

ORANGE COUNTY AUTO OUTLOOK™

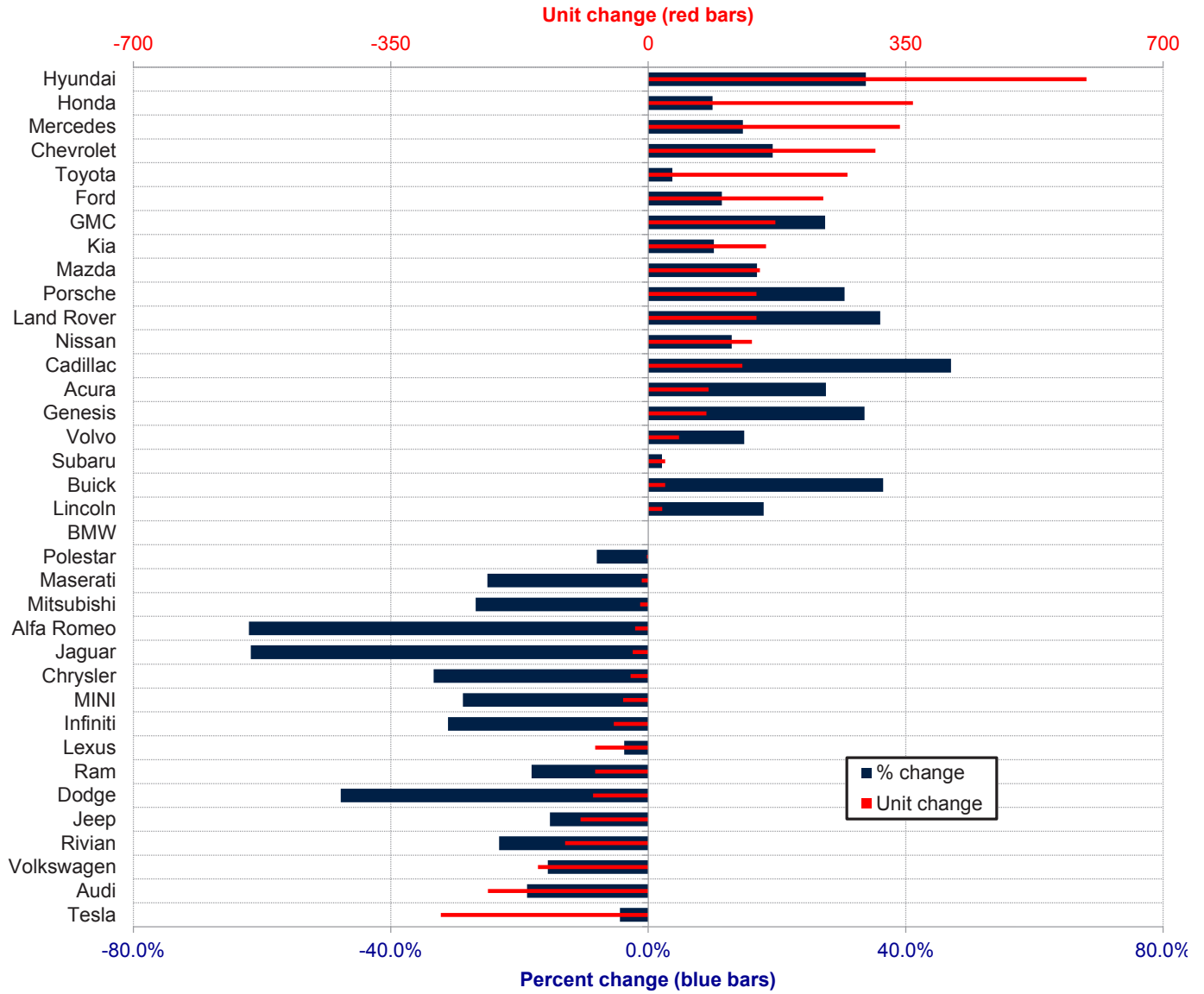
January, 2025

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

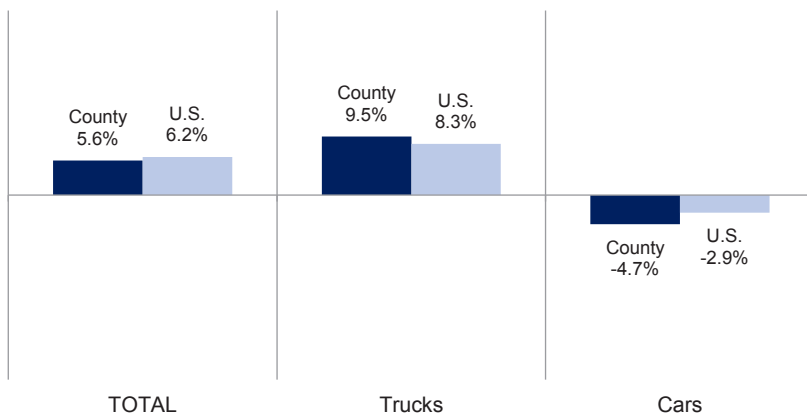
Orange County New Retail Car and Light Truck Registrations									
	Three Month Period Nov. '24 thru Jan. '25			Annual			Annual Market Share (%)		
	Previous	Current	% chg.	2023	2024	% chg.	2023	2024	Chg.
MARKET SUMMARY									
TOTAL	40,895	43,190	5.6%	168,481	165,661	-1.7%			
Cars	11,191	10,661	-4.7%	50,005	42,267	-15.5%	29.7	25.5	-4.2
Light Trucks	29,704	32,529	9.5%	118,476	123,394	4.2%	70.3	74.5	4.2
Domestic	13,047	13,223	1.3%	59,998	52,723	-12.1%	35.6	31.8	-3.8
European	8,009	8,266	3.2%	30,977	29,374	-5.2%	18.4	17.7	-0.7
Japanese	16,265	17,164	5.5%	61,900	66,547	7.5%	36.7	40.2	3.4
Korean	3,574	4,537	26.9%	15,606	17,017	9.0%	9.3	10.3	1.0
BRAND REGISTRATIONS									
Acura	297	379	27.6%	1,257	1,271	1.1%	0.7	0.8	0.1
Alfa Romeo	29	11	-62.1%	120	94	-21.7%	0.1	0.1	0.0
Audi	1,158	940	-18.8%	4,680	4,026	-14.0%	2.8	2.4	-0.4
BMW	2,011	2,011	0.0%	7,323	6,860	-6.3%	4.3	4.1	-0.2
Buick	63	86	36.5%	264	287	8.7%	0.2	0.2	0.0
Cadillac	272	400	47.1%	1,182	1,439	21.7%	0.7	0.9	0.2
Chevrolet	1,597	1,906	19.3%	6,939	6,577	-5.2%	4.1	4.0	-0.1
C/D/J/R	1,229	966	-21.4%	5,693	4,212	-26.0%	3.4	2.5	-0.9
Chrysler	72	48	-33.3%	363	210	-42.1%	0.2	0.1	-0.1
Dodge	157	82	-47.8%	737	668	-9.4%	0.4	0.4	0.0
Jeep	603	511	-15.3%	2,907	2,148	-26.1%	1.7	1.3	-0.4
Ram	397	325	-18.1%	1,686	1,186	-29.7%	1.0	0.7	-0.3
Ford	2,084	2,322	11.4%	9,925	9,094	-8.4%	5.9	5.5	-0.4
Genesis	235	314	33.6%	1,073	1,103	2.8%	0.6	0.7	0.1
GMC	629	802	27.5%	2,449	2,687	9.7%	1.5	1.6	0.1
Honda	3,600	3,960	10.0%	14,139	15,988	13.1%	8.4	9.7	1.3
Hyundai	1,763	2,359	33.8%	7,729	8,974	16.1%	4.6	5.4	0.8
Infiniti	151	104	-31.1%	551	500	-9.3%	0.3	0.3	0.0
Jaguar	34	13	-61.8%	85	115	35.3%	0.1	0.1	0.0
Kia	1,567	1,727	10.2%	6,768	6,480	-4.3%	4.0	3.9	-0.1
Land Rover	408	555	36.0%	1,552	1,822	17.4%	0.9	1.1	0.2
Lexus	1,917	1,845	-3.8%	6,158	7,380	19.8%	3.7	4.5	0.8
Lincoln	106	125	17.9%	402	497	23.6%	0.2	0.3	0.1
Maserati	36	27	-25.0%	169	127	-24.9%	0.1	0.1	0.0
Mazda	900	1,052	16.9%	4,057	4,065	0.2%	2.4	2.5	0.1
Mercedes	2,324	2,666	14.7%	9,225	9,146	-0.9%	5.5	5.5	0.0
MINI	118	84	-28.8%	436	339	-22.2%	0.3	0.2	-0.1
Mitsubishi	41	30	-26.8%	187	163	-12.8%	0.1	0.1	0.0
Nissan	1,087	1,228	13.0%	5,256	5,469	4.1%	3.1	3.3	0.2
Polestar	25	23	-8.0%	72	203	181.9%	0.0	0.1	0.1
Porsche	482	629	30.5%	1,995	1,865	-6.5%	1.2	1.1	-0.1
Rivian	488	375	-23.2%	1,497	1,604	7.1%	0.9	1.0	0.1
Subaru	1,077	1,100	2.1%	4,728	4,300	-9.1%	2.8	2.6	-0.2
Tesla	6,424	6,142	-4.4%	31,230	25,882	-17.1%	18.5	15.6	-2.9
Toyota	7,195	7,466	3.8%	25,567	27,411	7.2%	15.2	16.5	1.3
Volkswagen	962	812	-15.6%	3,621	3,093	-14.6%	2.1	1.9	-0.2
Volvo	282	324	14.9%	1,175	999	-15.0%	0.7	0.6	-0.1
Other	304	407	33.9%	977	1,589	62.6%	0.6	1.0	0.4

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 January 2025 are partially estimated.

Change in New Retail Light Vehicle Registrations (Nov. '24 thru Jan. '25 vs. Year Earlier)



Percent Change in County and U.S. New Retail Light Vehicle Markets Nov. '24 thru Jan. '25 vs. Year Earlier



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.