

ORANGE COUNTY AUTO OUTLOOK™

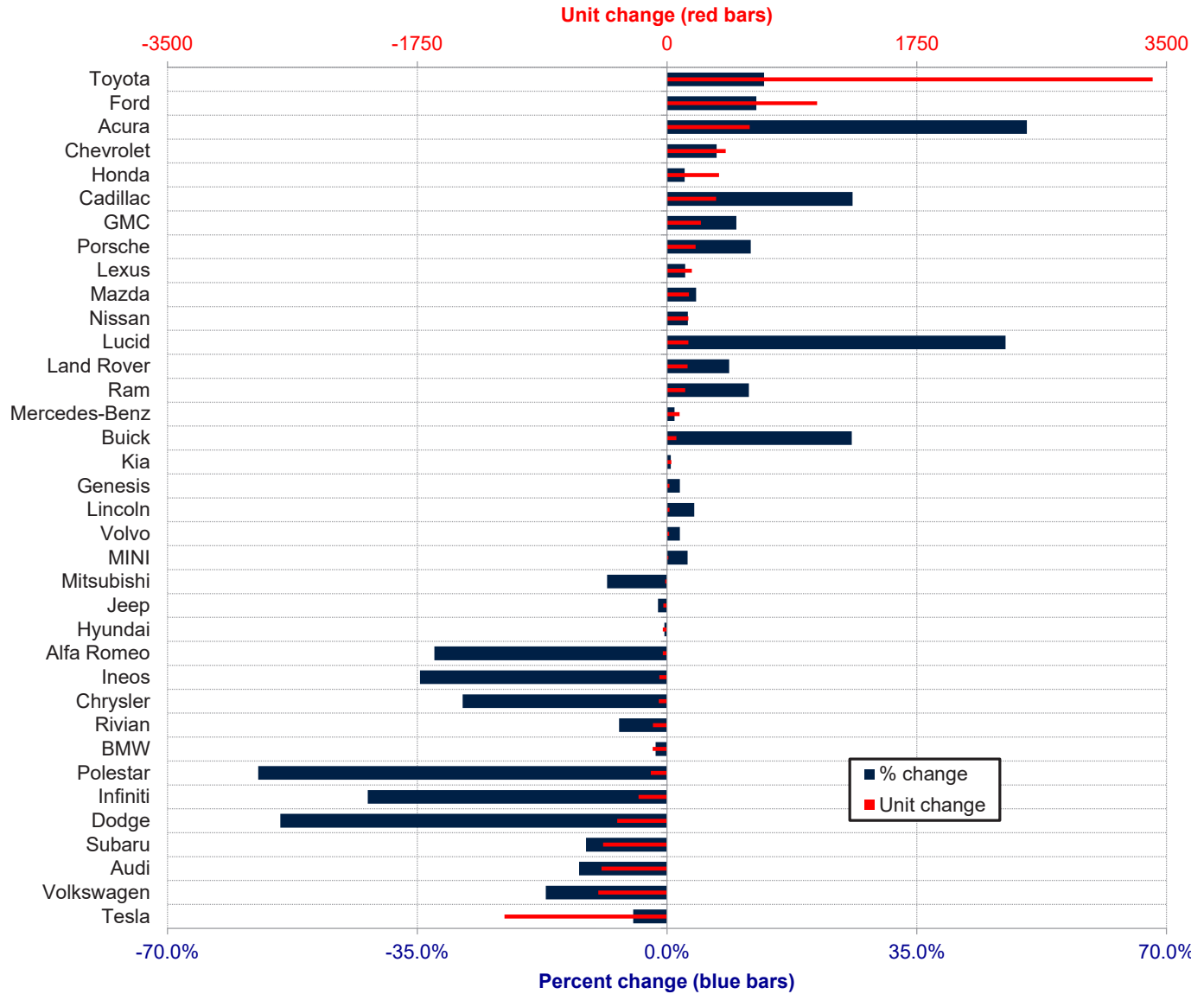
November 2025

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

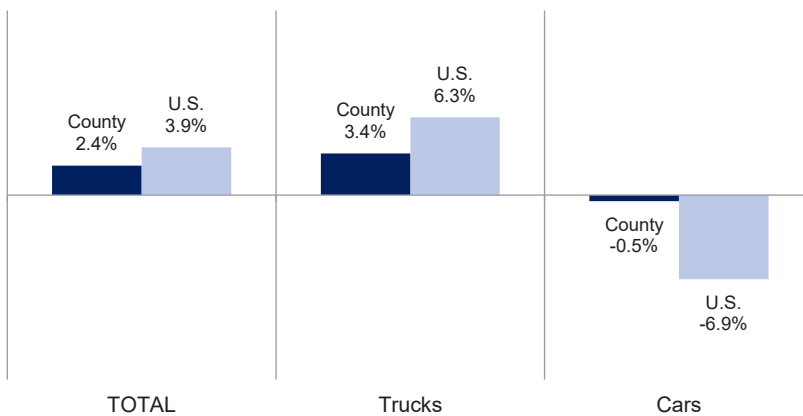
Orange County New Retail Car and Light Truck Registrations												
	Nov.			Three Month Period Sep. '25 thru Nov. '25			YTD thru Nov.			YTD Market Share (%)		
	2024	2025	% chg.	Previous	Current	% chg.	YTD '24	YTD '25	% chg.	YTD '24	YTD '25	Chg.
MARKET SUMMARY												
TOTAL	11,644	10,488	-9.9%	40,648	41,833	2.9%	152,351	155,999	2.4%			
Cars	2,973	2,568	-13.6%	10,691	10,030	-6.2%	38,991	38,794	-0.5%	25.6	24.9	-0.7
Light Trucks	8,671	7,920	-8.7%	29,957	31,803	6.2%	113,360	117,205	3.4%	74.4	75.1	0.7
Domestic	3,313	3,049	-8.0%	12,065	14,042	16.4%	48,620	49,265	1.3%	31.9	31.6	-0.3
European	2,254	1,659	-26.4%	7,395	6,521	-11.8%	26,919	26,104	-3.0%	17.7	16.7	-0.9
Japanese	4,685	4,916	4.9%	16,575	16,947	2.2%	61,186	65,349	6.8%	40.2	41.9	1.7
Korean	1,392	864	-37.9%	4,613	4,323	-6.3%	15,626	15,281	-2.2%	10.3	9.8	-0.5
BRAND REGISTRATIONS												
Acura	106	94	-11.3%	342	295	-13.7%	1,148	1,727	50.4%	0.8	1.1	0.3
Alfa Romeo	2	1	-50.0%	17	14	-17.6%	92	62	-32.6%	0.1	0.0	-0.1
Audi	231	150	-35.1%	910	886	-2.6%	3,730	3,271	-12.3%	2.4	2.1	-0.3
BMW	543	475	-12.5%	1,511	1,599	5.8%	6,266	6,166	-1.6%	4.1	4.0	-0.1
Buick	23	25	8.7%	88	93	5.7%	251	316	25.9%	0.2	0.2	0.0
Cadillac	106	122	15.1%	306	483	57.8%	1,323	1,667	26.0%	0.9	1.1	0.2
Chevrolet	517	427	-17.4%	1,756	1,619	-7.8%	5,914	6,326	7.0%	3.9	4.1	0.2
C/D/J/R	293	281	-4.1%	981	995	1.4%	3,932	3,629	-7.7%	2.6	2.3	-0.3
Chrysler	12	6	-50.0%	37	24	-35.1%	199	142	-28.6%	0.1	0.1	0.0
Dodge	27	20	-25.9%	124	94	-24.2%	642	294	-54.2%	0.4	0.2	-0.2
Jeep	165	159	-3.6%	535	549	2.6%	1,986	1,961	-1.3%	1.3	1.3	0.0
Ram	89	96	7.9%	285	328	15.1%	1,105	1,232	11.5%	0.7	0.8	0.1
Ford	616	692	12.3%	2,251	2,556	13.5%	8,383	9,434	12.5%	5.5	6.0	0.5
Genesis	92	68	-26.1%	366	247	-32.5%	1,001	1,019	1.8%	0.7	0.7	0.0
GMC	213	196	-8.0%	753	651	-13.5%	2,450	2,688	9.7%	1.6	1.7	0.1
Honda	1,039	1,087	4.6%	4,054	3,942	-2.8%	14,789	15,154	2.5%	9.7	9.7	0.0
Hyundai	689	428	-37.9%	2,388	2,500	4.7%	8,242	8,212	-0.4%	5.4	5.3	-0.1
Ineos	8	7	-12.5%	42	30	-28.6%	156	102	-34.6%	0.1	0.1	0.0
Infiniti	28	14	-50.0%	110	55	-50.0%	477	277	-41.9%	0.3	0.2	-0.1
Kia	513	366	-28.7%	1,647	1,569	-4.7%	5,947	5,978	0.5%	3.9	3.8	-0.1
Land Rover	169	104	-38.5%	497	409	-17.7%	1,654	1,798	8.7%	1.1	1.2	0.1
Lexus	477	521	9.2%	1,715	1,700	-0.9%	6,781	6,955	2.6%	4.5	4.5	0.0
Lincoln	27	33	22.2%	107	113	5.6%	447	464	3.8%	0.3	0.3	0.0
Lucid	18	31	72.2%	85	178	109.4%	314	463	47.5%	0.2	0.3	0.1
Mazda	314	255	-18.8%	1,052	967	-8.1%	3,753	3,906	4.1%	2.5	2.5	0.0
Mercedes-Benz	772	548	-29.0%	2,639	2,032	-23.0%	8,385	8,473	1.0%	5.5	5.4	-0.1
MINI	31	27	-12.9%	73	87	19.2%	310	319	2.9%	0.2	0.2	0.0
Mitsubishi	13	5	-61.5%	40	44	10.0%	155	142	-8.4%	0.1	0.1	0.0
Nissan	376	364	-3.2%	1,463	1,388	-5.1%	5,088	5,237	2.9%	3.3	3.4	0.1
Polestar	7	4	-42.9%	32	17	-46.9%	199	85	-57.3%	0.1	0.1	0.0
Porsche	177	128	-27.7%	511	474	-7.2%	1,704	1,904	11.7%	1.1	1.2	0.1
Rivian	75	23	-69.3%	349	379	8.6%	1,477	1,378	-6.7%	1.0	0.9	-0.1
Subaru	297	206	-30.6%	1,008	768	-23.8%	3,943	3,495	-11.4%	2.6	2.2	-0.4
Tesla	1,422	1,218	-14.3%	5,382	6,974	29.6%	24,017	22,879	-4.7%	15.8	14.7	-1.1
Toyota	2,035	2,370	16.5%	6,791	7,788	14.7%	25,052	28,456	13.6%	16.4	18.2	1.8
Volkswagen	198	130	-34.3%	745	613	-17.7%	2,829	2,348	-17.0%	1.9	1.5	-0.4
Volvo	70	50	-28.6%	247	217	-12.1%	880	896	1.8%	0.6	0.6	0.0
Other	147	38	-74.1%	390	151	-61.3%	1,262	773	-38.7%	0.8	0.5	-0.3

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 November 2025 are partially estimated.

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



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