24 thru June	YTD '25 thru June	% Chg. '24 to '25	Mkt. Share YTD '25
TOTAL	83,769	85,837	2.5%	
Car	21,224	22,203	4.6%	25.9%
Light Truck	62,545	63,634	1.7%	74.1%
Domestic	26,769	25,556	-4.5%	29.7%
European	15,043	15,088	0.3%	17.6%
Japanese	33,696	36,868	9.4%	43.0%
Other Asian	8,261	8,325	0.8%	9.7%

Domestics consist of vehicles sold by GM, Ford, Stellantis (excluding Alfa Romeo and FIAT), Tesla, Rivian, and Lucid. Other Asian includes Genesis, Hyundai, Kia, and VinFast.
Data sourced from Experian Automotive.

KEY TRENDS IN ORANGE COUNTY NEW VEHICLE MARKET

COUNTY MARKET VS. U.S.

% Change In New Retail Market YTD '25 thru June vs. YTD '24	Orange County	California	U.S.
	UP 2.5%	UP 3.9%	UP 6.4%

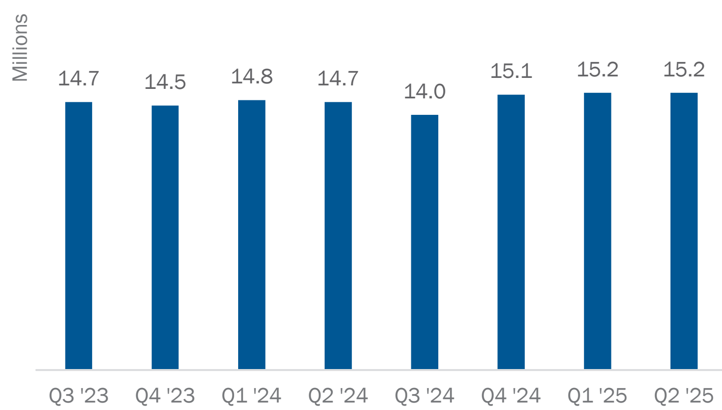
Data sourced from Experian Automotive.

New retail light vehicle registrations in the county increased 2.5% during the first six months of this year. State market increased 3.9%, while U.S. was up 6.4%.

QUARTERLY RESULTS

Orange County Quarterly Registrations

Seasonally Adjusted Annual Rate, Converted to Equivalent U.S. New Vehicle Market SAAR (millions of units)



Data sourced from Experian Automotive. SAAR estimates: Auto Outlook.

The graph on the left provides an easily recognizable way to gauge the strength of the county market. It shows quarterly registrations based on a seasonally adjusted annual rate. These figures are then indexed to SAAR sales figures for the U.S. new vehicle market. So just like in the national market, when the quarterly SAAR is above 17 million units, the county market is strong, 15 million is about average, and below 13 million is weak. Equivalent SAAR levels in the county were 15.2 million in the Second Quarter of 2025, unchanged from the First Quarter.

% Change in quarterly registrations vs. year earlier (2Q '25 vs. 2Q '24) — **UP 2.1%**

% Change in registrations vs. previous quarter (2Q '25 vs. 1Q '25) — **UP 4.3%**

Orange County Auto Outlook

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PO Box 390, Exton, PA 19341
Phone: 610-640-1233 EMail: jfoltz@autooutlook.com
Editor: Jeffrey A. Foltz

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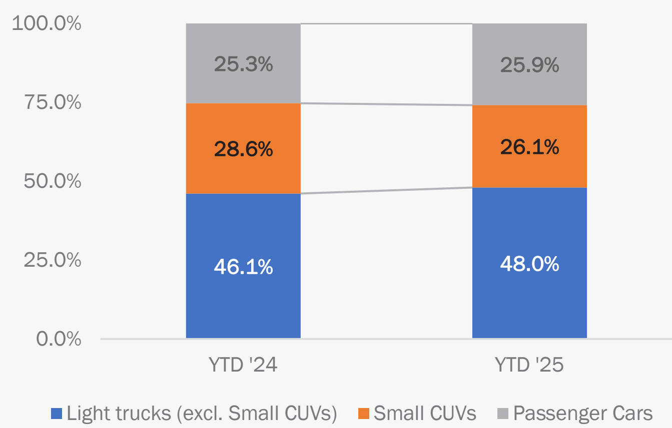
KEY TRENDS IN ORANGE COUNTY NEW VEHICLE MARKET

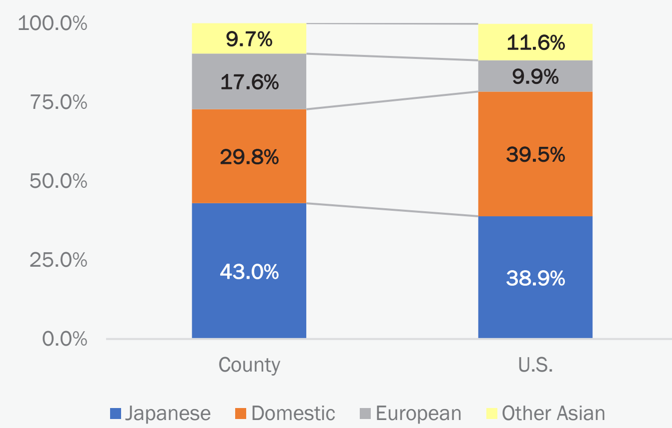
VEHICLE AND BRAND SEGMENTS - COUNTY AND U.S. (YTD '25 thru June)

Market Share by Type of Vehicle



Combining the blue and orange sections in the graph above corresponds to the standard industry definition of light trucks. Small crossovers are broken out, however, since many are more similar to compact hatchbacks than to trucks. Light truck share (excluding small CUVs) was **46.1%** in the first half of 2024 and increased to **48.0%** this year.

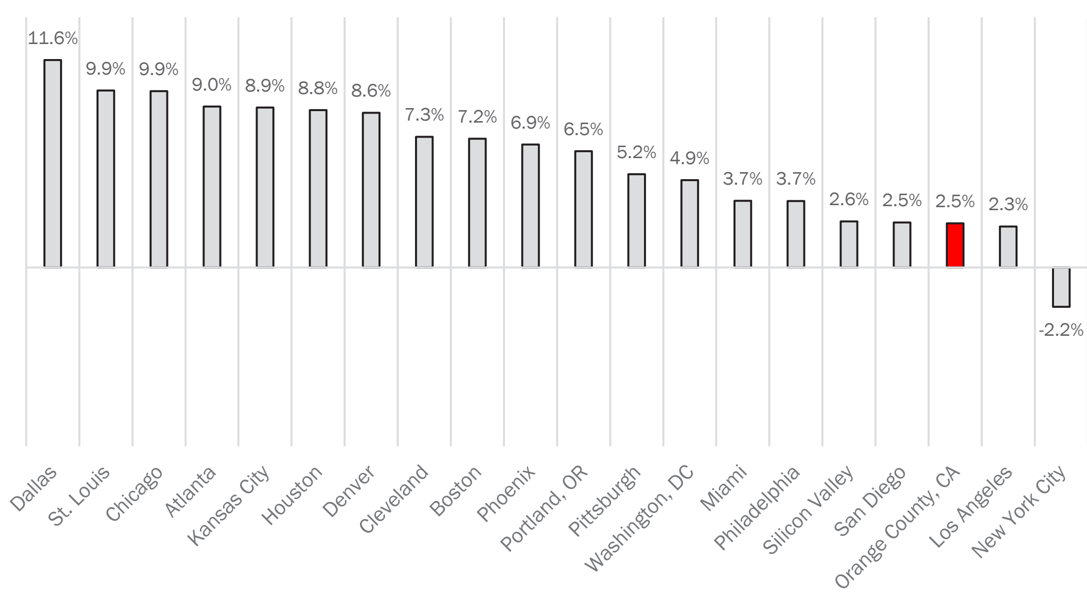
Domestic, European, Japanese, & Other Asian Share



Japanese brand market share in the county was higher than U.S. levels: **43.0%** vs. **38.9%**. County Domestic brand share (which includes Tesla and Rivian) was **29.8%** in the first half of this year. European brands accounted for a higher share of the county market than in the Nation. Note: Other Asian includes Genesis, Hyundai, Kia, and VinFast. Data sourced from Experian Automotive.

COMPARISON OF METRO AREA MARKETS

Percent Change in New Retail Light Vehicle Registrations - YTD 2025 thru June vs. YTD 2024



Data sourced from Experian Automotive.

Observations and Key Facts

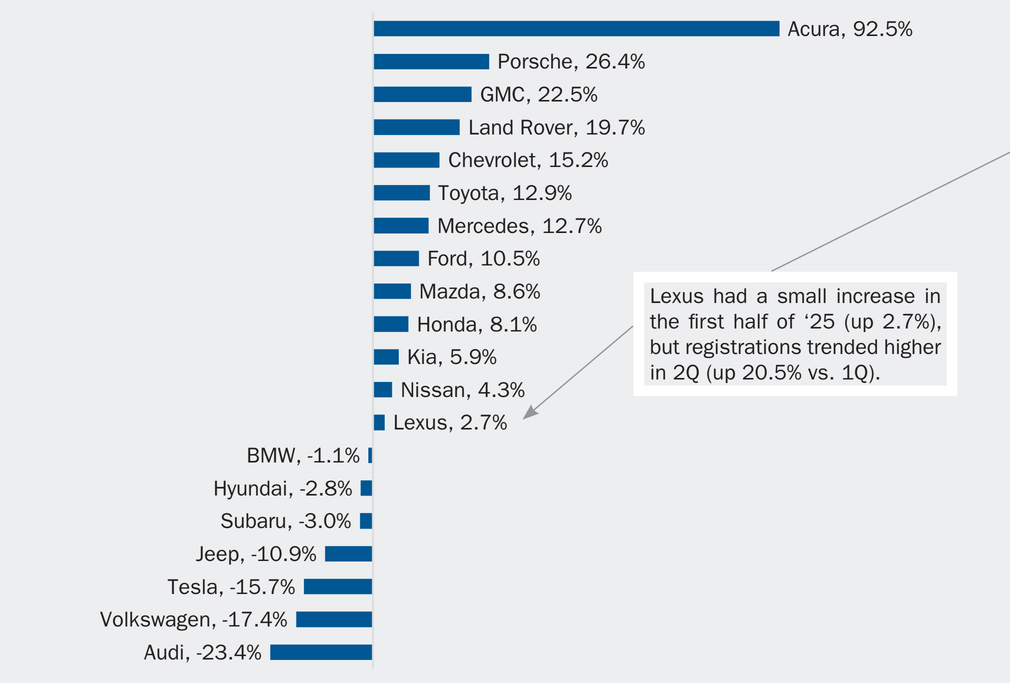
- Orange County registrations increased **2.5%** in the first half of this year, below average compared to other markets. The Dallas market improved by **11.6%**.
- BEV market share in the county was **25.3%** vs. **8.9%** in the Nation. BEV penetration was highest in Silicon Valley - **34.5%**
- Toyota was the best-selling brand in the county so far this year and was the leader in 12 out of the other 20 markets. Highest share for Toyota was in Portland, OR (**23.4%**).

BRANDS AND MODELS

WINNERS AND LOSERS

The primary metric used to identify winning and losing brands is the percent change in registrations vs. year earlier, shown on the graph below. Acura and Porsche were the biggest gainers in the county market so far this year among the top 20 brands. BUT this snapshot does not capture the shorter term trend in sales. Registrations for a brand may have posted a big year-over year increase (definitely a positive), but if growth has stalled during the most recent quarter, that's significant. The tables to the right of the graph show results from the First to the Second Quarters of this year.

% Change in County Registrations for Top 20 Brands-YTD '25 thru June vs. YTD '24



Brands Gaining Ground

Largest % increases from 1Q '25 to 2Q '25

Acura	Up	37.2%
Nissan	Up	23.6%
Lexus	Up	20.5%
Toyota	Up	12.9%
Mazda	Up	8.8%

Brands Losing Ground

Largest % declines from 1Q '25 to 2Q '25

Volkswagen	Down	43.9%
Land Rover	Down	18.3%
GMC	Down	9.4%
BMW	Down	7.8%
Audi	Down	7.4%

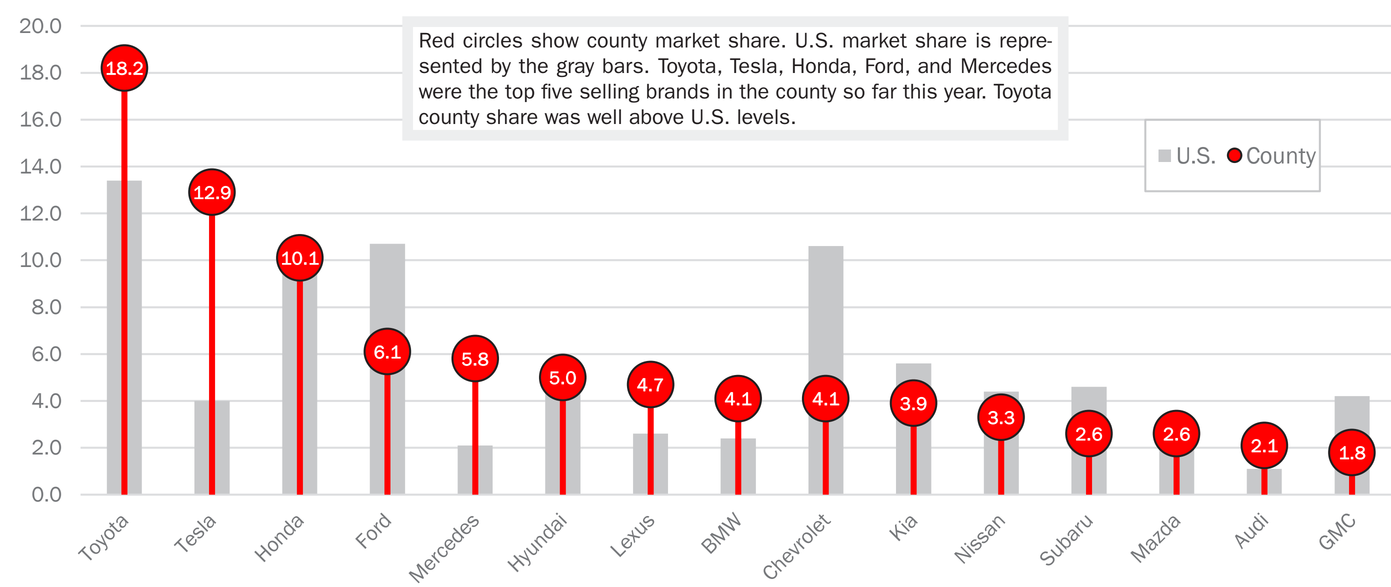
Largest % increases during YTD '25 vs. YTD '24: Acura, Porsche, GMC, Land Rover, and Chevrolet.

Largest % increases in 2Q '25 vs. 1Q '25: Acura, Nissan, Lexus, Toyota, and Mazda.

Data sourced from Experian Automotive.

TOP SELLING BRANDS

Orange County and U.S. Market Shares for Top 15 Brands in County - YTD '25 thru June



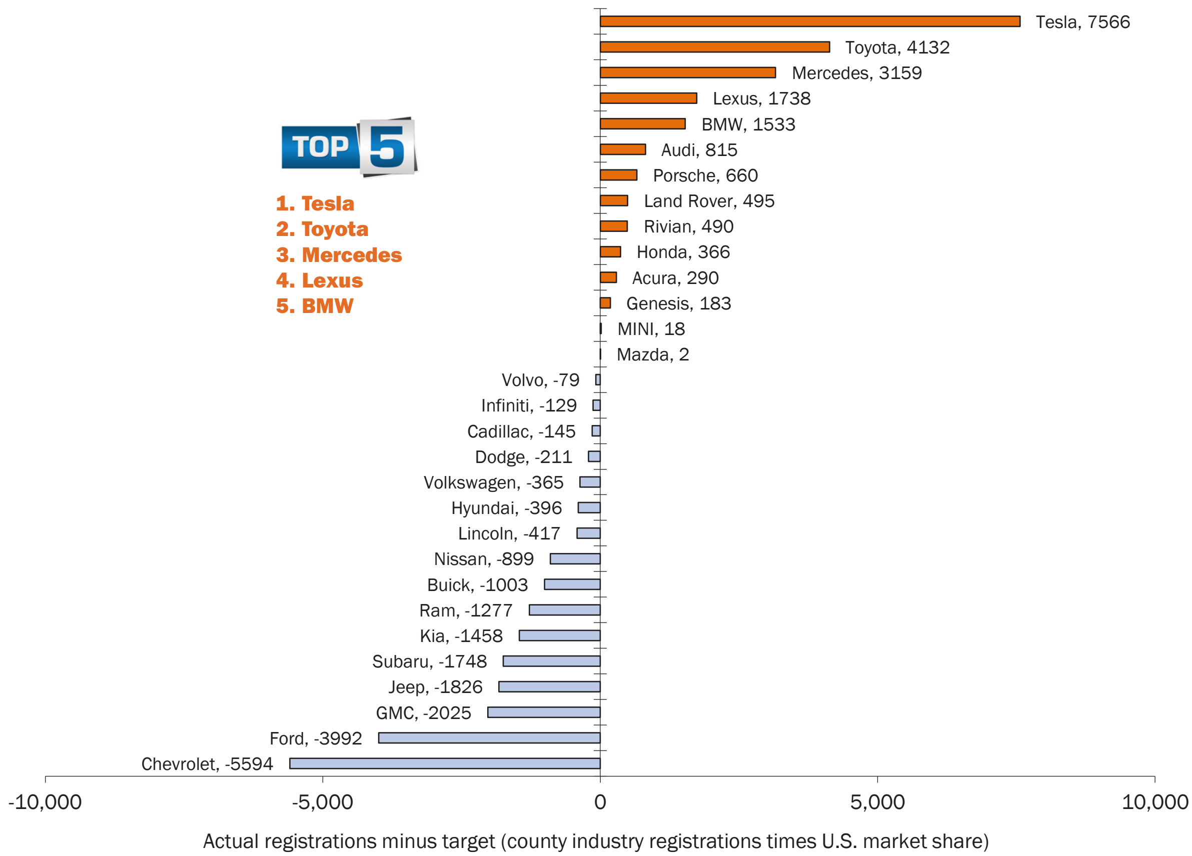
Data sourced from Experian Automotive.

BRANDS AND MODELS

BRAND SALES PERFORMANCE

The graph below provides an indicator of brands that are popular in Orange County (relative to the National standard), and those that are not. Here's how it works: For the top 30 selling brands, each brand's share of the U.S. market is multiplied by industry retail registrations in the county during the first six months of this year. This yields a "target" for the county market. Target registrations are subtracted from actual registrations to derive the measurement of sales performance. Brands at the top of the graph (i.e., Tesla, Toyota, Mercedes, Lexus, and BMW) are relatively strong sellers in the county, with actual registrations exceeding calculated targets by large margins. For instance, Tesla registrations exceeded the target by 7,566 units.

Orange County Retail Market Performance based on registrations during YTD 2025 thru June
Actual registrations minus target (county industry registrations times U.S. market share)



TOP SELLING MODELS

Top 20 Selling Models during YTD '25 thru June - Market Share and % Change in Registrations vs. YTD '24

Rank	Model	County Share %	% chg. '24 to '25	Rank	Model	County Share %	% chg. '24 to '25
1	Tesla Model Y	7.0	-32.2	11	Honda Accord	1.2	-15.6
2	Tesla Model 3	4.5	57.4	12	Chevrolet Silverado	1.2	-3.8
3	Toyota RAV4	4.0	-4.4	13	Lexus NX	1.1	3.5
4	Toyota Camry	3.0	11.2	14	Hyundai Tucson	1.1	19.0
5	Honda CR-V	3.0	12.3	15	Toyota Tundra	1.1	-3.6
6	Honda Civic	2.7	8.0	16	Nissan Ariya	1.1	69.1
7	Toyota Tacoma	2.4	112.1	17	Honda HR-V	1.1	-13.0
8	Toyota Corolla	1.9	2.5	18	Mercedes GLC-Class	1.0	92.3
9	Ford F-Series	1.7	20.9	19	Toyota Prius	1.0	94.0
10	Lexus RX	1.3	1.1	20	Toyota Sienna	1.0	66.5

Table on the left presents the top 20 selling models in the county during the first six months of 2025. Share of industry registrations and the percent change versus the same period in 2024 are also shown. Models with the five largest percentage increase are shaded blue.

Data sourced from Experian Automotive.

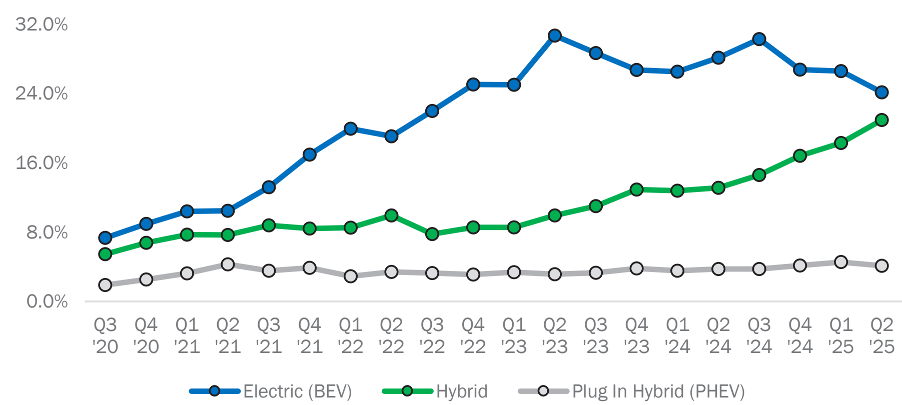
ALTERNATIVE POWERTRAIN MARKET

FIVE KEY TRENDS

1. BEV share was 24.1% in 2Q ‘25, down vs. year earlier and 2Q ‘25.
2. Hybrid vehicles continued to post gains. Hybrid share was 19.6% so far this year, up 6.6 points vs. year earlier.
3. Tesla registrations declined 15.7% so far this year. BEV sales by franchised dealerships increased 14.7% vs. year earlier.
4. Hybrids accounted for more than 30% of registrations for Toyota, Lexus and Honda (see page 8).
5. ICE powertrains accounted for more than 50% of registrations for 22 of the top 30 selling brands.

BEV, PHEV, AND HYBRID MARKET SHARE

Percent Share of Industry Registrations by Powertrain Type



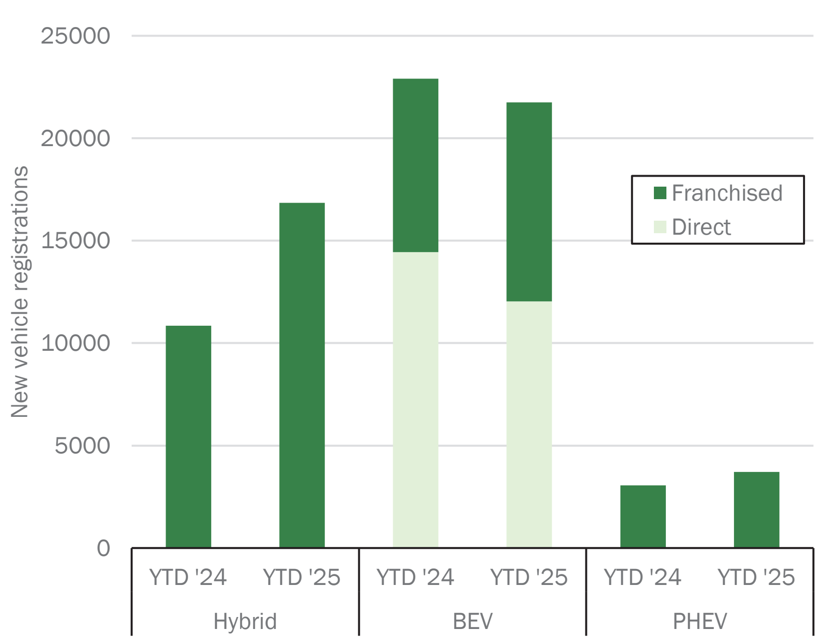
YTD thru June	YTD '24	YTD '25
Electric (BEV)	27.3%	25.3%
Hybrid	13.0%	19.6%
Plug In Hybrid (PHEV)	3.6%	4.3%

Quarterly	1Q '25	2Q '25
Electric (BEV)	26.6%	24.1%
Hybrid	18.3%	20.9%
Plug In Hybrid (PHEV)	4.5%	4.1%

Data sourced from Experian Automotive. Hybrid registrations exclude mild hybrids.

FRANCHISED DEALERSHIPS AND DIRECT SELLERS

New Hybrid, BEV, and PHEV Registrations in Orange County by Type of Selling Dealership



BEV Registrations and Market Share	Franchised Dealerships	Direct Sellers
YTD '24 thru Jun. regs.	8,464	14,440
YTD '25 thru Jun. regs.	9,708	12,044
% change	14.7%	-16.6%
YTD '24 mkt. share %	37.0	63.0
YTD '25 mkt. share %	44.6	55.4
change	7.6	-7.6
1Q '25 regs.	5,140	6,034
2Q '25 regs.	4,568	6,010
% change	-11.1%	-0.4%
1Q '25 mkt. share %	46.0	54.0
2Q '25 mkt. share %	43.2	56.8
change	-2.8	2.8

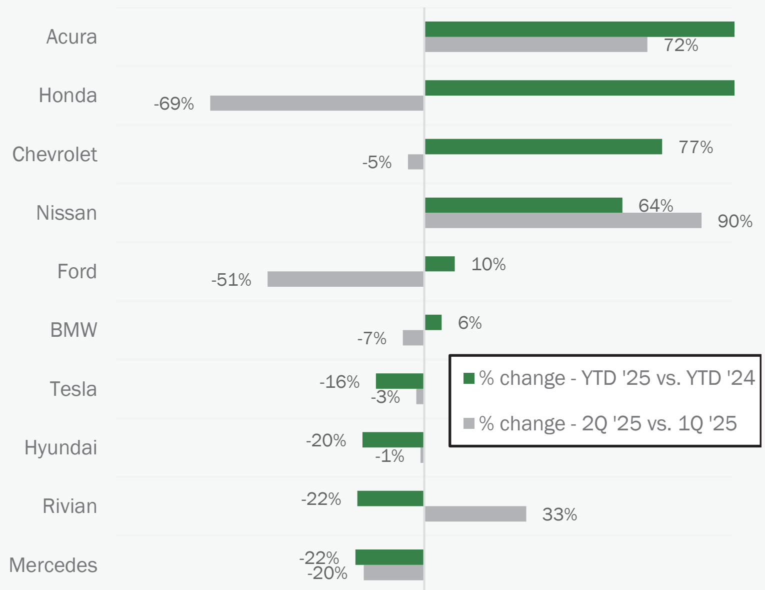
The dark green areas in the graph show registrations by powertrain type for franchised dealerships. Sum of the green areas is 30,268 units, 72% of the overall total.

Data sourced from Experian Automotive. Hybrid registrations exclude mild hybrids.

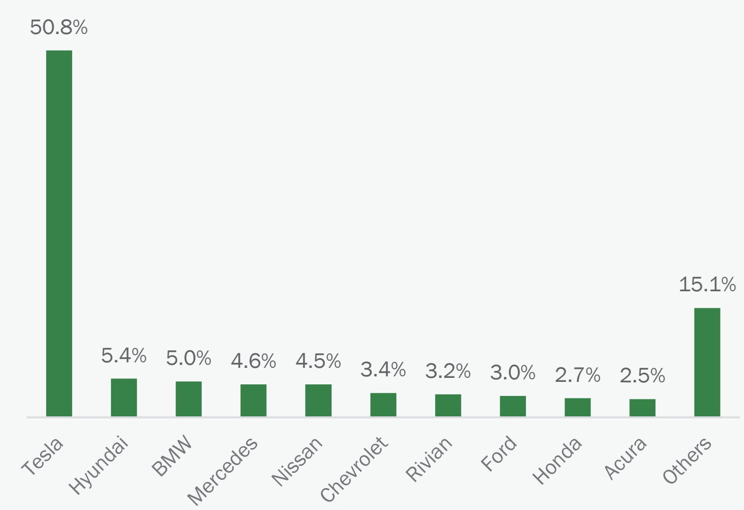
ALTERNATIVE POWERTRAIN MARKET

MAKES AND MODELS

% Change in BEV Registrations for Top 10 Brands YTD '25 thru June vs. YTD '24 and 2Q '25 vs. 1Q '25



Brand Share of Orange County BEV Market (%) YTD 2025 thru June



Observations

- Acura and Honda had big increases in BEV registrations during the first half of this year, up more than 1000%. Note: Acura ZDX and Honda Prologue were introduced early in 2024.
- BEV registrations declined from 1Q '25 to 2Q '25 for seven of the top 10 selling brands.

Data sourced from Experian Automotive. Hybrid registrations exclude mild hybrids.

Top Five Brands by type of Powertrain Registrations for YTD '24 and '25 thru June

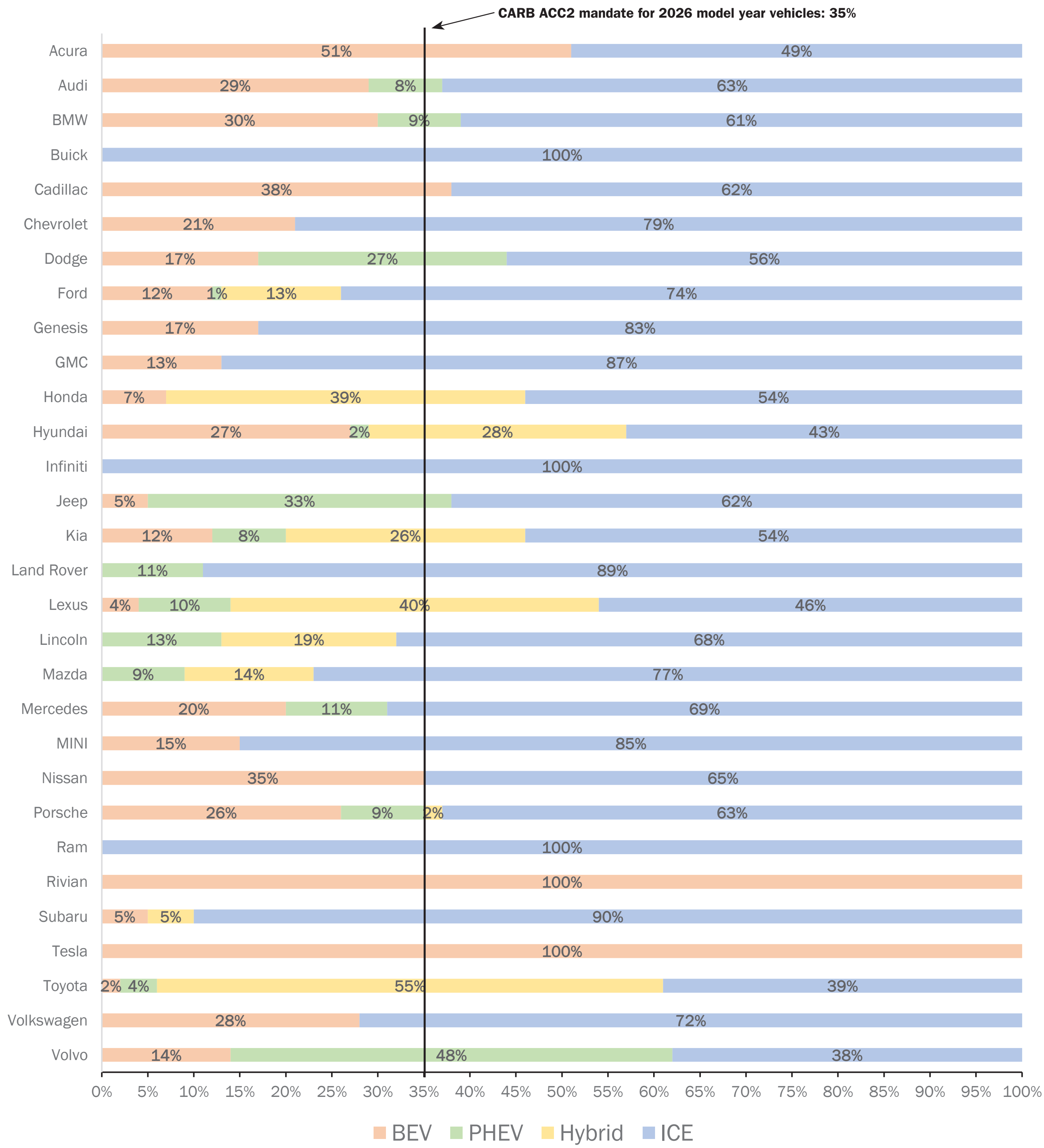
	Rank	Brand	YTD '24 Regs.	YTD '25 Regs.	% chg.	YTD '25 Share
BEV	1	Tesla	13,101	11,041	-15.7%	50.8%
	2	Hyundai	1,458	1,165	-20.1%	5.4%
	3	BMW	1,021	1,079	5.7%	5.0%
	4	Mercedes	1,277	992	-22.3%	4.6%
	5	Nissan	602	989	64.3%	4.5%
PHEV	1	Toyota	829	596	-28.1%	16.1%
	2	Mercedes	101	567	461.4%	15.3%
	3	Lexus	319	385	20.7%	10.4%
	4	Jeep	490	339	-30.8%	9.1%
	5	BMW	170	330	94.1%	8.9%
HYBRID	1	Toyota	5,427	8,644	59.3%	51.3%
	2	Honda	2,055	3,331	62.1%	19.8%
	3	Lexus	1,409	1,612	14.4%	9.6%
	4	Hyundai	755	1,209	60.1%	7.2%
	5	Kia	486	889	82.9%	5.3%

Market Share for Top 15 Selling BEVs, PHEVs, and Hybrids - YTD '25 thru June

Rank	Model	Type	YTD '25 Share
1	Tesla Model Y	BEV	14.1%
2	Tesla Model 3	BEV	9.1%
3	Toyota Camry	Hybrid	6.1%
4	Honda CR-V	Hybrid	4.0%
5	Toyota RAV4	Hybrid	3.8%
6	Nissan Ariya	BEV	2.2%
7	Honda Civic	Hybrid	2.2%
8	Toyota Sienna	Hybrid	2.0%
9	Hyundai Ioniq 5	BEV	1.9%
10	Honda Accord	Hybrid	1.7%
11	Toyota Corolla	Hybrid	1.7%
12	Toyota Prius	Hybrid	1.5%
13	Rivian R1S	BEV	1.4%
14	Honda Prologue	BEV	1.4%
15	Acura ZDX	BEV	1.3%

ALTERNATIVE POWERTRAIN MARKET

Share of Brand Registrations by Type of Powertrain - YTD 2025 thru June (top 30 brands)



The graph above shows the breakdown of new vehicle registrations by powertrain type for each of the top 30 selling brands in the county during the first six months of 2025. The proposed California Air Resources Board's 2035 ZEV rule (also known as Advanced Clean Cars II) starts with the 2026 model year. The rule's ZEV stringency requirement is 35%. Data sourced from Experian Automotive.

MODEL RANKINGS

Model Y Top Seller in County; RAV4 Leader in Compact SUV Segment

The table below shows the top five selling models during the first six months of this year in 20 segments. In addition to unit registrations, it also shows each model's market share in its respective segment.

BEST SELLERS IN PRIMARY SEGMENTS

Small Cars: Honda Civic

Mid Size & Large Cars: Toyota Camry

Near Luxury Car: Tesla Model 3

Full Size Pickup: Ford F-Series

Subcompact SUV: Honda HR-V

Compact SUV: Toyota RAV4

2 Row Mid Size SUV:Hyundai Santa Fe

Luxury Midsize SUV: Lexus RX

Top Selling Models in Each Segment - New Retail Light Vehicle Registrations (YTD '25 thru June)

Small Cars			Mid Size and Large Cars			Sports/Pony Cars			Near Luxury Cars		
Model	Regs.	Share	Model	Regs.	Share	Model	Regs.	Share	Model	Regs.	Share
Honda Civic	2335	32.5	Toyota Camry	2574	56.0	Ford Mustang	192	40.2	Tesla Model 3	3841	56.2
Toyota Corolla	1600	22.3	Honda Accord	1041	22.6	Toyota 86	121	25.3	BMW i4	525	7.7
Toyota Prius	871	12.1	Hyundai Ioniq 6	288	6.3	Mazda MX5	68	14.2	Lexus ES	515	7.5
Hyundai Elantra	521	7.2	Kia K5	234	5.1	Subaru BRZ	33	6.9	Mercedes C-Class	398	5.8
Nissan Sentra	510	7.1	Hyundai Sonata	207	4.5	Nissan Z	29	6.1	BMW 3-Series	287	4.2
Luxury and High End Sports Cars			**Compact/Mid Size Pickup**			**Full Size Pickup**			**Mini Van**		
Model	Regs.	Share	Model	Regs.	Share	Model	Regs.	Share	Model	Regs.	Share
Mercedes E-Class	256	8.3	Toyota Tacoma	2087	53.9	Ford F-Series	1470	25.9	Toyota Sienna	826	44.8
Lucid Air	246	8.0	Ford Maverick	598	15.4	Chevrolet Silverado	1001	17.6	Kia Carnival	472	25.6
Mercedes CLE-Class	242	7.8	Chevrolet Colorado	292	7.5	Toyota Tundra	948	16.7	Honda Odyssey	373	20.2
Tesla Model S	217	7.0	Ford Ranger	255	6.6	GMC Sierra	672	11.8	Chrysler Pacifica	88	4.8
BMW i5	184	5.9	Nissan Frontier	185	4.8	Ram Pickup	564	9.9	Volkswagen ID.Buzz	80	4.3
Large Van			**Subcompact SUV**			**Compact SUV**			**2 Row Mid Size SUV**		
Model	Regs.	Share	Model	Regs.	Share	Model	Regs.	Share	Model	Regs.	Share
Mercedes Sprinter	374	41.8	Honda HR-V	933	20.3	Toyota RAV4	3394	23.3	Hyundai Santa Fe	688	19.1
Ford Transit Connect	280	31.3	Toyota Corolla Cross	794	17.3	Honda CR-V	2543	17.5	Honda Prologue	577	16.0
Ram Promaster	135	15.1	Subaru Crosstrek	625	13.6	Hyundai Tucson	963	6.6	Ford Mustang Mach-E	466	13.0
Chevrolet Express	47	5.3	Mazda CX-30	376	8.2	Nissan Ariya	942	6.5	Subaru Outback	437	12.1
Ford E-Series	30	3.4	Nissan Kicks	346	7.5	Hyundai Ioniq 5	812	5.6	Toyota 4Runner	327	9.1
3 Row Mid Size SUV			**Large SUV**			**Luxury Subcompact SUV**			**Luxury Compact SUV**		
Model	Regs.	Share	Model	Regs.	Share	Model	Regs.	Share	Model	Regs.	Share
Toyota Grand Highlan	634	14.0	Ford Bronco	633	26.3	Mercedes EQB	321	24.3	Tesla Model Y	5972	58.7
Honda Pilot	563	12.5	Toyota Land Cruiser	498	20.7	Audi Q3	196	14.8	Lexus NX	972	9.6
Kia Telluride	504	11.1	Chevrolet Tahoe	322	13.4	Mercedes GLA-Class	180	13.6	Mercedes GLC-Class	877	8.6
Kia Sorento	426	9.4	Chevrolet Suburban	179	7.4	Audi Q4 E-Tron	146	11.0	Audi Q5	396	3.9
Ford Explorer	373	8.3	GMC Yukon XL	176	7.3	Lexus UX	139	10.5	BMW X3	363	3.6
Luxury Mid Size SUV			**Luxury Large SUV**			**Top Selling Passenger Cars**			**Top Selling Light Trucks**		
Model	Regs.	Share	Model	Regs.	Share	Model	Regs.	Share	Model	Regs.	Share
Lexus RX	1120	15.8	Rivian R1S	592	19.3	Tesla Model 3	3841	17.3	Tesla Model Y	5972	9.4
Mercedes GLE-Class	740	10.4	Land Rover Range Ro	431	14.0	Toyota Camry	2574	11.6	Toyota RAV4	3394	5.3
BMW X5	633	8.9	Lexus TX	424	13.8	Honda Civic	2335	10.5	Honda CR-V	2543	4.0
Acura ZDX	553	7.8	Cadillac Escalade	335	10.9	Toyota Corolla	1600	7.2	Toyota Tacoma	2087	3.3
Tesla Model X	459	6.5	Mercedes GLS-Class	267	8.7	Honda Accord	1041	4.7	Ford F-Series	1470	2.3

Data sourced from Experian Automotive.

COMPARISON OF ORANGE COUNTY, CALIFORNIA, AND U.S. RETAIL MARKETS

Domestic Brand Share of County Market was 29.8% vs 39.5% in U.S.

	Orange County	California	U.S.
% change in registrations YTD 2025 thru June vs. YTD 2024	2.5%	3.9%	6.4%
Car share of industry retail light vehicle market YTD 2025 thru June	25.9%	27.1%	15.1%
Domestic brand market share YTD 2025 thru June	29.7%	30.1%	39.5%

	New Retail Registrations - YTD 2025 thru June				Market Share (YTD '25 thru June)		
	Orange County		U.S.				
Brand	Regs.	% ch. vs. YTD 2024	Regs.	% ch. vs. YTD 2024	Orange County	U.S.	Variance
Acura	1,084	92.5%	61,692	6.3%	1.3	0.9	0.4
Alfa Romeo	33	-49.2%	2,692	-41.7%	0.0	0.0	0.0
Audi	1,768	-23.4%	74,055	-8.5%	2.1	1.1	1.0
BMW	3,560	-1.1%	157,555	1.3%	4.1	2.4	1.7
Buick	175	47.1%	91,599	21.8%	0.2	1.4	-1.2
Cadillac	887	19.1%	80,224	19.8%	1.0	1.2	-0.2
Chevrolet	3,503	15.2%	707,142	12.3%	4.1	10.6	-6.5
Chry Dodge Jeep Ram	1,995	-16.2%	423,918	0.1%	2.3	6.4	-4.1
Chrysler	92	-27.6%	18,449	-4.9%	0.1	0.3	-0.2
Dodge	166	-60.9%	29,273	-49.1%	0.2	0.4	-0.2
Jeep	1,038	-10.9%	222,614	3.8%	1.2	3.3	-2.1
Ram	699	5.3%	153,582	16.4%	0.8	2.3	-1.5
Ford	5,209	10.5%	715,238	10.9%	6.1	10.7	-4.6
Genesis	612	30.2%	33,379	23.1%	0.7	0.5	0.2
GMC	1,553	22.5%	278,123	18.5%	1.8	4.2	-2.4
Honda	8,641	8.1%	643,269	8.0%	10.1	9.6	0.5
Hyundai	4,271	-2.8%	362,758	8.3%	5.0	5.4	-0.4
Infiniti	177	-34.9%	23,787	-5.0%	0.2	0.4	-0.2
Jaguar	32	-56.2%	2,082	-41.2%	0.0	0.0	0.0
Kia	3,379	5.9%	376,042	16.4%	3.9	5.6	-1.7
Land Rover	1,074	19.7%	44,994	14.3%	1.3	0.7	0.6
Lexus	3,997	2.7%	175,617	5.6%	4.7	2.6	2.1
Lincoln	253	-4.5%	52,083	17.1%	0.3	0.8	-0.5
Maserati	79	-15.1%	1,789	-40.0%	0.1	0.0	0.1
Mazda	2,205	8.6%	171,243	6.1%	2.6	2.6	0.0
Mercedes	4,966	12.7%	140,469	15.0%	5.8	2.1	3.7
MINI	184	0.0%	12,876	0.9%	0.2	0.2	0.0
Mitsubishi	71	-22.8%	29,486	-10.4%	0.1	0.4	-0.3
Nissan	2,856	4.3%	291,895	-0.6%	3.3	4.4	-1.1
Polestar	54	-46.5%	2,526	-6.9%	0.1	0.0	0.1
Porsche	1,076	26.4%	32,319	20.2%	1.3	0.5	0.8
Rivian	690	-21.7%	15,585	-22.5%	0.8	0.2	0.6
Subaru	2,209	-3.0%	307,622	6.6%	2.6	4.6	-2.0
Tesla	11,041	-15.7%	270,131	-6.3%	12.9	4.0	8.9
Toyota	15,628	12.9%	893,621	1.7%	18.2	13.4	4.8
Volkswagen	1,335	-17.4%	132,135	-9.1%	1.6	2.0	-0.4
Volvo	540	7.6%	48,126	7.1%	0.6	0.7	-0.1
Other	700	-12.9%	16,487	-5.5%	0.8	0.2	0.6

The two tables above provide a comparison of the Orange County and U.S. new light vehicle markets. Data sourced from Experian Automotive.

Orange County New Retail Car and Light Truck Registrations									
	Second Quarter			Year to date thru June			Year to date Market Share (%)		
	2Q '24	2Q '25	% chg.	YTD '24	YTD '25	% chg.	YTD '24	YTD '25	Chg.
MARKET SUMMARY									
TOTAL	42,910	43,816	2.1%	83,769	85,837	2.5%			
Cars	10,589	11,676	10.3%	21,224	22,203	4.6%	25.3	25.9	0.5
Light Trucks	32,321	32,140	-0.6%	62,545	63,634	1.7%	74.7	74.1	-0.5
Domestic	13,550	12,844	-5.2%	26,769	25,556	-4.5%	32.0	29.8	-2.2
European	7,289	7,190	-1.4%	15,043	15,088	0.3%	18.0	17.6	-0.4
Japanese	17,530	19,544	11.5%	33,696	36,868	9.4%	40.2	43.0	2.7
Other Asian	4,541	4,238	-6.7%	8,261	8,325	0.8%	9.9	9.7	-0.2
BRAND REGISTRATIONS									
Acura	293	627	114.0%	563	1,084	92.5%	0.7	1.3	0.6
Alfa Romeo	32	15	-53.1%	65	33	-49.2%	0.1	0.0	-0.1
Audi	1,090	850	-22.0%	2,307	1,768	-23.4%	2.8	2.1	-0.7
BMW	1,746	1,708	-2.2%	3,599	3,560	-1.1%	4.3	4.1	-0.2
Buick	70	84	20.0%	119	175	47.1%	0.1	0.2	0.1
Cadillac	390	429	10.0%	745	887	19.1%	0.9	1.0	0.1
Chevrolet	1,541	1,786	15.9%	3,042	3,503	15.2%	3.6	4.1	0.5
C/D/J/R	1,127	991	-12.1%	2,381	1,995	-16.2%	2.8	2.3	-0.5
Chrysler	58	51	-12.1%	127	92	-27.6%	0.2	0.1	-0.1
Dodge	259	84	-67.6%	425	166	-60.9%	0.5	0.2	-0.3
Jeep	547	522	-4.6%	1,165	1,038	-10.9%	1.4	1.2	-0.2
Ram	263	334	27.0%	664	699	5.3%	0.8	0.8	0.0
Ford	2,423	2,696	11.3%	4,715	5,209	10.5%	5.6	6.1	0.5
Genesis	235	315	34.0%	470	612	30.2%	0.6	0.7	0.1
GMC	686	738	7.6%	1,268	1,553	22.5%	1.5	1.8	0.3
Honda	4,136	4,494	8.7%	7,994	8,641	8.1%	9.5	10.1	0.6
Hyundai	2,538	2,190	-13.7%	4,393	4,271	-2.8%	5.2	5.0	-0.2
Infiniti	126	72	-42.9%	272	177	-34.9%	0.3	0.2	-0.1
Jaguar	34	13	-61.8%	73	32	-56.2%	0.1	0.0	-0.1
Kia	1,639	1,705	4.0%	3,192	3,379	5.9%	3.8	3.9	0.1
Land Rover	423	483	14.2%	897	1,074	19.7%	1.1	1.3	0.2
Lexus	2,056	2,184	6.2%	3,893	3,997	2.7%	4.6	4.7	0.1
Lincoln	140	138	-1.4%	265	253	-4.5%	0.3	0.3	0.0
Maserati	51	45	-11.8%	93	79	-15.1%	0.1	0.1	0.0
Mazda	1,012	1,149	13.5%	2,030	2,205	8.6%	2.4	2.6	0.2
Mercedes	2,162	2,461	13.8%	4,408	4,966	12.7%	5.3	5.8	0.5
MINI	81	110	35.8%	184	184	0.0%	0.2	0.2	0.0
Mitsubishi	53	42	-20.8%	92	71	-22.8%	0.1	0.1	0.0
Nissan	1,537	1,579	2.7%	2,738	2,856	4.3%	3.3	3.3	0.0
Polestar	60	24	-60.0%	101	54	-46.5%	0.1	0.1	0.0
Porsche	409	520	27.1%	851	1,076	26.4%	1.0	1.3	0.3
Rivian	518	394	-23.9%	881	690	-21.7%	1.1	0.8	-0.3
Subaru	1,202	1,108	-7.8%	2,277	2,209	-3.0%	2.7	2.6	-0.1
Tesla	6,536	5,448	-16.6%	13,101	11,041	-15.7%	15.6	12.9	-2.7
Toyota	7,115	8,289	16.5%	13,837	15,628	12.9%	16.5	18.2	1.7
Volkswagen	768	480	-37.5%	1,617	1,335	-17.4%	1.9	1.6	-0.3
Volvo	248	277	11.7%	502	540	7.6%	0.6	0.6	0.0
Other	433	372	-14.1%	804	700	-12.9%	1.0	0.8	-0.2

Other includes Aston Martin, Bentley, Ferrari, Freightliner, GEM, Lamborghini, Lotus, Lucid, McLaren, and Rolls Royce. Other Asian includes Genesis, Hyundai, Kia, and VinFast. Data sourced from Experian Automotive.

Orange County Auto Outlook

Published by Auto Outlook, Inc.
Phone: 610-640-1233 EMail: jfoltz@autooutlook.com

Explanation of Data

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